Buncombe County Tourism Jobs Recovery Fund Awards

August 18, 2020

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Purpose:
Preserving and safely reopening the region’s unique and diverse small business ecosystem and protecting tourism-related jobs.
Buncombe County
Tourism Jobs Recovery Fund

Timeline

- May 4: Bill signed into law
- May 5: Program announced
- May 15: Applications opened
- May 31: Applications closed with 444 applications requesting $13.5M
- June 10: All applications were reviewed and scored
- June 19: Final funding slate approved; awardees notified
- June 24: Public announcement of all grant awards
- June 30: All awards executed and funded
905 Subscribers to email interest list

600 Attendees across 6 webinars, plus 2 Facebook Live events in Spanish; all recordings posted within 24 hours

68 One-on-one coaching sessions by partners at SCORE, Small Business Center at A-B Tech, SBTDC, and the Western Women’s Business Center

34 FAQs published

& All materials translated into Spanish
Eligibility Criteria

- Must provide a **direct, in-person service and/or tourist experience** to visitors in Buncombe County, since at least 12/31/19
- Does **not** provide lodging, in whole or in part
- At least **20% of annual revenue comes from tourists**
- Between 2 and 200 FTEs as of March 10, 2020
- Must **agree to report** six months and one year after award
- Will **only use funds received for safely and successfully reopening**, and resuming normal operations in Buncombe County
- Must **agree to public announcement** of business name, award amount, and number of jobs supported (jobs reported in aggregate)
Application Evaluation

- Tourism Impact of the business
- Number of Jobs Supported by the business
- Financial Impact of COVID-19 on the business
- Reopening Plan: the effectiveness and safety of each business’s reopening plan.
- Reopening Budget: the strength and feasibility of each reopening budget.
- Financial Sustainability: the financial health of the business and clear plans to be sustainable for 1 year from the time of award.
- Location: ensuring destinations throughout Buncombe County were supported.
- Ownership Information: locally-owned, minority-led, and/or women-led
Buncombe County
Tourism Jobs Recovery Fund

The Awards

Explore Asheville
Buncombe County Tourism Development Authority

mountain bizworks
Buncombe County Tourism Jobs Recovery Fund | Awards By The Numbers

$5m  Grant Funding for local tourism-related small businesses

394  Grants Awarded, between $2,000 and $30,000/entity

4,787 Jobs Retained, Recovered, or Created

283  Full Grants

111  Micro Grants
Awards By The Numbers

AWARDS BY SECTOR

- Agri-Tourism
- Arts & Entertainment
- Bakeries, Cafes, and Desserts
- Breweries, Cideries, Distilleries, & Wineries
- Outdoor Recreation
- Restaurants & Bars
- Retail
- Spas & Wellness
- Tours And Attractions
- Weddings & Events
Awards By The Numbers

AWARDS BY NUMBER OF EMPLOYEES (FTES)

- 2 to 5, 51%
- 6 to 10, 17%
- 11 to 25, 23%
- 26 to 50, 7%
- >50, 3%
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<thead>
<tr>
<th>Actual</th>
<th>18%</th>
<th>55%</th>
<th>85%</th>
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<tbody>
<tr>
<td>Benchmark</td>
<td>10%</td>
<td>50%</td>
<td>85%</td>
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<tr>
<td>Awards to Minority-Led Businesses</td>
<td>Awards to Women-Led Businesses</td>
<td>Max % of Awards to Asheville-based businesses</td>
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- Prioritize the startup and growth of tourism-related small businesses owned by people of color
- Support programs to assist sole proprietors
- Helping Beyond Dollars:
  - PPE and Safety (96 requests; 44 for PPE sourcing assistance)
  - Community Support, Sharing Best Practices (92 requests)
  - Shared Marketing & PR, Unified Messaging (73 requests)
  - Technical Trainings for Management (49 requests)
  - HR & Staffing Assistance; Staff Trainings (35 requests)
Buncombe County
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Updates

- All Applications Fully Funded (all funds disbursed)
- Progress Reports due 12/31/20 and Final Reports Due 6/30/21
- Continued Monitoring: Keeping eye on the news for closings, following up if closures occur. Reminding recipients of their recordkeeping + reporting obligations.
- Leveraging other relief like NC Rapid Recovery, PPP
- Encouraging local sourcing to maximize multiplier effect
- Helping Beyond Dollars: Continuing to ask: What can we, as community and as service providers, do to support safe and successful reopening, continuing to stay open?
Preserving and safely reopening the region’s unique and diverse small business ecosystem and protecting tourism-related jobs.

$5m local grants made
394 business re-openings supported
4,787 jobs recovered/retained

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