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# Buncombe County Tourism Jobs Recovery Fund Awards

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Sector Development



# Buncombe County


## Tourism Jobs Recovery Fund

**Established By:**



**Purpose:**

Preserving and safely reopening the region's unique and diverse small business ecosystem and protecting tourism -related jobs.

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- 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

- 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 )

- **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**

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

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

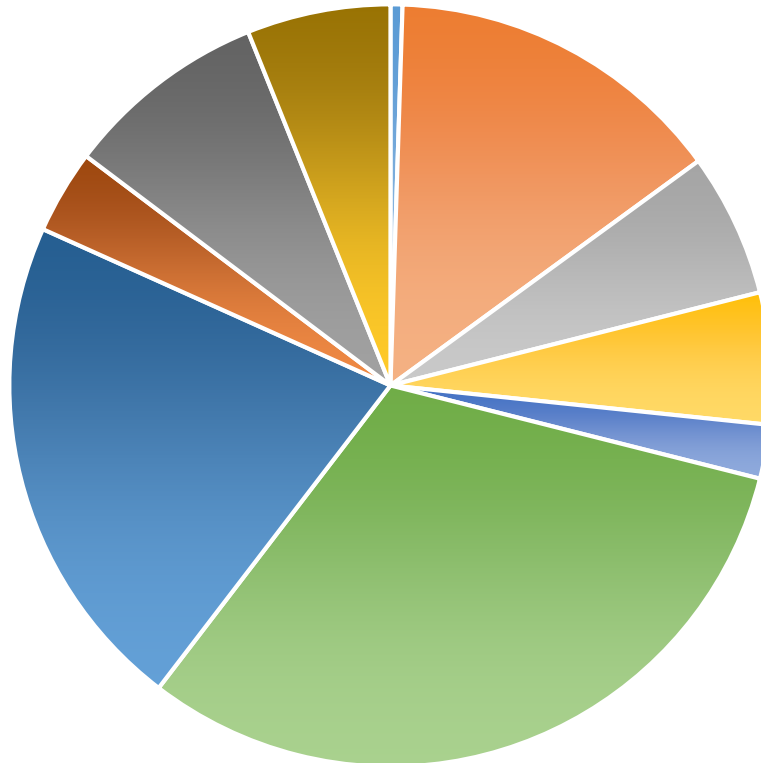
**4,787** Jobs Retained, Recovered, or Created

**283** Full Grants

**111** Micro Grants

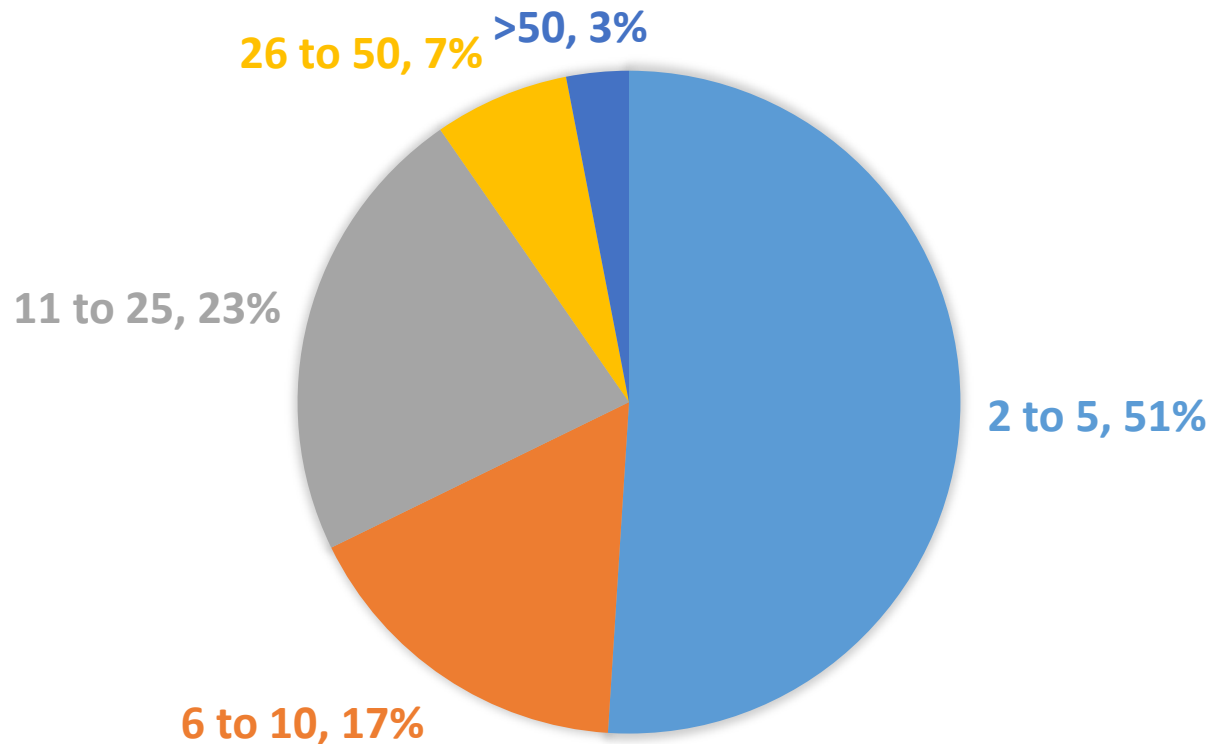


## AWARDS BY SECTOR



- 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 NUMBER OF EMPLOYEES (FTES)



Actual	18 %	55%	85%
Benchmark	10 %	50 %	85%
	Awards to Minority-Led Businesses	Awards to Women-Led Businesses	Max % of Awards to Asheville-based businesses

- **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** **Tourism Jobs Recovery Fund** | 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?

# **Buncombe County** **Tourism Jobs Recovery Fund**

Explore **ASHEVILLE**  
Buncombe County Tourism Development Authority

**\$5m**

local grants  
made

**394**

business re-openings  
supported

**4,787**

jobs  
recovered/retained

Preserving and safely reopening the region's unique and diverse small business ecosystem and protecting tourism-related jobs.