

Explore Asheville

Buncombe County Tourism Development Authority

Update for Buncombe County Board of Commissioners

October 2021



BUNCOMBE COUNTY

About Us

Presenter

Vic Isley

President & CEO

Explore Asheville

Buncombe County Tourism Development Authority

Purpose

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of occupancy taxes paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals.

The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.



Meet The BCTDA



Ms. Kathleen Mosher

Chair
The Biltmore Company



Ms. Brenda Durden

Vice Chair
Asheville Hotel Group



Ms. Leah Ashburn

Highland Brewing Company



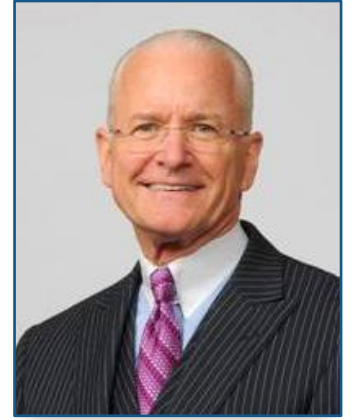
Mr. Andrew Celwyn

Herbiary



Mr. Larry Crosby

The Foundry Hotel



Mr. Gary Froeba

Omni Grove Park Inn



Mr. Matthew Lehman

Grand Bohemian Hotel



Mr. Michael Lusick

FIRC Group



Mr. John McKibbon

McKibbon Hospitality



**Councilmember
Sandra Kilgore**

Asheville City Council
Ex-Officio



**Commissioner
Robert Pressley**

Buncombe County Commission
Ex-Officio

Many Community Sectors Benefit from Lodging Tax Investment in Marketing



FOOD & BEVERAGE

\$610 Million
27%



LODGING

\$609 Million
27%



RETAIL

\$468 Million
21%



RECREATION & ENTERTAINMENT

\$300 Million
13%



TRANSPORT

\$255 Million
11%



70%

OF HOTELS OWNED BY LOCALS

This means more dollars stay local
instead of going to corporate brand headquarters
or out-of-town REITs



BUNCOMBE COUNTY



39 Community Projects Benefited from \$44 million in BCTDA Grants

African-American Heritage Trail

African-American Heritage Museum at Stephens-Lee
Community Center

Asheville Area Wayfinding Program

Asheville Art Museum

Asheville Community Theatre

Asheville Downtown Association – Pack Square Park
Canopy

Asheville Museum of Science

Asheville Visitor Center

Black Mountain College Museum + Arts Center

The Bonsai Garden at the North Carolina Arboretum

Buncombe County – Enka Recreation Destination

Center for Craft

City of Asheville – ExploreAsheville.com Arena at
the U.S. Cellular Center I, II

City of Asheville – Riverfront Destination
Development I, II & RADTIP

The Collider

Friends of the WNC Nature Center

Grove Arcade

The John B. Lewis Soccer Complex at Azalea Park

LEAF Global Arts Center

Montford Park Players

Montreat College

North Carolina Arboretum

The Orange Peel

Pack Square Park & Pavilion I, II

RiverLink – Pearson Bridge River Access

Western North Carolina Veterans' Memorial at Pack
Square Park

Smoky Mountain Adventure Center

Navitat Canopy Adventures

Highland Brewing Company

University of North Carolina at Asheville Foundation

WNC Farmers Market

The Wortham Center

Woodfin Greenway & Blueway

YMI Cultural Center



Tourism Jobs Recovery Fund

Background

- Senate Bill 704 enabled the Buncombe County Tourism Development Authority to establish a one-time fund for emergency grants of up to \$50,000, available for businesses that provide a direct visitor experience including:
 - Restaurants, retail establishments, studios and galleries, attractions, tours and activities, entertainment and event venues, and breweries, wineries, cideries and distilleries, among others
 - Lodging businesses were not eligible
- Funding Source: \$5 million in TPDF revenue that was collected but not allocated - lodging occupancy taxes paid by visitors to the County
- Mission of Fund: To preserve and safely reopen the region's unique and diverse small business ecosystem and protect tourism-related jobs

Buncombe County Tourism Jobs Recovery Fund
Buncombe County Tourism Development Authority • Mountain BizWorks



Tourism Jobs Recovery Fund

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

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

18%
awarded to minority-led businesses

55%
awarded to women-led businesses

4,787 Jobs
retained, recovered or created for local residents

Buncombe County Tourism Jobs Recovery Fund
Buncombe County Tourism Development Authority • Mountain BizWorks



BUNCOMBE COUNTY



Travel jobs are

DIVERSE

AND

ACCESSIBLE

to all demographics.

Compared to other industries:

- **37%** of Males
- **40%** of Females
- **32%** of African Americans
- **32%** of Hispanics

began their careers in travel

Travel has a greater share of multi-ethnic individual's than the rest of the economy.



Hearts of Hospitality

Experience in travel fosters

ENTREPRENEURS

17% of Americans whose first job was in travel now **own their own business**.
19% consider themselves **entrepreneurs**.

A man and a woman are sitting on a yellow couch in a room with a red wall. The woman is wearing a red dress and has short blonde hair. The man is wearing a blue patterned shirt and has dark hair. Behind them is a lamp and a suitcase covered in Asheville-themed stickers.

Jen & Jim Lauzon
LaZoom Comedy Tours

“*Tourism in Asheville is the reason we got to **manifest our dreams** of having a business in the entertainment world.*”

TRAVEL

provides potential for

PROSPERITY

Individuals who began their career in **travel** have gone on to earn a peak average salary of **\$82,400** by the time they were 50 years old.

“

I was just looking for a regular job where I could just work and help my mom pay some bills...this turned out to be so much more than that. It's changed my life. We just bought a house recently...without the opportunities I've had at the hotel, I don't think any of that would have been possible. ”

Americo Mejia
Director of Housekeeping
Biltmore Farms Hotels



One Buncombe Fund



\$90,000

Explore Asheville/BCTDA contributed to
One Buncombe Fund

5.3%

Explore Asheville/BCTDA contributed 5.3% of
total One Buncombe Fund receipts

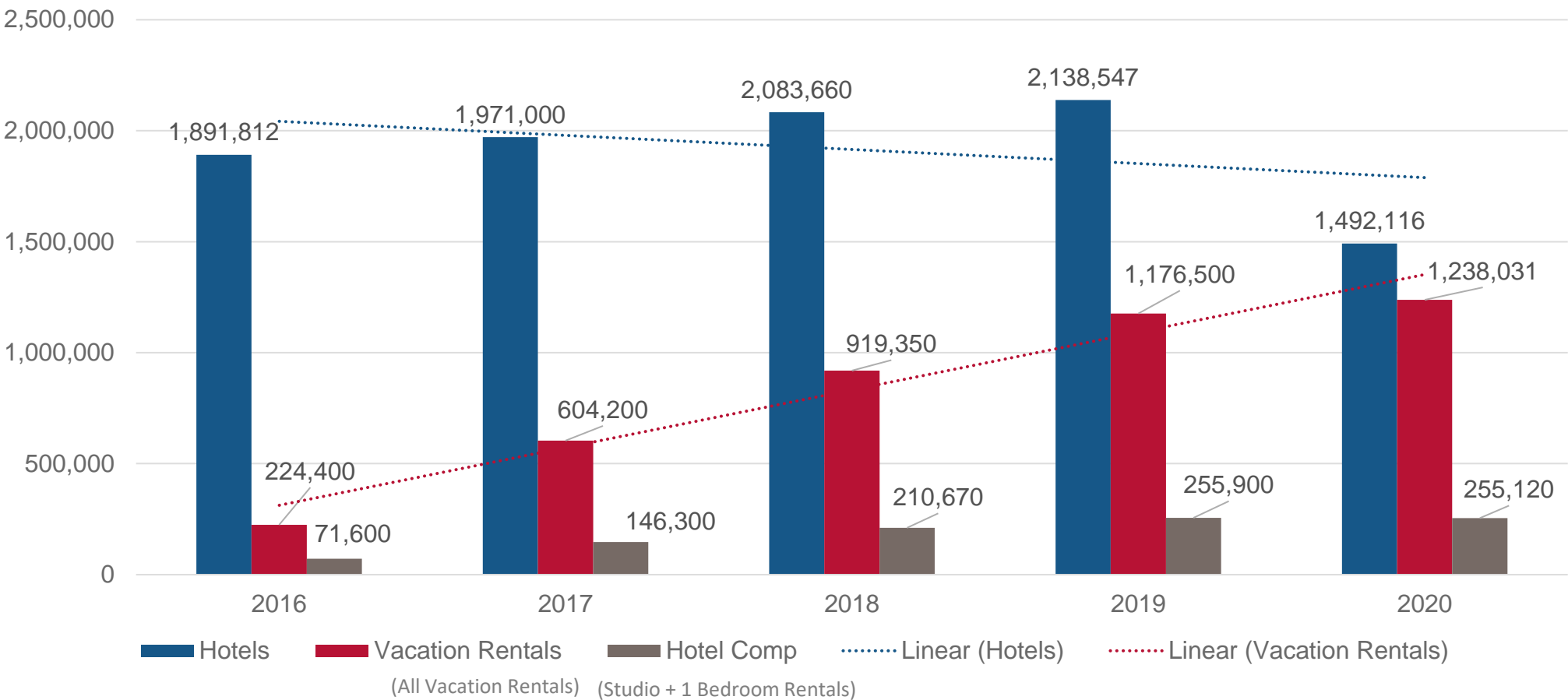
From Earned Revenue Fund



BUNCOMBE COUNTY

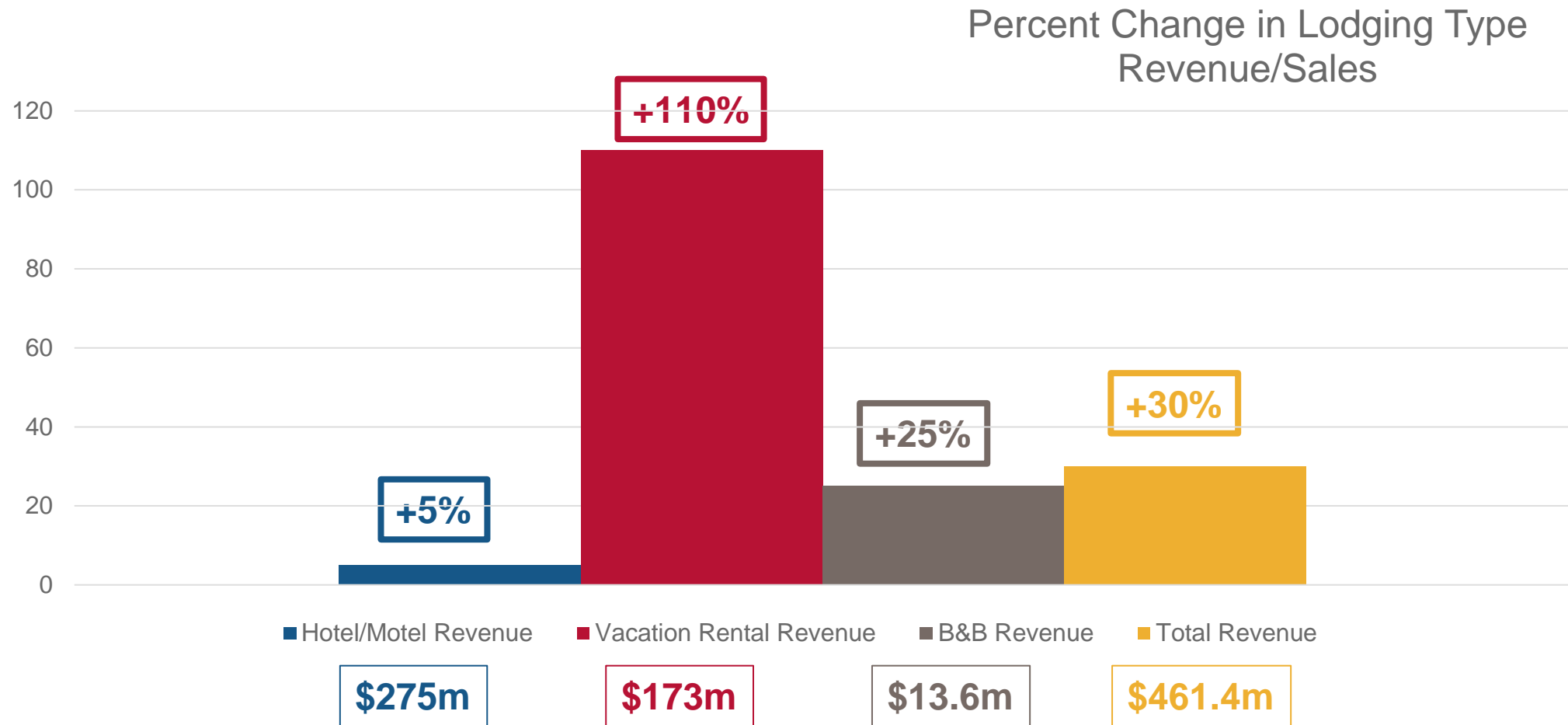


Room Demand by Lodging Type



Source: STR & AirDNA
Room Demand = Total number of rooms sold or rented (excludes complimentary rooms)





Hotel Sales Continued to Lag in Revenue FY21





EXPLORE ASHEVILLE'S STRATEGIC IMPERATIVES

Explore **ASHEVILLE**

BUNCOMBE COUNTY 2020-2025 STRATEGIC PLAN – COMMUNITY FOCUS AREAS				
VIBRANT ECONOMY <i>A robust and sustainable regional economy that builds on our homegrown industries and talent and provides economic mobility for residents</i>	RESIDENT WELLBEING <i>Our residents are safe, healthy and engaged in their community</i>	ENVIRONMENTAL & ENERGY STEWARDSHIP <i>High quality air, water, farmland & renewable energy for future generations</i>	EDUCATED & CAPABLE COMMUNITY <i>A county where all residents thrive & demonstrate resilience throughout their lives</i>	
ASHEVILLE CITY COUNCIL 2020 FOCUS AREAS				
<ul style="list-style-type: none">A thriving local economyA financially resilient city	<ul style="list-style-type: none">Quality affordable housingTransportation and accessibility	<ul style="list-style-type: none">A well-planned and livable communityA clean and healthy environment	<ul style="list-style-type: none">An equitable and diverse communityA connected and engaged community	
EXPLORE ASHEVILLE (BCTDA) STRATEGIC PILLARS				
 DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH <i>Balance visitor and resident needs. Focus on the quality of each visit.</i>	 ENCOURAGE SAFE & RESPONSIBLE TRAVEL <i>Encourage the care for and respect of natural, cultural and human resources. Grow our outdoor economy.</i>	 ENGAGE & INVITE MORE DIVERSE AUDIENCES <i>Extend a genuine invitation and make community connections for all to win.</i>	 PROMOTE & SUPPORT ASHEVILLE’S CREATIVE SPIRIT <i>Share stories of creators and makers and support place making.</i>	
ASHEVILLE GREATER (CHAMBER OF COMMERCE) VISION				
<ul style="list-style-type: none">Economic mobility and shared prosperity (grow the pie, block-by-block, child’s first years)	<ul style="list-style-type: none">Growing up (land, transportation, housing, resources)		<ul style="list-style-type: none">A place for all people (young families, retirees, people of color)	<ul style="list-style-type: none">Leadership (shared vision, intergenerational leadership, regional, balanced scorecard)
UNC-ASHEVILLE STRATEGIC PRIORITIES				
<ul style="list-style-type: none">Increase fiscal capacity and resilienceDeepen and broaden our public impact in the region				<ul style="list-style-type: none">Evolve and innovate curriculum
DOGWOOD HEALTH TRUST STRATEGIC PRIORITIES				
<ul style="list-style-type: none">Jobs (bolster the infrastructure for a growing economy)	<ul style="list-style-type: none">Health and wellnessAffordable housing		<ul style="list-style-type: none">Education (early childhood, K-12, post-secondary)	
UNITED WAY OF ASHEVILLE AND BUNCOMBE COUNTY (UWABC) KEY DRIVERS FOR CHANGE				
			<ul style="list-style-type: none">Commitment to students, families and the Community SchoolCommitment to diversity, equity and inclusion (DEI)	<ul style="list-style-type: none">New players, new leadership
THE COMMUNITY FOUNDATION OF WESTERN NORTH CAROLINA (CFWNC) FOCUS AREAS				
	<ul style="list-style-type: none">People in need (supporting marginalized populations)	<ul style="list-style-type: none">Natural/cultural resourcesFood/farming (support sustainable local food)	<ul style="list-style-type: none">Early childhood development	



Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community - balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

Marketing & Media Investment to Influence Visitor Behavior

Align marketing investment with strategic pillars to deliver balanced growth and influence visitor behavior:

- Balanced growth
 - Focus on overnight visitation
 - Increase length of stay
 - Dispersal throughout the county
 - Times of year (seasonality)
 - Leisure and business
- Encourage responsible travel
- Engage diverse audiences
- Promote Asheville's creative spirit



Align Proactive Group Sales with Economic Development Partners

5 economic development sectors

- Advanced Manufacturing (e.g., Automotive, Aerospace, Food, Beverage, etc.)
- Outdoor Products
- Life Science (Biotech & Medical Devices)
- Climate Technology & Environment
- Professional Office & Information Technology



FY22 Budget Scenarios

Accommodates potential fund allocations

	OPERATING FUND	TPDF FUND	TOTAL
FY19 Actuals	18,687,788	6,229,238	24,917,026
FY22 (2/3 and 1/3)	18,107,203	9,052,290	27,159,586
FY22 (2/3 and 1/3) + \$2m fund balance to operating budget	20,107,203	9,052,290	29,159,586
FY22 (3/4 and 1/4)	20,369,670	6,789,896	27,159,586



THANK YOU



BUNCOMBE COUNTY

