



WELCOME

May 28, 2025

Joint Meeting of the Buncombe County Tourism Development Authority
and the BCTDA Nonprofit Corporation

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair Brenda Durden

- Call to order the Joint Meeting of the BCTDA, Public Authority and BCTDA Nonprofit Corporation



Board Meeting

Wednesday, May 28, 2025 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of April 30, 2025, Meeting Minutes	Brenda Durden
9:10 a.m.	Financial Updates a. April 2025 Financial Reports b. Sales Tax Update	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:20 a.m.	Penalty Waiver Request a. Parks Hospitality Group	Brenda Durden
9:25 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:35 a.m.	Economic & Employment Impacts on Business in WNC	Dan Gerlach
9:55 a.m.	Proposed BCTDA FY26 Budget a. Finance Committee Report b. Proposed BCTDA FY26 Budget Presentation c. Proposed BCTDA FY26 Budget Ordinance d. Public Hearing Notice – Proposed BCTDA FY26 Budget	HP Patel Jennifer Kass-Green Jennifer Kass-Green Brenda Durden
10:15 a.m.	TPDF Expedited Recommendations a. John B. Lewis Soccer Complex Restoration b. Bob Lewis Ballpark	Tiffany Thacker Brenda Durden
10:25 a.m.	Asheville City Council Update	Vice Mayor Antanette Mosley
10:30 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:35 a.m.	Miscellaneous Business	Brenda Durden
10:40 a.m.	Comments from the General Public	Brenda Durden
10:45 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The next joint BCTDA monthly meeting is June 25, 2025, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Sarah Myers at smyers@ExploreAsheville.com or call 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



FOR OUR REMOTE VIEWERS

Chair Brenda Durden

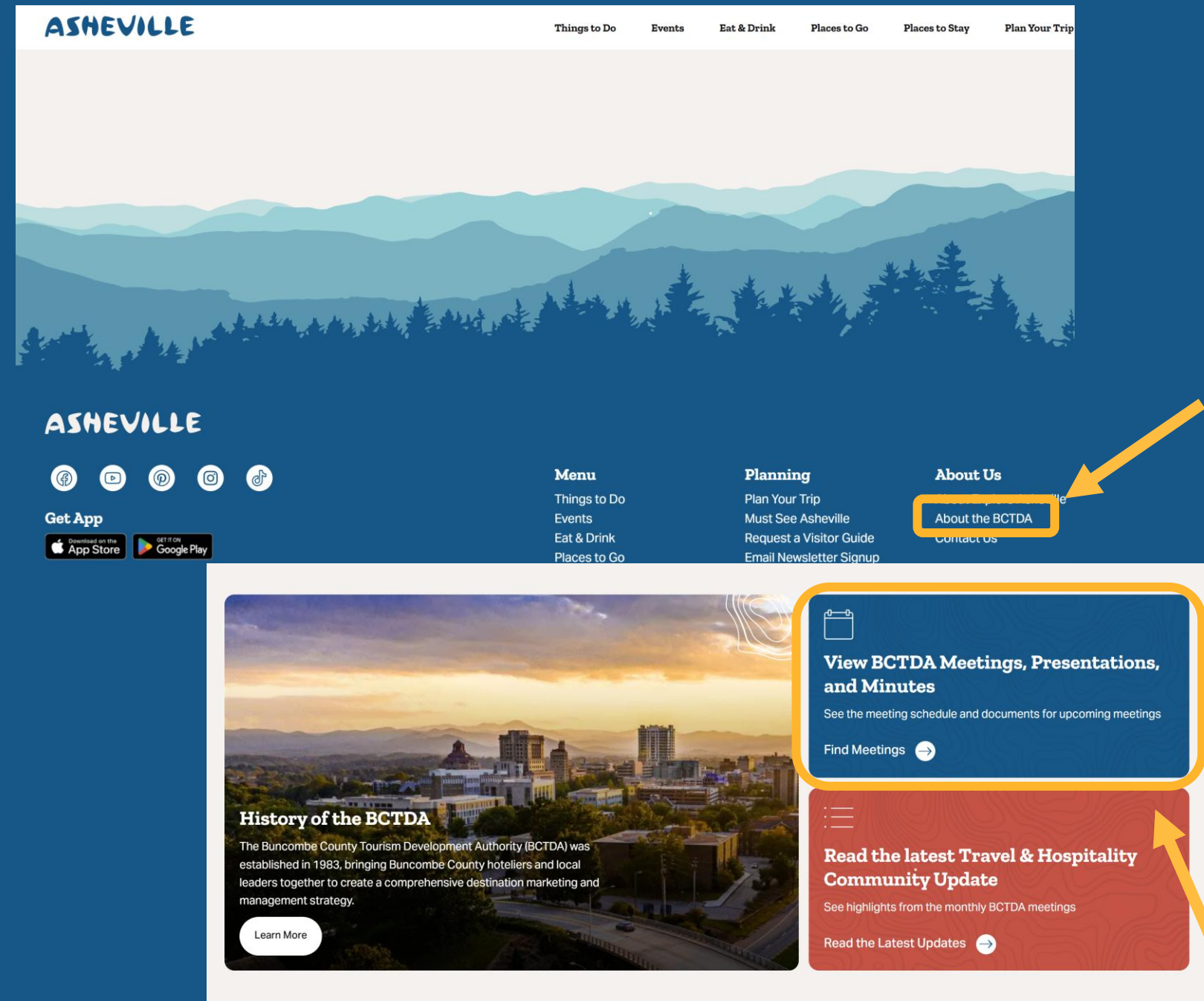
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

Additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- ExploreAsheville.com
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes



IN MEMORIAM

Oscar Wong, Founder of Highland Brewing

- Oscar Wong was a pioneer in the Asheville craft brewery scene, founding Highland Brewing Company in 1994, the first brewery in Asheville since Prohibition.
- Wong was an active participant in the Asheville non-profit and brewing communities, tirelessly encouraging collaboration and relationships.
- In 2011, Explore Asheville and the BCTDA awarded Oscar the William A.V. Cecil Award for Tourism Community Leadership.

He makes us believe we can do great things, fun things, hard things, new things, things that matter. Together. - Leah Wong Ashburn



WELCOME BOARD & GUESTS

Chair Brenda Durden

- Welcome board members and guests who are in attendance
- Introductions around the room



APRIL 30 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the April 30, 2025, BCTDA Board meeting minutes.

Motion Second

Additional Discussion

Vote



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Wednesday, April 30, 2025

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Larry Crosby, Lucious Wilson, Elizabeth Putnam, Tim Rosebrock
- Absent (Voting):** Himanshu Karvir, Michael Lusick
- Present (Ex-Officio):** Asheville Vice Mayor Antanette Mosley, Buncombe County Commissioner Terri Wells
- Absent (Ex-Officio):** None
- Staff:** Vic Isley, Dodie Stephens, Tiffany Thacker, Jennifer Kass-Green, Michael Kryzanek, Josh Jones, Ali Wainwright, Kimberly Puryear, Ashley Greenstein, Connie Holliday, Kyle McCurry, Shawn Boone, Sarah Myers
- BC Finance:** Melissa Moore
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- In-Person Attendees:** Rick Bell, Asheville Buncombe Hotel Association
Randy Claybrook, Bent Creek Lodge
Lilliana Woody, West Asheville Business Association
Jason Sanford, Ashevillegas
Boomer Sassman, Big Boom Design
Morgan Sykes, Mountain Xpress
Brooke Randle, Mountain Xpress
Jonathan Watkins, MacMillan Pazdan Smith Architecture
Meghan Rogers, Asheville Independent Restaurants
- Online Attendees:** Diane Rogers, Pinecrest B&B
Chip Craig, Greybeard Rentals
Jim Muth, TPDF Committee
Emily Crosby, McKenzie Provost, Emilie Soffe, Sarajane Case, Jay Curwen; Explore Asheville
Lacy Cross, Movement Bank



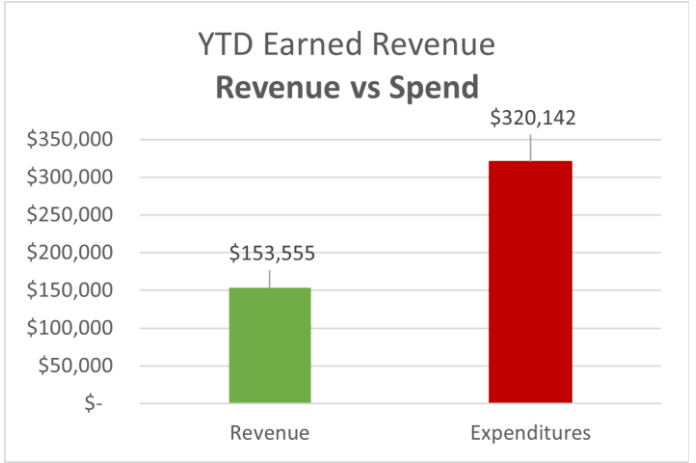
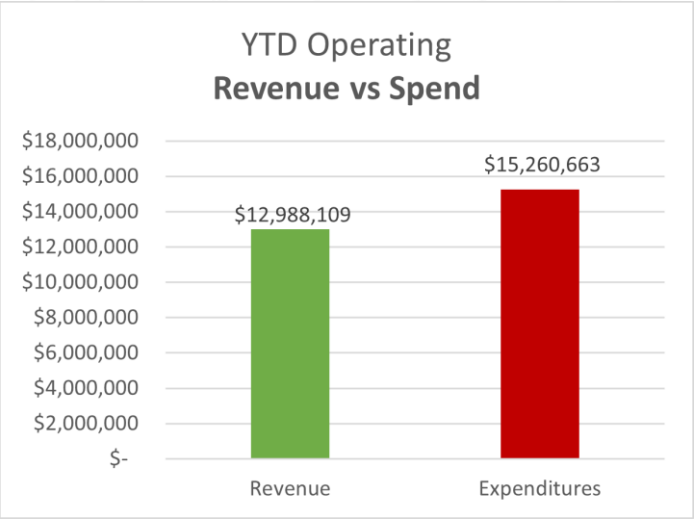
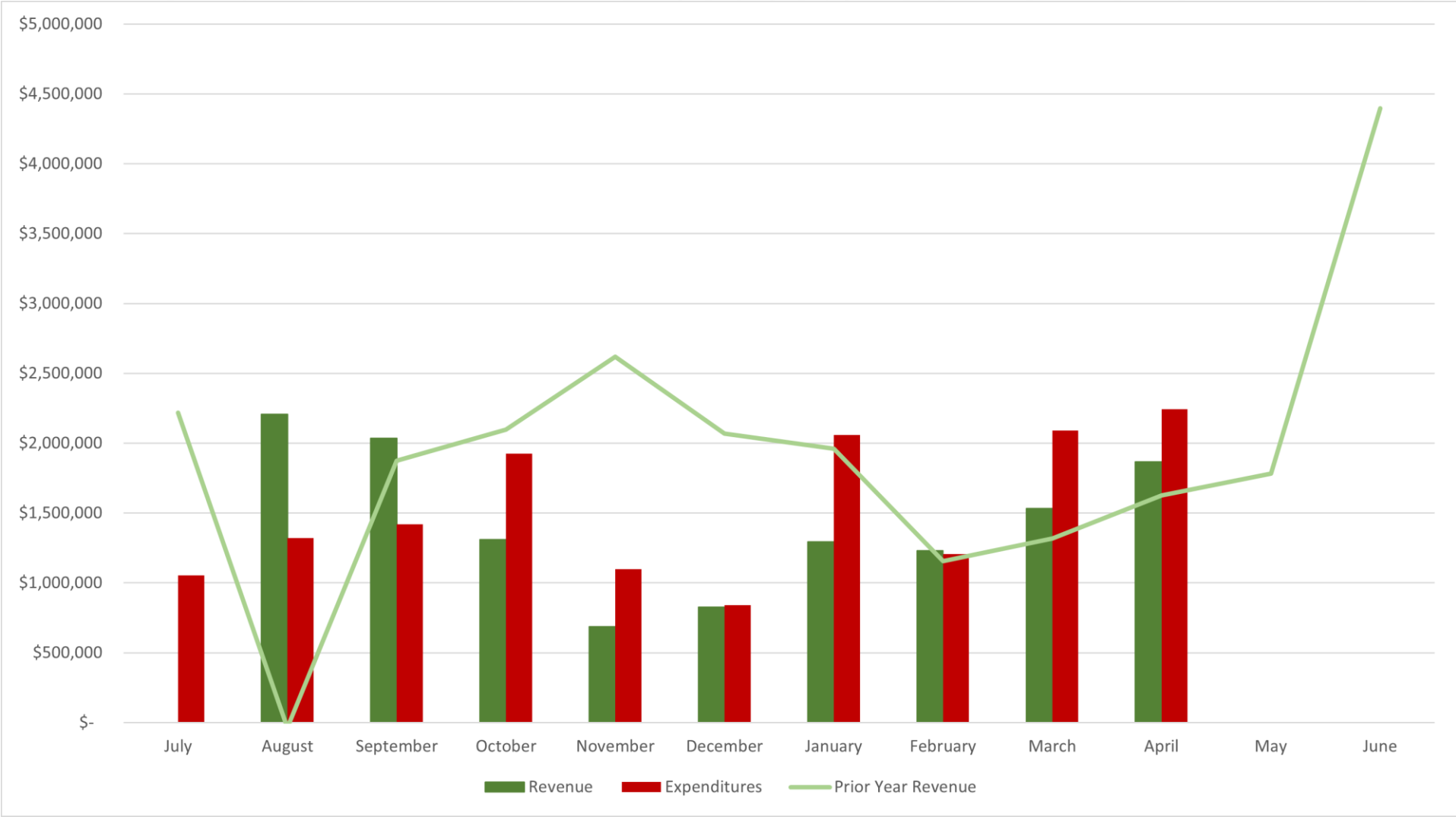
FINANCIAL UPDATES

Melissa Moore
Buncombe County | Director of Finance
BCTDA | Fiscal Agent

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Development Authority

OPERATING AND EARNED REVENUE FUNDS

Revenues (Current and Prior-year) vs Expenditures (current year), April 2025



For more information, see financial and sales statements pages 1-3, and 7

OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, April 2025

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$25,729,965	\$1,865,745	\$12,988,109	50.5%
Total expenditures		\$2,243,180	\$15,260,663	59.3%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$350,000	\$19,725	\$153,555	43.9%
Total expenditures		\$0	\$320,142	91.5%

For more information, see financial and sales statements pages 1-2

PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, April 2025

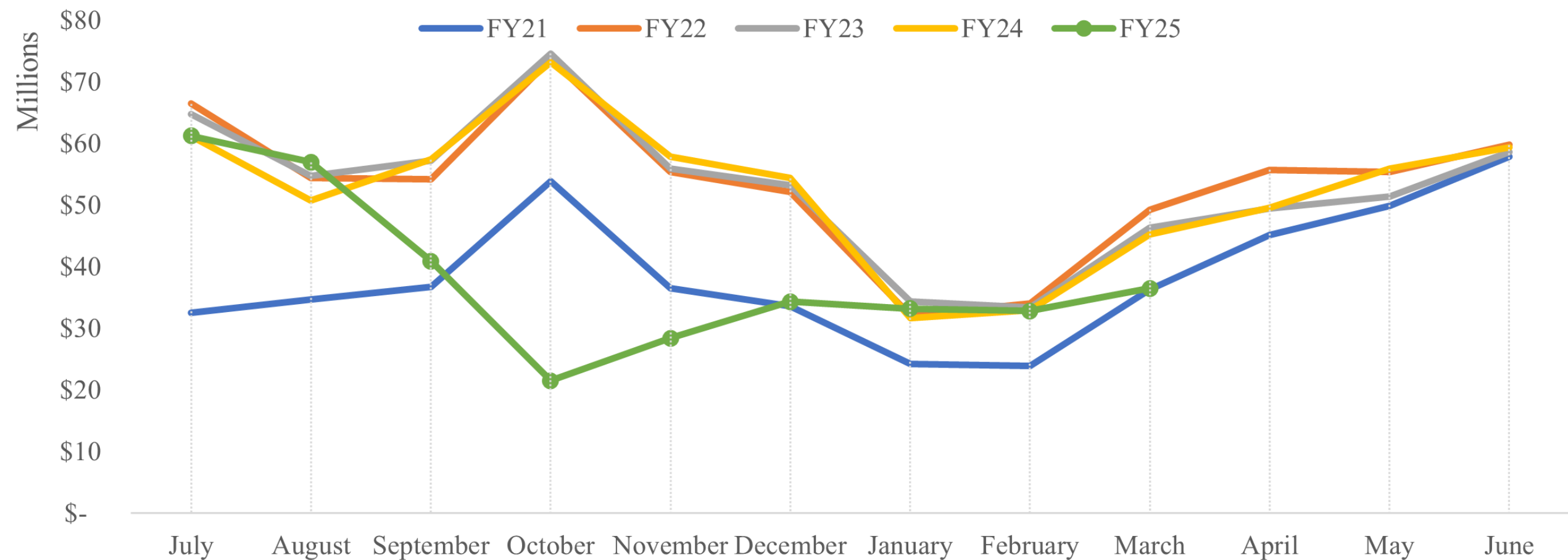
Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$155,529	\$46,054,298	>100%
Total expenditures		\$336,229	\$6,336,235	19.5%
Active projects		19		
Funding available for future grants		\$13,499,313		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	\$291,172	\$15,727,108	>100%
Total expenditures		\$308	\$273,900	3%
Active projects		12		
Funding available for future grants		\$5,336,205		

For more information, see financial and sales statements pages 3, 5, & 6

LODGING SALES

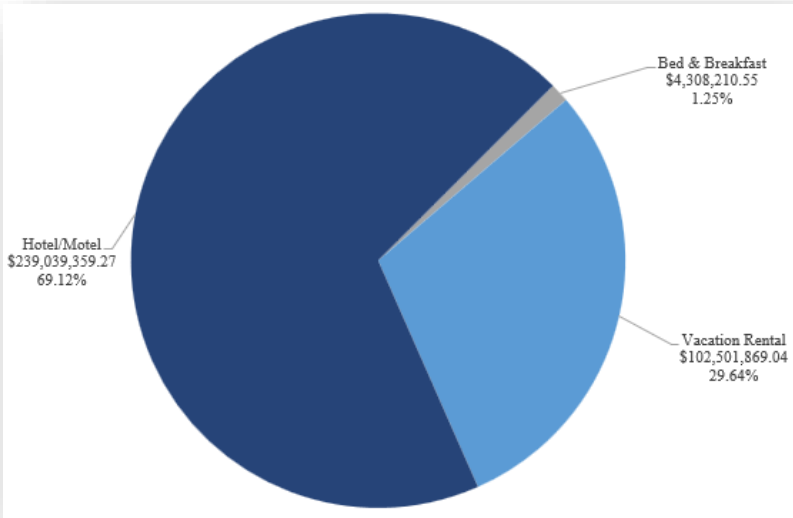
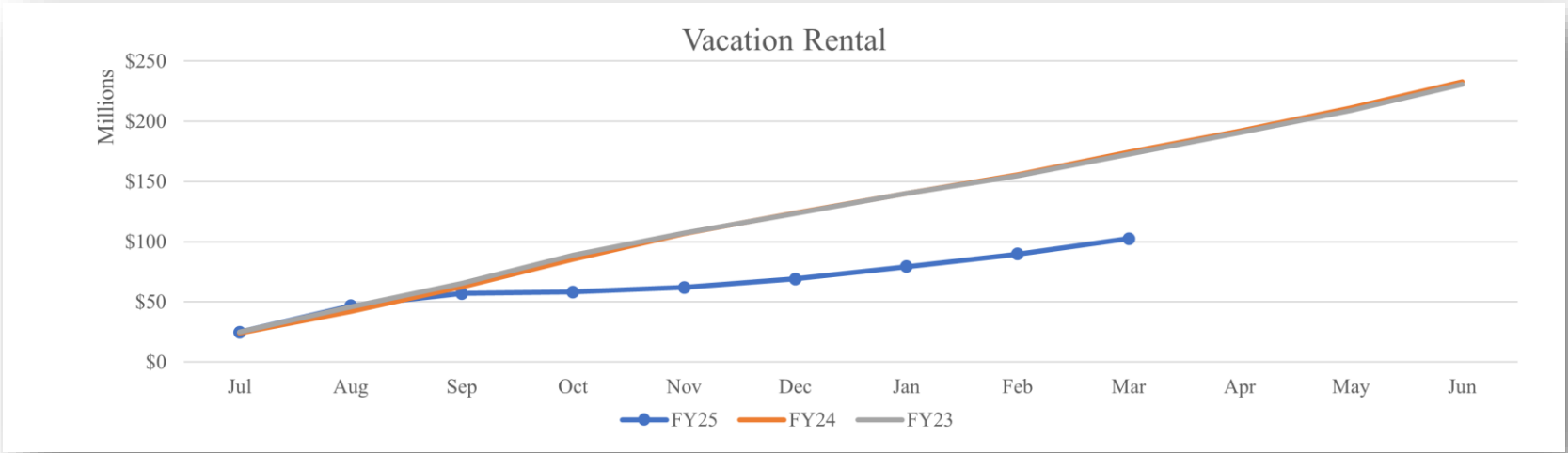
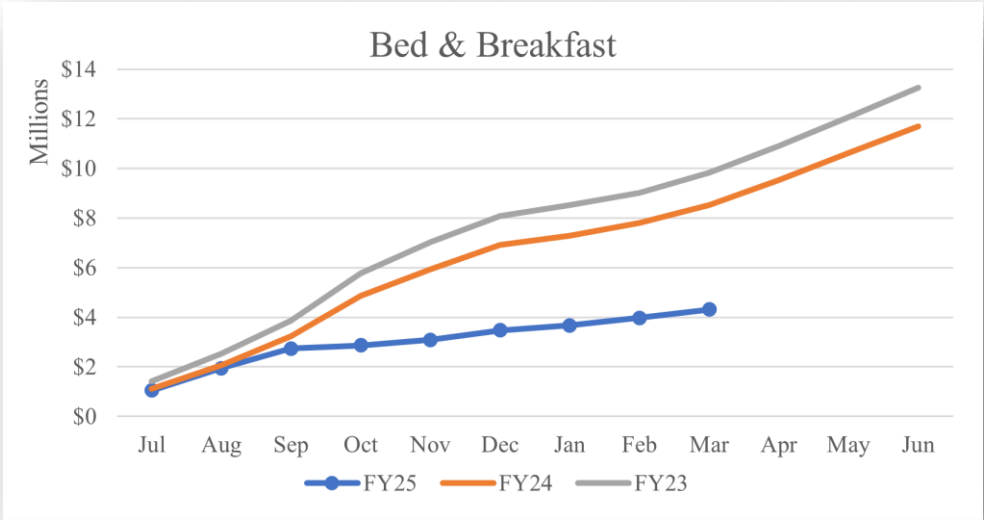
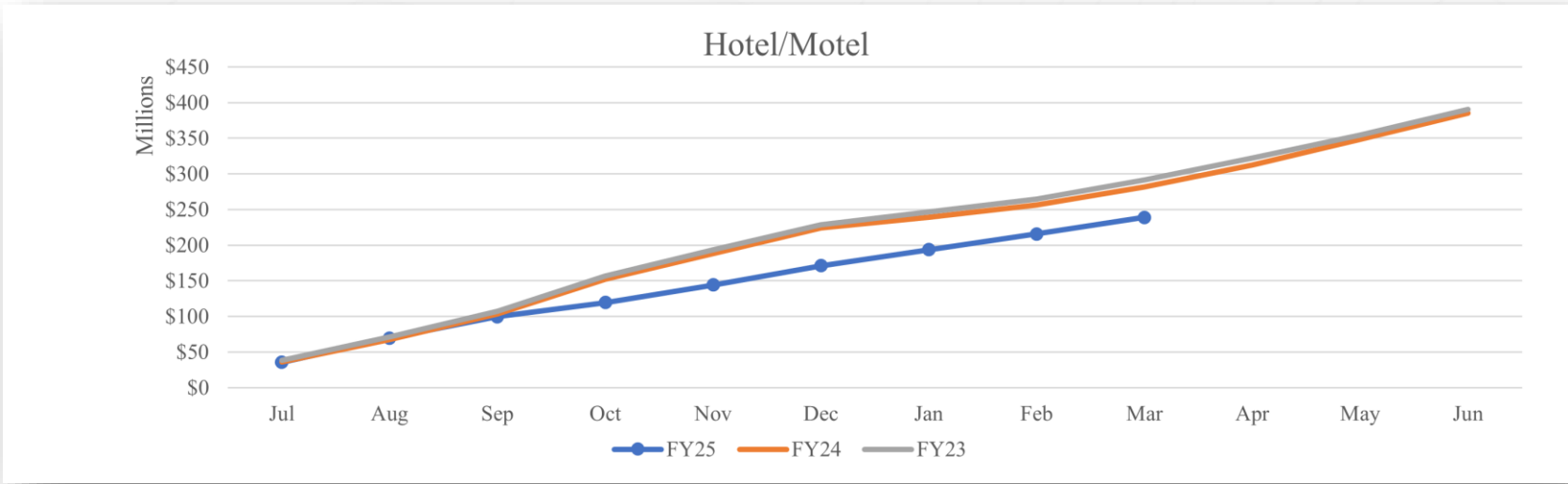
Shown by Month of Sales, Year-to-Date (5 years), April 2025



For more information, see financial and sales statements page 9

LODGING SALES

Activity by type and month, shown for 3 years, April 2025



For more information, see financial and sales statements pages 9 - 10

APRIL 2025 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the April 2025 financial reports as presented.

Motion Second

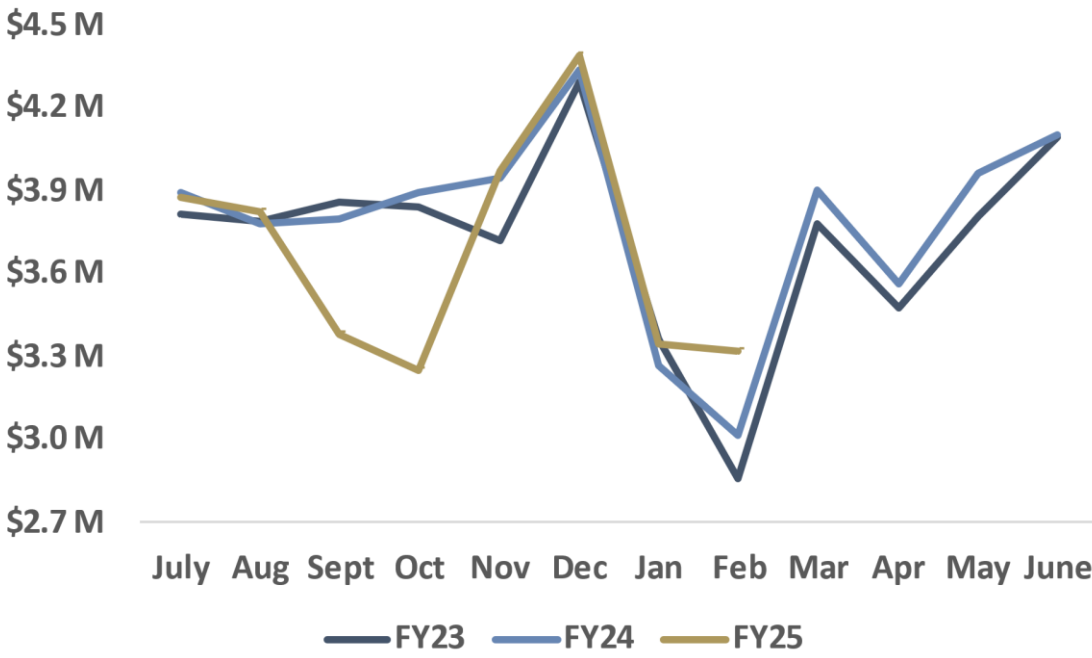
Additional Discussion

Vote



BUNCOMBE COUNTY SALES TAX UPDATE

- February sales tax distribution increased 10% compared to the same period in the prior year, bringing Buncombe County to a 2% decrease YTD.
 - This is the first positive double-digit monthly growth in over two years.
 - The surge was largely driven by retail sales, which experienced 13.3% growth.
- The last two months of occupancy sales tax aligned with the trend of growth in occupancy tax collections (6% and 15% for occupancy tax vs. 2% and 10% for sales tax in Jan. and Feb.)
 - In March, occupancy tax dropped 13% compared to the prior year.





PENALTY WAIVER REQUEST PARKS HOSPITALITY GROUP

Brenda Durden
BCTDA | Chair

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PENALTIES FOR LATE REPORTING AND PAYMENT

Chair Brenda Durden

- A penalty waiver request from Parks Hospitality Group was received by Explore Asheville staff on May 6, 2025.
- The waiver request is for \$4,166.37, the sum of penalty fees for one-time late filing and late payments on two properties.
- The written request to have the penalty fees waived and the accompanying rationale, as well as supporting documentation, were provided to the BCTDA to review in advance of today's meeting.
- Buncombe County Finance Department confirmed outstanding occupancy taxes for March 2025 and applicable penalty fees, as previously outlined, are still owed to the County.
- Reminder: The two-step waiver approval process requires the Buncombe County Commissioners to vote.



PENALTY WAIVER REQUEST

Chair Brenda Durden

Questions/ Comments

Call for a Motion:

Motion to recommend approval of the penalty waiver request from Parks Hospitality Group in the amount of \$4,166.37 *(or another amount)* OR to deny the penalty waiver request as presented.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

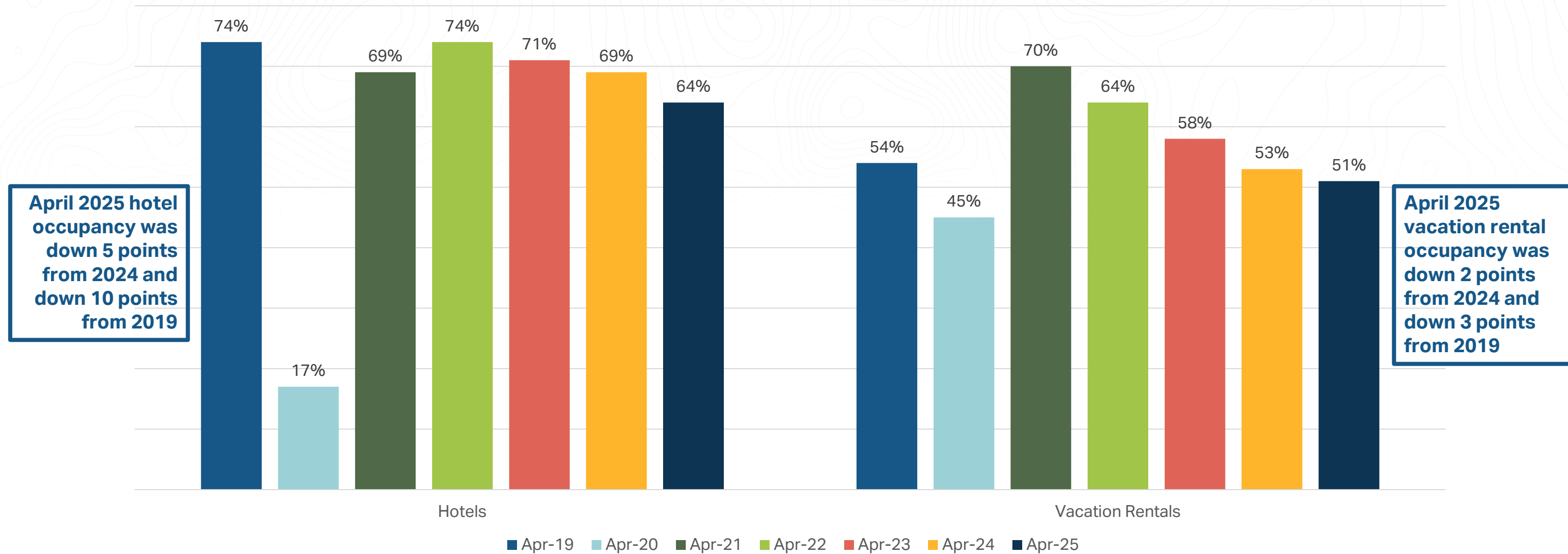
Vic Isley
Explore Asheville | President & CEO

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Development Authority



INDUSTRY METRICS

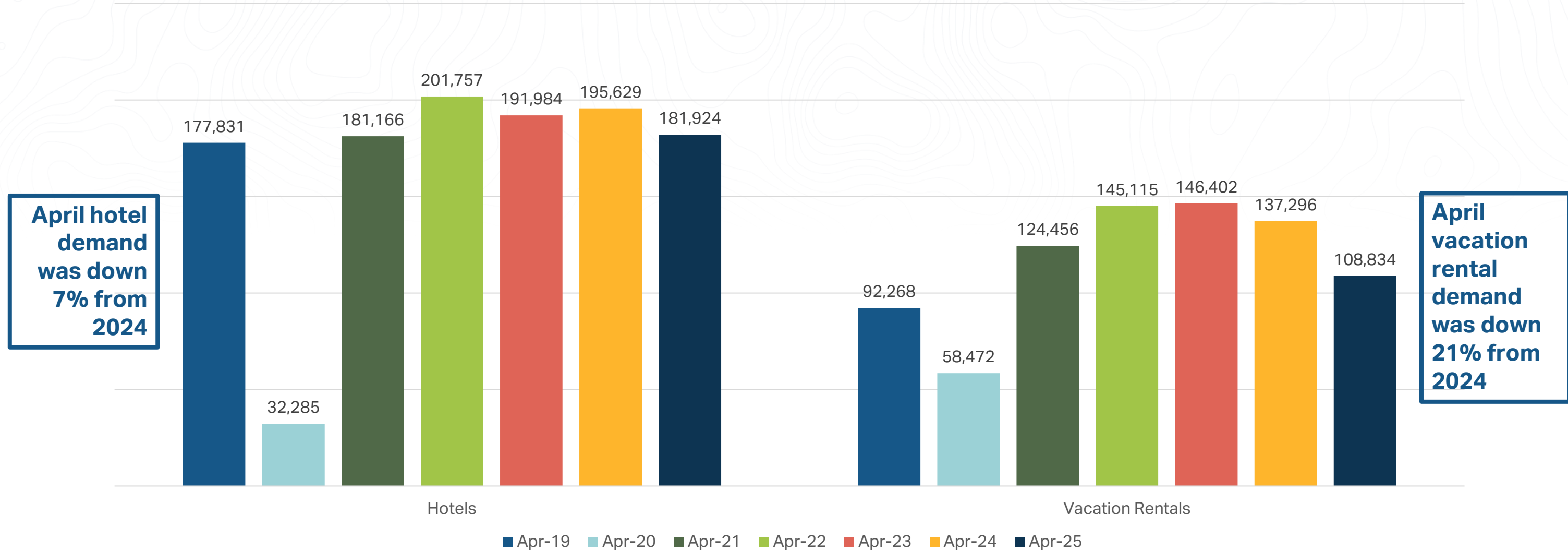
APRIL LODGING OCCUPANCY



Sources: Smith Travel Research (STR) & AirDNA



APRIL DEMAND

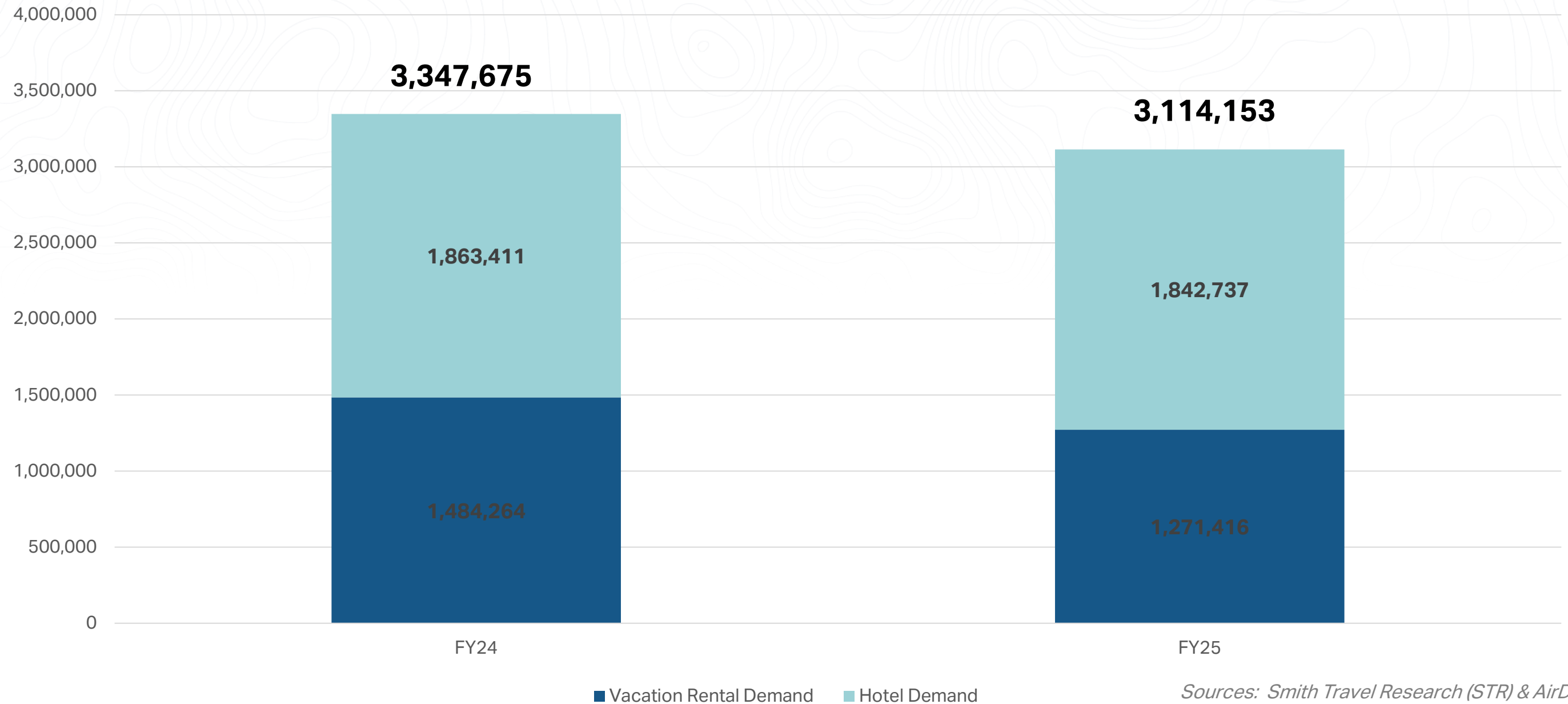


Sources: Smith Travel Research (STR) & AirDNA



TOTAL ROOMNIGHT DEMAND

-7% change FYTD (July – April 2025)

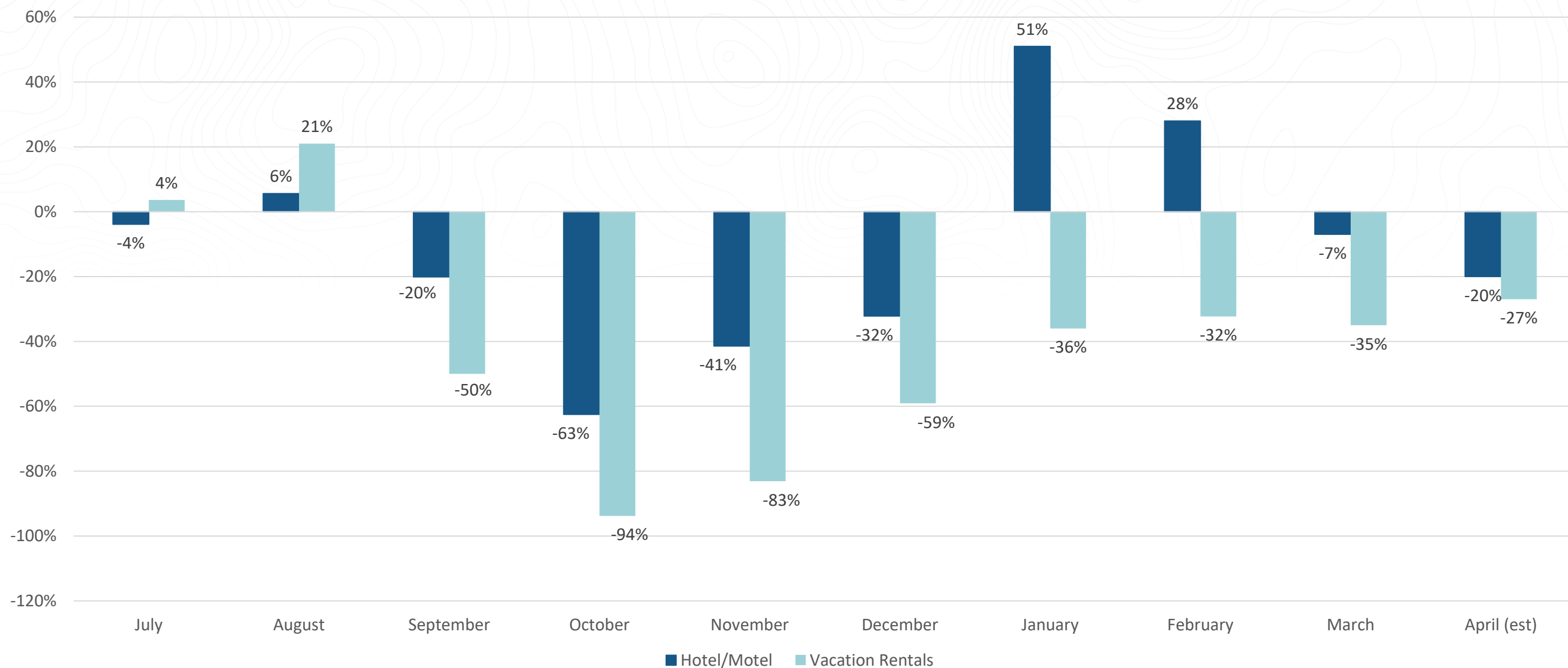


Sources: Smith Travel Research (STR) & AirDNA



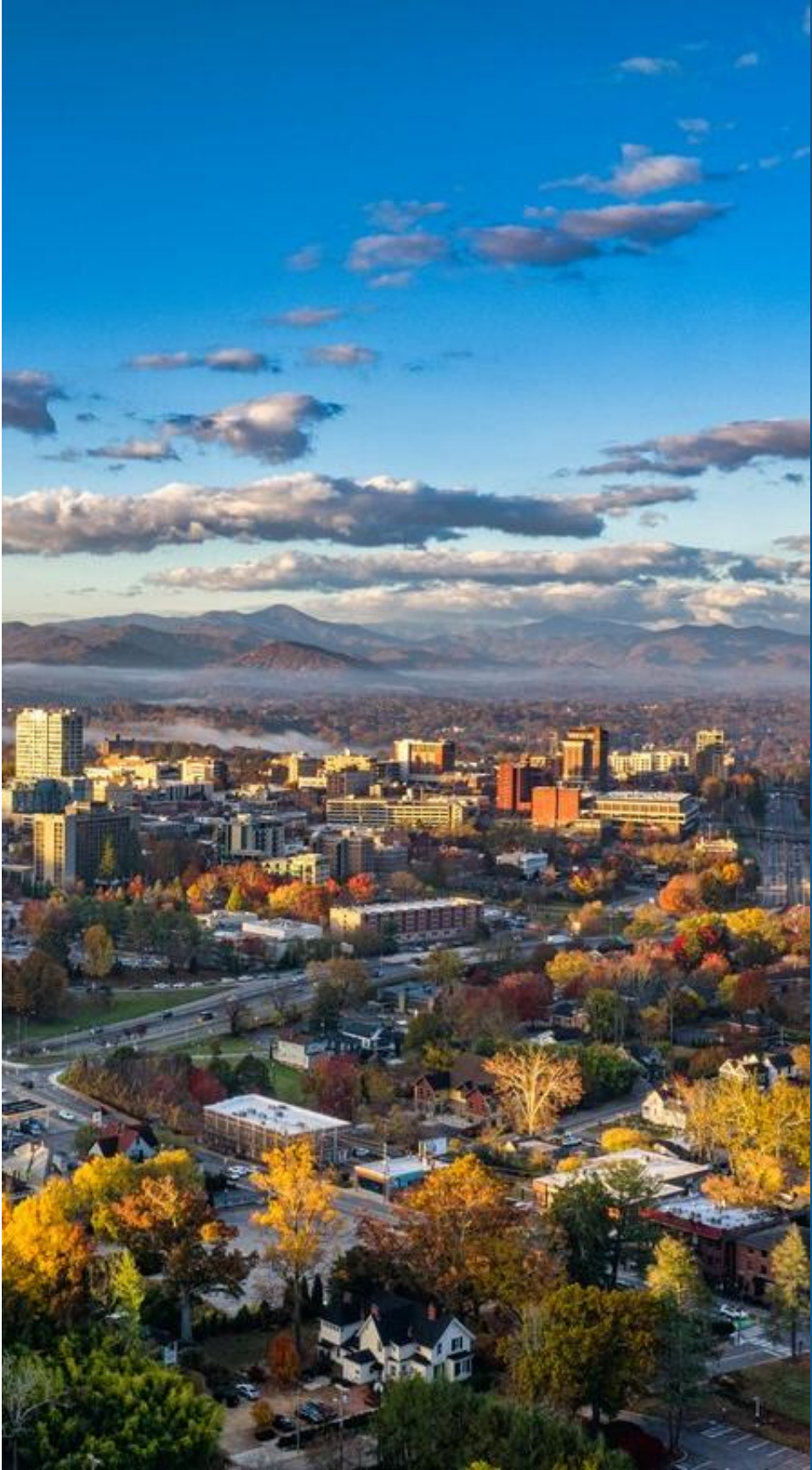
CHANGE IN BUNCOMBE COUNTY LODGING TAX BY TYPE

FY25 compared to prior year



Source: BCTDA; Tourism Economics





OTHER UPDATES

HEROES OF HOSPITALITY RECIPIENTS

Six Recipients Presented the Hero of Hospitality Award

The Heroes of Hospitality Awards Luncheon honored more than 60 nominees powering the region's recovery and resilience during challenging circumstances. The event celebrated these ambassadors of Asheville and Buncombe County, including the six recipients of the Heroes of Hospitality Award.

2025 Heroes of Hospitality Award Recipients:

- Elvira Sanchez, housekeeping supervisor at [Grand Bohemian Asheville, Autograph Collection](#)
- Fran and Taylor Montgomery, owners at [Montgomery Sky Farm](#)
- Katie Kasben, concierge at The Inn on [Biltmore](#) Estate
- Katherine "Kat" Bell, bartender at [Tall John's](#)
- Erin Cronin, lead cook at [Bear's Smokehouse BBQ](#) and World Central Kitchen
- Philip DeAngelo, owner of [Philip DeAngelo Studio](#)

Each recipient received a custom glass bowl from [Small Batch Glass Company](#) in the River Arts District and a \$500 gift card. All nominees received a certificate of nomination and a custom bag of Asheville-made products by [Asheville Goods](#)!



INAUGURAL HOSPITALITY SCHOLARSHIP AWARDS

Three Local Students Honored with Inaugural Explore Asheville Scholarship

The Heroes of Hospitality Awards Luncheon marked the launch of the Explore Asheville Hospitality Scholarship Program. This new initiative supports students pursuing hospitality, travel, and service-oriented careers.

Recipients will receive \$2,500 per year for up to four years, which can be used for tuition, housing, books, or other education-related expenses at any post-secondary institution in North Carolina, including certificate programs and degrees.

Inaugural Scholarship Recipients

- **Gillian Kerns:** Kerns, a junior at Western Carolina University majoring in Hospitality and Tourism Management with a Psychology minor
- **Kayleigh Schofield:** Schofield, an Owen High School senior, plans to major in communications at Appalachian State University
- **Nathan Tucker:** Tucker is an A.T.C. Roberson High School senior focused on culinary arts. Tucker won first place at the SkillsUSA North Carolina State Culinary Competition and will represent the state at the national competition in Atlanta in June.



BLACK CULTURAL HERITAGE TRAIL MURAL RIBBON CUTTING

Phase II Mural "Black Girl Magic: Unveiled as part of the Asheville Black Cultural Heritage Trail

The unveiling of the first mural along the [Asheville Black Cultural Heritage Trail](#) was a powerful celebration of community.

Local artist Tommy Lee McGee's new mural in South Slope offers gratitude, respect, and honor to Black and Brown women, marking the first of three murals planned for the trail.

The Hayes High Steppin' Majorettes and Drum Corps performed to celebrate this occasion, alongside a block party including local Black artists, musicians, and makers featured at Chemist, The Funkatorium, Green Man, Burial, Good Hot Fish, and The Whale.

We invite everyone to explore the trail and its new mural, which celebrates the dignity, humanity, and agency of Black people from all backgrounds who built resilient communities and fostered social change in Asheville.



FRENCH BROAD RIVER COMMUNICATIONS WORKING GROUP

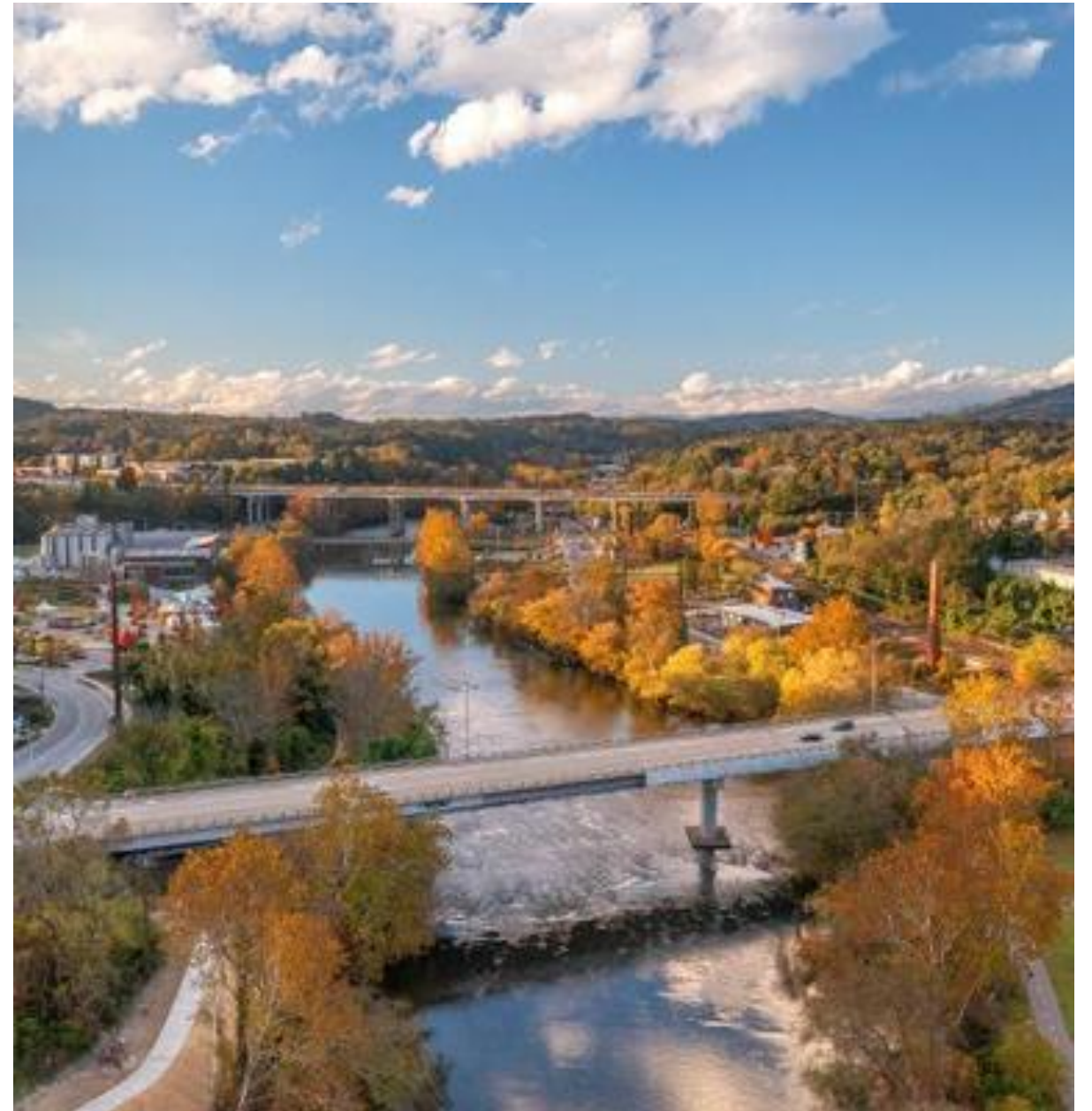
Understanding and Messaging the Phased Reopening of the French Broad River and Adjacent Parkland

The Explore Asheville Partnership and the Destination Management Department initiated a working group composed of the Army Corps of Engineers (USACE), Buncombe County, the City of Asheville, the Town of Woodfin, Mountain True, RiverLink, and tour guides to discuss updates on debris removal, parkland reopening, and upcoming business plans.

Updates from the May Meeting:

- Debris removal in the region is not yet complete; however, it has been finished in the French Broad River.
- Two critical access points for the French Broad River, Bent Creek Park and Craven St Bridge, are now open for recreational use.

Explore Asheville's content team plans to create a webpage explaining how to enjoy the French Broad this season. It will be similar to a page created for [the Blue Ridge Parkway](#).



QUESTIONS INPUT COMMENTS

Helene: What Now? What Next?

Dan Gerlach,

Dan Gerlach LLC

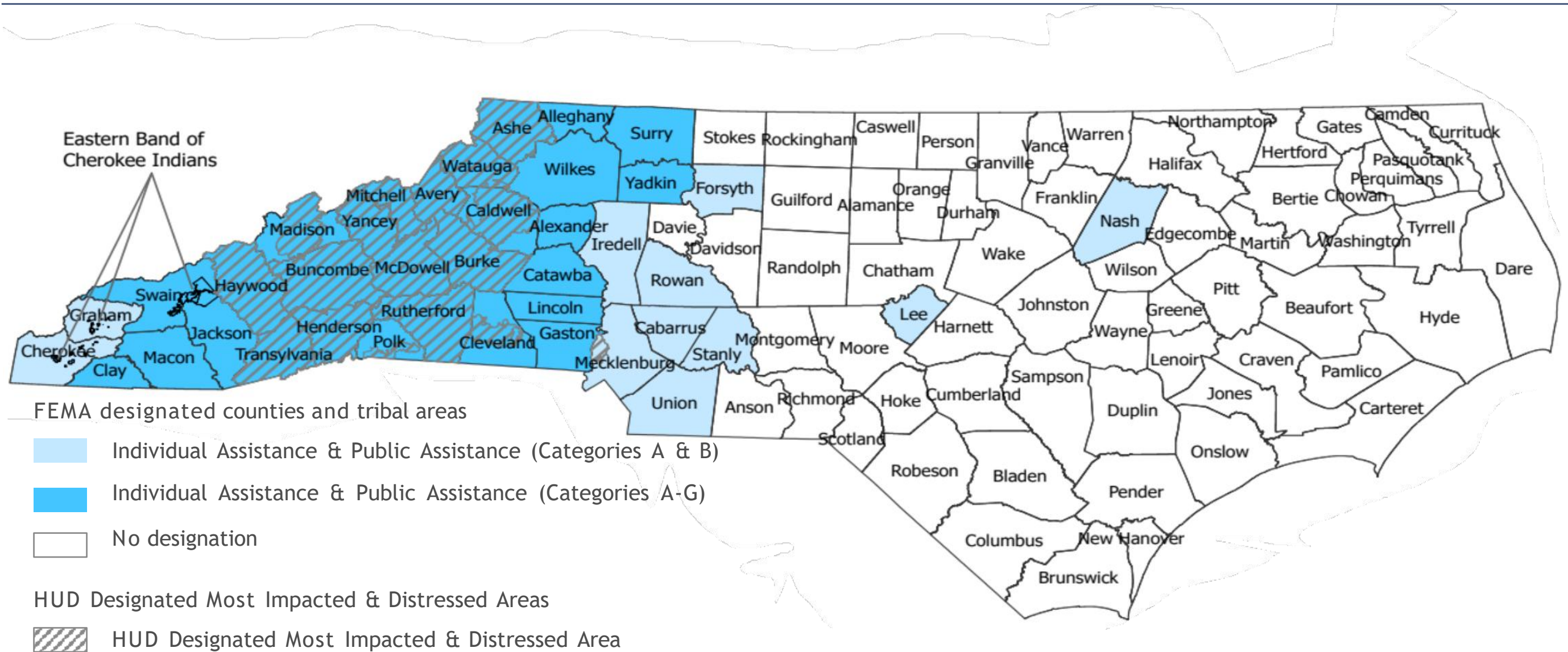
May 28, 2025

Prepared for:

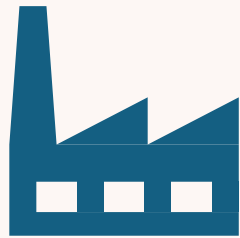
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County Levels of Helene Severity



How to Define Business Loss



Physical Capital – loss of buildings, equipment, inventory



Financial Capital – loss of revenue, additional costs imposed by Helene

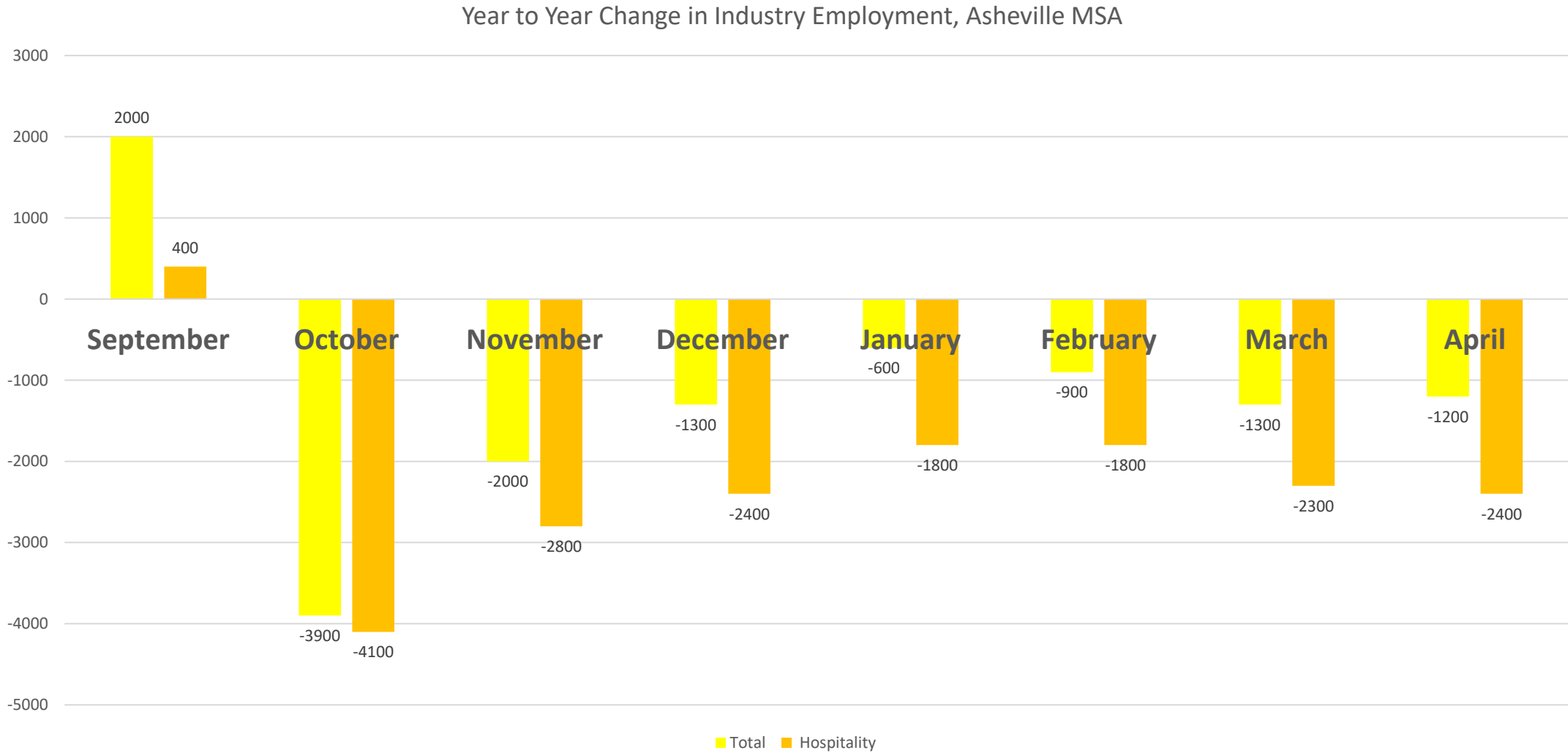


Human Capital – loss of jobs and loss of labor force

Detail on the 4th Q Economic Hit – Buncombe 52 Percent of Total Loss

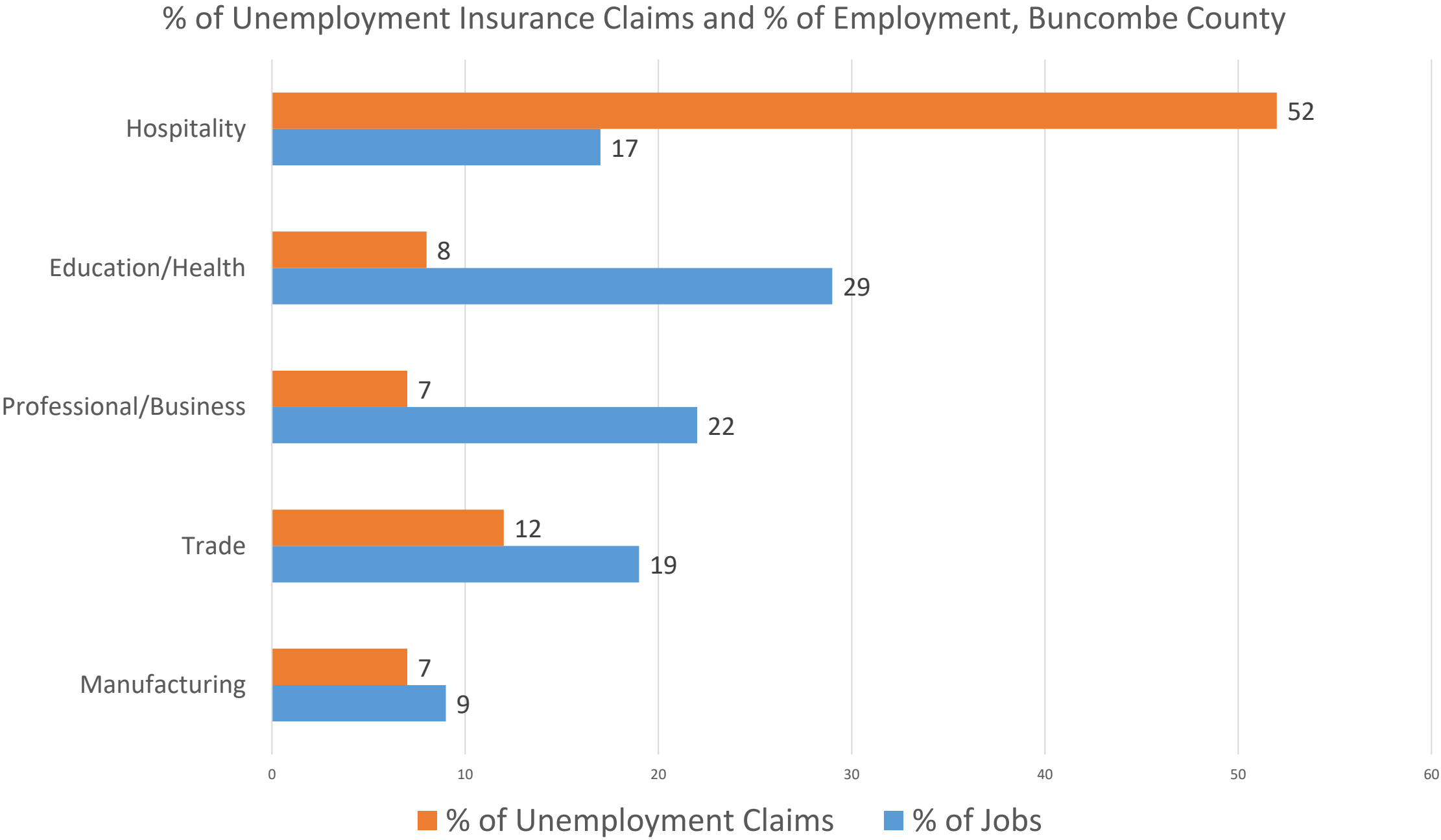
Month of DOR Report	Decline from Trend (3-4% increase from 2023)	Estimated Total Economic Impact
October	(\$119 mm)	(\$321 million)
November	(\$189 mm)	(\$503 million)
December	(\$32 mm)	(\$86 million)
January & February	At or Above Trend	None ascribed
March	Below Trend	State Was Also Below
Total	(\$340 million)	(\$910 million)

Hospitality Employment Damage Asheville MSA (3 Counties)



The graph shows that the hospitality sector accounted for all of the net decline in jobs when comparing October through April to the same month in the previous year. The graph shows that the situation for hospitality employment remains challenging.

Hospitality Is 3X Represented in Unemployed



Unemployment Insurance Claims

Month	Regular UI	Hospitality UI	Disaster UI	Hospitality as % of Total
September	262	30	0	11%
October	3,012	1,372	12	46%
November	5,234	2,711	986	52%
December	4,005	1,982	1,138	49%
January	1,665	711	2,308	44%
February	991	375	2,523	38%
March	713	240	2,333	34%

Things to Ponder with Economy

- Is the stabilization real, or short-lived?
- Will hospitality and retail recover?
- Can labor force remain stable?
- Will we receive business grants?

Pending Business Grant Concepts

Proposal	Available Pot	Maximum Grant	Business Revenue Cap	Other Eligibility
Stein – Dogwood	\$50 million	\$75,000	\$10 million/50 employees	Show Damages, physical/economic
Stein – DOR	\$50 million	Lesser of \$100,000 or 25 percent of loss	NA	Loss of 25 percent of 4 th q sales, minimum of \$8K Pro Rata if Demand High
H1012 – Commerce	\$60 million	Lesser of \$75,000 or 25 percent of loss	NA	Loss of 25 percent of 4 th q sales, minimum of \$25K First come
City of Asheville – HUD Action Plan	\$17 million	TBD	TBD	TBD

Things to Ponder With Hospitality

- Support for marketing sufficient and targeted?
 - Total of \$9 million incremental funding from the NCGA to Visit NC for WNC recovery marketing & messaging thus far
 - Puerto Rico and New Orleans received sizable federal grants for tourism recovery marketing (HUD)
- Recovery period for tourism infrastructure – Blue Ridge Parkway and Parks
- False dawn of recovery workers leaving (not staying in hotels or eating out)

Questions?



Dan Gerlach LLC

dangerlachnc@gmail.com

252-326-1191



FY26 PROPOSED BUDGET

HP Patel

BCTDA Finance Committee Chair

Jennifer Kass-Green

Explore Asheville | VP, Culture & Business Affairs





FINANCE COMMITTEE REPORT

HP Patel
BCTDA | Nonprofit Treasurer
Finance Committee Chair

FINANCE COMMITTEE REPORT

HP Patel, Finance Committee Chair

COMMITTEE MEMBERS

HP Patel | BCTDA Nonprofit Treasurer
(Finance Committee Chair)

Brenda Durden | BCTDA Board Chair

Matthew Lehman | BCTDA Board Vice Chair

Chris Cavanaugh | Magellan Strategy Group

Chip Craig | GreyBeard Realty



BUDGET CONSIDERATIONS

- As a reminder, we're forecasting \$32.5M in net lodging tax revenues in the upcoming fiscal year
- Gross lodging tax forecast of \$34.2M for FY26, which represents a net revenue forecast of \$32.5M, and Buncombe County administrative fee of \$1.7M
 - Previously approved by the BCTDA board based on revenue projections provided by Tourism Economics

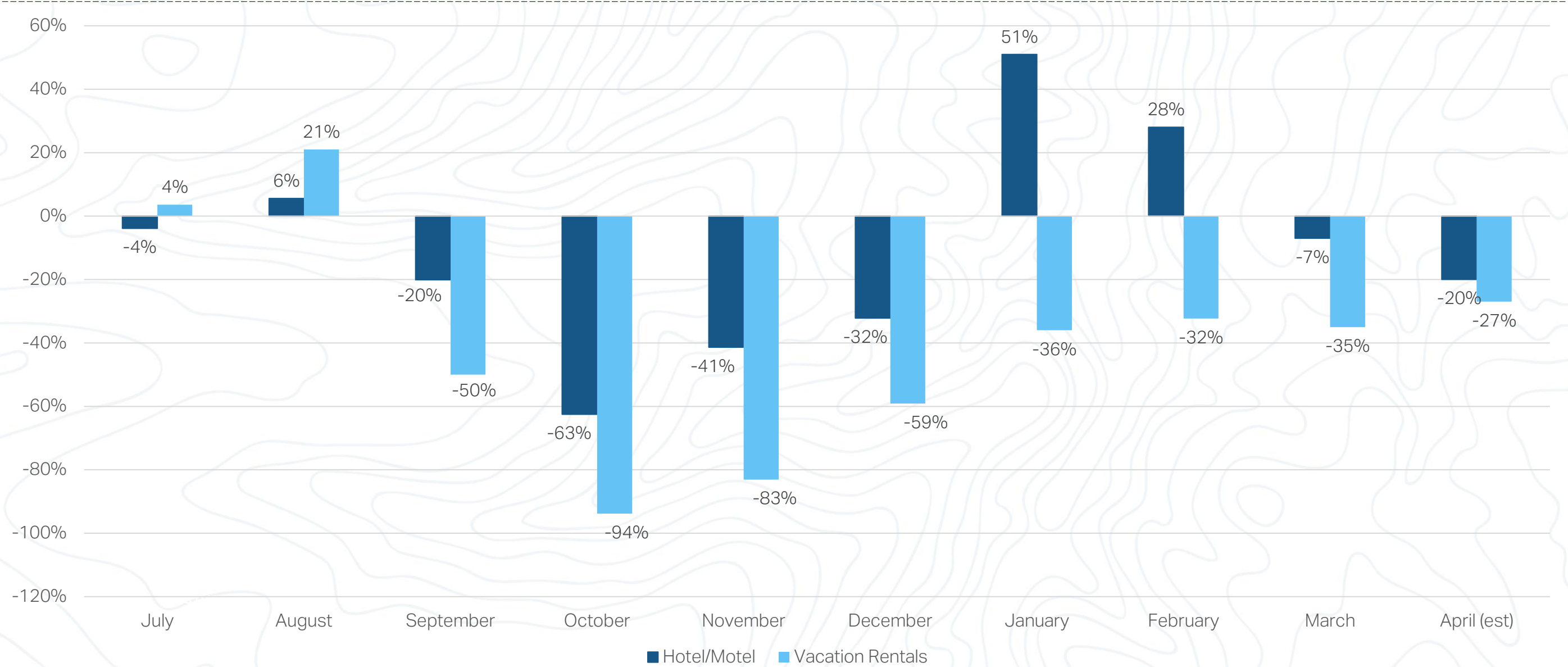


BCTDA PROPOSED FY26 BUDGET PRESENTATION

Jennifer Kass-Green
VP, Culture & Business Affairs

CHANGE IN BUNCOMBE COUNTY LODGING TAX BY TYPE

FY25 compared to prior year



Source: BCTDA; Tourism Economics

FY25 OPERATING BUDGET & FORECAST

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY25 Original Revenue Forecast	FY25 Amended Revenue Forecast	FY25 Revenue Forecast 4/23
Net Lodging Tax Revenue	\$23.0M	\$15.2M	\$17.5M
Fund Balance Designation	\$4.3M	\$10.5M	\$8.0M
Total Revenue	\$27.3M	\$25.7M	\$25.5M
Expense	FY25 Original Budget	FY25 Amended Budget	FY25 Forecast
Salaries & Benefits	\$4.4M	\$4.3M	\$4.2M
Administration & Facilities	\$1.1M	\$1.0M	\$1.0M
Marketing	\$19.4M	\$18.3M	\$18.2M
Business Development	\$1.7M	\$1.6M	\$1.5M
Partnership & Destination Mgmt	\$0.7M	\$0.6M	\$0.5M
Total Expense	\$27.3M	\$25.7M	\$25.5M



FY25 & FY26 OPERATING FUND BALANCE

	FY25 Beginning Fund Balance	FY25 Forecast Change in Fund Balance	FY25 Year-End Forecast Fund Balance	FY26 Beginning Fund Balance
Designated Contingency (50% Expense Budget)	13,673,500	(808,518)	12,864,983	12,957,530
Undesignated (Cash Flow)	9,466,320	(7,185,892)	2,280,429	2,187,882
Total	23,139,820	(7,994,409)	15,145,411	15,145,411



FINANCIAL MANAGEMENT POLICY

Designated contingency

- Designated contingency should equal 6 months of annual operating costs (50% expense budget), in alignment with best practices for emergency, crisis management and recovery.
- Use of designated contingency must be approved by the BCTDA board. Requests should include an analysis, determine the use of funds and plans for replenishment.
- The organization's goal is to replenish the funds used within twelve months to restore the designated contingency to the target minimum amount. If the use of contingency will take longer than 12 months to replenish, the request should have an additional layer of scrutiny prior to approval.

FY26 LODGING TAX REVENUE SPLIT

Revenue	FY26 Proposed Revenue
Operating Fund	\$21.7M
Tourism Product Development Fund	\$5.4M
Legacy Investment from Tourism Fund	\$5.4M
TOTAL	\$32.5M



FY26 PROPOSED OPERATING BUDGET

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY25 Original Revenue Forecast	FY25 Amended Revenue Forecast	FY25 Revenue Forecast 4/23	FY26 Revenue Forecast
Net Lodging Tax Revenue	\$23.0M	\$15.2M	\$17.5M	\$21.7M
Fund Balance Designation	\$4.3M	\$10.5M	\$8.0M	\$4.2M
Total Revenue	\$27.3M	\$25.7M	\$25.5M	\$25.9M
Expense	FY25 Original Budget	FY25 Amended Budget	FY25 Forecast	FY26 Proposed Budget
Salaries & Benefits	\$4.4M	\$4.3M	\$4.2M	\$4.8M
Administration & Facilities	\$1.1M	\$1.0M	\$1.0M	\$1.1M
Marketing	\$19.4M	\$18.3M	\$18.2M	\$17.4M
Business Development	\$1.7M	\$1.6M	\$1.5M	\$1.9M
Partnership & Dest Mgmt	\$0.7M	\$0.6M	\$0.5M	\$0.6M
Total Expense	\$27.3M	\$25.7M	\$25.5M	\$25.9M



SALARIES & BENEFITS

- 4% pool for potential merit increases and any additional market adjustments
- Forecasting 22% increase in cost of medical insurance

MARKETING

- Net Media - \$13.0M for FY26, down from \$14.1M F25 forecast (-8%)
- Continue strategic focus on leisure travel recovery and inspiring quality visits using market and audience specific tactics and activations
- Additional PR efforts to increase awareness that Asheville and WNC are “open and ready” through strategic earned coverage
- Amplify cultural and travel motivating milestones to inspire travel rebound for our creative community



BUSINESS DEVELOPMENT

- Continue focus on prospecting groups and events that meet Sun-Thurs, Q1 and facilities throughout the County
- Work with partners on shorter-term need periods that may include April-December, as well as weekends
- Recruit and execute on impact events that align with targeted economic development business sectors
- Engage meeting planners in a “test drive” for their clients through four 48-hour FAM visits. 75% of participants plan one or more meetings in Asheville
- Work appointment-based events and trade shows, some with local partners, to foster relationships with North American meeting and event professionals

PARTNERSHIP & DESTINATION MANAGEMENT

- Facilitate year-round opportunities for partners to learn, network, give back, and celebrate the local travel and hospitality community through Meetings & Events, including the BCTDA Annual Meeting, Earth Day Cleanup, Heroes of Hospitality Luncheon, Hospitality Outlook, Summer Social, The Year Ahead, partner engagement events, and working groups
- Provide substantial support for diverse community festivals and cultural events through targeted grants and sponsorships
- Increase resident and community awareness of Explore Asheville's role, initiatives, accomplishments, and local investments
- Strategically and proactively manage the Tourism Product Development Fund and Legacy Investment from Tourism Fund to align with regional priorities and maximize return on investment



FY26 & FY27 OPERATING FUND BALANCE

	FY26 Beginning Fund Balance	FY26 Forecast Change in Fund Balance	FY26 Year-End Forecast Fund Balance	FY27 Beginning Fund Balance
Designated Contingency (50% Expense Budget)	12,957,500	*(2,054,118)	10,903,382	10,903,382
Undesignated (Cash Flow)	2,187,911	(2,187,911)	-	-
Total	15,145,411	(4,242,029)	10,903,382	10,903,382

*Per policy, requests to utilize designated contingency must be approved by the BCTDA board.

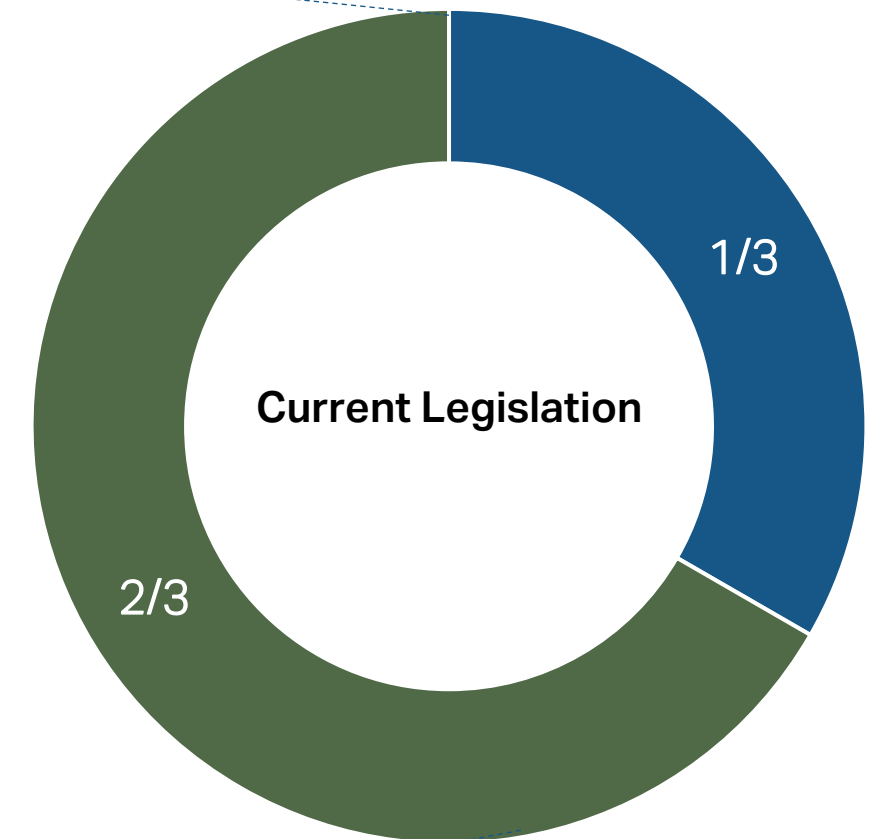


DEFINITION OF TWO-THIRDS BUDGET

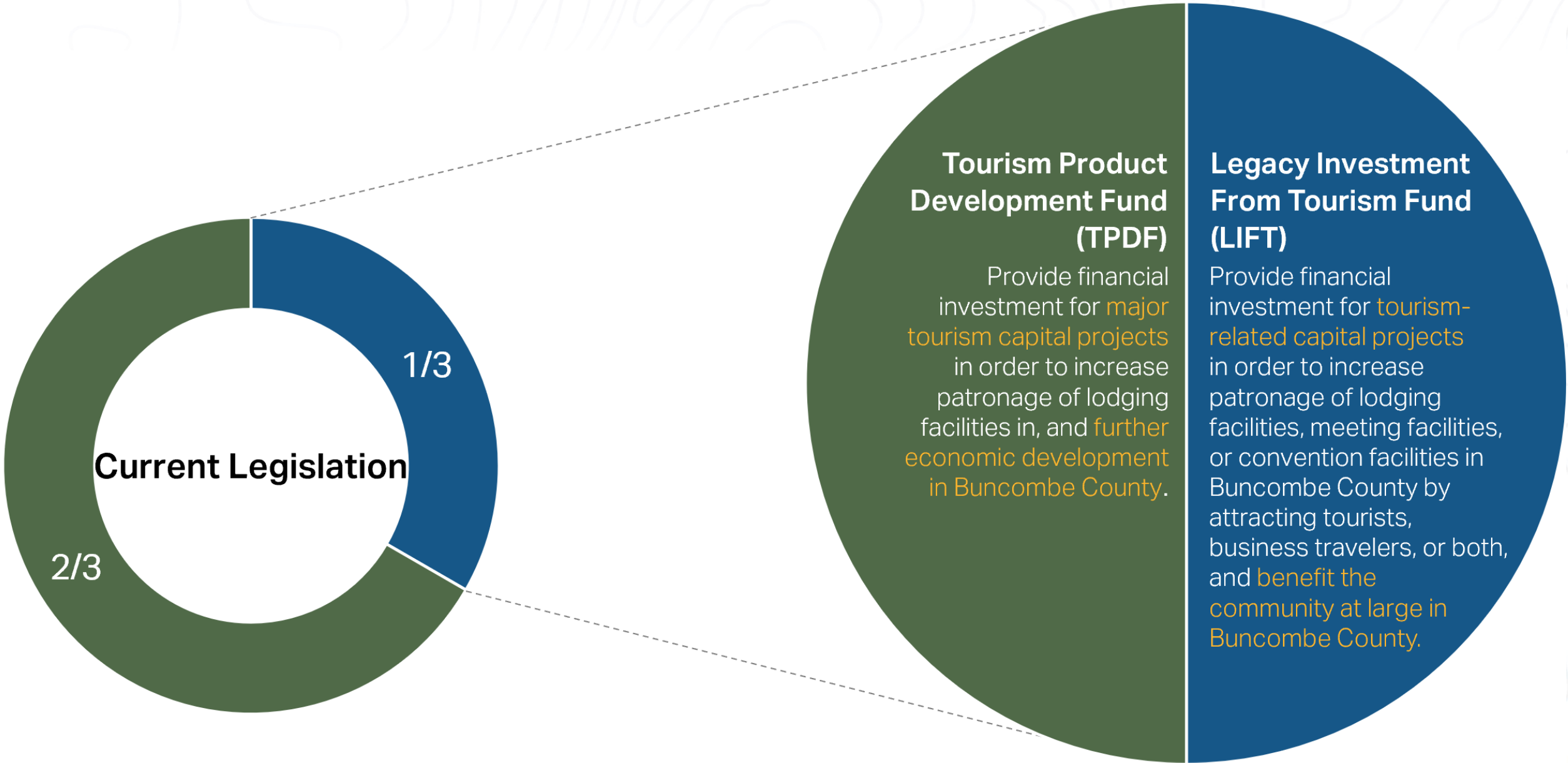
Per state legislation

Two-thirds of the funds shall be used only:

- to further the development of travel, tourism, meetings and events in the county through marketing, advertising, sales, and promotion and
- for the administrative expenses of the Authority, not to exceed twenty percent (20%) of the net proceeds for the applicable fiscal year of the Authority. For purposes of this provision, administrative expenses shall include expenses of the Authority for salaries, benefits, operations, and facilities.
 - FY26 proposed budgeted administrative expenses = 16%



ONE-THIRD: DEFINITION OF TWO FUNDS



TPDF / LIFT FUND

One-third of net lodging tax is split evenly between Tourism Product Development Fund and Legacy Investment From Tourism Fund

TOURISM PRODUCT DEVELOPMENT FUND

\$15.8M

Estimated Available Funds*

*Estimated amount available to award at time of TPDF grant cycle in October 2025

Also included in FY26 TPDF budgeted expenses are \$30,000 for external review.

LEGACY INVESTMENT FROM TOURISM FUND

\$13.0M

Estimated Available Funds*

*Estimated amount available to award at time of LIFT Fund grant cycle in October 2026

Also included in FY26 LIFT budgeted expenses are \$20,000 for external review.



FY26 EARNED REVENUE FUND

Beginning Fund Balance	\$171K
Revenue Forecast	\$197K
Budgeted Expenses	\$55K
Ending Fund Balance (50+% Reserve)	\$313K



BUDGET RECAP

- As a reminder, we're forecasting \$32.5M in net lodging tax revenues in the upcoming fiscal year
- Gross lodging tax forecast of \$34.2M for FY26, which represents a net revenue forecast of \$32.5M, and Buncombe County administrative fee of \$1.7M
 - Previously approved by the BCTDA board based on revenue projections provided by Tourism Economics
- Recommendation to allocate \$4.2M from fund balance to FY26 operating budget

BCTDA PROPOSED FY26 BUDGET ORDINANCE

Jennifer Kass-Green

Questions/ Comments

ORDINANCE # 06.25.2025

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2025-2026**

BOARD MEETING DATE: June 25, 2025

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 25th day of June, 2025:

Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

APPROPRIATION	
Salaries and Benefits	\$ 4,846,000
Marketing	17,402,000
Business Development	1,932,000
Partnership & Destination Management	611,500
Administration & Facilities	1,123,500
TOTAL APPROPRIATION:	\$ 25,915,000
REVENUE	
Occupancy Tax Revenue	\$ 21,672,971
Appropriated Fund Balance	\$ 4,242,029
TOTAL APPROPRIATION:	\$ 25,915,000

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

APPROPRIATION	
Product Development Administration	\$ 30,000
TOTAL APPROPRIATION:	\$ 30,000
REVENUE	
Occupancy Tax Revenue	\$ 30,000
TOTAL APPROPRIATION:	\$ 30,000

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Legacy Investment From Tourism Fund for the operation of the Buncombe County Tourism Development Authority's Legacy Investment From Tourism Fund Administration Budget and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

APPROPRIATION	
Legacy Investment From Tourism Administration	\$ 20,000
TOTAL APPROPRIATION:	\$ 20,000
REVENUE	
Occupancy Tax Revenue	\$ 20,000
TOTAL APPROPRIATION:	\$ 20,000

Section 4: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

APPROPRIATION	
Local Support from Earned Revenue	\$ 55,000
TOTAL APPROPRIATION:	\$ 55,000
REVENUE	
Earned Revenue	\$ 197,000
TOTAL APPROPRIATION:	\$ 197,000

ATTEST:

**TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:**

<hr/>	By:
Sarah Myers, Manager, Executive & Strategy	Brenda Durden, BCTDA Board Chair



PUBLIC HEARING – JUNE 25, 2025

Chair Brenda Durden

Suggested Motion:

Motion that the board direct that the presented budget ordinance be made available for public review and that a public hearing be set for the consideration of the ordinance for the next board meeting on June 25 at 9:00 a.m.

Motion Second

Questions/Comments

Vote





TPDF EXPEDITED RECOMMENDATIONS

Tiffany Thacker
Explore Asheville | VP, Partnership
& Destination Management

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY Buncombe County Tourism
Development Authority

TOURISM PRODUCT DEVELOPMENT FUND

2025 Grant Cycle – Phase I Summary

Strategic Priorities Identified During March 2025 Planning Session:

1. Large entertainment and cultural facilities
2. Sports facilities, including indoor multi-use venues
3. Family-friendly experiences

Projected Funding for 2025 Cycle: \$15.8 million

2025 Phase I Summary:

- 13 applications were received, totaling \$22.7 million in requests
- The TPDF Committee reviewed all applications on May 10, and the following recommendations were made:
 - Two (2) projects be expedited for approval due to urgent needs and strong alignment with strategic priorities
 - Eight (8) projects advance to Phase II for further consideration



TOURISM PRODUCT DEVELOPMENT FUND

Expedited Approval Recommendation: Enka Youth Sports Organization – Bob Lewis Ballpark Updates

Full Project Cost & Request: \$1,250,000; Request: \$1,185,000 total

Urgent Scope for Expedited Approval:

- Pave and stripe existing gravel lots to maintain tournament capacity (\$500,000 cost)
 - Prevents a reduction from 45 to 25 teams per event
 - Avoids loss of ~640 teams and ~39,000 visitors per season
 - Enhances visitor safety and supports nearby businesses

Timeline: Project can begin this summer, with paving and striping complete within 7-10 days once on site

Justification for Expedited Approval:

- Critical to safely maintain current tournament operations
- Loss of parking would drastically reduce event size and tourism impact
- Project has strong track record as a previously funded TPDF investment
- Aligns with strategic priority: sports facilities

COMMITTEE RECOMMENDATION: \$500,000 recommended now; remaining scope items to be advanced to Phase II for further consideration



TOURISM PRODUCT DEVELOPMENT FUND

Expedited Approval Recommendation: Asheville Buncombe Youth Sports Association – JBL Soccer Complex Restoration

Project Cost & Request: Cost - \$4,310,000; Request - \$2,155,000

Full Project Scope includes:

- Replace artificial turf damaged by Hurricane Helene
- Repair underground stormwater system
- Restore lighting infrastructure (16 field poles)

Timeline: Prep work can begin in August, with turf replacement starting on September 1. Each field will need 7-10 days for completion.

Justification for Expedited Approval:

- Delaying approval would push project start to 2026, missing another full tournament season
- Project has a strong tourism and community track record (27,000+ roomnights annually)
- Serves over 6,600 youth and 2,000 adults through sports programming
- Aligns with strategic priority: sports facilities
- Previously funded TPDF project with proven ROI

COMMITTEE RECOMMENDATION: \$2,155,000 (full request)



TOURISM PRODUCT DEVELOPMENT FUND

Next Steps

Date(s)	Milestone
Monday, April 7	TPDF Phase I Application Opened
Wednesday, May 7, 5:00pm ET	TPDF Phase I Application Closed
Wednesday, May 28	Phase I Applicants Notified / Phase II Application Opens
Friday, August 1, 5:00pm ET	Phase II Application Closes
August – September 2025	Project Presentations
August – September 2025	Project Site Visits by TPDF Committee
Wednesday, October 29	Committee Funding Recommendations presented to BCTDA



TPDF EXPEDITED FUNDING RECOMMENDATIONS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve expedited funding for these two projects as recommended and presented by the TPDF Committee.

Motion Second

Additional Discussion

Vote





CITY UPDATES

Vice Mayor Antanette Mosley





COUNTY UPDATES

Commissioner Terri Wells

EXPLORE
ASHEVILLE
POWERED BY Buncombe County Tourism
Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

**EXPLORE
ASHEVILLE**
POWERED BY Buncombe County Tourism
Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, May 27, no requests to speak had been received.



LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.



A FEW REMINDERS

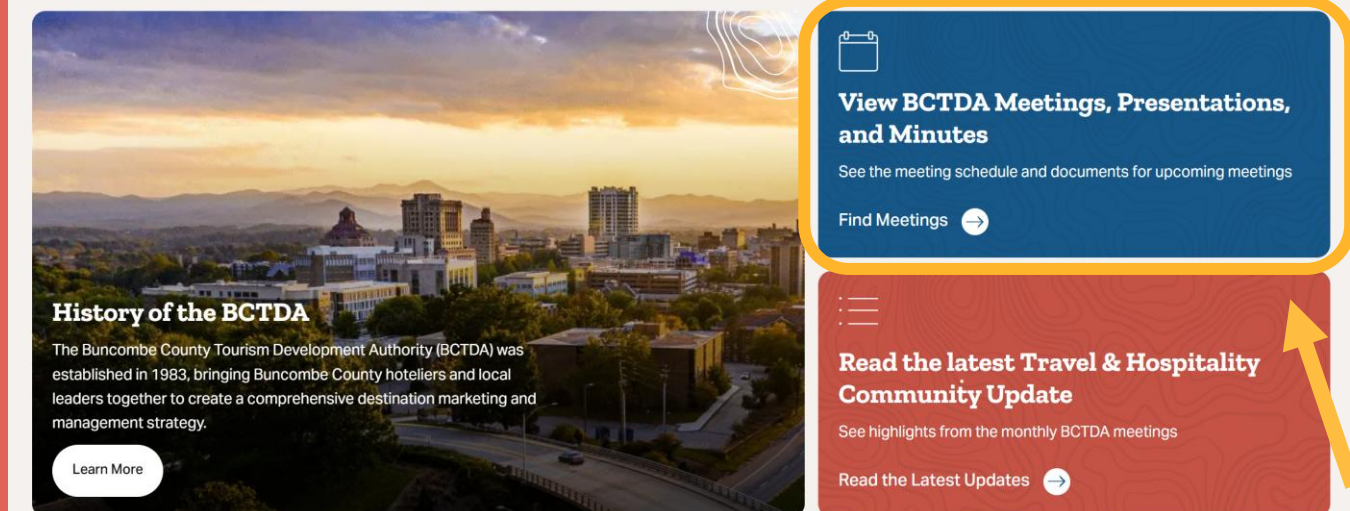
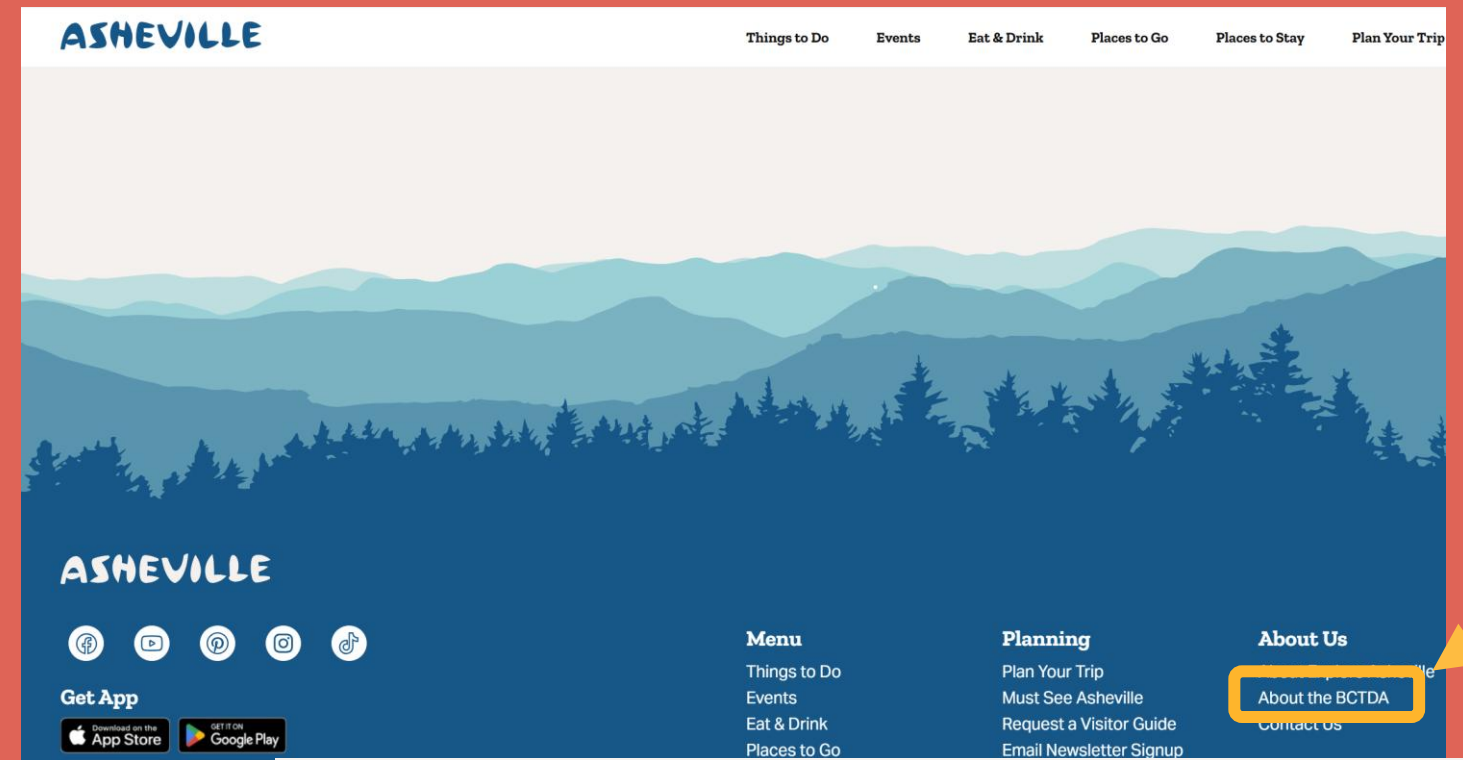
Chair Brenda Durden

Additional materials, including the PowerPoint presentation, will be posted online later today.

The next BCTDA meeting will be held on Wednesday, June 25, 2025, at 9:00 a.m. in the Explore Asheville Board Room.

For more information go to:

- ExploreAsheville.com
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes



ADJOURNMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote





THANK YOU

See you at the next BCTDA meeting!

Wednesday, June 25, 2025 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place