



# WELCOME

June 25, 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, June 25, 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 May 28, 2025, Meeting Minutes	Brenda Durden
9:10 a.m.	May 2025 Financial Reports	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:15 a.m.	AYPROS Get on Board Intern Program	Brenda Durden
9:20 a.m.	Approval of BCTDA FY26 Meeting Schedule	Brenda Durden
9:25 a.m.	BCTDA Board Development Committee Update a. FY26 Board Officers of the Nonprofit	Brenda Durden
9:30 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Proposed BCTDA FY26 Budget Ordinance a. Public Hearing on Proposed BCTDA FY26 Budget Ordinance b. Approval of Proposed BCTDA FY26 Budget Ordinance	Brenda Durden
9:50 a.m.	Blue Ridge Parkway Update	Leesa Sutton Brandon, Blue Ridge Parkway, External Affairs Specialist
10:10 a.m.	Asheville City Council Update	Vice Mayor Antanette Mosley
10:15 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:20 a.m.	Miscellaneous Business	Brenda Durden
10:25 a.m.	Comments from the General Public	Brenda Durden
10:30 a.m.	Adjournment	Brenda Durden

**SAVE THE DATE**

The next joint BCTDA monthly meeting is scheduled for July 23, 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](mailto: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

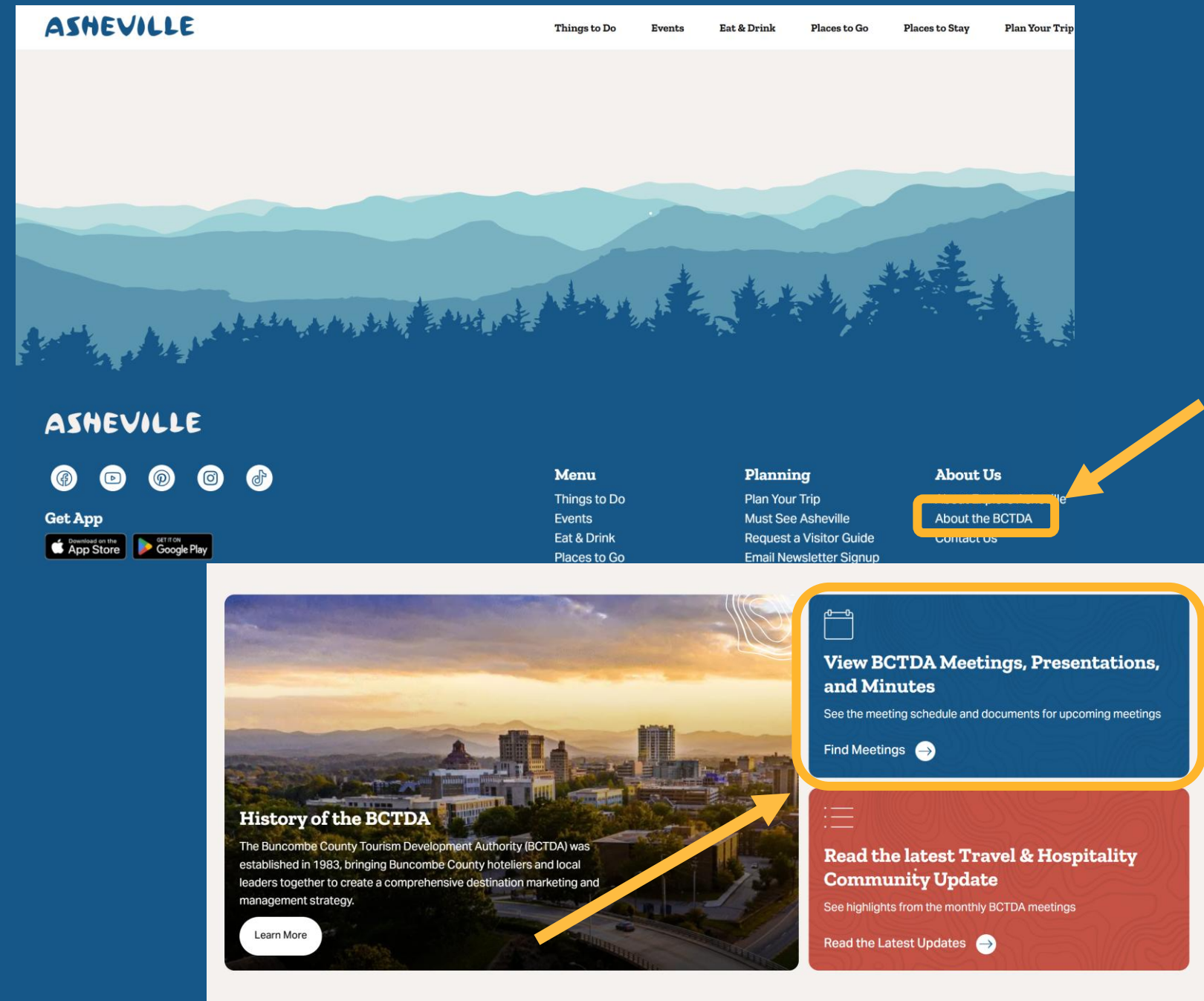
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

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

Go to:

- [ExploreAsheville.com](https://ExploreAsheville.com)
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes





# TRANSITION TO EXPLOREASHEVILLE.COM

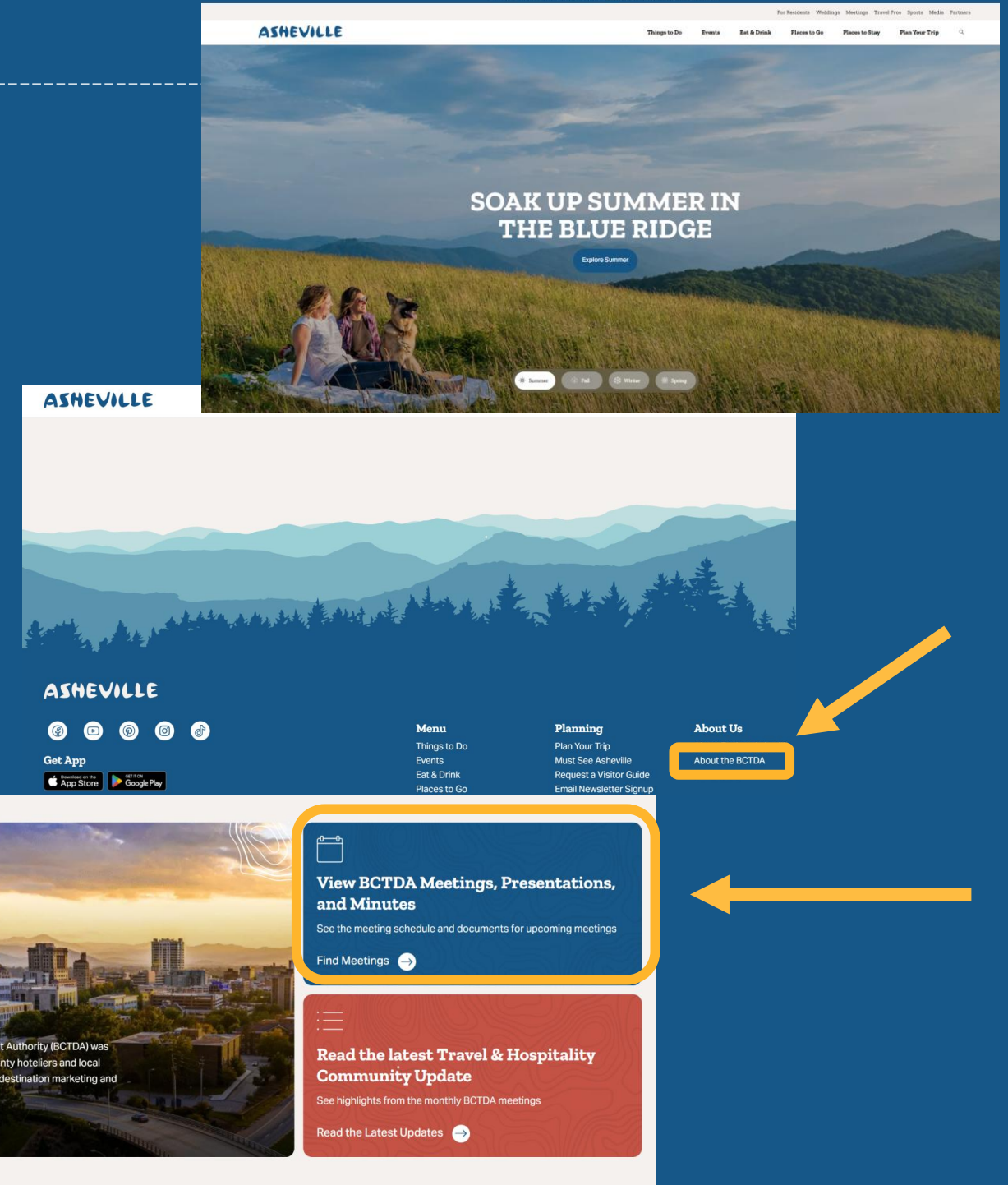
Chair Brenda Durden

Over the last six months, we have been working towards a full transition from AshevilleCVB.com to ExploreAsheville.com.

We are thrilled to announce that starting July 1, all BCTDA Meeting materials, reports, and board presentations will be available exclusively on ExploreAsheville.com.

Go to:

- [ExploreAsheville.com](https://ExploreAsheville.com)
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes





# WELCOME BOARD & GUESTS

Chair Brenda Durden

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





# MAY 28 MINUTES

Chair Brenda Durden

## Questions/ Comments

## Suggested Motion:

Motion to approve the May 28, 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, May 28, 2025

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Larry Crosby, Lucious Wilson, Elizabeth Putnam, Himanshu Karvir, Tim Rosebrock
Absent (Voting):	Michael Lusick
Present (Ex-Officio):	Asheville Vice Mayor Antanette Mosley, Buncombe County Commissioner Terri Wells
Absent (Ex-Officio):	None
Staff:	Vic Isley, Tiffany Thacker, Jennifer Kass-Green, Michael Kryzanek, Josh Jones, Ashley Greenstein, Dodie Stephens, Jay Curwen, Kristen Childers, Mike Kryzanek, Connie Holliday, Allison Bashford, Sarah Myers
BC Finance:	Melissa Moore
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette
In-Person Attendees:	Dan Gerlach, Dan Gerlach, LLC Chuck Cordell, Parks Hospitality Group Crystal Cumaccio, Virtelle Hospitality / The Element Dave Nutter, Connect Buncombe Chad Truitt, Morgan Sykes; Mountain Xpress John Ellis, Retiree Olivia Ward, OnWard Digital Media Megan Thorp, Tanger Asheville Randy Claybrook, Asheville B & B Association Kimberly King, WLOS Michael Rottjakob, Asheville Buncombe Youth Soccer Association Meghan Rogers, Asheville Independent Restaurants
Online Attendees:	Emily Crosby, Khal Khoury, Mckenzie Provost, Emilie Soffe; Explore Asheville Felicia Sonmez, Blue Ridge Public Radio Summer Casiano, Tanger Outlets Asheville Jim Muth, TPDF Committee Chip Craig, Greybeard Realty Lacy Cross, Movement Bank Mason Scott, Buncombe County Diane Rogers, Pinecrest Bed & Breakfast Will Hofmann, Asheville Citizen Times





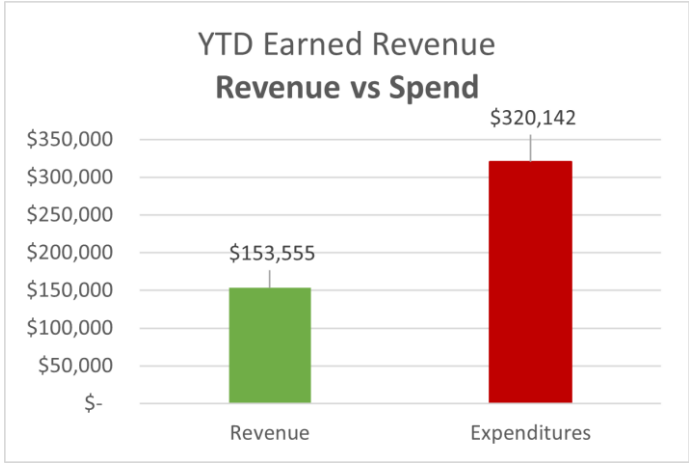
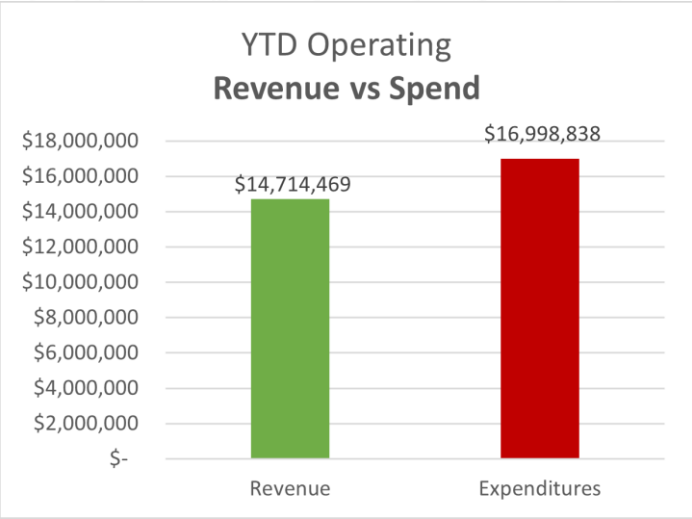
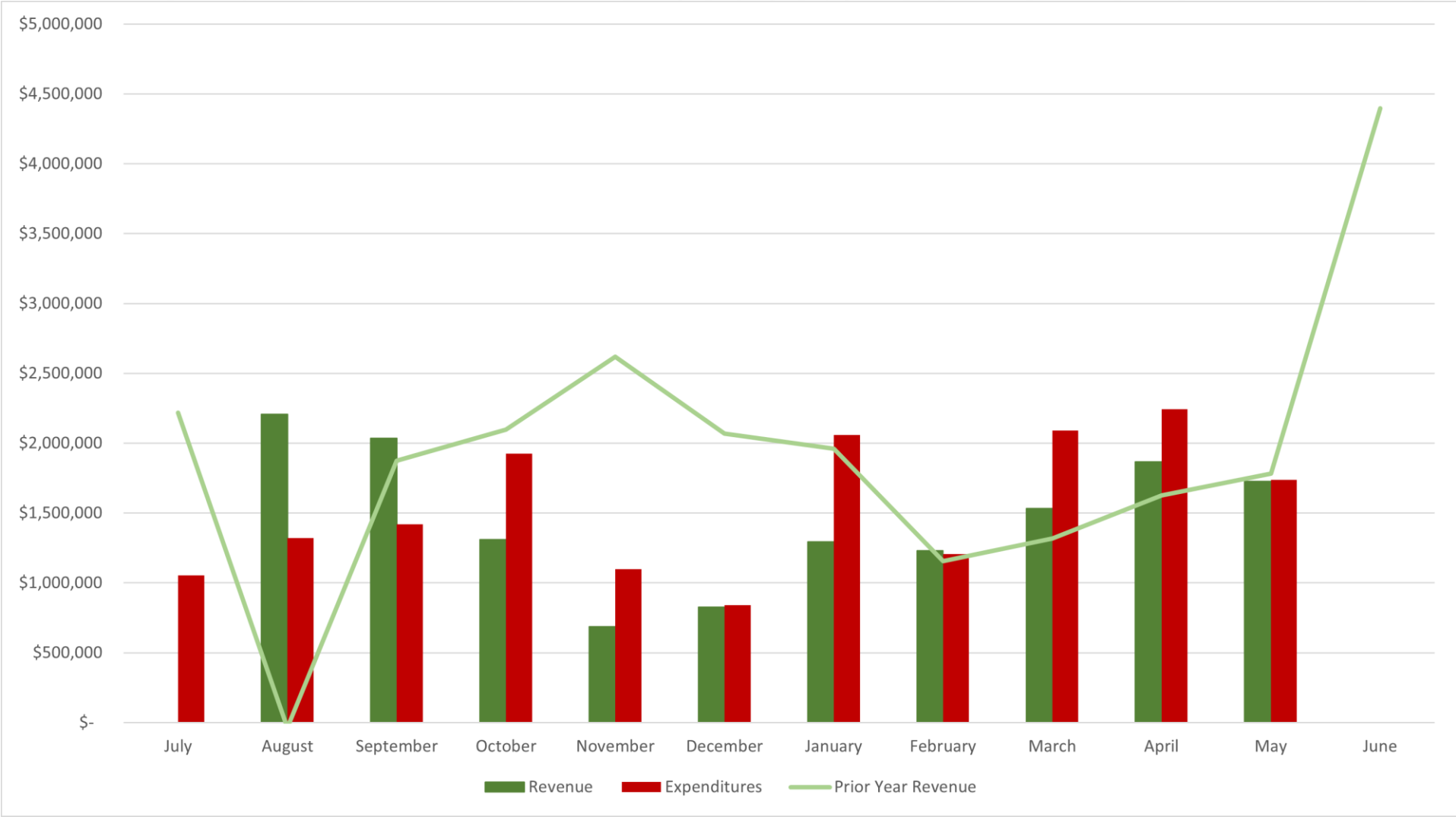
# FINANCIAL UPDATES

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



# OPERATING AND EARNED REVENUE FUNDS

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



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



# OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, May 2025

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$25,729,965	\$1,726,360	\$14,714,469	57.2%
Total expenditures		\$1,738,175	\$16,998,838	66.1%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$350,000	\$0	\$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, May 2025

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$525,156	\$46,579,454	>100%
Total expenditures		\$145,822	\$6,482,057	19.9%
Active projects		19		
Funding available for future grants		\$14,024,469		

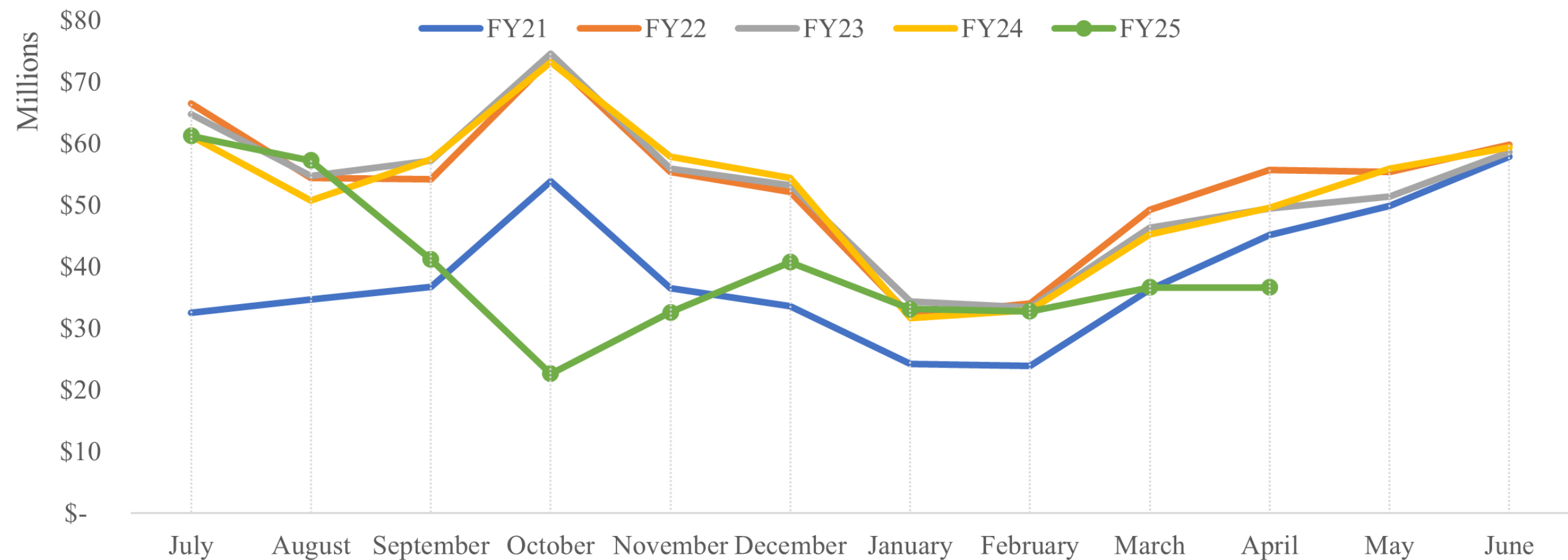
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	\$456,822	\$16,183,930	>100%
Total expenditures		\$122,829	\$396,729	4%
Active projects		12		
Funding available for future grants		\$5,793,027		

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



# LODGING SALES

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

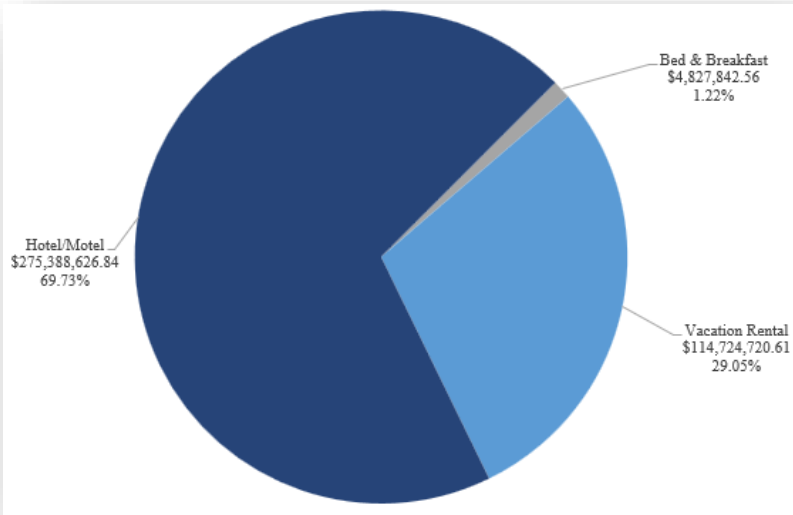
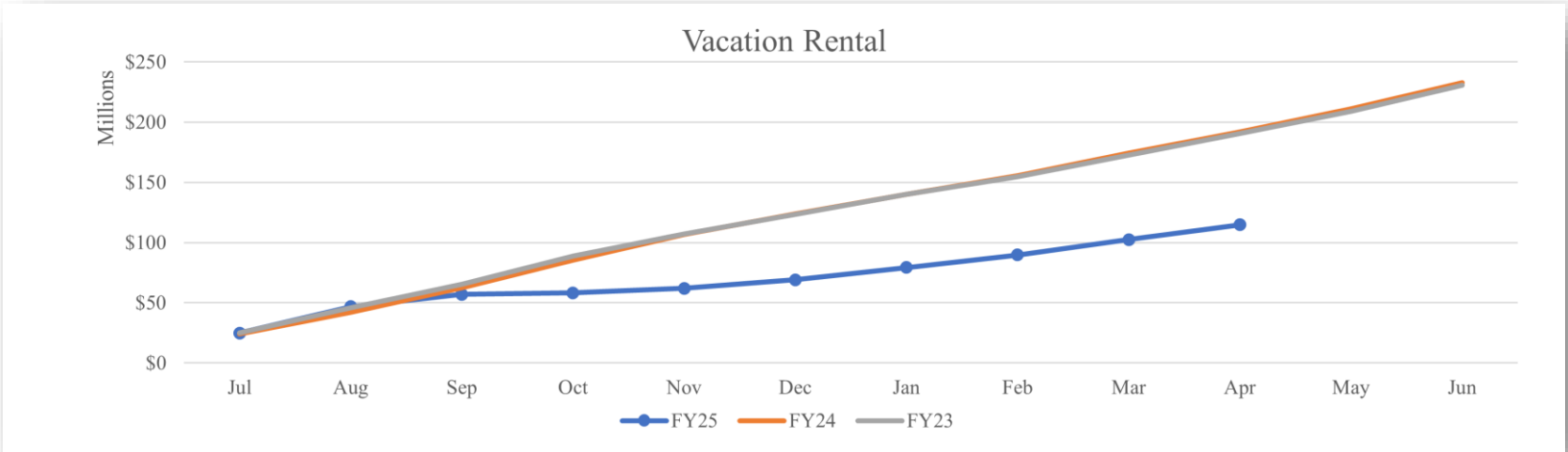
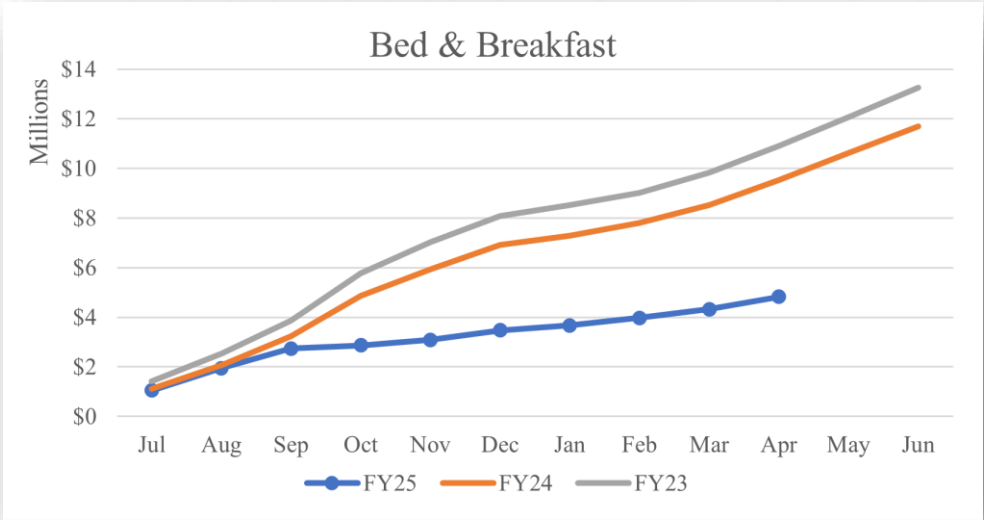
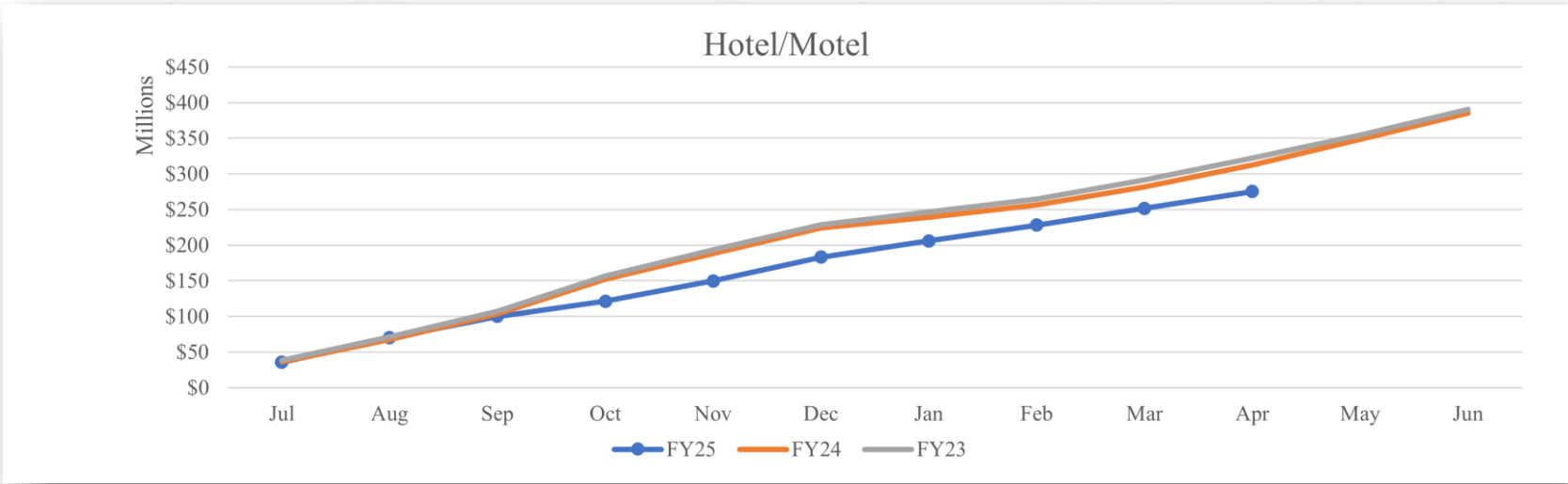


For more information, see financial and sales statements page 9



# LODGING SALES

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



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

# MAY 2025 FINANCIAL REPORTS

Chair Brenda Durden

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## Questions/Comments

### Suggested Motion:

Motion to approve the May 2025 financial reports as presented.

### Motion Second

### Additional Discussion

### Vote







# ASHEVILLE YOUNG PROFESSIONALS INTERN PROGRAM

Brenda Durden  
BCTDA | Chair

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



# GET ON BOARD: APPROVAL NEEDED

Chair Brenda Durden

- Get on Board is a program designed to match and prepare young professionals (ages 21–40) for nonprofit board service through education and a year-long internship as a non-voting board member at area non-profits.
- Explore Asheville submitted an interest form to participate as a host nonprofit in Asheville Young Professionals' Get on Board initiative, and Board approval is required.
- More information was shared with the BCTDA for review in advance of today's meeting.





# AYPROS INTERN PROGRAM PARTICIPATION

Chair Brenda Durden

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Questions/ Comments

Call for a Motion:

**Motion to approve BCTDA participation in the AYPROS Get on Board Intern Program for FY26.**

Motion Second

Additional Discussion

Vote







# FY26 MEETING CALENDAR

**Brenda Durden**  
BCTDA | Chair



# FY26 MEETING SCHEDULE

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the FY26 meeting schedule as presented, including cancelling December's meeting.

Motion Second

Additional Discussion

Vote

FY26 BCTDA Meeting Schedule	
Wednesday, Jul 23, 2025*	9:00 - 11:00 a.m.
Wednesday, August 27, 2025	9:00 - 11:00 a.m.
Wednesday, October 1, 2025*	9:00 - 11:00 a.m.
Wednesday, October 29, 2025	9:00 - 11:00 a.m.
Thursday, November 20, 2025*	9:00 - 11:00 a.m.
<del>Wednesday, December 31, 2025* Cancel</del>	<del>9:00 - 11:00 a.m.</del>
Wednesday, January 28, 2026	9:00 - 11:00 a.m.
Wednesday, February 25, 2026	9:00 - 11:00 a.m.
Thursday, March 26, 2026* (March Board Meeting)	9:00 - 11:00 a.m.
Friday, March 27, 2026* (Annual Planning Session)	9:00 a.m. - 5:00 p.m.
Wednesday, April 29, 2026	9:00 - 11:00 a.m.
Wednesday, May 27, 2026	9:00 - 11:00 a.m.
Wednesday, June 24, 2026	9:00 - 11:00 a.m.

*\*Unless noted with asterisk, meetings take place at 9 a.m. the last Wednesday of each month.*







# BOARD DEVELOPMENT UPDATES

Brenda Durden  
BCTDA | Chair

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



# FY26 BOARD OFFICERS

Chair Brenda Durden

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The BCTDA Board Development Committee (Nominating Committee) slate of officers:



**BCTDA Chair**  
Matthew Lehman

*Appointed to 1-year term in June 2025*



**BCTDA Vice Chair**  
HP Patel

*Appointed to 1-year term in June 2025*



**BCTDA Treasurer**  
Lucious Wilson  
*(BCTDA nonprofit only)*

*Appointed to 1-year term in June 2025*

# THANKS TO OUR OUTGOING CHAIR

Brenda was Chair from July 2023 – June 2025

- Brenda Durden has served two years as BCTDA Board Chair from July 2023 to June 2025
- Brenda joined the BCTDA Board in September 2020, representing a lodging property with 101+ rooms
- Brenda will remain on the BCTDA Board for one final year through June 2026





# FY26 BOARD OFFICER NOMINATIONS

Chair Brenda Durden

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Questions/Comments

**Suggested Motion:**

**Motion to approve the nominations of FY26 officers for Chair, Vice Chair, and Treasurer as presented.**

Motion Second

Additional Discussion

Vote







# PRESIDENT & CEO REPORT

**Vic Isley**  
Explore Asheville | President & CEO

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

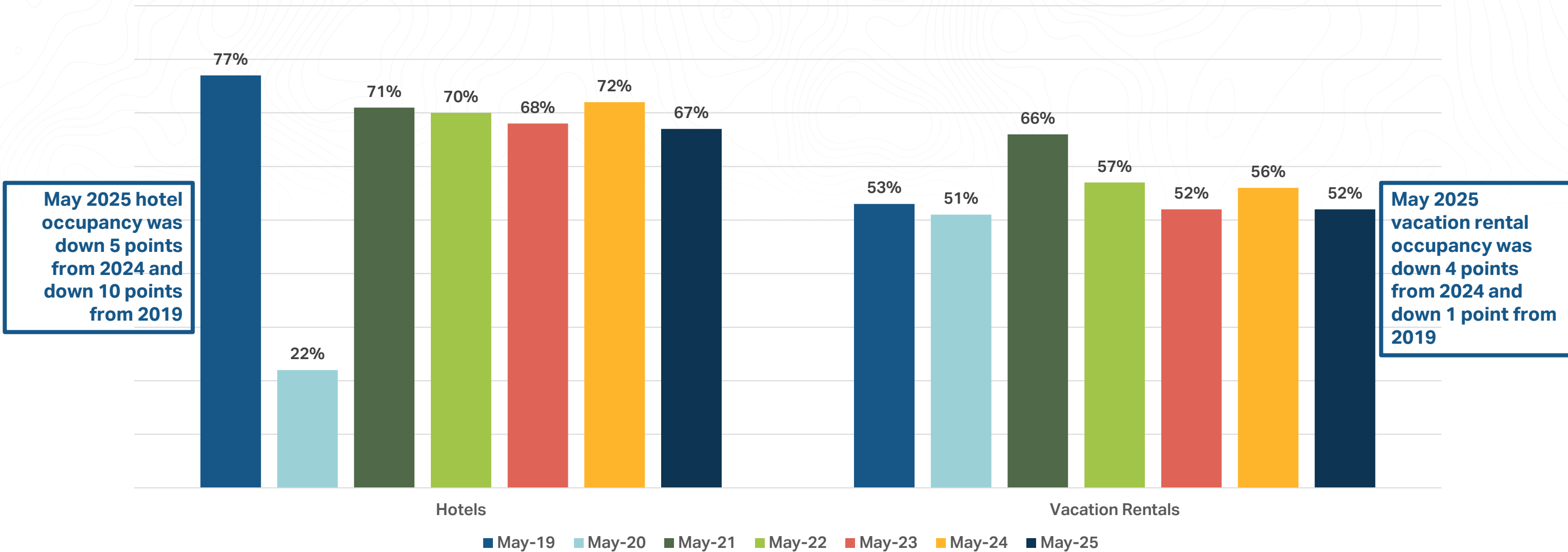




# INDUSTRY METRICS

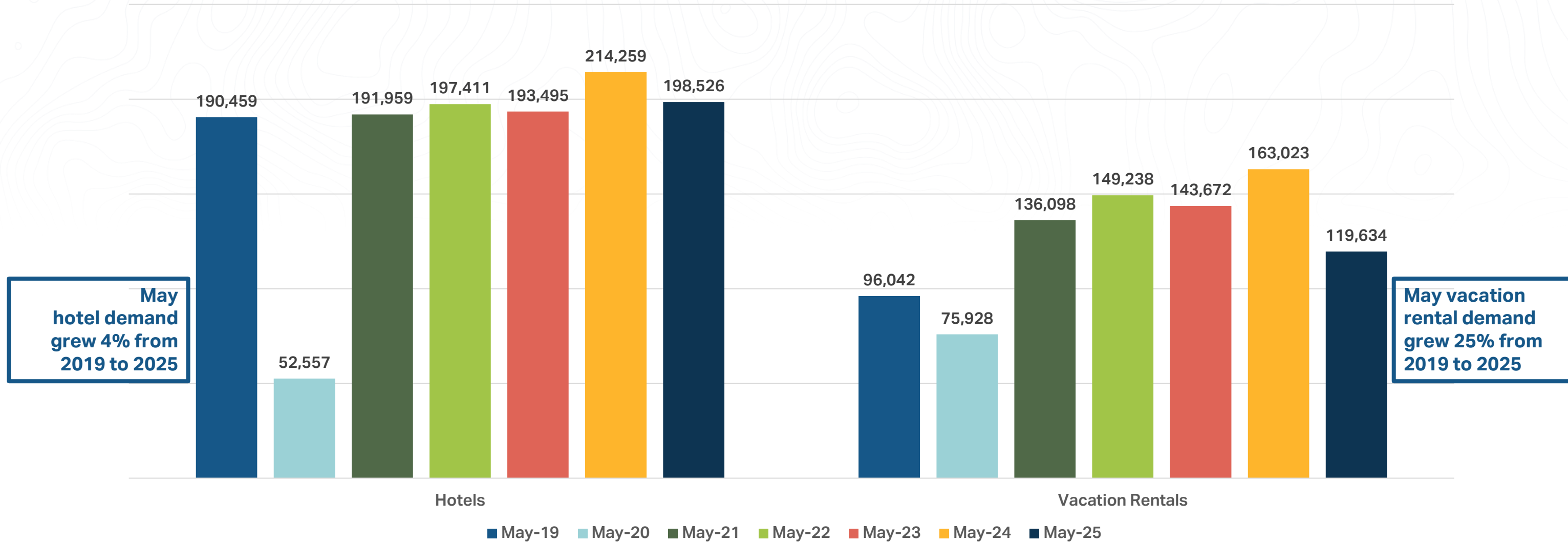


# MAY LODGING OCCUPANCY



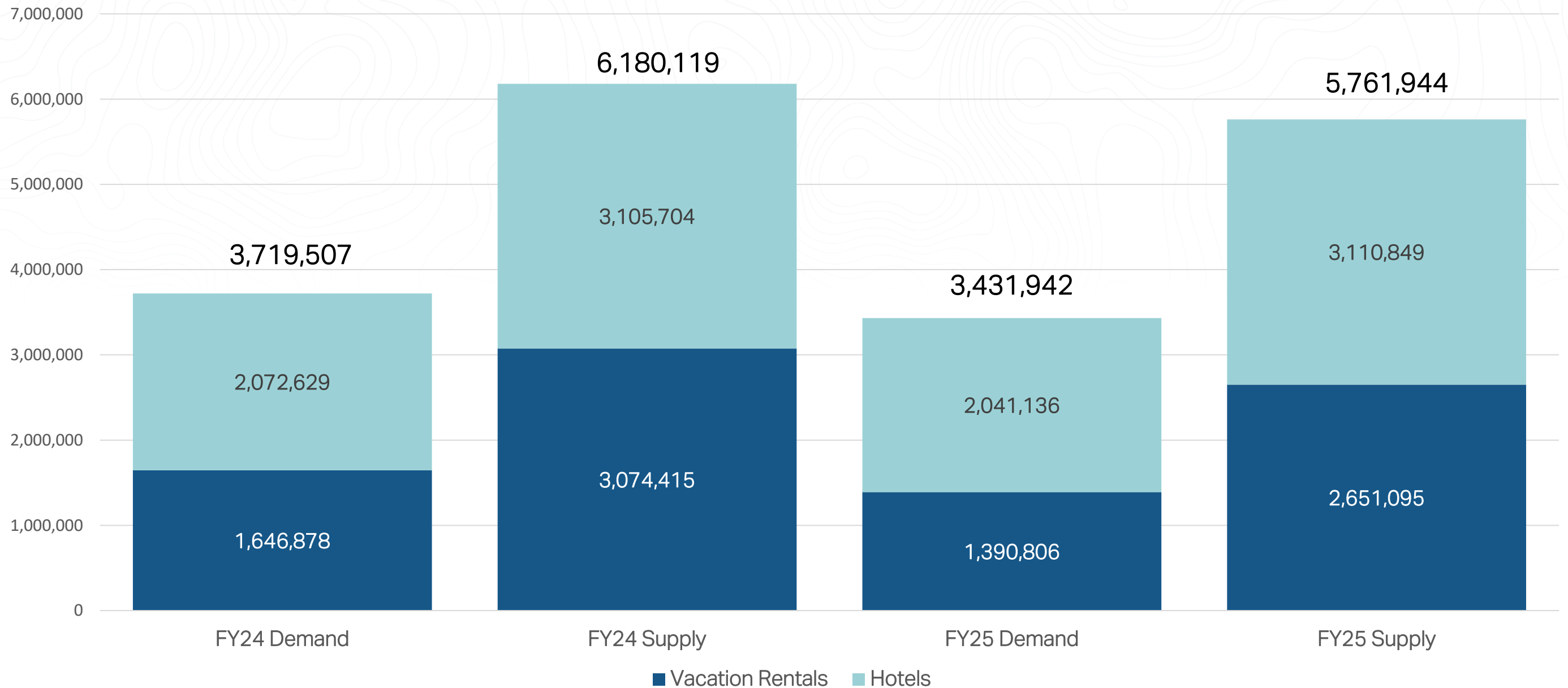


# MAY LODGING DEMAND



# TOTAL ROOMNIGHT DEMAND AND SUPPLY

-8% Demand change and -7% Supply change FYTD (July – May 2025)



Sources: Smith Travel Research (STR) & AirDNA







# OTHER UPDATES



# NORTH CAROLINA GLASS CENTER RIBBON CUTTING

Tourism Product Development Fund Investment in Black Mountain





# ASHEVILLE REGIONAL AIRPORT NEW NORTH CONCOURSE





# MAJOR ATTRACTION ANNOUNCEMENT

Explore Asheville and The North Carolina Arboretum to Share Exciting News for this Holiday Season



Tomorrow, The North Carolina Arboretum and Explore Asheville will announce a landmark attraction coming to Asheville this winter.

Media and partners are invited to attend a press conference revealing details of this major seasonal experience.

**When:** Thursday, June 26, 2025.

Coffee & Networking: 8 a.m. – 9 a.m.

Press Conference: 9:00 a.m. – 9:30 a.m.

**Where:** The North Carolina Arboretum, 20 Frederick Law Olmstead Way, Asheville NC 28806.





# QUESTIONS INPUT COMMENTS



# FY26 BUDGET HEARING AND ORDINANCE

**Jennifer Kass-Green**

Explore Asheville | VP, Culture & Business Affairs

**Brenda Durden**

BCTDA | Chair

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



# BCTDA PROPOSED FY26 BUDGET ORDINANCE RECAP

Jennifer Kass-Green

## FY26 Budget Ordinance:

Operating Budget  
\$25,915,000

TPDF Admin Budget  
\$30,000

LIFT Fund Admin Budget  
\$20,000

Earned Revenue Budget  
\$55,000

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:
Sarah Myers, Manager, Executive & Strategy	By: Brenda Durden, BCTDA Board Chair



# PUBLIC HEARING ON THE PROPOSED BUDGET

Chair Brenda Durden

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- Open the Public Hearing on the Proposed BCTDA FY26 Budget Ordinance
- Receive public input on the Proposed BCTDA FY26 Budget Ordinance
- Close the Public Hearing





# BCTDA PROPOSED FY26 BUDGET ORDINANCE

Chair Brenda Durden

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Questions/Comments

**Suggested Motion:**

**Motion to approve the FY26 budget ordinance as presented.**

Motion Second

Additional Discussion

Vote





# Blue Ridge Parkway

National Park Service  
U.S. Department of the Interior



**Hurricane Helene:  
Road to Recovery Briefing**





# Briefing Agenda

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



1. Blue Ridge Parkway Introduction
2. Blue Ridge Parkway Road Project Planning
3. Helene Impacts
4. Restoring Road Access – A Phased Approach
5. Community Outreach & Engagement

*NPS Staff:*

*Rachel Stasny, Acting Superintendent*

*Leesa Brandon, External Affairs Specialist*





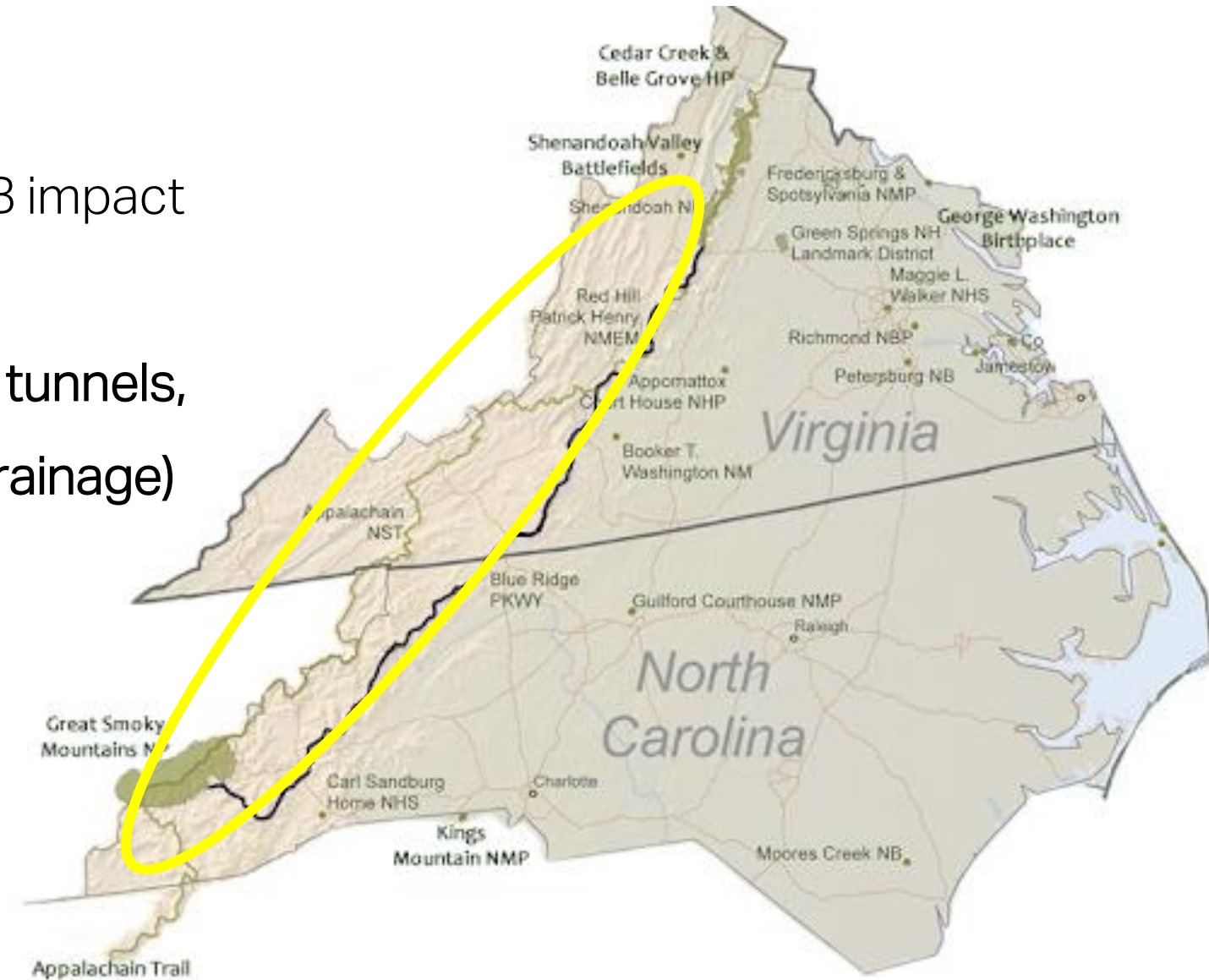
# Parkway Introduction

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



- 469-mile historic designed landscape
- National Historic Landmark
- Two states (VA/NC), 29 counties
- Major tourism destination, 16.7M 2023 & 2024; >\$1.4B impact
- One of the largest infrastructure parks in the NPS
- 520 miles of paved road, 32 miles of unpaved road, 26 tunnels, 180 bridges, road related infrastructure (i.e. culverts/drainage)
- 8 Campgrounds, 14 Picnic Areas, 2 Lodges
- 350+ mi of trails, 500 structures (90+ historic)
- 2,000+ scenic vistas, 900 managed today
- 50+ Commercial Use (small business) Authorizations
- 4,000+ neighbors, >400 working farm partners





# Parkway Road Project Planning & Funding

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



- Parkway construction activity is complex and highly technical; with variables related to remoteness, challenging terrain, reduced construction seasons due to ice and winter weather at higher elevations, and minimizing impacts to the visitor experience.
- Funding & project management for road systems in national parks is planned in cooperation with the Federal Lands Transportation Program (FLTP), managed under a **cooperative agreement between the National Park Service and the FHWA.**
- The Parkway receives approximately **\$15 million annually** for paving, bridge, and tunnel repair projects through a competitive process with other national parks throughout the southeast region of the NPS.
- Projects are scoped and prioritized on **5-year planning cycle** with the FHWA.
- The cost estimate for full pavement reconstruction and drainage rehabilitation of **one mile of mainline roadway** has exceeded **\$2 million.**



# 2025 Road Construction Projects



NPS.gov / Park Home / Plan Your Visit / Road Status and Closures / Current Road Construction Projects

## Road Construction Projects

### Current Projects for 2025

Multiple road construction and maintenance projects are underway in any given year on the Blue Ridge Parkway, which aim to improve safety, upgrade infrastructure, and preserve the Parkway’s natural appeal. The active projects highlighted below, include, Helene recovery projects, roadway resurfacing, bridge repair and replacement, enhanced signage, and other infrastructure improvements. For information on road closures related to these construction projects, visit the [Road Status and Closures](#) page. For more detailed information on Helene recovery projects, visit the [Helene Recovery Projects - At a Glance](#) page.

MP 97-121, near Roanoke, VA	▼
MP 122-143, between Roanoke, VA/Rte 220 and Pine Spur	▼
MP 223.8, 224.7 and 227.5, Alleghany County, NC	▼
MP 248.1-249.3, near Laurel Springs, NC	▼
MP 229-276.4, various locations, near Sparta/Doughton Park, NC	▼
MP 224.9-421.8, multiple Helene recovery projects progressing	▼





# Helene Impacts

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway





# Helene Impacts

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



- Damage across entire Parkway
- At least 57 landslide areas due to Helene
- Damage to visitor facilities
- Damage to historic, cultural, & natural resources

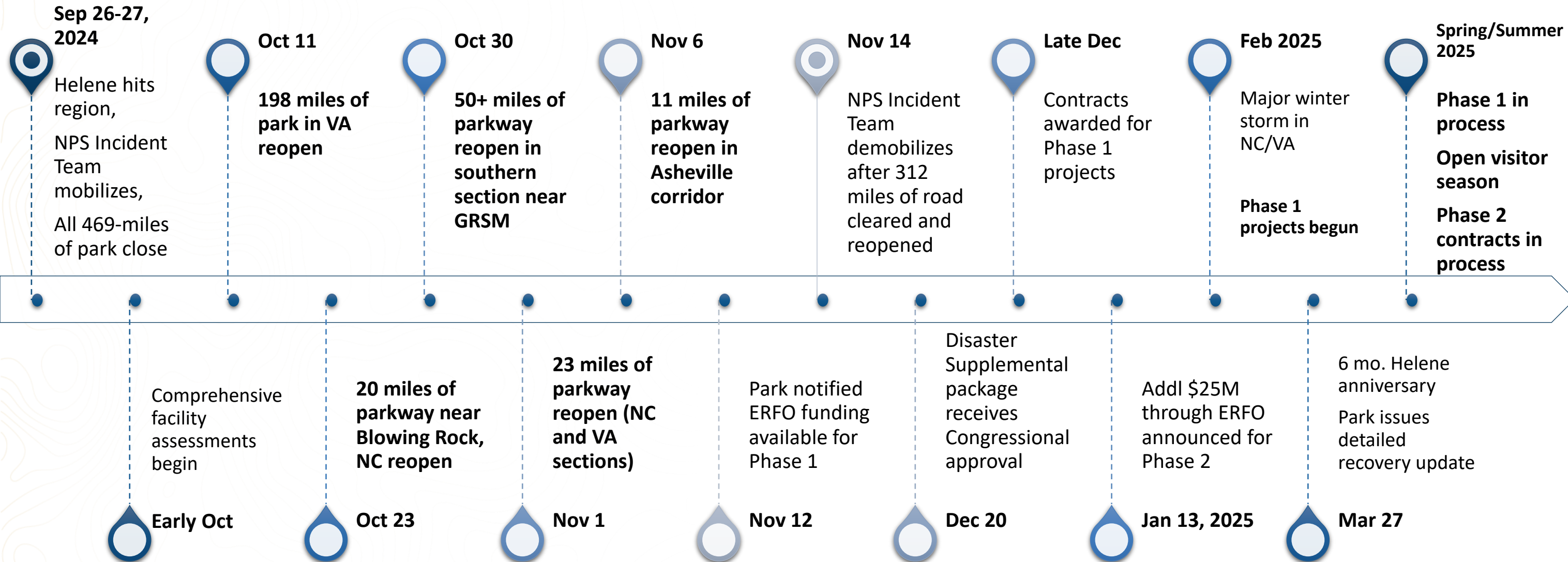




# Initial and Ongoing Recovery Timeline

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway





# Recovery Funding

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



A portion of the \$2 billion in supplemental disaster funding allocated by Congress to NPS will be used to pay for repairs.



To date, the Parkway has received \$25 million from the U.S. Department of Transportation's Federal Highway Administration (FHWA) emergency relief funds.



# Restoring Road Access - A phased approach

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



Phase	Target Date for Public Access	Total Mileage to be Restored	Road Segments to open by Milepost	Public Access to Points of Interest	Adjacent Communities
Phase 1 12 slides	Fall 2025	48.7 Miles	MP 261.0 – MP 276.5 MP 305.2 – MP 307.9 MP 355.3 – MP 381.9 MP 393.6 – MP 405.5 MP 420.2 – MP 423.2	Access From Asheville to: •Craggy Gardens Developed Area •Mount Mitchell State Park •Full Connectivity to Pisgah Inn	•Burnsville •Asheville •Marion •Waynesville •Brevard
Phase 2 21 slides	Fall 2026	12.9 Miles	MP 314.6 – MP 327.5	•Full Connectivity from Virginia State Line thru Boone/Blowing Rock to Little Switzerland •Linville Falls (repairs required to reopen for visitor access)	•Boone •Blowing Rock •Little Switzerland
Phase 3 23 slides + 4 repair sites	TBD	21.4 Miles	MP 333.9 – MP 355.3	•Full Connectivity along Blue Ridge Parkway •Full Connectivity from Little Switzerland to Mount Mitchell State Park	•Boone •Blowing Rock •Little Switzerland •Burnsville •Asheville



# Reinforced Soil Slope (RSS) Process

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



1



Soil Excavation

2



Reinforcement & Stabilization

3



Completed Reinforced Slope



# Work in Progress

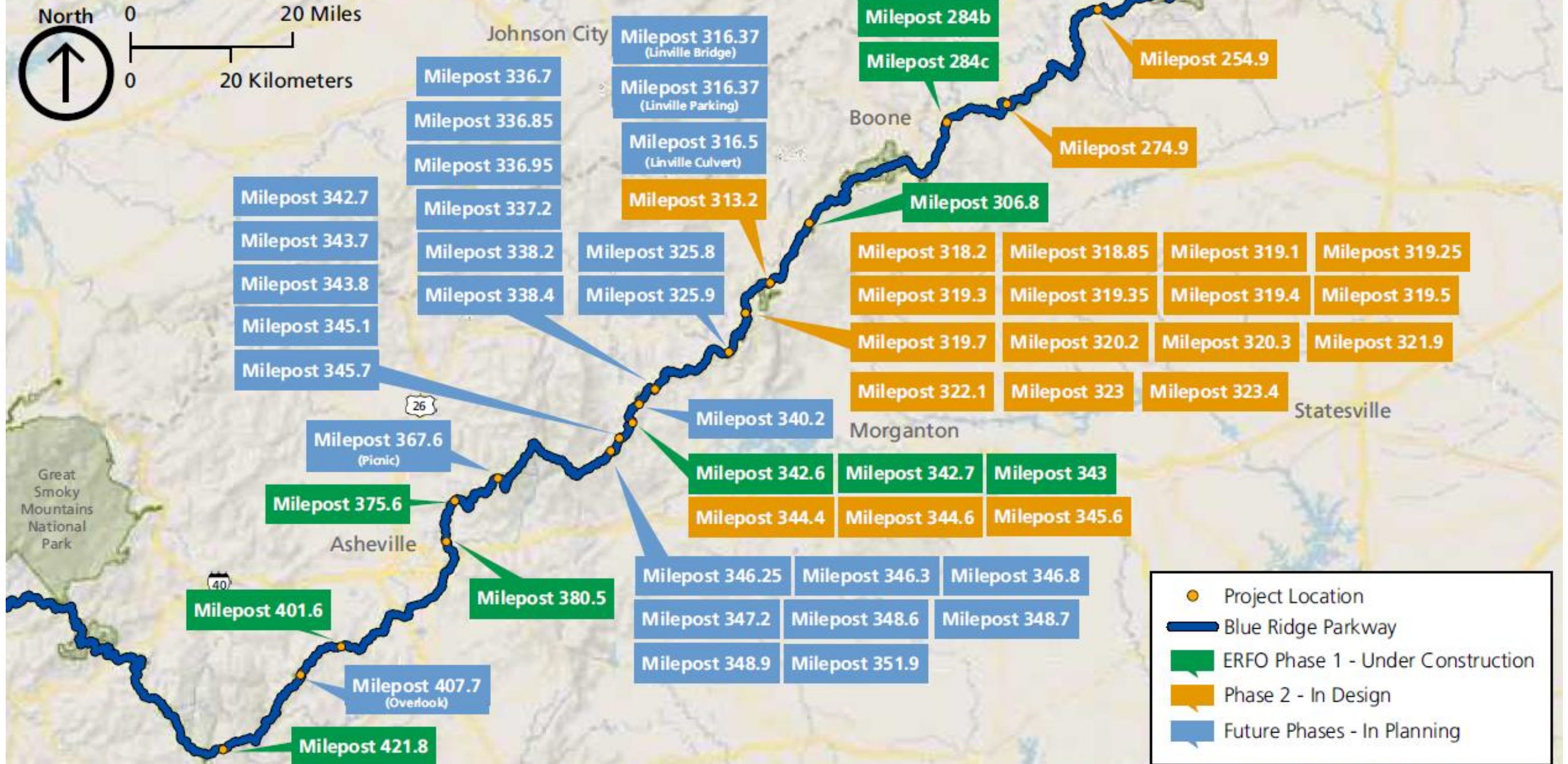
National Park Service  
U.S. Department of the Interior  
Blue Ridge Parkway





This map reflects initial locations along the Parkway in NC where emergency repair and recovery work is underway. It does not represent all affected areas where damage occurred. As recovery efforts continue, this map will be revised.

NOT for Public Distribution





# Updates and Information




NPS.gov / Park Home / Plan Your Visit / Hurricane Helene


Helene Impacts and Recovery

In September 2024, Hurricane Helene made landfall as a Category 4 hurricane in Florida and then stormed across multiples states in the Southeast. Along the Blue Ridge Parkway, the storm devastated the park and local areas with up to 30 inches of rain in localized areas and peak sustained winds of up to 60 miles per hour. The heavy rain and wind resulted in significant damage along the Parkway, including thousands of downed trees and debris covering the motor road, damage to facilities and multiple landslides that resulted in weakened structural integrity and loss of road segments.


Find up-to-date information on the impact Hurricane Helene had on the Parkway, including storm damage, recovery progress, and up-to-date status on road and facility closures and reopening information here.




Recovery Projects - At a Glance ›  
Recovery construction projects by milepost and status.




Current Road Status and Closures ›  
Updated daily: View open and closed Parkway sections.




Helene: Road to Recovery ›  
Scope of damage, funding, and recreation.



Helene Recovery Projects Briefing ›  
Video brief recorded on April 3, 2025.




2025 Road Construction Projects ›  
Helene recovery projects, roadway resurfacing, bridge repair and replacement, enhanced signage, and other infrastructure.



Parkway Neighbors, Ready For Your Visit ›  
The Parkway's neighboring communities are open and ready for visitors.

Parkway Neighbors



As sections of the Blue Ridge Parkway in North Carolina remain closed for Hurricane Helene recovery projects, the Parkway's neighboring communities are open and ready for visitors. For generations, the Parkway's neighboring communities have played a critical role in the Parkway experience. These communities tell the stories of history and culture of the southern appalachian region. This map shows what's accessible now and highlights local communities for you to explore. Follow the links to learn more about things to do and see in each community.

**From North to South:**

- Mount Airy, NC - [Visit Mount Airy | Mayberry, NC](#)
- Sparta, NC - [Alleghany County Chamber of Commerce | Home](#)
- Wilkesboro, NC - [Wilkesboro, NC - Hotels, Music, Food, Things to Do](#)
- West Jefferson, NC - [Visit West Jefferson](#)
- Boone, NC - <https://www.exploreboone.com>
- Blowing Rock, NC - [Blowing Rock, NC - Blowing Rock, NC](#)
- Linville, NC - [Avery County Chamber of Commerce - Home of the Annual Woolly Worm Festival and the beautiful Blue Ridge Mountains](#)
- Linville Falls, NC - [Burke County Tourism | Restaurants, Things to Do, & Lodging | Morganton, NC](#)
- Spruce Pine, NC - <https://www.discoverprincepine.com>
- Little Switzerland, NC - [Destination McDowell | Things to Do | Official Travel Guide to the Blue Ridge Mountains & NC's Foothills | Destination McDowell](#)

Storm Damage - Project Information	
Damage in Virginia	▼
Milepost 224.9 - Slide - ACTIVE	▼
Milepost 284 - 3 Sites - ACTIVE	▼
Milepost 294 - Structure Damage - Carriage Barn	▼
Milepost 306.8 - Slide - ACTIVE	▼
Milepost 317 - Structure Damage - Linville Falls Visitor Center	▼
Milepost 318 - Major Impact Zone	▼
Milepost 319 - Slide	▼
Milepost 320 - Slide	▼
Milepost 322 - Slide	▼
Milepost 325 - Slide	▼
Milepost 336 - Slide	▼
Milepost 342 - Slide - ACTIVE	▼
Milepost 345 - Slide	▼
Milepost 346 - Slide	▼
Milepost 348 - Slide	▼

go.nps.gov/helene



# Closures and Safety

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway



Closures along the parkway and roadside trails apply to all vehicles and uses – **motor vehicles, bicycles and pedestrians/hikers.**

Unstable terrain, hidden hazards, and compromised landscapes may not be immediately visible and may change with weather conditions.

The parkway is an active work area, unauthorized use is not only unsafe but also hinders recovery operations.





# In Summary



Status	Road Segments NOW open by Milepost	Public Access to Points of Interest	Adjacent Communities
What's open & accessible RIGHT NOW	MP 0 – MP 95		
	MP 105.8 – MP 216.9		<ul style="list-style-type: none"><li>• Communities across 12 Counties in Virginia</li></ul>
	MP 229.7 – MP 241.1	<ul style="list-style-type: none"><li>• Humpback Rocks</li></ul>	<ul style="list-style-type: none"><li>• Sparta</li></ul>
	MP 249.3 – MP 261.2	<ul style="list-style-type: none"><li>• Otter Creek</li></ul>	<ul style="list-style-type: none"><li>• West Jefferson</li></ul>
	MP 276.4 – MP 241.1	<ul style="list-style-type: none"><li>• Peaks of Otter</li></ul>	<ul style="list-style-type: none"><li>• Boone</li></ul>
	MP 249.3 – MP 261.2	<ul style="list-style-type: none"><li>• Mabry Mill</li></ul>	<ul style="list-style-type: none"><li>• Blowing Rock</li></ul>
	MP 276.4 – MP 280.9	<ul style="list-style-type: none"><li>• Rocky Knob</li></ul>	<ul style="list-style-type: none"><li>• Linville</li></ul>
	MP 285.5 – MP 305.2	<ul style="list-style-type: none"><li>• Blue Ridge Music Center</li></ul>	<ul style="list-style-type: none"><li>• Morganton</li></ul>
	MP 249.3 – MP 261.2	<ul style="list-style-type: none"><li>• Doughton Park/The Bluffs Restaurant</li></ul>	<ul style="list-style-type: none"><li>• Spruce Pine</li></ul>
	MP 276.4 – MP280.9	<ul style="list-style-type: none"><li>• Cone Memorial Park</li></ul>	<ul style="list-style-type: none"><li>• Little Switzerland</li></ul>
	MP 249.3 – MP 261.2	<ul style="list-style-type: none"><li>• Price Lake Boat Rental</li></ul>	<ul style="list-style-type: none"><li>• Black Mountain</li></ul>
	MP 276.4 – MP280.9	<ul style="list-style-type: none"><li>• Linn Cove Viaduct</li></ul>	<ul style="list-style-type: none"><li>• Asheville</li></ul>
	MP 285.5 – MP 305.2	<ul style="list-style-type: none"><li>• NC Minerals Museum</li></ul>	<ul style="list-style-type: none"><li>• Hendersonville</li></ul>
	MP 307.9 – MP 314.6	<ul style="list-style-type: none"><li>• Folk Art Center</li></ul>	<ul style="list-style-type: none"><li>• Waynesville</li></ul>
	MP 382.8 – MP 393.6	<ul style="list-style-type: none"><li>• Mt Pisgah/Pisgah Inn</li></ul>	<ul style="list-style-type: none"><li>• Brevard</li></ul>
	MP 405.5 – MP 420.2	<ul style="list-style-type: none"><li>• Waterrock Knob</li></ul>	<ul style="list-style-type: none"><li>• Sylva</li></ul>
	MP 423.2 – MP 469.1		



# In Summary, cont.



Status	Road Segments to open by Milepost	Total Mileage to be Restored	Public Access to Points of Interest	Adjacent Communities
What's open later this summer/fall (i.e. Phase 1)	MP 261.0 – MP 276.5 MP 305.2 – MP 307.9 MP 355.3 – MP 381.9 <b>MP 393.6 – MP 405.5</b> MP 420.2 – MP 423.2	48.7 miles	<ul style="list-style-type: none"><li>• Mt. Mitchell</li><li>• Craggy Gardens Developed Area</li><li>• Full connectivity from Craggy to Pisgah Inn and beyond</li></ul>	<ul style="list-style-type: none"><li>• Burnsville</li><li>• Marion</li><li>• Asheville</li><li>• Waynesville</li><li>• Brevard</li></ul>
What to expect during the 2026 visitor season (i.e. Phase 2)	MP 314.6 – MP 327.5	12.9 miles	<ul style="list-style-type: none"><li>• Linville Falls Developed Area (TBD what facilities will be restored)</li><li>• Chestoa View</li></ul>	<ul style="list-style-type: none"><li>• Crossnore</li><li>• Spruce Pine</li><li>• Little Switzerland</li></ul>
Phase 3 timeline tbd	MP 333.9 – MP 355.3	21.4 miles	<ul style="list-style-type: none"><li>• Full Connectivity along Blue Ridge Parkway</li><li>• Full Connectivity from Little Switzerland to Mount Mitchell State Park</li></ul>	<ul style="list-style-type: none"><li>• Little Switzerland</li><li>• Burnsville</li><li>• Asheville</li></ul>



# Bottom Line – Still much to enjoy on the Parkway

National Park Service  
U.S. Department of the Interior

Blue Ridge Parkway







# 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

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**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, June 24, no requests to speak had been received.**





# LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

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**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

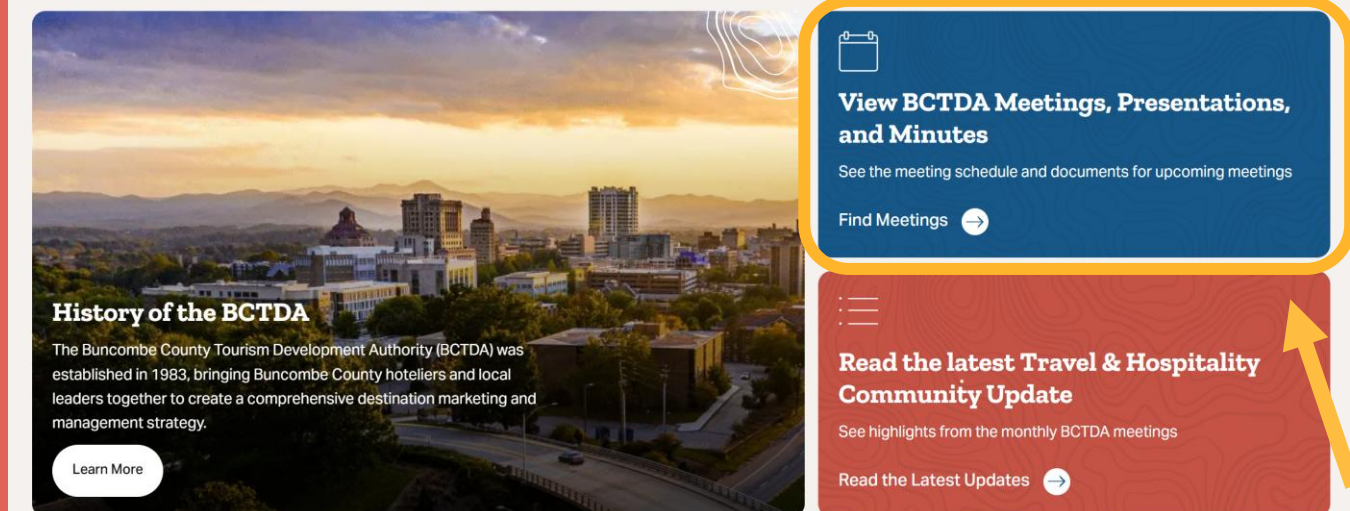
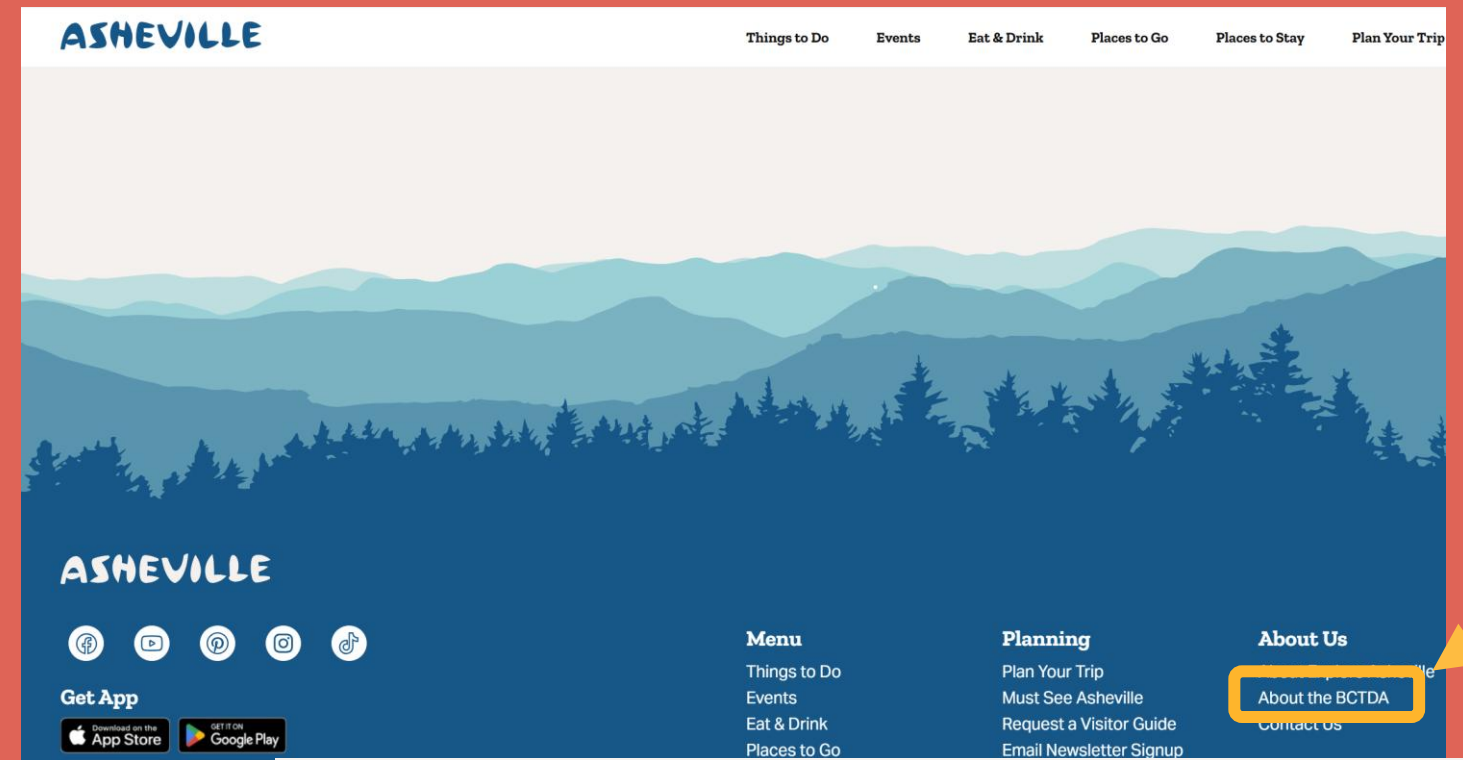
Chair Brenda Durden

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

The next BCTDA meeting will be held on Wednesday, July 23, 2025, at 9:00 a.m. in the Explore Asheville Board Room.

For more information go to:

- [ExploreAsheville.com](https://ExploreAsheville.com)
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes





# ADJOURNMENT

Chair Brenda Durden

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Questions/Comments

**Suggested Motion:**

**Motion to adjourn the BCTDA Meeting.**

Motion Second

Discussion

Vote







# THANK YOU

*See you at the next BCTDA meeting!*

**Wednesday, July 23, 2025 | 9:00 a.m.**

Explore Asheville Board Room | 27 College Place