

WELCOME

May 27, 2026

Joint Meeting of the Buncombe County Tourism Development Authority
and Explore Asheville

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair HP Patel

- Call to order the Joint Meeting of the BCTDA, Public Authority and Explore Asheville



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, May 27, 2026 | 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 Explore Asheville	HP Patel
9:05 a.m.	Approval of April 29, 2026 Meeting Minutes	HP Patel
9:10 a.m.	April 2026 Preliminary Financial Reports	Melissa Moore, Buncombe County Finance Director BCTDA Fiscal Agent
9:15 a.m.	Legacy Investment from Tourism (LIFT) Committee Recommendation a. New Committee Member Nomination b. Wayfinding Program Funding Recommendation	HP Patel Tiffany Thacker
9:25 a.m.	Proposed BCTDA FY27 Budget a. Finance Committee Report b. Proposed BCTDA FY27 Budget Presentation c. Proposed BCTDA FY27 Budget Ordinance d. Public Hearing Notice – Proposed BCTDA FY27 Budget	Tim Rosebrock Ed Silver Ed Silver HP Patel
9:45 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:55 a.m.	Airport Update	Lew Bleiweis, Tina Kinsey Asheville Regional Airport
10:15 a.m.	Asheville City Council Update	Vice Mayor Antanette Mosley
10:20 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:25 a.m.	Miscellaneous Business	HP Patel
10:30 a.m.	Comments from the General Public	HP Patel
10:35 a.m.	Adjournment	HP Patel

SAVE THE DATE

Biltmore Championship Asheville Partner Mixer | June 1, 2026 3:30 p.m. – 5:30 p.m. | Barrel Room at Wicked Weed Funkatorium

The next joint monthly meeting is **Wednesday, June 24, 2026**, 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 HP Patel

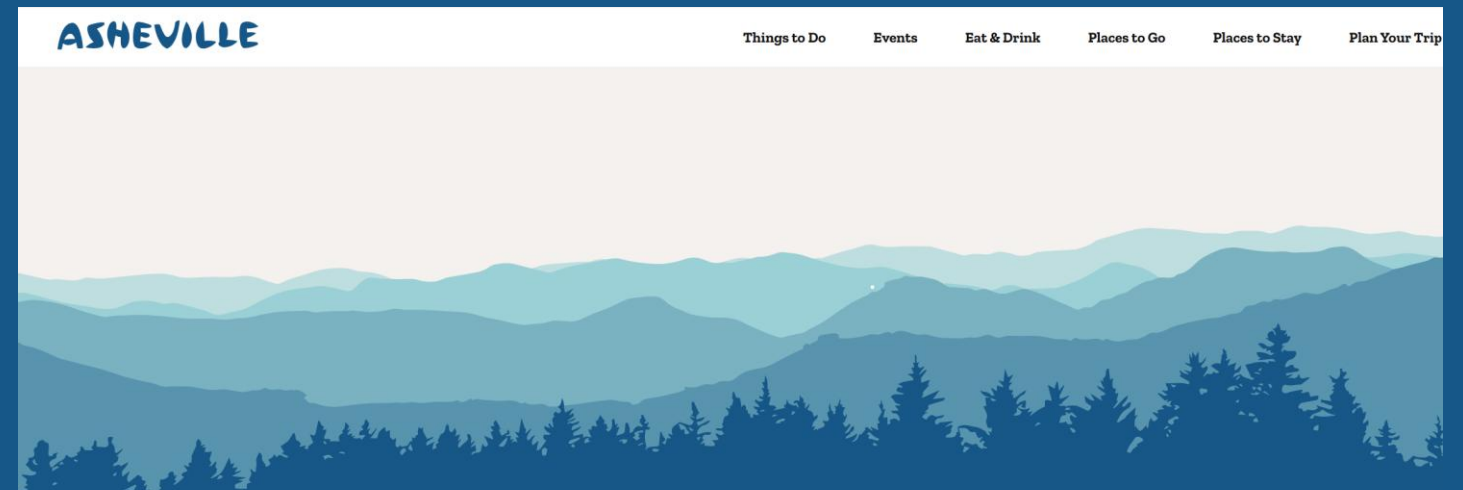
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

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://www.exploreasheville.com)
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes



ASHEVILLE



Get App



Menu

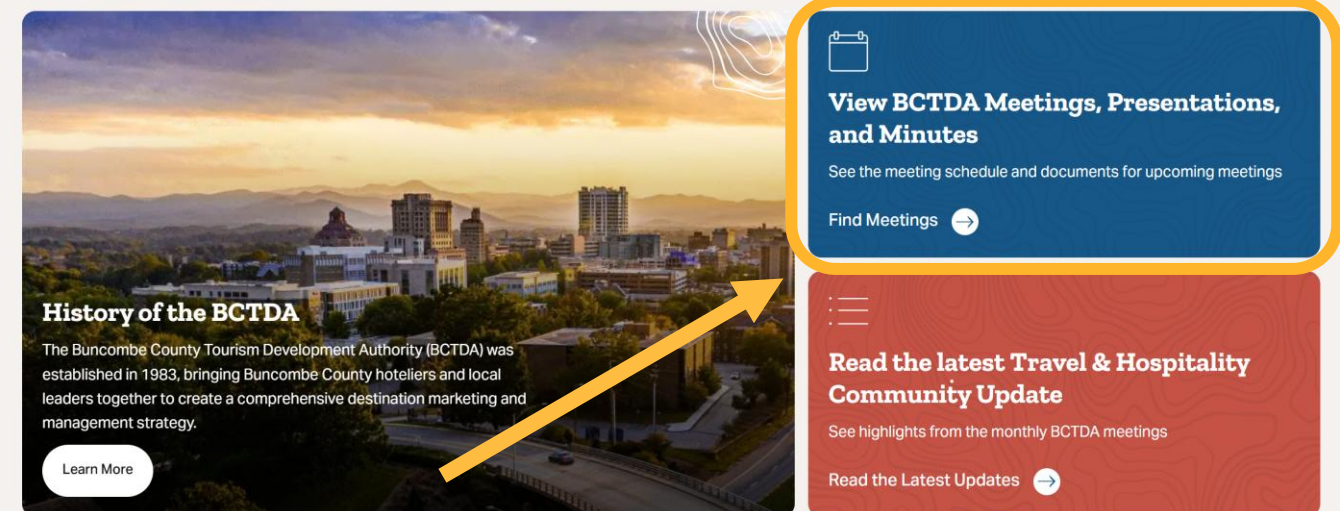
- Things to Do
- Events
- Eat & Drink
- Places to Go

Planning

- Plan Your Trip
- Must See Asheville
- Request a Visitor Guide
- Email Newsletter Signup

About Us

- About the BCTDA
- Contact Us



WELCOME BOARD & GUESTS

Chair HP Patel

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



THANK YOU, BRENDA DURDEN

- Brenda Durden joined the BCTDA Board in September 2020, representing a lodging property with 101+ rooms
- Brenda served two years as BCTDA Board Chair from July 2023 to June 2025
- This is Brenda's last meeting with us
- She will continue her volunteer leadership contributions through the LIFT committee



APRIL 29 MINUTES

Chair HP Patel

Questions/ Comments

Suggested Motion:

Motion to approve the March 26, 2026,
BCTDA Board meeting minutes.

Motion Second

Additional Discussion

Vote



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Explore Asheville

Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Wednesday, April 29, 2026

Present (Voting): HP Patel, Chair; Lucious Wilson, Vice Chair; Amy Kelly, Michael Lusick, Elizabeth Putnam, Himanshu Karvir, Brenda Durden, Tim Rosebrock, Kyle Highberg

Absent (Voting): None

Present (Ex-Officio): Asheville Vice Mayor Antanette Mosley

Absent (Ex-Officio): Buncombe County Commissioner Terri Wells

Staff: Vic Isley, Josh Jones, Ashley Greenstein, Ali Wainright, Kimberly Puryear, Kyle McCurry, Ed Silver, Tiffany Thacker, Jay Curwen, David Setzer, McKenzie Provost, Rachel Dudasik, Sarah Myers

BC Finance: Melissa Moore

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette

In-Person Attendees: Kitiana Ponce, BCTDA Intern
Dave Nutter, Connect Buncombe
John Ellis, Prior BCTDA Board Member
Randy Claybrook, Bent Creek Lodge
Michelle Mackenzie, Ellen Fried, Elizabeth Pritchitt, Anne Welch, Sam Fontaine, Lawrence McCarthy, Mary N. Schultz, David Clark, Tamera Trexler, Kerry Graham-Walter; Save the UNCA Woods
Mark Grier, Intrinsic Construction

Online Attendees: Sarajane Case, Rachel Young, Shelby Pearsall, Emily Crosby, Emilie Soffe, Payton Byrnes; Explore Asheville
Kit Cramer, Casey Gilbert; Asheville Chamber of Commerce
Felicia Sonmez, Blue Ridge Public Radio
Justin McGuire, Mountain Xpress
Rick Bell, Asheville Buncombe Hotel Association
Bogumil Stys, Elevation Lofts Hotel
Chris Smith, Asheville Buncombe Regional Sports Commission
Will Hofmann, Asheville Citizen Times





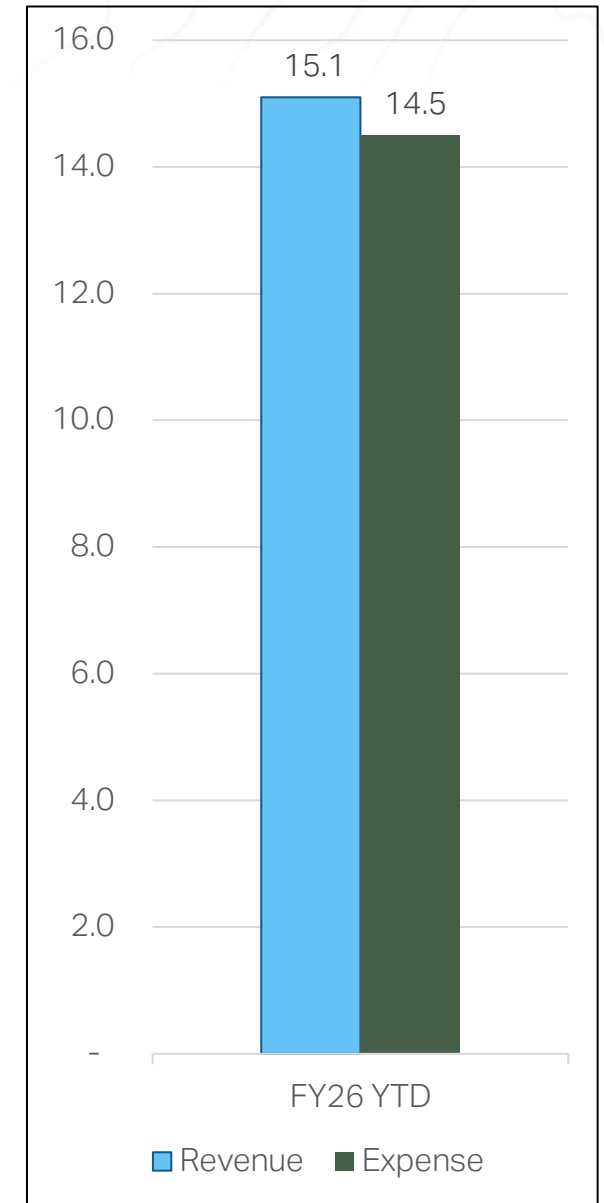
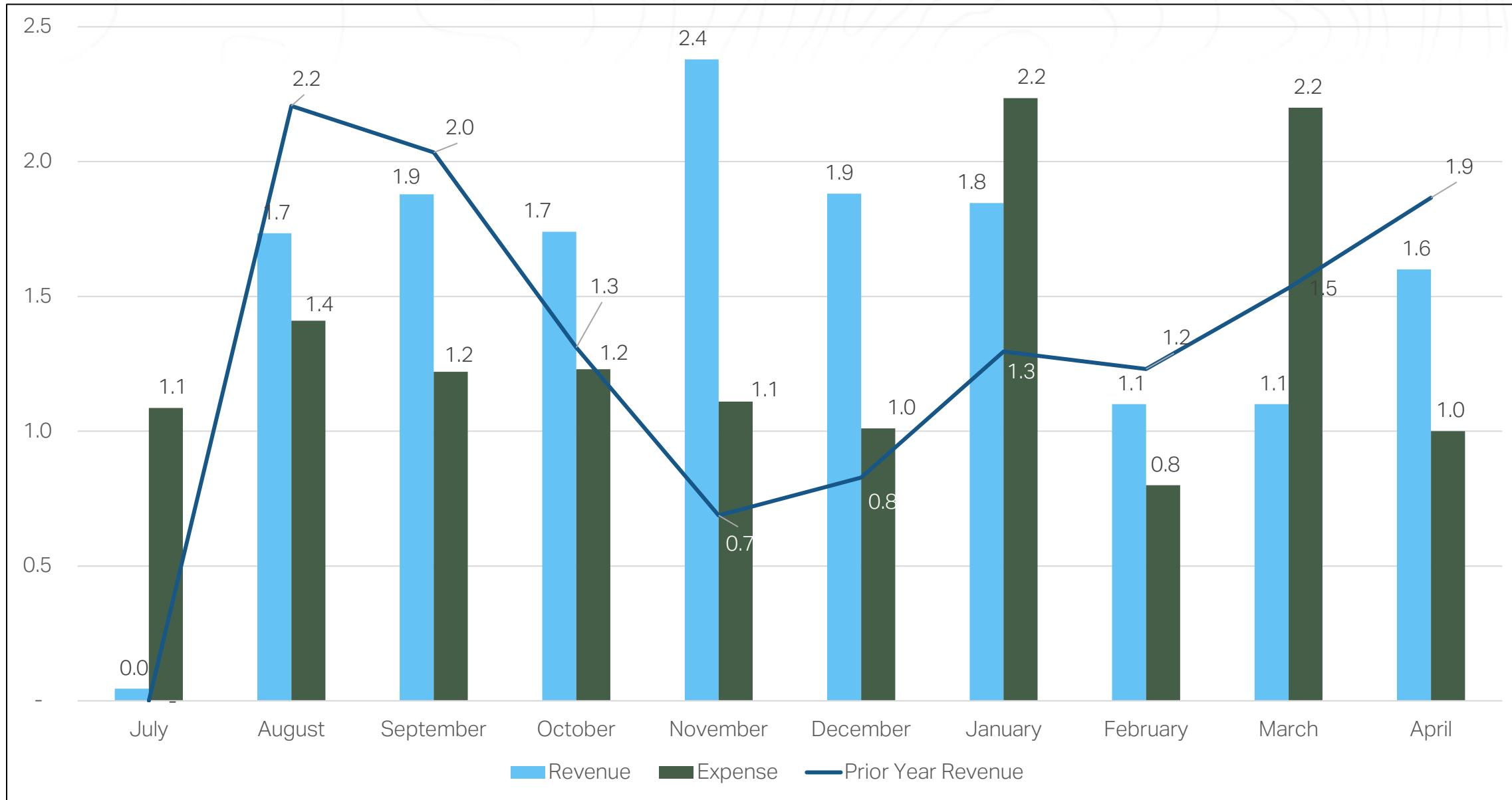
FINANCIAL UPDATES

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

**EXPLORE
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POWERED BY | Buncombe County Tourism
Development Authority

BCTDA OPERATING FUND

Revenues vs Expenditures, in millions, April Preliminary



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

BCTDA OPERATING AND EXPLORE ASHEVILLE EARNED REVENUE FUNDS

Monthly Summary of Activities, April 2026 Preliminary

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 25,915,000	\$ 1,625,435	\$ 15,175,425	70.0%
Total expenditures		\$ 1,012,090	\$ 14,531,452	56.1%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 55,000	\$ 9,432	\$ 74,589	>100%
Total expenditures		\$ 1,003	\$ 28,919	52.6%

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

BCTDA PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, April 2026 Preliminary

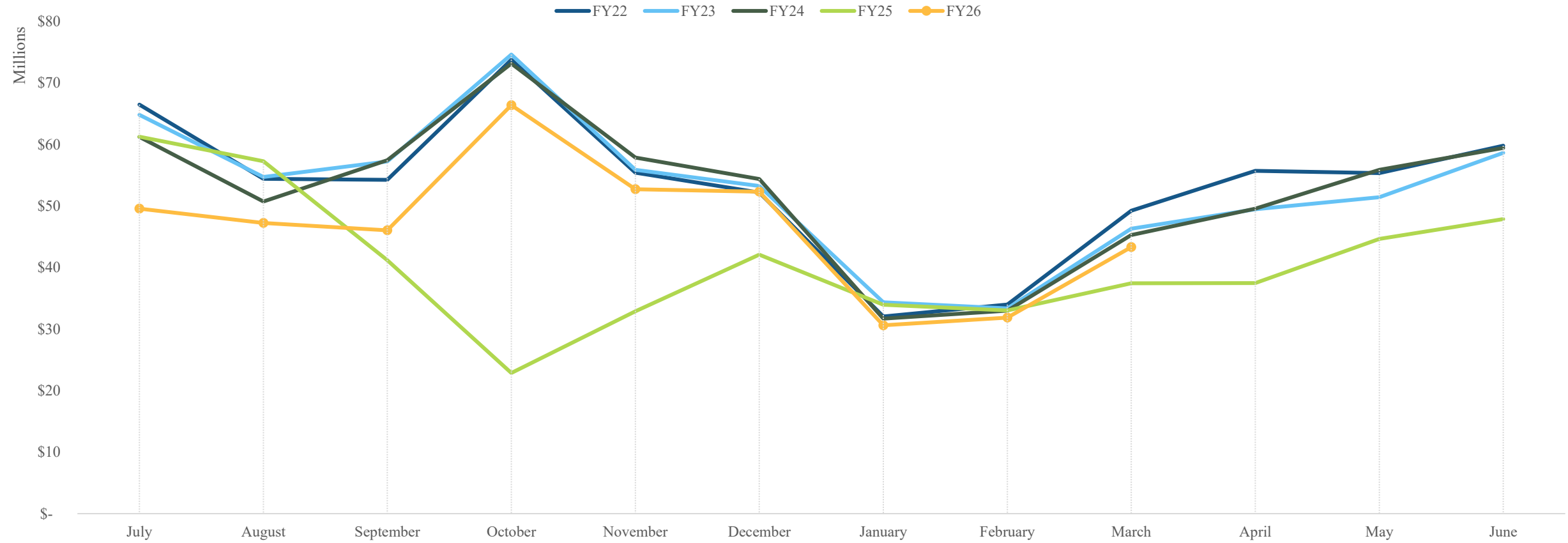
Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual, less Completed & Closed Projects	(%) Budget Collected/Used
Total revenues	\$44,465,942	\$406,298	\$52,508,229	>100%
Total expenditures		-	\$9,552,731	21.5%
Active projects		27		
Funding available for future grants		\$7,225,817		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual, less Completed & Closed Projects	(%) Budget Collected/Used
Total revenues	\$10,379,903	\$406,298	\$21,136,118	>100%
Total expenditures		-	\$148,202	1%
Active projects		13		
Funding available for future grants		\$9,992,541		

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

LODGING SALES

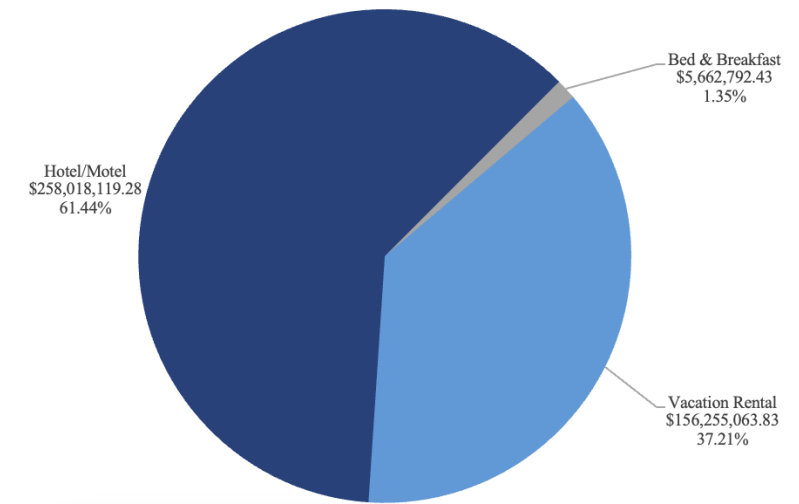
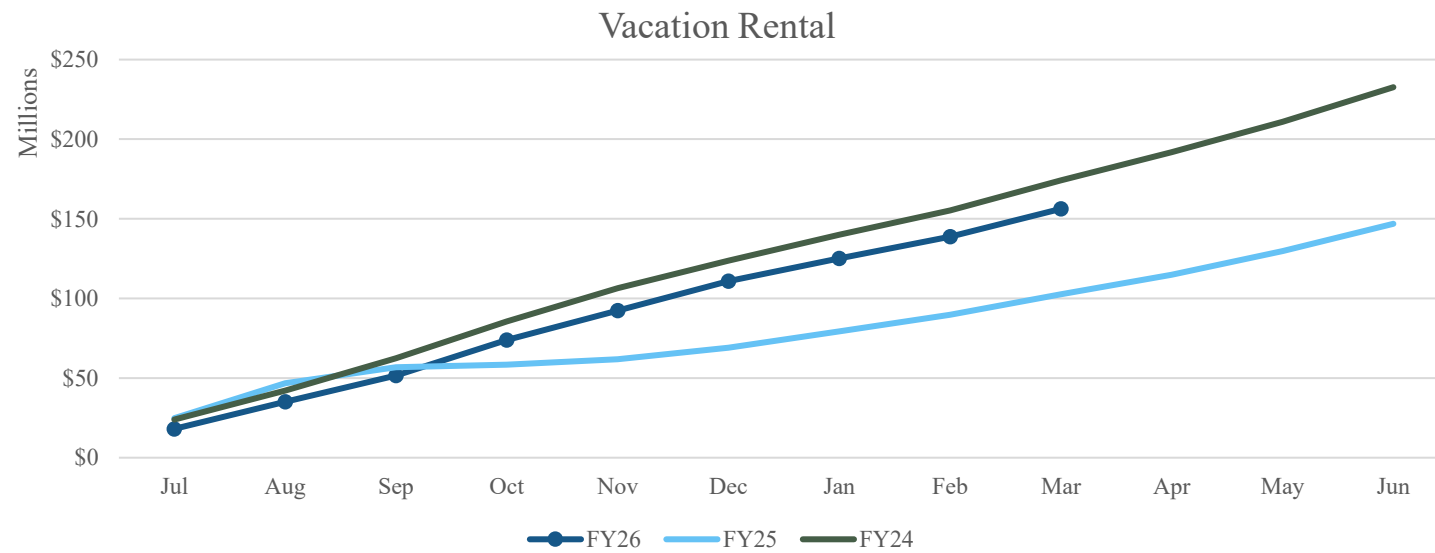
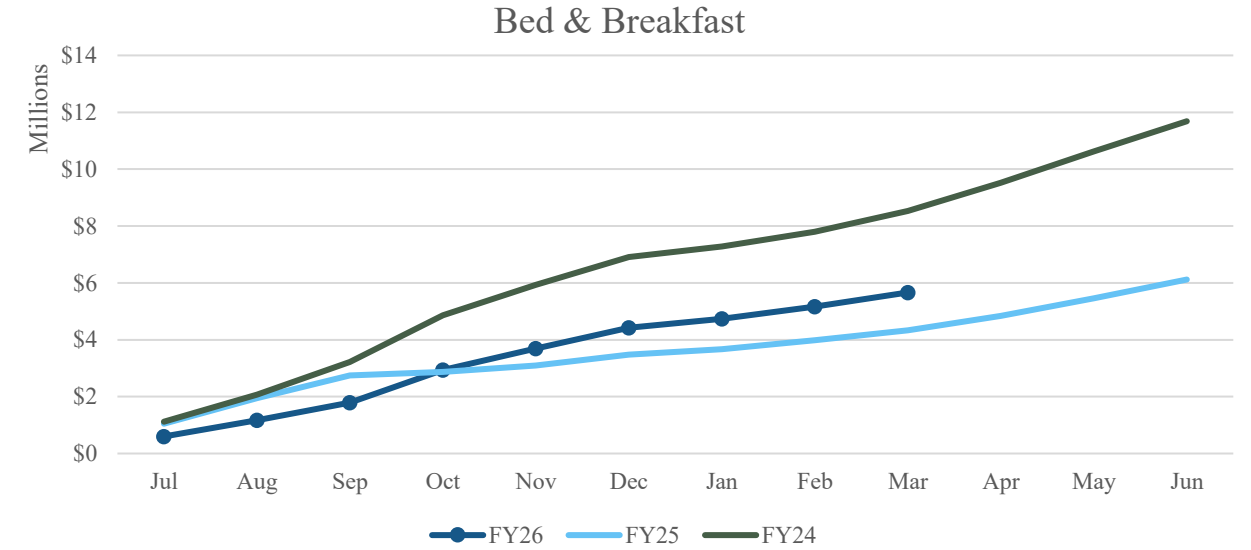
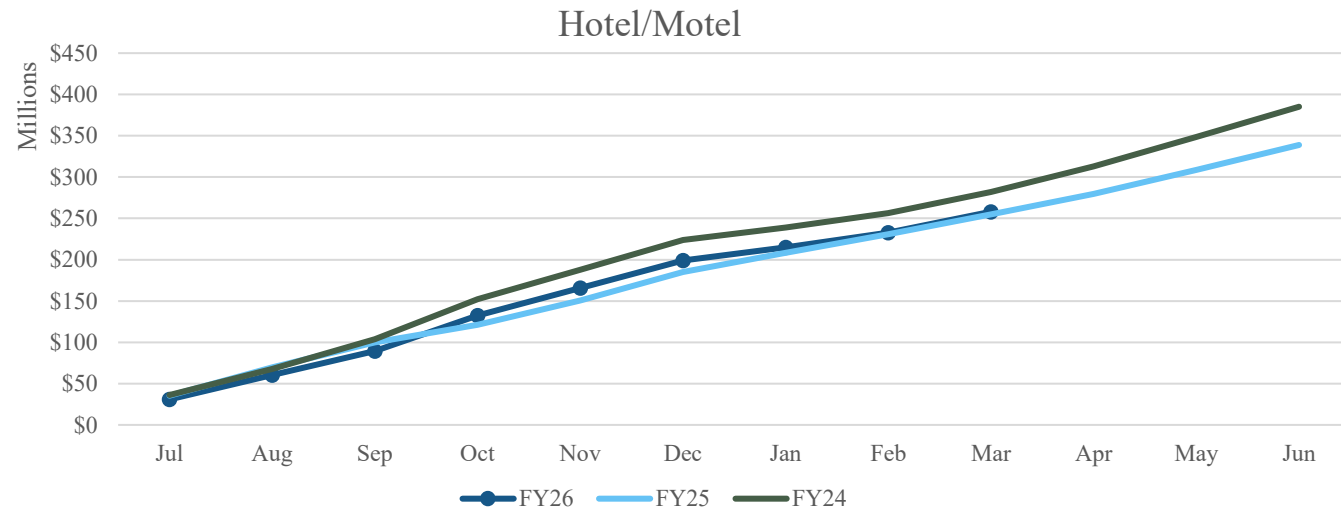
Shown by Month of Sales, Year-to-Date (5 years), April 2026



For more information, see financial and sales statements page 9

LODGING SALES

Activity by type and month, shown for 3 years, April 2026



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

APRIL 2026 PRELIMINARY FINANCIAL REPORTS

Chair HP Patel

Questions/Comments

Suggested Motion:

Motion to approve the April 2026 Preliminary Financial Reports as presented.

Motion Second

Additional Discussion

Vote





LIFT FUND COMMITTEE RECOMMENDATIONS

HP Patel
BCTDA | Chair

Tiffany Thacker
Explore Asheville | VP, Partnership & Destination
Management

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Development Authority



LIFT FUND COMMITTEE NOMINATION

HP Patel
BCTDA | Chair

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Development Authority

LIFT FUND COMMITTEE REPLACEMENT RECOMMENDATION

Chair HP Patel

Recommendation: The LIFT Fund Committee recommends appointing the following as a new member of the LIFT Fund Committee.

Ryan Appleton | Lazy Tiger
Lodging Appointment



LIFT COMMITTEE REPLACEMENT APPOINTMENT

Chair HP Patel

Questions/Comments

Suggested Motion:

Motion to approve the LIFT Committee member replacement as recommended.

Motion Second

Additional Discussion

Vote





LIFT FUND COMMITTEE RECOMMENDATION: FY27 WAYFINDING MAINTENANCE & UPDATES

EXPLORE ASHEVILLE WAYFINDING SYSTEM

A navigation experience enriching the cultural and visual fabric of Buncombe County

- Established in 2010, the Explore Asheville Wayfinding System features a comprehensive network of over 400 signs designed to guide residents and visitors safely and seamlessly throughout Buncombe County.
- Goals of Wayfinding System:
 - Increase overnight room nights
 - Boost economic impact by directing visitors across the region
 - Encourage repeat visits by highlighting the destination's depth
 - Strengthen and expand the Asheville area brand
 - Enhance the overall visitor experience



WAYFINDING ADMINISTRATION

Wayfinding Elements

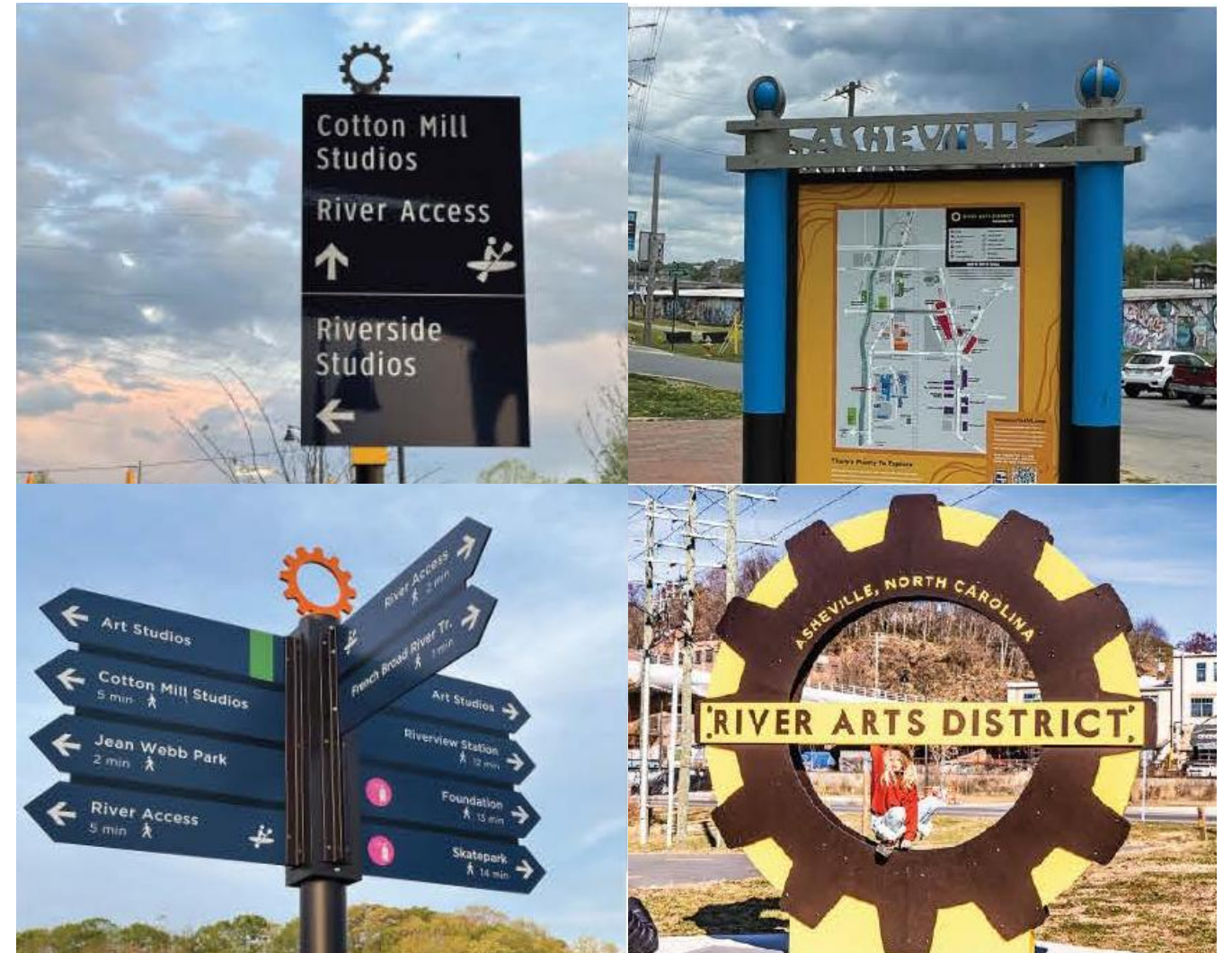
Each element is designed to cater to diverse user needs and preferences.

Three Sign Elements/Types:

1. **Wayfinding Signage** (Vehicular Directional, Pedestrian Directional, Parking, Municipal or District Identification)
2. **Informational and Orientation Signage** (Information Kiosks, Orientation Map, Interpretive)
3. **Placemaking Signage** (Landmark, Public Art Installations, Murals)

Wayfinding Program Vendors:

- Merje (Design)
- Geograph (Production, Installation, Maintenance)



WAYFINDING MAINTENANCE SCHEDULE

Spring/Summer

- Assessment, Cleaning, Tree Trimming
- Reporting
- Budgeting & Planning

Fall

- Repairs & Installation

6343 ASHEVILLE

TYPICAL LAYOUT FOR PDIR - 3M CONTROLTAC GRAPHICS APPLIED WITH GLOSS OVERLAM

#921 - Blade 2 Side A

#921 - Blade 3 Side A

#921 - Blade 4 Side A

#921 - Blade 2 Side B

#921 - Blade 3 Side B

#921 - Blade 4 Side B

NOTE: ALL GRAPHIC LAYOUTS ARE FOR GRAPHICS ONLY - NOT CONSTRUCTION BUILD. PLEASE CHECK LAYOUTS FOR TYPOGRAPHICAL ERRORS. REFER TO SHOP DRAWINGS FOR FINAL CONSTRUCTION OF SIGN BUILD. GEOGRAPH WILL NOT BE HELD RESPONSIBLE FOR ERRORS ONCE LAYOUT HAS BEEN APPROVED.

Client Approval By: _____
Date Approved: _____

Geograph Check By: _____
Date Checked: _____

GEOGRAPH INDUSTRIES, INC.
475 Industrial Drive • Harrison, Ohio 45030
513.202.9200 • 513.202.9299 fax
www.geograph-ind.com

Date Created: 09/04/2020
Version: 1
Date Modified: _____
Job Number: 6343
Job Name: Asheville
Drawn By: Mark Acra
Sign Type: _____

Quantity: _____
Scale: 8.33%
1"=1' on 11x17

Approved By: _____

Notes: _____

LIFT FUND COMMITTEE RECOMMENDATION

FY27 WAYFINDING MAINTENANCE & SYSTEM UPDATES

The requested funding will support the continued annual maintenance and enhancement of the established wayfinding system while advancing new placemaking elements that strengthen tourism infrastructure and elevate the visitor and resident experience throughout Buncombe County

The recommendation also includes funding for placemaking and recognition signage that highlights occupancy tax-supported investments throughout Buncombe County.

Item	Amount
Wayfinding Maintenance	
Fall 2026 Maintenance & Repairs	\$150,000
Spring 2027 Maintenance & Repairs	\$150,000
Subtotal	\$300,000
Wayfinding System Updates	
Placemaking Signage	\$50,000
TPDF & LIFT Fund Signage Recognition	\$250,000
Subtotal	\$300,000
Total	\$600,000

LIFT FUND COMMITTEE INVESTMENT RECOMMENDATION

\$600,000



LIFT FUND COMMITTEE INVESTMENT RECOMMENDATION

Chair HP Patel

Questions/Comments

Suggested Motion:

Motion to approve the LIFT Fund Committee's recommendation to award the Explore Asheville Wayfinding Program in the total amount of \$600,000 to support management and maintenance in FY27.

Motion Second

Additional Discussion

Vote





FY27 PROPOSED BUDGET

Tim Rosebrock
Finance Committee Chair

Edward Silver
VP Business Development

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Development Authority

FINANCE COMMITTEE REPORT

Tim Rosebrock, Finance Committee Chair

COMMITTEE MEMBERS

Tim Rosebrock | Explore Asheville Treasurer
(Finance Committee Chair)

HP Patel | BCTDA Board Chair

Brenda Durden | BCTDA Board and Asheville Hotel Group

Chris Cavanaugh | Magellan Strategy Group

Chip Craig | GreyBeard Realty

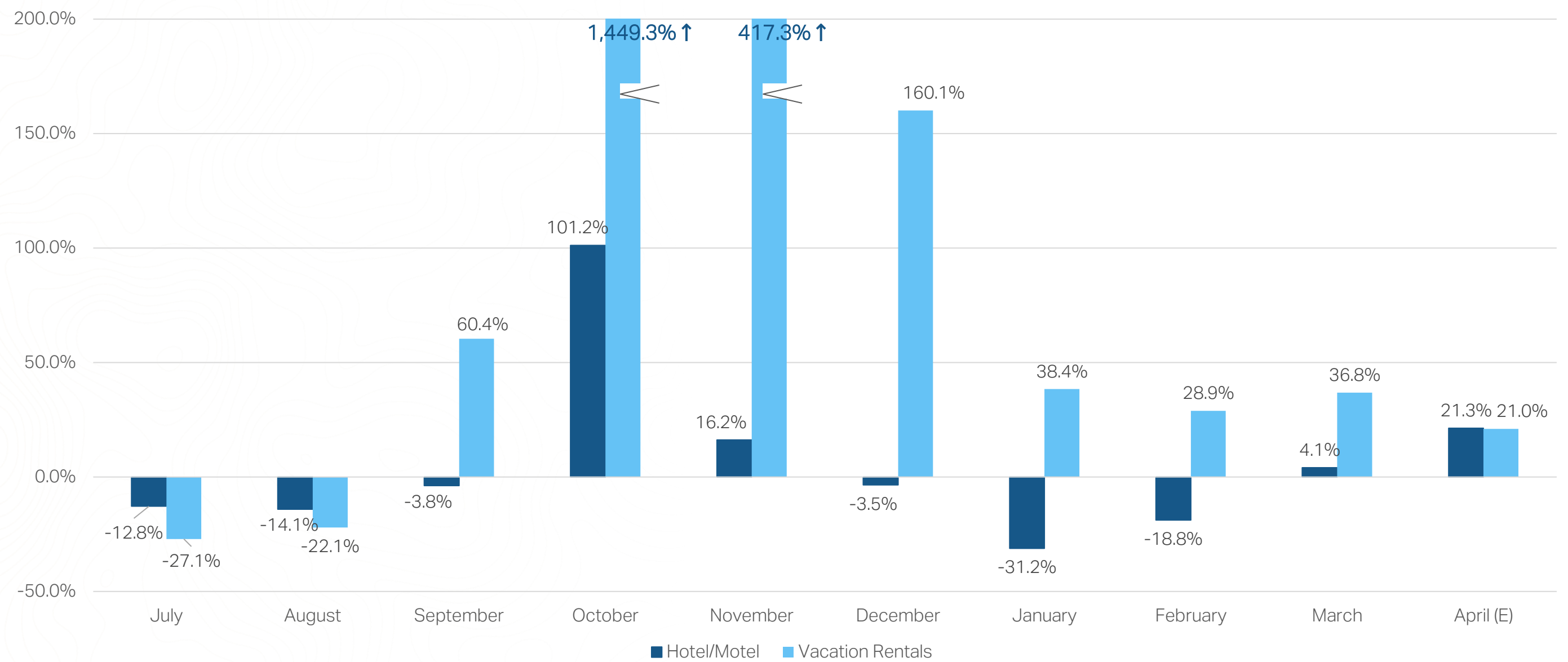


BUDGET CONSIDERATIONS

- As a reminder, we are forecasting \$34.5M in net lodging tax revenues in the upcoming fiscal year
- Gross lodging tax forecast of \$36.3M for FY27, representing a net revenue forecast of \$34.5M, and Buncombe County administrative fee of \$1.8M
 - Approved by BCTDA board March 26, 2026 based on Tourism Economics projections

CHANGE IN BUNCOMBE COUNTY LODGING TAX BY TYPE

FY26 compared to prior year



Source: BCTDA; Tourism Economics

FY26 OPERATING BUDGET & FORECAST

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY26 Budget	FY26 Forecast
Net Lodging Tax Revenue	\$21.7M	\$21.2M
Fund Balance Designation	\$4.2M	\$2.2M
Total Revenue	\$25.9M	\$23.5M
Expense	FY26 Budget	FY26 Forecast
Salaries & Benefits	\$4.8M	\$4.7M
Exec Office / Admin & Facilities	\$1.1M	\$1.1M
Marketing	\$17.4M	\$15.2M
Business Development	\$1.9M	\$1.9M
Partnership & Destination Mgmt	\$0.6M	\$0.6M
Total Expense	\$25.9M	\$23.5M

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 OPERATING FUND BALANCE

	FY26 (B) Beginning Fund Balance	FY26 Forecast Change in Fund Balance	FY26 Ending Fund Balance	FY27 (P) Beginning Fund Balance
Designated Contingency (50% Expense Budget)	\$12,957,500	\$0	\$12,957,500	\$13,526,975
Undesignated (Cash Flow)	\$4,926,591	(\$2,240,147)	\$2,686,444	\$2,116,969
Total	\$17,884,091	(\$2,240,147)	\$15,643,944	\$15,643,944

We anticipated a \$4.2M draw down and are now anticipating drawing \$2.2M based on FY26 forecast

FY27 LODGING TAX REVENUE SPLIT

Revenue	FY27 Proposed Revenue
Operating Fund	\$23.0M
Tourism Product Development Fund	\$5.8M
Legacy Investment from Tourism Fund	\$5.8M
TOTAL	\$34.5M

FY27 PROPOSED OPERATING BUDGET

Operating budget is 66.67% of total lodging tax revenue

Revenue	FY26 Budget	FY26 Forecast	FY27 Proposed
Net Lodging Tax Revenue	\$21.7M	\$21.2M	\$23.0M
Fund Balance Designation	\$4.2M	\$2.2M	\$4.1M
Total Revenue	\$25.9M	\$23.5M	\$27.1M
Expense	FY26 Budget	FY26 Forecast	FY27 Proposed
Salaries & Benefits	\$4.8M	\$4.7M	\$5.1M
Exec Office / Admin	\$1.1M	\$1.1M	\$1.2M
Marketing	\$17.4M	\$15.2M	\$18.4M
Business Development	\$1.9M	\$1.9M	\$2.1M
Partnership & Dest Mgmt	\$0.6M	\$0.6M	\$0.3M
Total Expense	\$25.9M	\$23.5M	\$27.1M

SALARIES & BENEFITS

FY27 proposed: \$5,053,950 — up 4.3% vs FY26 budget of \$4,846,000

- 5% merit pool budgeted
- Medical insurance (BCBS): 22% increase forecast quoted for FY27, similar to FY26's 22% increase
- Dental insurance (Delta Dental): 8% increase quoted for FY27

MARKETING

FY27 proposed: \$18,353,459 — up 5.5% vs FY26 budget

- Net Media — \$13.5M for FY27, up from \$12.9M FY26 budget (+4.3%) to rebound and propel the visitor economy
- Launch new creative suite designed to strengthen cross-platform performance, deepen emotional resonance, and better connect with target visitor personas
- Expand Asheville area discoverability via AI-driven travel planning tool with AEO/GEO/SEO optimization utilizing strategic partnerships
- Increase high quality visits leveraging milestone opportunities including the Biltmore Championship Asheville and Outdoor Media Summit

BUSINESS DEVELOPMENT

FY27 proposed: \$2,095,220 — up 8.4% vs FY26 budget

- Continue focus on prospecting groups and events that meet Sun-Thurs, Q1 and facilities throughout the County
- Recruit and execute on impact events that align with county-wide facilities and priorities
- Engage meeting planners in a “test drive” for their clients through 48-hour FAM visits
- Work appointment-based events and trade shows, some with local partners, to foster relationships with North American meeting and event professionals
 - Industry events expansion: 42 to 48 events
 - New SMERF/3-star hotel focus: targeted shows for Social, Military, Educational, Religious, Fraternal market to drive occupancy into underutilized inventory
- Activations for impact events such as Biltmore Championship Asheville, Outdoor Media Summit, SoCon Week, and Smart Meetings

PARTNERSHIP & DESTINATION MANAGEMENT

FY27 proposed: \$326,199 — down 46.7% vs FY26 budget*

- Continue substantial support for year-round diverse community festivals and cultural events through targeted grants and sponsorships of \$325K*, funded through the Earned Revenue Fund for FY27 instead of Operating Fund, to invest more in Net Media to support the rebound of the visitor economy and support local businesses,
- 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, Summer Social, The Year Ahead, partner engagement events, and working groups
- Increase resident engagement 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

FY27 OPERATING FUND BALANCE

	FY27 (P) Beginning Fund Balance	FY27 (P) Change in Fund Balance	FY27 Year-End (P) Fund Balance
Designated Contingency (50% Expense Budget)	\$13,526,975	(\$1,935,831)	\$11,591,144
Undesignated (Cash Flow)	\$2,116,969	(\$2,116,969)	\$0
Total	\$15,643,944	(\$4,052,800)	\$ 11,591,144

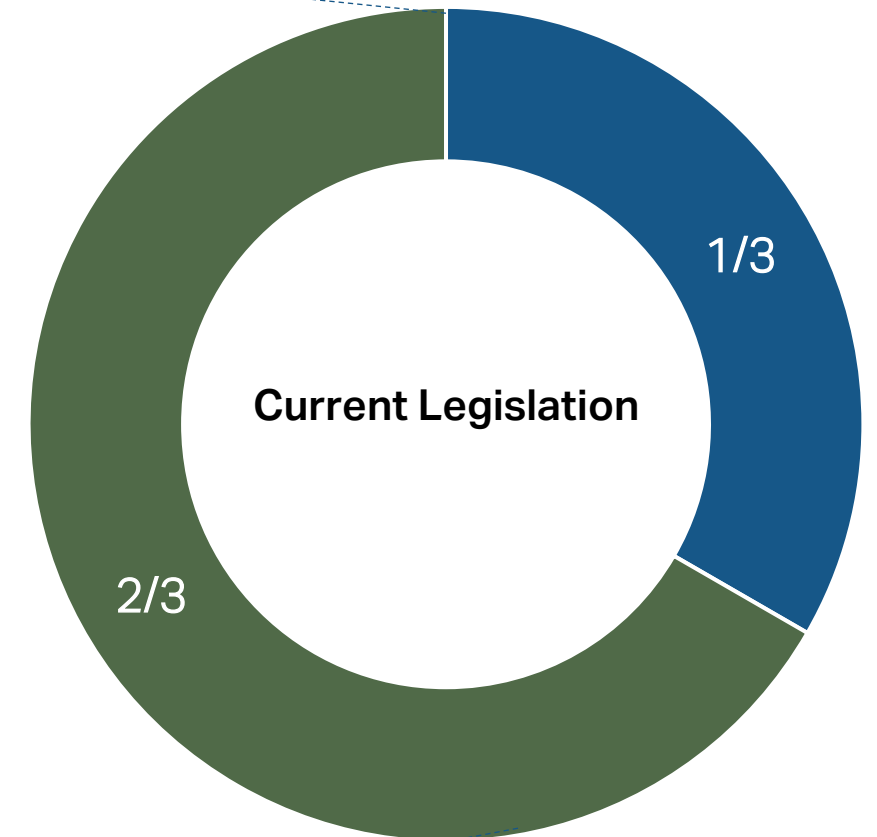
FY27 reflects a strategic net media reinvestment to accelerate market recovery; the resulting \$4.1M draw is funded from accumulated reserves (\$2.1M from undesignated and \$1.9M from designated)

DEFINITION OF TWO-THIRDS BUDGET

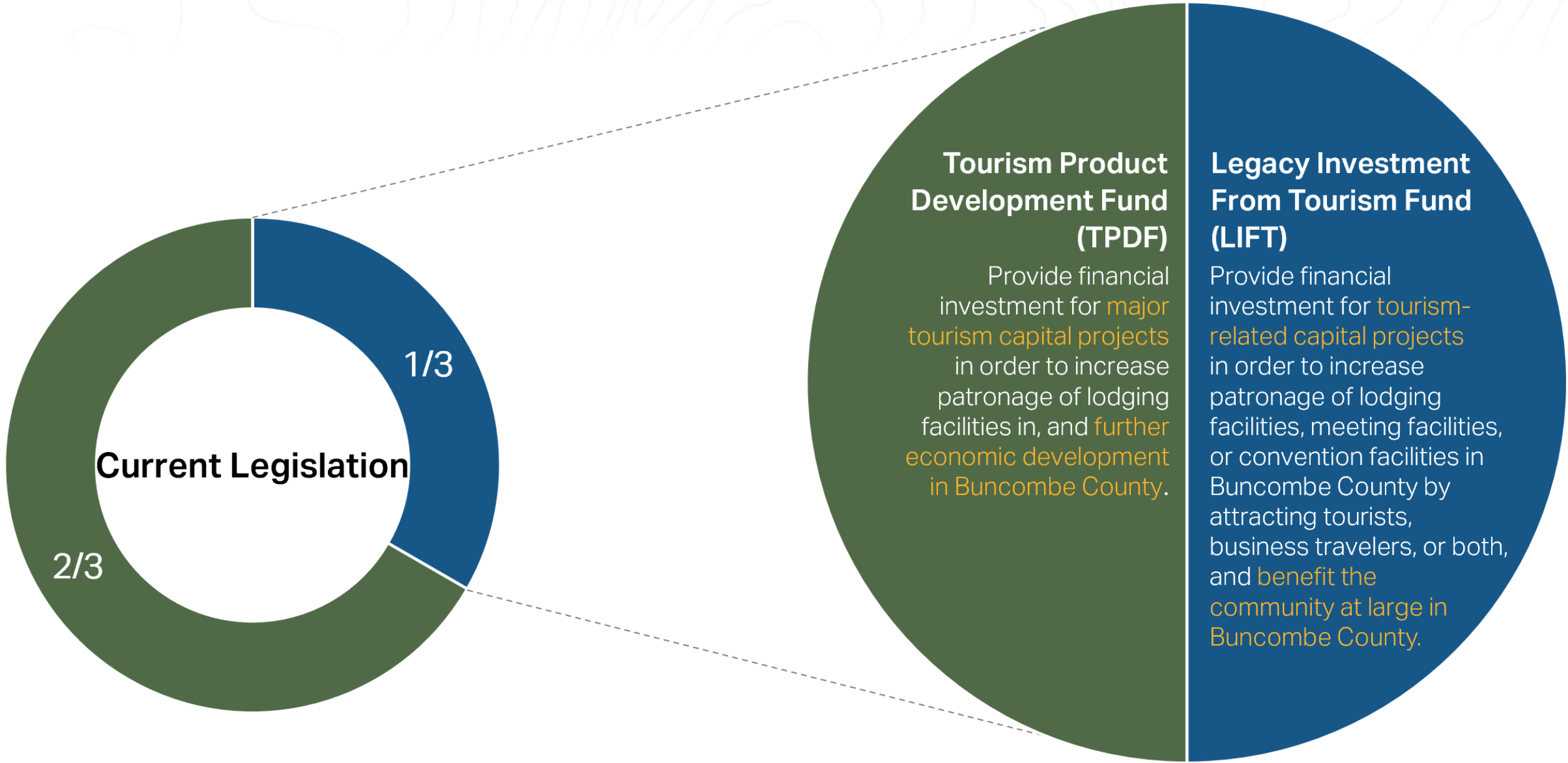
Per state legislation

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.
- FY27 proposed budgeted administrative expenses = 18%



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

\$15.7M

Estimated Available Funds*

*Anticipated funding available for next TPDF cycle in October 2027

FY27 TPDF budget includes \$30,000 for external review.

LEGACY INVESTMENT FROM TOURISM FUND

\$12.6M

Estimated Available Funds*

*Anticipated funding available for next LIFT cycle in September 2026

FY27 LIFT budget includes \$20,000 for external review.

EARNED REVENUE FUND

FY27 Beginning Fund Balance (Forecast)	\$395K
FY27 Revenue Forecast	\$243K
FY27 Budgeted Expenses	\$428K
Estimated FY27 Ending Fund Balance	\$211K

BUDGET RECAP

- Forecasting \$34.5M in net lodging tax revenues for FY27 — +6.2% above FY26 budget of \$32.5M
- Gross lodging tax forecast \$36.3M for FY27; net revenue \$34.5M after ~\$1.8M Buncombe County administrative fee (5%)
 - Approved by BCTDA board March 26, 2026 based on Tourism Economics projections
- Finance Committee recommends a \$27.1M FY27 operating budget with a \$4.1M fund balance draw, prioritizing net media investment to accelerate market recovery; \$428K in investment expenses via the Earned Revenue Fund towards workforce development initiatives as well as festivals and cultural events sponsorships

BCTDA PROPOSED FY27 BUDGET ORDINANCE

Ed Silver

Questions/ Comments

ORDINANCE # 06.24.2026

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2026-2027**

BOARD MEETING DATE: June 24, 2026

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 24th day of June, 2026:

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, 2026 and ending June 30, 2027:

APPROPRIATION	
Salaries and Benefits	\$ 5,053,950
Marketing	18,353,459
Business Development	2,095,220
Partnership & Destination Management	326,199
Administration & Facilities	1,225,122
TOTAL APPROPRIATION:	<u>\$ 27,053,950</u>
REVENUE	
Occupancy Tax Revenue	\$ 23,001,150
Appropriated Fund Balance	\$ 4,052,800
TOTAL REVENUE:	<u>\$ 27,053,950</u>

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, 2026 and ending June 30, 2027:

APPROPRIATION	
Product Development Administration	\$ 30,000
TOTAL APPROPRIATION:	<u>\$ 30,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 30,000
TOTAL REVENUE:	<u>\$ 30,000</u>

Section 3: 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, 2026 and ending June 30, 2027:

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

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, 2026 and ending June 30, 2027:

APPROPRIATION	
Local Support from Earned Revenue	\$ 427,632
TOTAL APPROPRIATION:	<u>\$ 427,632</u>
REVENUE	
Earned Revenue	\$ 243,300
Appropriated Fund Balance	\$ 184,332
TOTAL REVENUE:	<u>\$ 427,632</u>

ATTEST:

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

Sarah Myers, Director of People, Culture & Strategy

By: _____
HP Patel, BCTDA Board Chair



PUBLIC HEARING – JUNE 24, 2026

Chair HP Patel

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 24 at 9:00 a.m.

Motion Second

Questions/Comments

Vote





PRESIDENT & CEO REPORT

Vic Isley
Explore Asheville | President & CEO

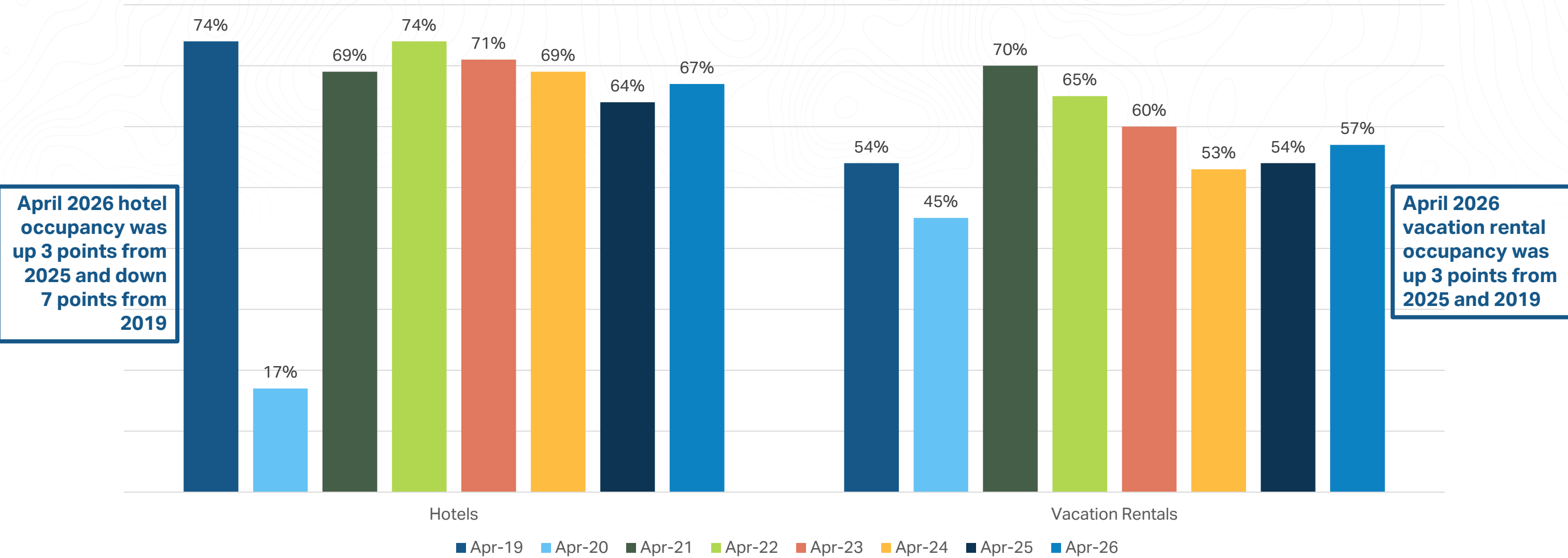
**EXPLORE
ASHEVILLE**
POWERED BY | Buncombe County Tourism
Development Authority



INDUSTRY METRICS

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

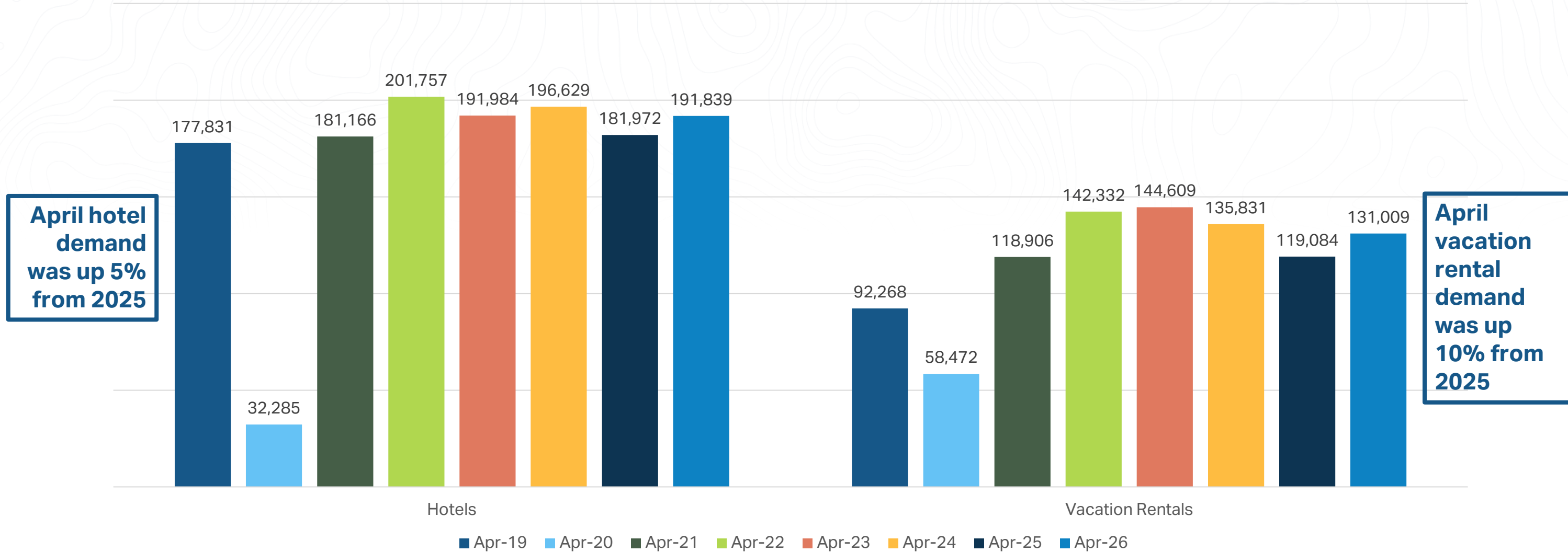
APRIL LODGING OCCUPANCY



Sources: Smith Travel Research (STR) & AirDNA



APRIL DEMAND

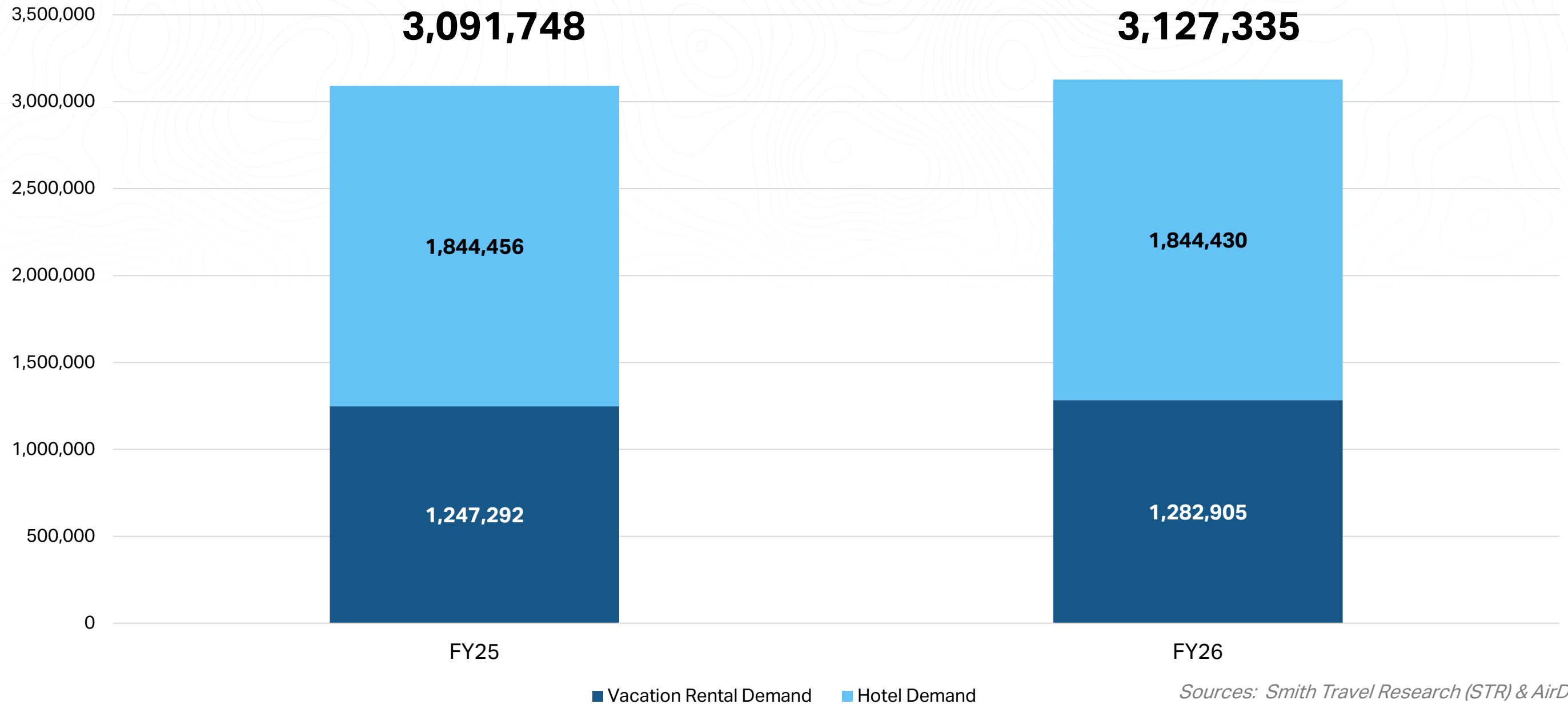


Sources: Smith Travel Research (STR) & AirDNA



TOTAL ROOMNIGHT DEMAND

1% up FYTD (July – April 2026)



Sources: Smith Travel Research (STR) & AirDNA





OTHER UPDATES

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

BILTMORE CHAMPIONSHIP ASHEVILLE

Partner Social on June 1



Join us at Wicked Weed Funkatorium on Monday, June 1 3:30 p.m.-5:30 p.m. for a Partner Mixer focused on the Biltmore Championship Asheville.

The event will include:

- Key dates and ticket sales
- Opportunities to get involved
- Networking with partners, Biltmore Championship Asheville staff and PGA TOUR staff

Register now, space is limited.

Join us for the
Biltmore Championship Asheville Partner Social
Monday, June 1 | 3:30-5:30pm | Barrel Room at Wicked Weed Funkatorium

- Key dates, including ticket sales
- Opportunities to get involved- volunteering, charitable opportunities, and on-site activations
- Ways to align your business

EXPLORE ASHEVILLE
POWERED BY | Buncombe County Tourism Development Authority



BILTMORE CHAMPIONSHIP ASHEVILLE



OCCUPANCY TAX PAYMENT SYSTEM GOING ONLINE

Join us for a Webinar June 4 at 2:00 p.m.

Explore Asheville and Buncombe County Tax Collections are hosting a webinar about the new Occupancy Tax online payment site.

This webinar will include:

- The background, context, and timeline of this change
- a demonstration of the new NCPTS taxpayer portal, and
- an overview of how online payments and fee structures are changing with the new online payment partner, PayIt

A representative from BC Tax will be available to answer questions.



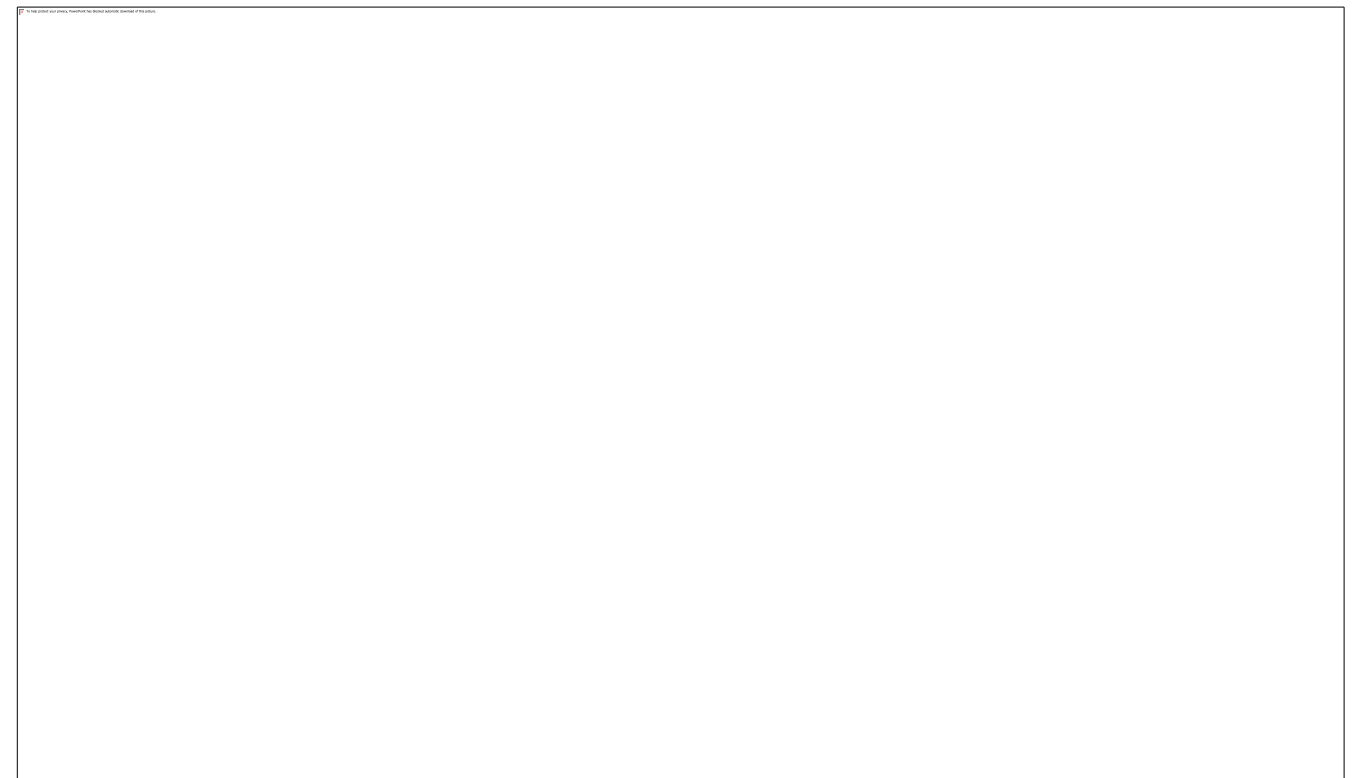
BLACK CULTURAL HERITAGE TRAIL MURAL RIBBON CUTTING

Asheville Black Cultural Heritage Trail River Area Mural Ribbon Cutting

Explore Asheville, the Buncombe County Tourism Development Authority, Riverfront Development Group, and Mountain Housing Opportunities invite you to the unveiling of the second public art installation of Phase II of the [Asheville Black Cultural Heritage Trail](#).

Join us **Friday, June 5, 1:30–3 p.m.**, at **372 Depot Street** for the debut of *Black Boy Joy*, a new interpretive mural along the trail's River Area section. This is the second of three murals planned for Phase II, with the third mural planned for a downtown location.

Festivities will take place at the south-facing wall of 372 Depot Street, directly across from Local Cloth, featuring remarks by project partners and muralist Tommy Lee McGee, as well as sweet treats from Sunshine Sammies.

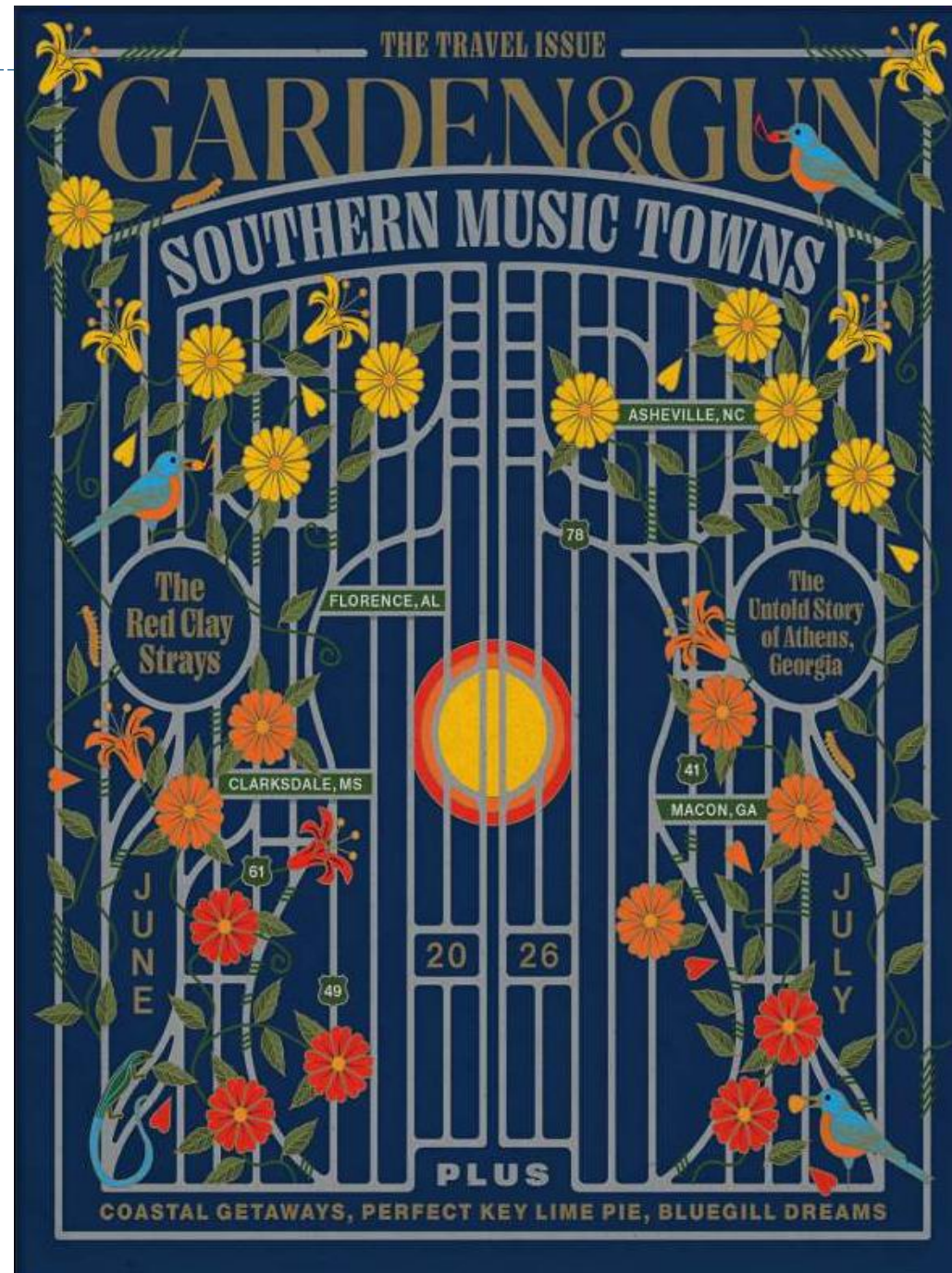


GARDEN & GUN TRAVEL ISSUE

Southern Music Towns

Asheville graces the cover of Garden & Gun's annual travel issue, focusing on Southern music towns.

“A wellspring of inspiration and spirit coursing through the Blue Ridge. In the shade of the Blue Ridge Mountains, the French Broad River snakes through the hollers where old-time string music first took root.”



Asheville, North Carolina

A wellspring of inspiration and spirit coursing through the Blue Ridge

by Mary Catherine McAnnally Scott

In the shade of the Blue Ridge Mountains, the French Broad River snakes through the hollers where old-time string music first took root. Much like its landscape, which was rocked by Hurricane Helene in 2024, Asheville's music scene is resilient. "We seem to find inspiration in each other, rather than competition, and I've always appreciated that," says Daniel Shearin, a singer-songwriter in the folk-rock group River Whyless. MJ Lenderman and Animal Collective have laid down tracks at the city's **Drop of Sun Studios**, while **Echo Mountain Recording** has hosted the Avett Brothers and Steep Canyon Rangers in its church turned recording sanctuary. Analog buffs even send their tracks over to **Citizen Vinyl**, North Carolina's first record-pressing company.

See & Do

Helene washed away iconic riverside venues, but to Asheville music fans' relief, **Salvage Station** recently announced plans to rebuild in a warehouse dubbed the "Homer Simpson doughnut building" for its distinctive graffiti. **Barley's**, the Station's sister property downtown, carries the torch in the meantime. **The Grey Eagle**, a jewel of the River Arts District, draws pilgrims to its nearly thirty shows *per month*. Across town, the cozy acoustics of **AyurPrana Listening Room** make it a favorite of artists trying out new material. On Saturday nights in July and August, locals slide into folding chairs (or dance right up front) at **Shindig on the Green**, the Asheville bluegrass festival marking its sixtieth year. The lauded local rock-and-roll photographer Sandlin Gaither knows just why these come-one-come-all events are essential. "Asheville has remained a haven for the independent-minded," Gaither says. "The old school welcomes the new guard, just like it always has."

Eat & Drink

In South Slope's brewery district, **Chai Pani** dishes out glorious Indian food, and its founders, Molly and Meherwan Irani, adore music: "Our favorite spontaneous spot is **5 Walnut Wine Bar**," Molly says. "I love popping in unplanned because I walked by and heard great music spilling out of the window." Gaither's recommendations, similarly, keep a cold glass in your hand: "The co-owner and longtime Asheville musician Jay Sanders leads a great jazz night at the world-class cocktail bar **Little Jumbo** on Tuesdays," he says. He also frequents **Eulogy**, **Burial Beer's** neon-lit bar that hosts rising stars and established acts like Deer Tick. Within walking distance of the long-running **Orange Peel** venue, rooftop restaurant **Wildwood Still** has been wowing locals with a wide selection of whiskeys and modern Japanese bites.

Stay

Modeled after the personal taste of Asheville frequenter Mrs. F. Scott Fitzgerald, the posh **Zelda Dearest** sits handily between downtown and South Slope. The **Flat Iron Hotel**, a restored 1920s beauty, is also convenient, especially if you're looking to snag a seat at its newly Michelin-starred restaurant. "For dinner before a show," Molly advises, "you can't go wrong with pizza at the bar at **Luminosa**."



TOP CHEF CAROLINAS ASHEVILLE EPISODE

- This season of Top Chef featured an episode dedicated to our region's amazing food culture, culinary talent and Appalachian food traditions.
- Featuring ingredients from paw paw to Spicewalla spices, local culinary talent included area chefs Ashleigh Shanti, William Dissen and Meherwan Irani.
- The show originally aired Monday evening, Memorial Day, May 25 on Bravo, and is now streaming on Peacock



QUESTIONS

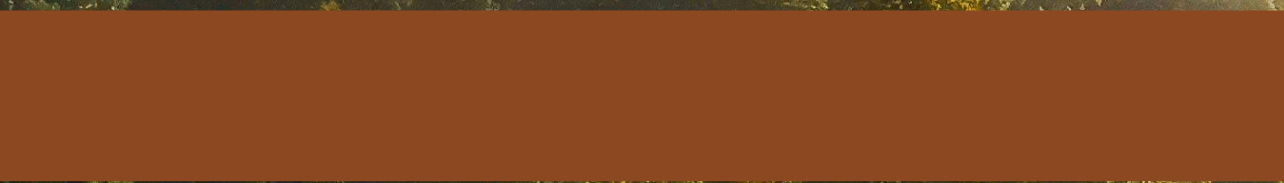
INPUT

COMMENTS



Community Update

May 27, 2026



AVL's Regional Economic Impact

Contributes nearly \$3.9 billion in economic impact

- 22,475 jobs
- \$1.1 billion in personal income
- \$325 million state + local taxes

Source: North Carolina Department of Transportation Division of Aviation, *The State of Aviation*, 2024



Aviation Operations at AVL

- General Aviation – 38,173
- Military Aviation – 2,360
- Commercial – 32,993



Note: Calendar Year 2025

Source: Asheville Regional Airport Monthly Traffic Report, December, 2025; Released January 2026



Current Air Service

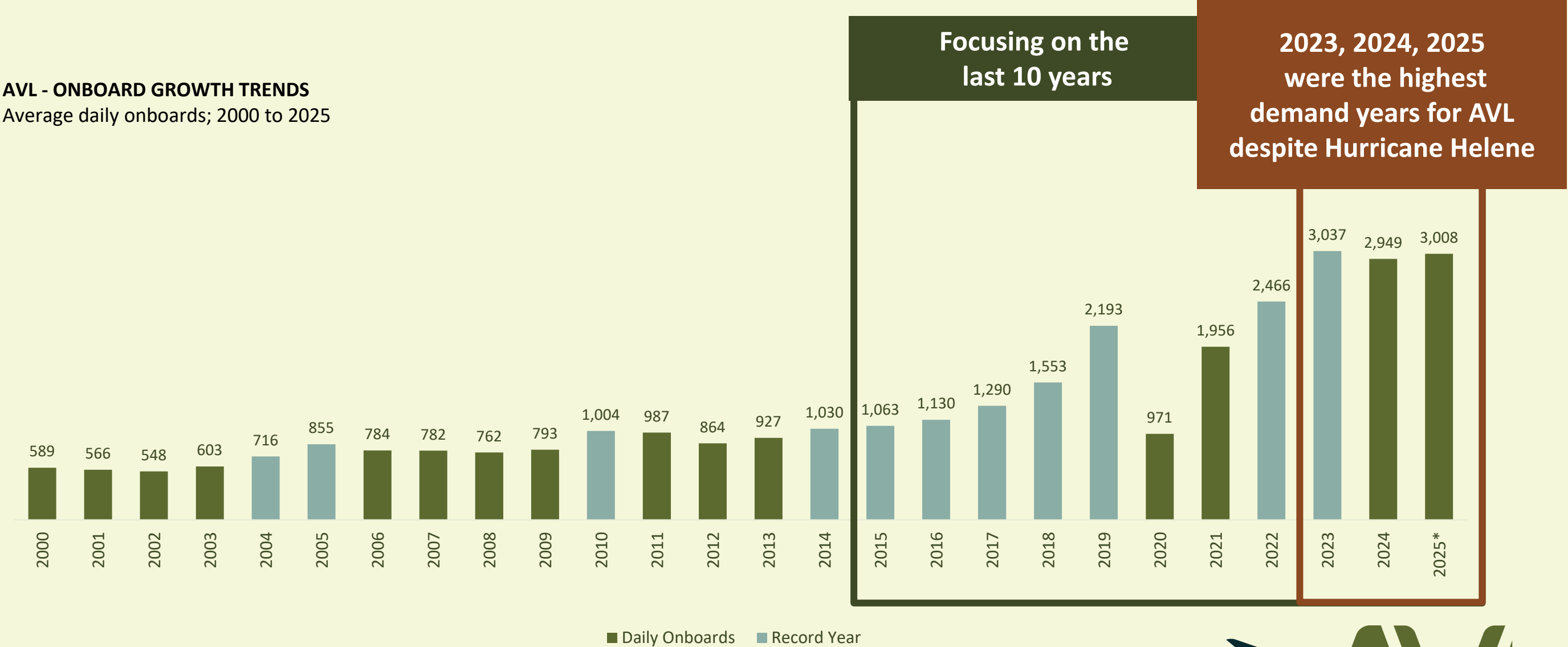


- 26 nonstop destinations
- 5 airlines: Allegiant Air, American Airlines, Delta Air Lines, Sun Country Airlines, United Airlines



AVL has had 11 record years, by demand, in the past 25 years

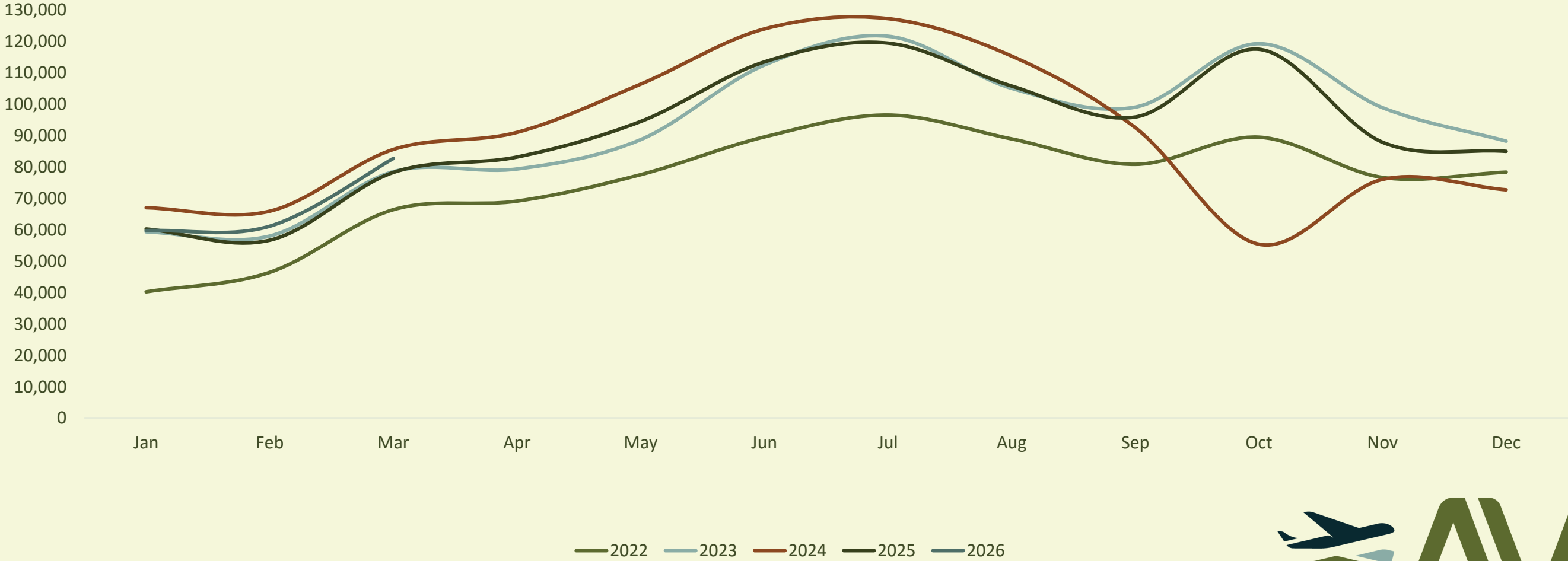
AVL - ONBOARD GROWTH TRENDS
Average daily onboards; 2000 to 2025



Source: Cirium T-100 data via Diio M; Ailevon Pacific Aviation Consulting analysis

AVL's monthly onboard trend over the past five years

AVL - ONBOARD GROWTH TRENDS BY MONTH
 Monthly onboards; January 2022 to March 2026*



Note *: February & March 2026 #s derived from AVL Enplanement Report; January 2022 to January 2026 from T-100
 Source: Cirium T-100 data via Diio M; AVL enplanement report; Ailevon Pacific Aviation Consulting analysis



AVL had a significant increase in traffic for both AVL residents and visitors over the last 10 years

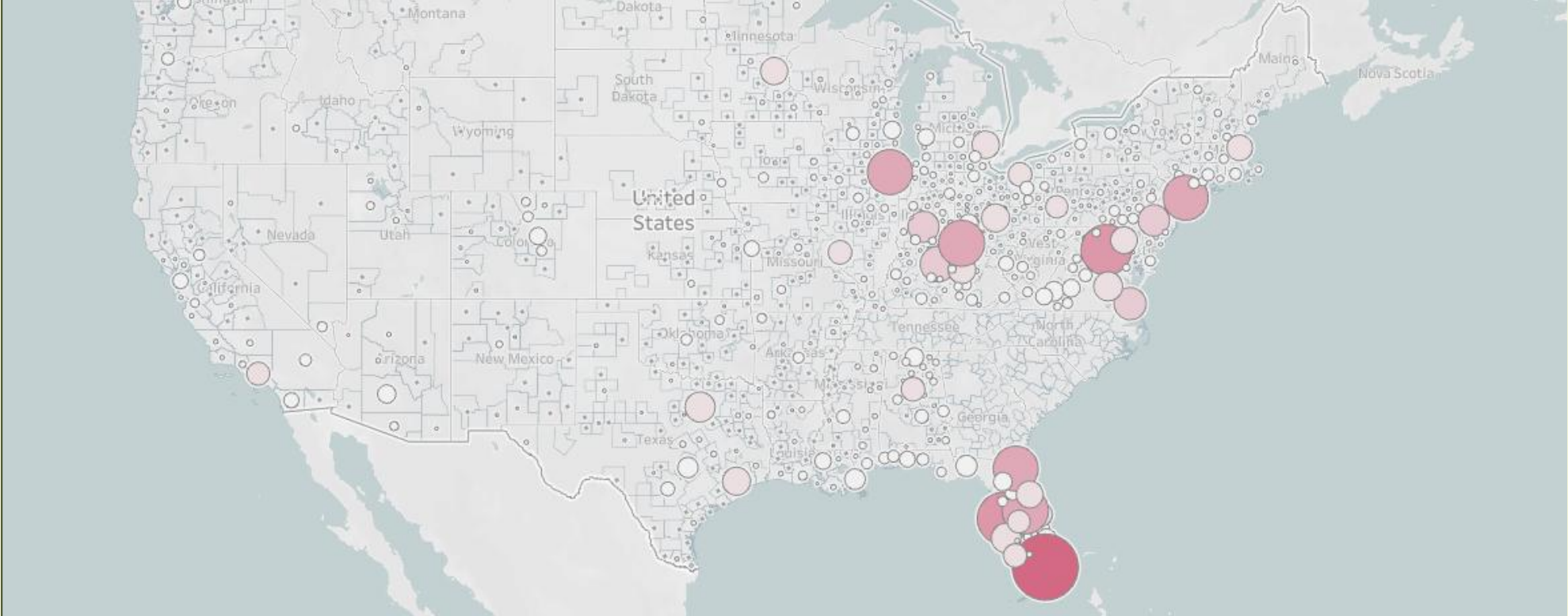
AVL DEMAND BY POINT OF ORIGIN AND DESTINATION

Daily passengers each way by point of origin and destination mix (% & #): 2015 versus 2025



Source: Cirium O&D data via Diio Mi; Ailevon Pacific Aviation Consulting analysis

There were 7,000 daily trips to Asheville over the last 12 months from outside the region*



Note*: Excluding GA, NC, SC & TN
 Note: Defined as trips >5 hours by visitors living ≥50 miles from the market
 Source: Insights by Placer.ai; Ailevon Pacific Aviation Consulting analysis

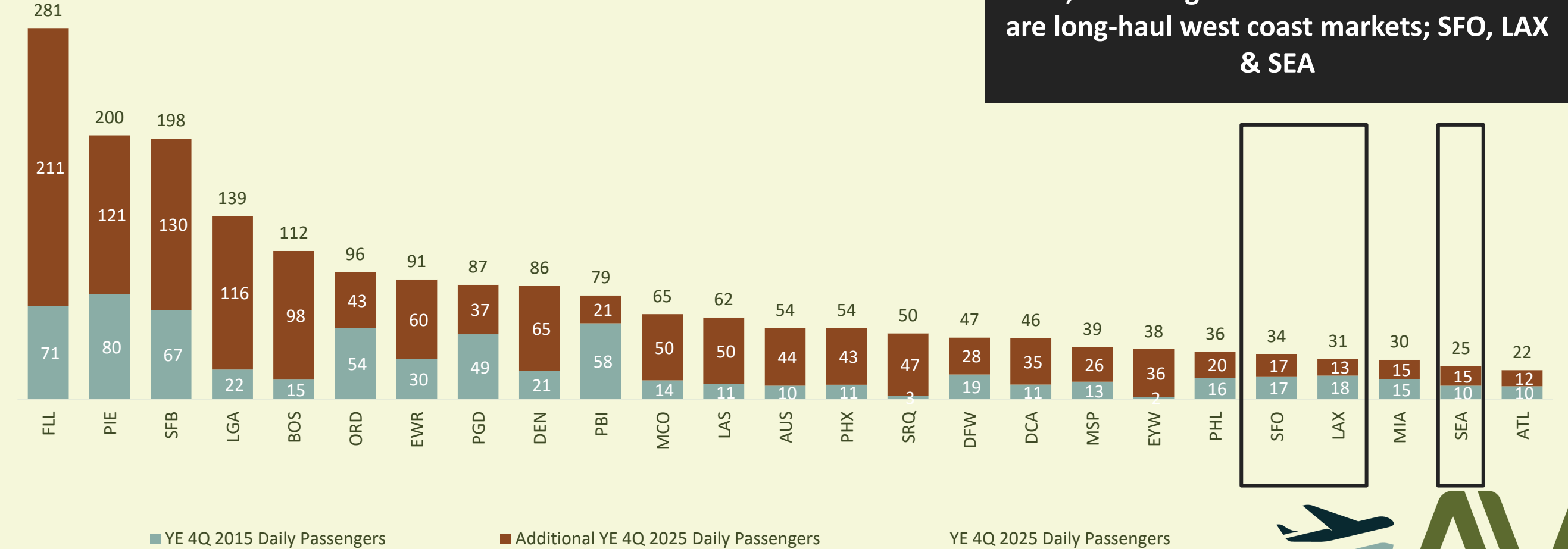
Top 20 Markets by trips to Asheville CBSA*
 Number of trips per day: YE March 2026

1	Miami, FL	382	6	Chicago, IL	194	11	Dallas, TX	90	16	Indianapolis, IN	73
2	New York City, NY	257	7	Jacksonville, FL	166	12	Louisville, KY	87	17	Detroit, MI	71
3	Tampa, FL	256	8	Cincinnati, OH	150	13	Sarasota, FL	82	18	Baltimore, MD	70
4	D.C.	250	9	Philadelphia, PA	104	14	Richmond, VA	79	19	Columbus, OH	69
5	Orlando, FL	201	10	Norfolk, VA	92	15	Houston, TX	79	20	Boston, MA	64
Total		7,191									



Since 2015, AVL's demand in the top 25 markets has grown by two times larger (209%)

AVL TOP 25 MARKETS IN YE 2025
Daily passengers: YE 2025 versus YE 2015



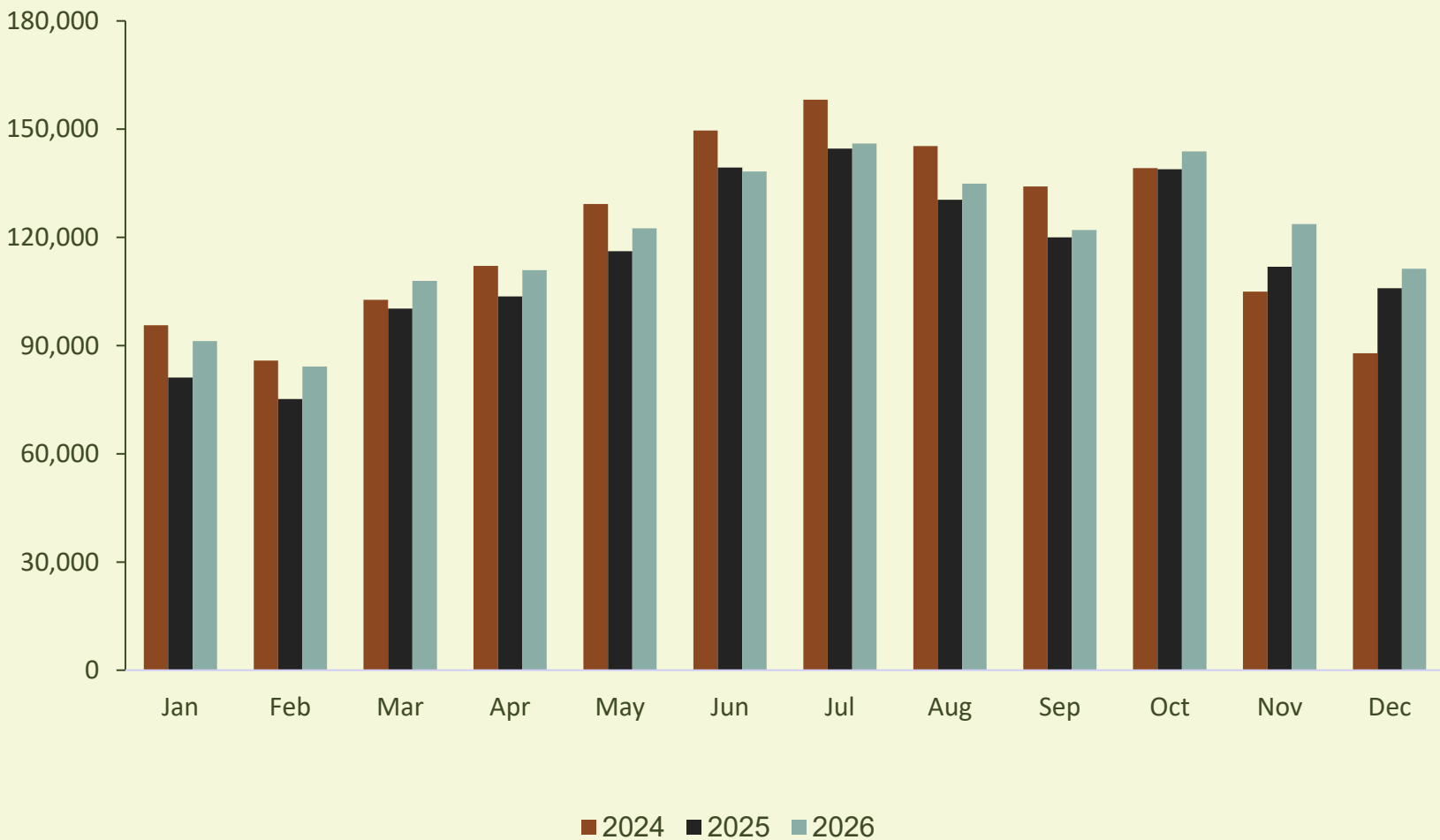
Now, AVL's largest three unserved markets are long-haul west coast markets; SFO, LAX & SEA



Source: Cirium schedule and DOT O&D data via Diio Mi; Ailevon Pacific Aviation Consulting analysis

Air Service Development | Short Term

ALL AIRLINES - SEAT CAPACITY IN AVL
By month: January 2024 to December 2026



- Helene Rebound – seat capacity returned in Fall/Winter 2025
- Up to 8 gates in operation in new North Concourse
- Interim increased in aircraft overnight parking capacity

Note: Data subject to change based on airline flight schedules for May to December 2026
Source: Cirium T-100 data via Diio Mi; Ailevon Pacific Aviation Consulting analysis

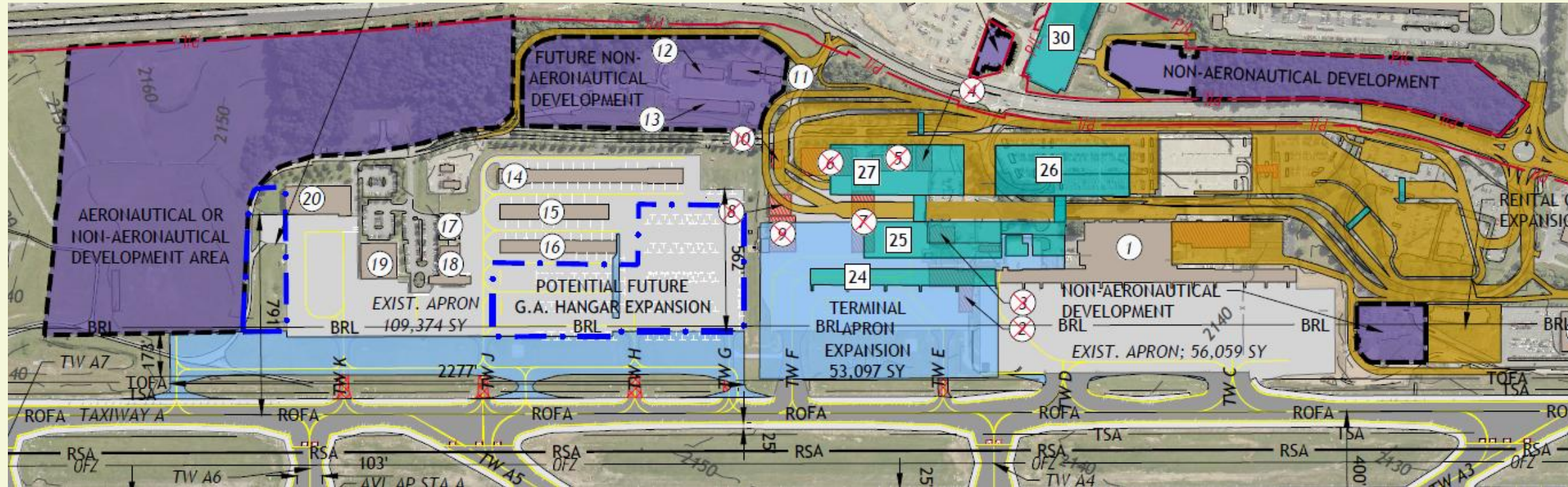


Master Plan | Roadway Improvements



- Conceptual design started for relocated airport terminal main entrance
 - NC-280/Fanning Bridge Rd intersection
- Airport roadway circulation improvements to increase capacity

Master Plan | Future Terminal Expansion



- Relocation of DPS facility
- Terminal gate expansion north
- Inland Port development



AVL FORWARD

Extraordinary growth has brought us to this historic moment.
The airport of our region's future is on the horizon.

AVL FORWARD

PHASE ONE Progress

- Central energy plant complete
- New ticket lobby opened on June 11, 2025
- **New North Concourse and temporary TSA security check point opened on June 25, 2025!**
- Partial baggage claim expansion opened April 15, 2026.
- New rental car facility opened May 20, 2026.





AVLFORWARD

AVL FORWARD

PHASE TWO is Underway

- New FAA Air Traffic Control Tower – Operations began May 18, 2026
- Permanent TSA security check point
- Completion of the baggage claim
- Grand lobby
- South ticket lobby
- Second-level concessions plaza
- New south concourse

- Target completion end of 2027 – Q1 2028





727.520.8181
www.aerophoto.com

AVL Terminal Expansion & Modernization

Image # 40
Date 04.21.26

Terminal Aerial View

AVLFORWARD



New Air Traffic Control Tower

Operations began Monday, May 18, 2026

AVLFORWARD



Thank you for your partnership!

Lew Bleiweis, A.A.E.

Asheville Regional Airport, President & CEO

lbleiweis@flyavl.com

Tina Kinsey, A.A.E.

Asheville Regional Airport, Chief Administrative Officer

tkinsey@flyavl.com



CITY UPDATES

Vice Mayor Antanette Mosley





COUNTY UPDATES

Commissioner Terri Wells

EXPLORE
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MISCELLANEOUS BUSINESS

HP Patel
BCTDA | Chair

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PUBLIC COMMENTS

HP Patel
BCTDA | Chair

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LIVE VIRTUAL PUBLIC COMMENTS

Chair HP Patel

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 26, no requests to speak had been received.



LIVE VIRTUAL PUBLIC COMMENTS

Chair HP Patel

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

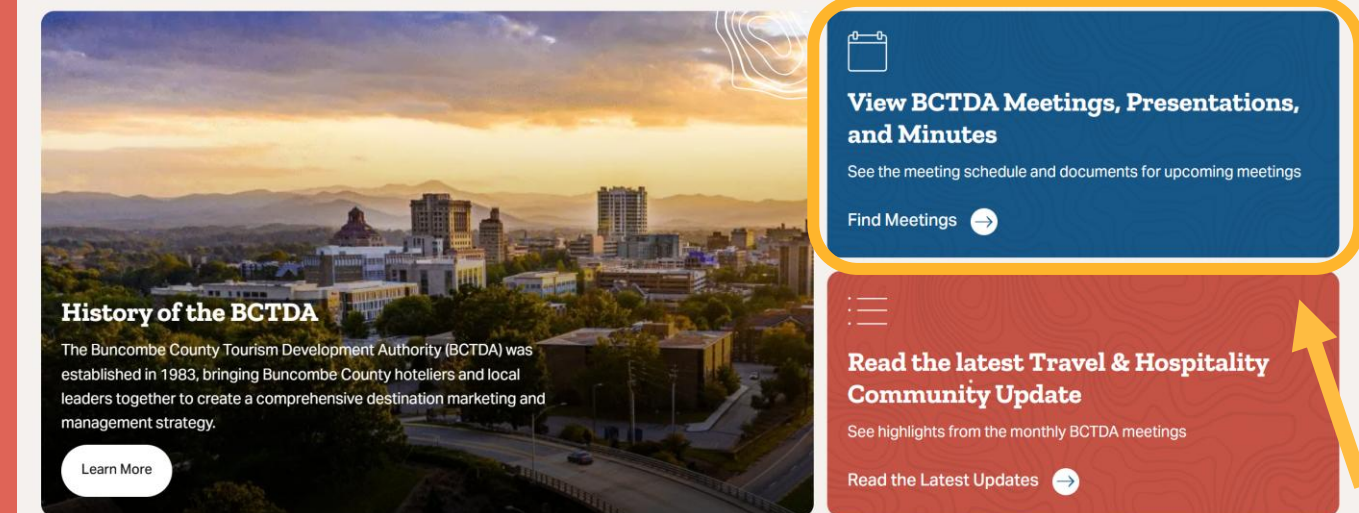
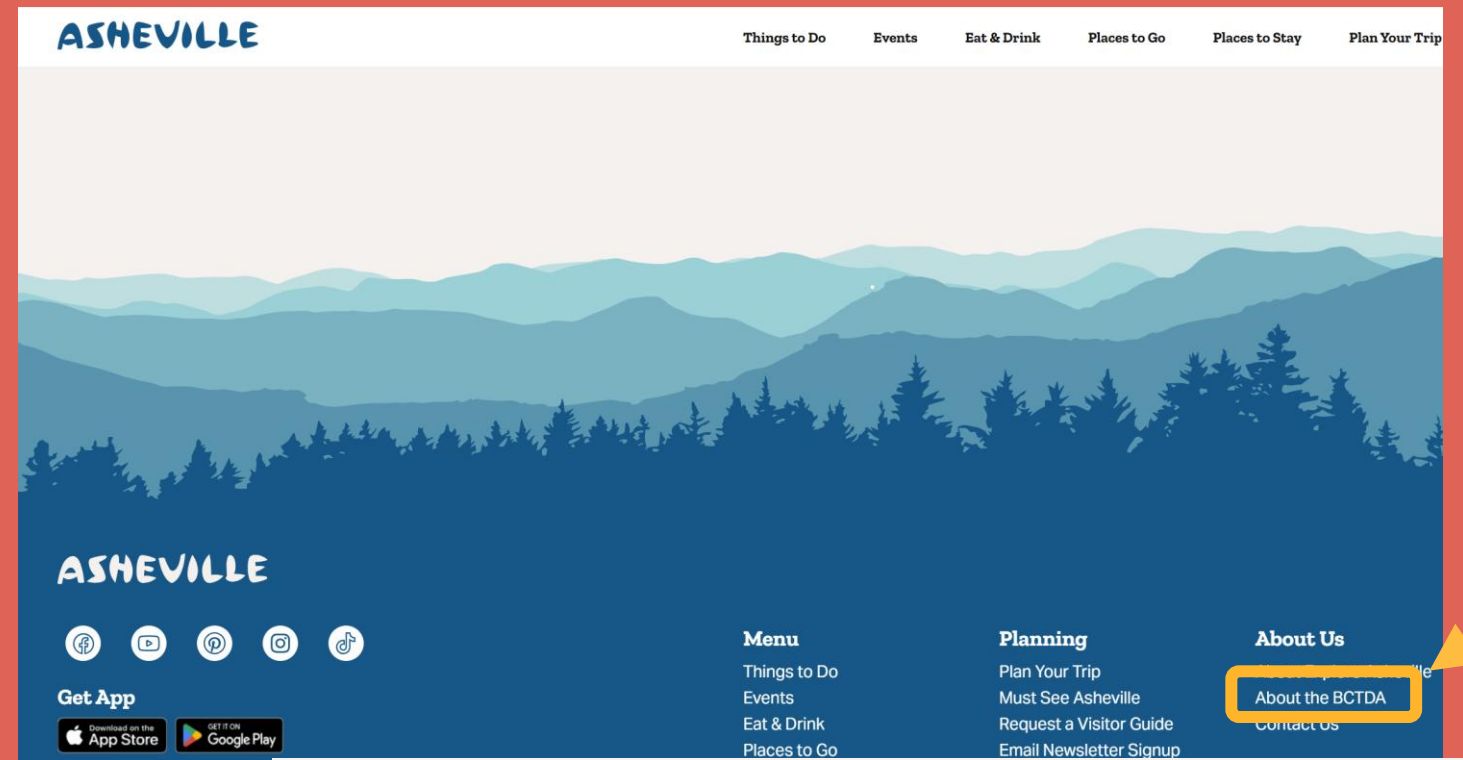
Chair HP Patel

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

The next BCTDA meeting will be held on Wednesday, June 24, 2026, at 9:00 a.m. in the Board Room at Explore Asheville.

For more information go to:

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



ADJOURNMENT

Chair HP Patel

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 24, 2026 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place