EXPLORE ASHEVILLE

POWERED BY Buncombe County Tourism Development Authority

Board Meeting

Wednesday, August 26, 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 June 24, 2026 Meeting Minutes	HP Patel
9:10 a.m.	Financial Reports a. June 2026 Preliminary Financial Reports b. July 2026 Preliminary Financial Reports	Melissa Moore, Buncombe County Finance Director | BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:30 a.m.	Strategic Imperatives: Progress Report	Vic Isley, Dodie Stephens, Ed Silver, Tiffany Thacker, Sarah Myers
9:50 a.m.	Business Development Performance Report	Ed Silver, Colleen Swanson, MDI
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	HP Patel
10:25 a.m.	Comments from the General Public	HP Patel
10:30 a.m.	Adjournment	HP Patel

SAVE THE DATE

Annual Meeting | October 1, 2026, 3 p.m. – 6 p.m. | Renaissance Asheville Downtown

The next joint BCTDA monthly meeting is **Wednesday, September 30, 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.

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, June 24, 2026

Present (Voting):	Lucious Wilson, Vice Chair; Amy Kelly, Michael Lusick, Elizabeth Putnam, Himanshu Karvir, Tim Rosebrock
Absent (Voting):	HP Patel, Kyle Highberg, Brenda Durden
Present (Ex-Officio):	Asheville Vice Mayor Antanette Mosley**,** Buncombe County Commissioner Terri Wells
Absent (Ex-Officio):	None
Staff:	Vic Isley, Josh Jones, Ashley Greenstein, Tiffany Thacker, Ed Silver, Alayna Fleagle, Dodie Stephens, David Setzer
BC Finance:	Melissa Moore
Legal Counsel:	Cameron Drake, McGuire, Wood & Bissette
In-Person Attendees:	Kitiana Ponce, BCTDA Intern Sara Wallace, Riley Andreacola, Edie Rogers, Maddie Yeatman; Explore Asheville Internship Cohort Krista Stearns, Asheville Independent Restaurant Association David Nutter, Connect Buncombe Randy Claybrook, Asheville Buncombe Hotel Association Emily Tebbe, BLUM Construction
Online Attendees:	Kristen Childers, Emilie Soffe, Rachel Young, Connie Holliday; Explore Asheville Sabrina Rockoff, McGuire, Wood & Bissette Summer Casiano, Erica Gutierrez; Tanger Asheville John Ellis, Former TDA Board Member Angi Daus, Asheville Regional Airport Jim Muth, TPDF Committee Chris Smith; Asheville Buncombe Regional Sports Commission Justin McGuire; Mountain Xpress Felicia Sonmez; Blue Ridge Public Radio Rick Bell, Asheville Buncombe Hotel Association Diane Rogers, Pinecrest Bed & Breakfast Will Hofmann, Asheville Citizen Times Maddie Beischel, Heidi Vial; MMGY Global

Executive Summary of Meeting Minutes

- Wilson called to order the joint regular meeting of the BCTDA, Public Authority, and Explore Asheville, at 9:03 a.m. Introductions were made around the room.
- Minutes from the May 27, 2026, BCTDA meeting were approved with a 6-0 vote.
- May 2026 preliminary financials were approved with a 6-0 vote.
- The public hearing on the FY27 BCTDA budget ordinance opened and closed with no members of the public requesting an opportunity to speak.
- The budget ordinance adopting the BCTDA's FY27 operating, earned revenue, and Tourism Product Development Fund (TPDF) and Legacy Investment from Tourism (LIFT) Fund administrative budgets was approved with a 6-0 vote.
- The Board approved a request from UNC Asheville to amend their 2025 TPDF Project Scope
- The FY27 meeting schedule, including July and December meeting cancellations were approved with a 6-0 vote.
- Vic Isley provided the President & CEO's report.
- Brief updates from Vice Mayor Antanette Mosley and Commissioner Terri Wells were heard.
- With a 6-0 vote, the BCTDA meeting adjourned at 9:44 a.m.

Call to Order of the Joint BCTDA Meeting

Patel called to order the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and Explore Asheville, at 9:03 a.m.

Information was provided about the meeting livestream and document access on ExploreAsheville.com.

Introductions were made around the room. Mosley celebrated the reappointment of Lucious Wilson at the prior evening's City Council meeting.

Approval of Meeting Minutes

Putnam made a motion to approve the May 27, 2026, regular meeting minutes. Lusick seconded the motion. There was no discussion. A vote was taken; the motion carried 6-0.

May 2026 Preliminary Financial Reports

Melissa Moore, BCTDA Fiscal Agent, presented May 2026 preliminary financials. She reviewed operating and earned revenue funds, project funds, and year-to-date lodging sales trends by month and lodging type.

There were no questions. Karvir motioned to approve the May 2026 preliminary financial reports as presented. Rosebrock seconded the motion. A vote was taken; the motion carried 6-0.

Proposed BCTDA FY27 Budget Ordinance

Ed Silver, vice president of business development, provided a recap of the operating budget, fund admin budgets, and earned revenue budgets for FY27. Silver reminded the board that the proposed budget ordinance was presented on May 27 and a public hearing date was set for June 24.

The proposed budget ordinance was made available on ExploreAsheville.com and AshevilleCVB.com and public notice about the budget hearing was published in the Asheville Citizen Times on June 1.

Public Hearing on Proposed BCTDA FY27 Budget Ordinance
Wilson opened the public hearing on the proposed FY27 budget ordinance at 9:13 a.m., and closed the hearing at 9:14 a.m., noting that no one from the public signed up to provide input on the budget.

Approval of BCTDA FY27 Proposed Budget Ordinance
There were no questions. Karvir motioned to approve the FY27 Budget Ordinance as presented. Putnam seconded the motion. A vote was taken; the motion carried 6-0.

Service Agreement Annual Amendment BCTDA and Explore Asheville

Cameron Drake presented the amendment to the service agreement between the BCTDA and Explore Asheville, outlining three alignments addressed by the amendment: a legal name update for the 501(c)6 from the BCTDA nonprofit to Explore Asheville, the term extension, and the revision of the termination notice to 160 days.

There were no questions. Kelly motioned to approve the first amendment to the service agreement between the BCTDA and Explore Asheville, as presented. Rosebrock seconded the motion. A vote was taken; the motion carried 6-0.

TPDF Project Amended Scope Request

Tiffany Thacker presented a TPDF project scope amendment request received from UNC Asheville. The request was made to apply their entire 2025 TPDF award amount ($500,000) to phase 1 of the tennis facility project as opposed to the original plan to apply the funding across the two phases of the project. Thacker explained the reasoning and provided the detailed budget amendment request. Questions were asked and addressed.

Lusick motioned to approve the request from UNC Asheville to amend their 2025 TPDF Project Scope and apply their full TPDF award amount to phase 1 of the on-campus tennis facility project. Putnam seconded the motion. A vote was taken; the motion carried 6-0.

Approval of BCTDA FY27 Meeting Schedule

Putnam motioned to approve the FY27 meeting schedule as presented, including canceling the July and December meetings. Kelly seconded the motion. A vote was taken; the motion carried 6-0.

President & CEO Report

Vic Isley presented May lodging occupancy, demand, and supply year over year. Isley shared highlights from the recently released Longwoods Americal Summer travel sentiment.

Isley closed with a save the date for the BCTDA annual meeting and an announcement of the new Biltmore Championship Asheville partner toolkit that includes information on how community partners can leverage the event.

Asheville City Council Update

Asheville Vice Mayor Antanette Mosley reported on recent city-related business, including this year's continued focus on recovery and budget. Mosley shared that: City Council adopted the FY27 budget during their first meeting in June; City Manager launched search for City's next police chief and the community should expect public engagement during the hiring process; City approved a temporary skating rink on Asheland Ave.; Coxe Ave. / South Slope re-envisioning passed by Council. Mosley closed by sharing that staff is reviewing a notion to enable a social district at Biltmore Park – unclear when proposal will make it to council; and survey is still open to give feedback on transit changes, noting that particular proposed changes directly impact visitor spaces.

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, including the passing of including bonds on the ballot in Nov (open space and public housing). County budget adopted in early June, waiting to see impacts of tax appraisal conversation at state level.

Miscellaneous Business

There was no miscellaneous business presented at this meeting.

Comments from the General Public

There were no comments made by the public at this meeting.

Adjournment

The PowerPoint presentation and relevant documents are on file with Explore Asheville and are posted on ExploreAsheville.com.

The next joint BCTDA meeting will be held on Wednesday, August 26, 2026, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place.

Rosebrock made a motion to adjourn the meeting, and Putnam seconded the motion. With all in favor, the motion carried 6-0. The meeting was adjourned at 9:44 a.m.

Respectfully submitted,



Sarah Myers, Director of People, Culture & Strategy

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Operating Fund, Budget and Actual

June 30, 2026 Preliminary

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	Prior Year (%) Change
Revenues:							
Occupancy tax, gross		1,939,955	19,361,864			16,755,383	16%
Less: Collection Fee		(88,124)	(798,234)			(841,708)	-5%
Occupancy tax, net	21,672,971	1,851,831	18,563,630	3,109,341	85.7%	15,913,675	17%
Investment income	-	92,671	1,509,920	(1,509,920)	-	711,220	>100%
Other income	-	-	17,303	(17,303)	-	37,023	-53.3%
Total revenues	21,672,971	1,944,502	20,090,853	1,582,118	92.7%	16,661,918	20.6%
Expenditures:							
Salaries and Benefits	4,846,000	314,466	4,079,368	766,632	84.2%	4,151,681	-1.7%
Business Development	1,932,000	281,111	1,912,266	19,734	99.0%	1,347,114	42.0%
Marketing	17,402,000	500,093	9,896,441	7,505,559	56.9%	16,629,335	-40.5%
Partnership & Destination Mgmt	611,500	13,155	450,019	161,481	73.6%	485,292	-7.3%
Administration & Facilities	1,123,500	63,554	1,091,334	32,166	97.1%	975,723	11.8%
Total expenditures	25,915,000	1,172,379	17,429,428	8,485,572	67.3%	23,589,145	-26.1%
Revenues over (under) expenditures	(4,242,029)	772,123	2,661,426			$ (6,927,227)	-138.4%
Other Financing Sources:							
Appropriated Fund Balance	-	-	-				
Total other financing sources	-	-	-				
Net change in fund balance	$ (4,242,029)	$ 772,123	$ 2,661,426				
Fund balance, beginning of year			17,884,091				
Fund balance, end of month			$ 20,545,516				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment from Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at $5.4M and revenue dedicated to LIFT is projected at $5.4M for FY26.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Earned Revenue Fund, Budget and Actual

June 30, 2026 Preliminary

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	Prior Year (%) Change
Revenues:							
Earned revenue	$ 55,000	$ 22,623	$ 136,582	$ (81,582)	248.3%	$ 188,974	-27.7%
Total revenues	55,000	$ 22,623	136,582	(81,582)	248.3%	$ 188,974	-27.7%
Expenditures:							
Workforce Development	55,000	$ 6,444	$ 39,480	15,520	71.8%	$ 327,421	-87.9%
Total expenditures	55,000	6,444	39,480	15,520	71.8%	327,421	-87.9%
Revenues over (under) expenditures	-	16,179	97,102			$ (138,448)	-170.1%
Other Financing Sources							
Carried over earned income	-	-	-				
Total other financing sources	-	-	-				
Net change in fund balance	$ -	$ 16,179	$ 97,102				
Fund balance, beginning of year			195,108				
Fund balance, end of month			$ 292,210				

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Occupancy Tax Revenue Summary

June 30, 2026 Preliminary

June 30, 2026 Preliminary

	Operating Fund						Tourism Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
Month of room sales:	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ 1,718,228	$ 2,205,496	-22%	$ 1,718,228	$ 2,205,496	-22%	$ 429,493	$ 551,291	-22%	$ 429,493	$ 551,291	-22%
August	$ 1,640,932	2,033,423	-19%	3,359,160	4,238,919	-21%	$ 410,172	$ 508,280	-19%	839,665	1,059,571	-21%
September	$ 1,739,989	1,309,351	33%	5,099,149	5,548,270	-8%	$ 434,932	$ 327,289	33%	1,274,597	1,386,860	-8%
October	$ 2,379,329	663,017	259%	7,478,478	6,211,287	20%	$ 594,743	$ 165,729	259%	1,869,340	1,552,589	20%
November	$ 1,881,066	827,383	127%	9,359,544	7,038,670	33%	$ 470,196	$ 206,815	127%	2,339,536	1,759,404	33%
December	$ 1,846,062	1,294,802	43%	11,205,606	8,333,472	34%	$ 461,446	$ 323,652	43%	2,800,982	2,083,056	34%
January	$ 1,086,019	1,217,221	-11%	12,291,625	9,550,693	29%	$ 271,464	$ 304,260	-11%	3,072,446	2,387,316	29%
February	$ 1,128,622	1,531,152	-26%	13,420,248	11,081,845	21%	$ 282,113	$ 382,730	-26%	3,354,560	2,770,046	21%
March	$ 1,625,435	1,420,665	14%	15,045,682	12,502,510	20%	$ 406,298	$ 355,113	14%	3,760,857	3,125,159	20%
April	$ 1,666,117	1,679,224	-1%	16,711,799	14,181,734	18%	$ 416,467	$ 419,743	-1%	4,177,324	3,544,902	18%
May	$ 1,851,831	1,731,941	7%	18,563,630	15,913,675	17%	$ 462,888	$ 432,920	7%	4,640,212	3,977,822	17%
June		1,671,499	-	-	17,585,174	-		$ 417,812	-	-	4,395,634	-
Total revenues	$ 18,563,630	$ 17,585,174		$ 18,563,630	$ 17,585,174		$ 4,640,212	$ 4,395,634		$ 4,640,212	$ 4,395,634	

	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
Month of room sales:	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	429,493	$ 551,291	-22%	$ 429,493	$ 551,291	-22%	$ 2,577,214	$ 3,308,078	-22%	$ 2,577,214	$ 3,308,078	-22%
August	410,172	508,280	-19%	839,665	1,059,571	-21%	2,461,276	$ 3,049,983	-19%	5,038,490	6,358,061	-21%
September	434,932	327,289	33%	1,274,597	1,386,860	-8%	2,609,853	$ 1,963,929	33%	7,648,343	8,321,990	-8%
October	594,743	165,729	259%	1,869,340	1,552,589	20%	3,568,815	$ 994,475	259%	11,217,158	9,316,465	20%
November	470,196	206,815	127%	2,339,536	1,759,404	33%	2,821,458	$ 1,241,013	127%	14,038,616	10,557,478	33%
December	461,446	323,652	43%	2,800,982	2,083,056	34%	2,768,955	$ 1,942,106	43%	16,807,571	12,499,584	34%
January	271,464	304,260	-11%	3,072,446	2,387,316	29%	1,628,947	$ 1,825,741	-11%	18,436,518	14,325,325	29%
February	282,113	382,730	-26%	3,354,560	2,770,046	21%	1,692,849	$ 2,296,612	-26%	20,129,367	16,621,937	21%
March	406,298	355,113	14%	3,760,857	3,125,159	20%	2,438,030	$ 2,130,891	14%	22,567,397	18,752,828	20%
April	416,467	419,743	-1%	4,177,324	3,544,902	18%	2,499,050	$ 2,518,710	-1%	25,066,447	21,271,538	18%
May	462,888	432,920	7%	4,640,212	3,977,822	17%	2,777,608	$ 2,597,781	7%	27,844,055	23,869,319	17%
June		417,812	-	-	4,395,634	-	-	$ 2,507,123	-	-	26,376,442	-
Total revenues	$ 4,640,212	$ 4,395,634		$ 4,640,212	$ 4,395,634		$ 27,844,055	$ 26,376,442		$ 27,844,055	$ 26,376,442	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Occupancy Tax Collection Fee Summary

June 30, 2026 Preliminary

June 30, 2026 Preliminary

All Funds, By Month

Month of room sales:	Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ 2,712,857	$ 3,482,187	-22%	$ (131,954)	$ (174,109)	-24%	$ 2,577,214	$ 3,308,078	-22%
August	$ 2,590,817	$ 3,210,508	-19%	$ (135,643)	$ (160,525)	-16%	2,461,276	3,049,983	-19%
September	$ 2,747,214	$ 2,067,294	33%	$ (129,541)	$ (103,365)	25%	2,609,853	1,963,929	33%
October	$ 3,756,647	$ 1,046,816	259%	$ (137,361)	$ (52,341)	162%	3,568,815	994,475	259%
November	$ 2,969,955	$ 1,306,329	127%	$ (187,832)	$ (65,316)	188%	2,821,458	1,241,013	127%
December	$ 2,914,689	$ 2,044,322	43%	$ (148,498)	$ (102,216)	45%	2,768,955	1,942,106	43%
January	$ 1,714,681	$ 1,921,833	-11%	$ (145,734)	$ (96,092)	52%	1,628,947	1,825,741	-11%
February	$ 1,781,946	$ 2,417,486	-26%	$ (85,734)	$ (120,874)	-29%	1,692,849	2,296,612	-26%
March	$ 2,566,348	$ 2,243,043	14%	$ (89,097)	$ (112,152)	-21%	2,438,030	2,130,891	14%
April	$ 2,630,579	$ 2,651,274	-1%	$ (128,317)	$ (132,564)	-3%	2,499,050	2,518,710	-1%
May	$ 2,923,798	$ 2,734,506	7%	$ (131,529)	$ (136,725)	-4%	2,777,608	2,597,781	7%
June	-	$ 2,639,077	-	-	$ (131,954)	-	-	2,507,123	-
Total	$ 29,309,531	$ 27,764,676		$ (1,451,241)	$ (1,388,234)		$ 27,844,055	$ 26,376,442	

All Funds, Cumulative Year-to-Date

Month of room sales:	Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ 2,712,857	$ 3,482,187	-22%	$ (131,954)	$ (174,109)	-24%	$ 2,577,214	$ 3,308,078	-22%
August	5,303,674	6,692,696	-21%	(267,597)	(334,635)	-20%	5,038,490	6,358,061	-21%
September	8,050,888	8,759,989	-8%	(397,138)	(437,999)	-9%	7,648,343	8,321,990	-8%
October	11,807,535	9,806,805	20%	(534,498)	(490,340)	9%	11,217,158	9,316,465	20%
November	14,777,490	11,113,135	33%	(722,331)	(555,657)	30%	14,038,616	10,557,478	33%
December	17,692,180	13,157,457	34%	(870,828)	(657,873)	32%	16,807,571	12,499,584	34%
January	19,406,861	15,079,289	29%	(1,016,563)	(753,964)	35%	18,436,518	14,325,325	29%
February	21,188,807	17,496,776	21%	(1,102,297)	(874,839)	26%	20,129,367	16,621,937	21%
March	23,755,155	19,739,819	20%	(1,191,394)	(986,991)	21%	22,567,397	18,752,828	20%
April	26,385,734	22,391,093	18%	(1,319,712)	(1,119,555)	18%	25,066,447	21,271,538	18%
May	29,309,531	25,125,599	17%	(1,451,241)	(1,256,280)	16%	27,844,055	23,869,319	17%
June	-	27,764,676	-	-	(1,388,234)	-	-	26,376,442	-
Total	$ 29,309,531	$ 27,764,676		$ (1,451,241)	$ (1,388,234)		$ 27,844,055	$ 26,376,442	

Consistent with its statutory authority, Buncombe County charges the Tourism Development Authority an amount equal to five percent (5%) of the gross proceeds of occupancy tax collected or accrued each fiscal year, as compensation for all of the statutory services and contractual services provided by Buncombe County. Prior to July 1, 2023, Buncombe County charged the Tourism Development Authority one and one-half percent (1.5%).

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

June 30, 2026 Preliminary

	Budget	Current Budget LTD Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	$ 44,465,942	$ 45,833,990	$ (1,368,048)	103.1%
Investment Income	-	7,553,594	(7,553,594)	0.0%
Total revenues	44,465,942	53,387,584	(8,921,642)	120.1%
Expenditures:				
Product development fund projects:				
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	580,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	650,000	7,490,000	8.0%
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	4,000,000	2,750,000	59.3%
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	800,000	-	100.0%
2018 River Front Development Group (African-American Heritage Museum at Steph	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	402,327	97,673	80.5%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in E	330,000	330,000	-	100.0%
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center - Gateway to the Southern Appalachian	567,000	567,000	-	100.0%
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts	80,000	80,000	-	100.0%
2022 Riverlink, Inc. (Karen Cragnolin Park - Greenway Phase)	360,790	360,790	-	100.0%
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track)	1,500,000	1,500,000	-	100.0%
2023 Buncombe County Government (Enka Recreation Destination - Phase II)	6,030,335	-	6,030,335	-
2023 City of Asheville (Harrah's Cherokee Center - Asheville Upgrades)	1,586,000	-	1,586,000	-
2023 City of Asheville (McCormick Field Capital Improvements)	1,950,000	-	1,950,000	-
2023 Western NC Agricultural Center (Equine Facility Modernization)	500,000	-	500,000	-
2025 ABYSA - JBL Complex Restoration	2,155,000	-	2,155,000	-
2025 Enka Youth Sports Organization	500,000	500,000	-	100.0%
2025 Asheville Museum of Science (AMOS Museum Master Plan - Infrastructure Ex	189,500	-	189,500	
2025 Beacon Foundation (Beacon Park)	4,500,000	-	4,500,000	
2025 Enka Youth Sports Organization (Bob Lewis Ballpark - Visitor Amenities)	220,000	-	220,000	
2025 UNC Asheville Foundation (UNC Asheville on Campus Tennis Complex)	500,000	-	500,000	
2025 Warren Wilson College (Warren Wilson College Aquatic Center)	1,606,000	-	1,606,000	
2025 White Horse Stepstone (White Horse Community Patio)	736,537	-	736,537	
Total product development projects	44,435,942	9,770,117	34,665,825	22.0%
Product development fund administration	30,000	2,364	27,636	7.9%
Total product development fund	$ 44,465,942	$ 9,772,481	$ 34,693,461	22.0%

Product Development Funds Available for Future Grants	
Total Net Assets	$ 43,016,803
Less: Liabilities/Outstanding Grants	(34,665,825)
Less: Unspent Admin Budget (Current Year)	(27,636)
Current Product Development Amount Available	$ 8,323,342

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

June 30, 2026 Preliminary

	Budget	Current Budget LTD Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	$ 10,379,903	$ 20,382,616	$ (10,002,713)	196.4%
Investment Income	-	1,632,858	(1,632,858)	0.0%
Total revenues	10,379,903	22,015,474	(11,635,571)	212.1%
Expenditures:				
LIFT projects:				
2024 Buncombe County Government (Ferry Road Community)	4,000,000	-	4,000,000	-
2024 City of Asheville (Coxe Avenue Complete Street)	2,983,890	-	2,983,890	-
2024 City of Asheville (ExploreAsheville.com Arena Capital Maintenance)	675,000	-	675,000	-
2024 City of Asheville (Aston Park Tennis Center Court Rebuild Design)	40,000	-	40,000	-
2024 Blue Ridge Parkway Foundation (Blue Ridge Parkway: Improving Visitor Experiences	750,000	-	750,000	-
2024 Hood Huggers Foundation (Blue Note Junction - Phase I Construction)	500,000	-	500,000	-
2024 RiverLink (Gateway Park: Resurrecting a public park on Riverside Drive)	270,018	-	270,018	-
2024 Asheville Museum of Science (Museum Repair and Expansion Plan)	250,000	-	250,000	-
2024 Media Arts Project (MAP) (Supernova Immersive Experience Project Design)	200,000	-	200,000	-
2024 Asheville Botanical Garden Renovations	150,000	75,000	75,000	50.0%
2024 Swannanoa Valley Art League (Red House Gallery & Studios)	92,495	46,250	46,245	50.0%
2024 Black Wall Street AVL (Black Wall Street AVL Visitor Experience Upgrade)	77,500	-	77,500	-
2025 Explore Asheville Wayfinding Project	371,000	26,952	344,048	7.3%
Total LIFT projects	10,359,903	148,202	10,211,701	1.4%
LIFT fund administration	20,000	-	20,000	-
Total LIFT fund	$ 10,379,903	$ 148,202	$ 10,231,701	1%

Legacy Investment from Tourism Funds Available for Future Grants	
Total Net Assets	$ 21,047,006
Less: Liabilities/Outstanding Grants	(10,211,701)
Less: Unspent Admin Budget (Current Year)	(20,000)
Current LIFT Fund Amount Available	$ 10,815,305

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

June 30, 2026 Preliminary

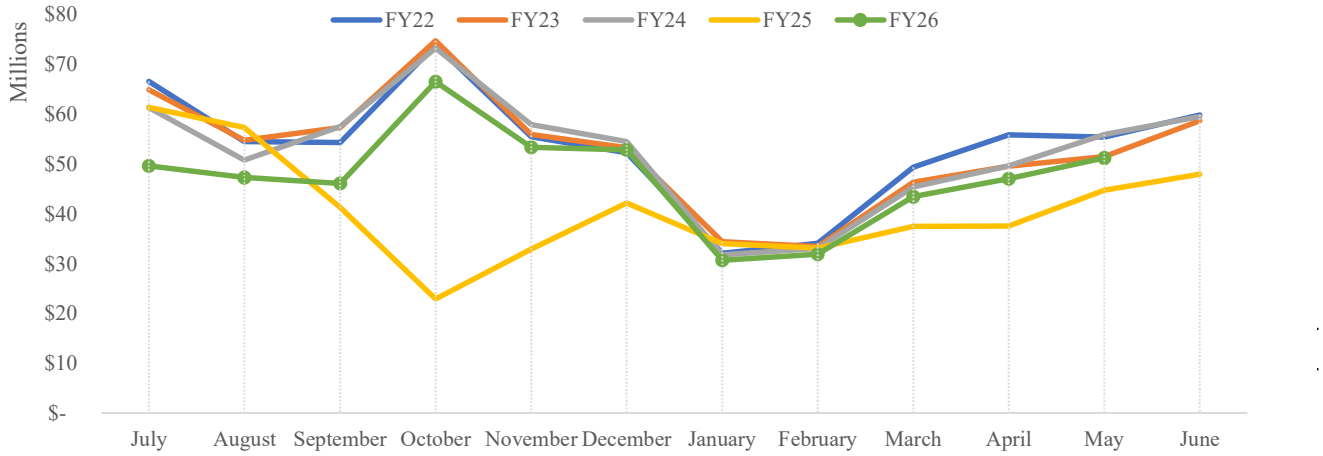
	Operating Fund	Earned Revenue Fund	Tourism Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:					
Current assets:					
Cash and investments	$ 17,769,503	$ 517,507	$ 43,016,803	$ 21,047,006	$ 82,350,820
Receivables	6,091,528	-	-	-	6,091,528
Prepaid expenses	69,643	-	-	-	69,643
Total current assets	23,930,674	517,507	43,016,803	21,047,006	88,511,991
Liabilities:					
Current liabilities:					
Accounts payable	4,713,021	3,902	189,000	105,686	5,011,609
Accrued liabilities	192,067	6,718	-	-	198,785
Future events payable	311,761	-	34,665,825	10,211,701	45,189,287
Total current liabilities	5,216,848	10,621	34,854,825	10,317,387	50,399,681
Fund Balances:					
Restricted for TPDF	-	-	8,161,978	-	8,161,978
Restricted for LIFT fund	-	-	-	10,729,620	10,729,620
Designated Contingency	12,957,500	-	-	-	12,957,500
Undesignated (cash flow)	5,756,326	506,887	-	-	6,263,212
Total fund balances	18,713,826	506,887	8,161,978	10,729,620	38,112,310
Total liabilities and fund balances	$ 23,930,674	$ 517,507	$ 43,016,803	$ 21,047,006	$ 88,511,991

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

June 30, 2026 Preliminary



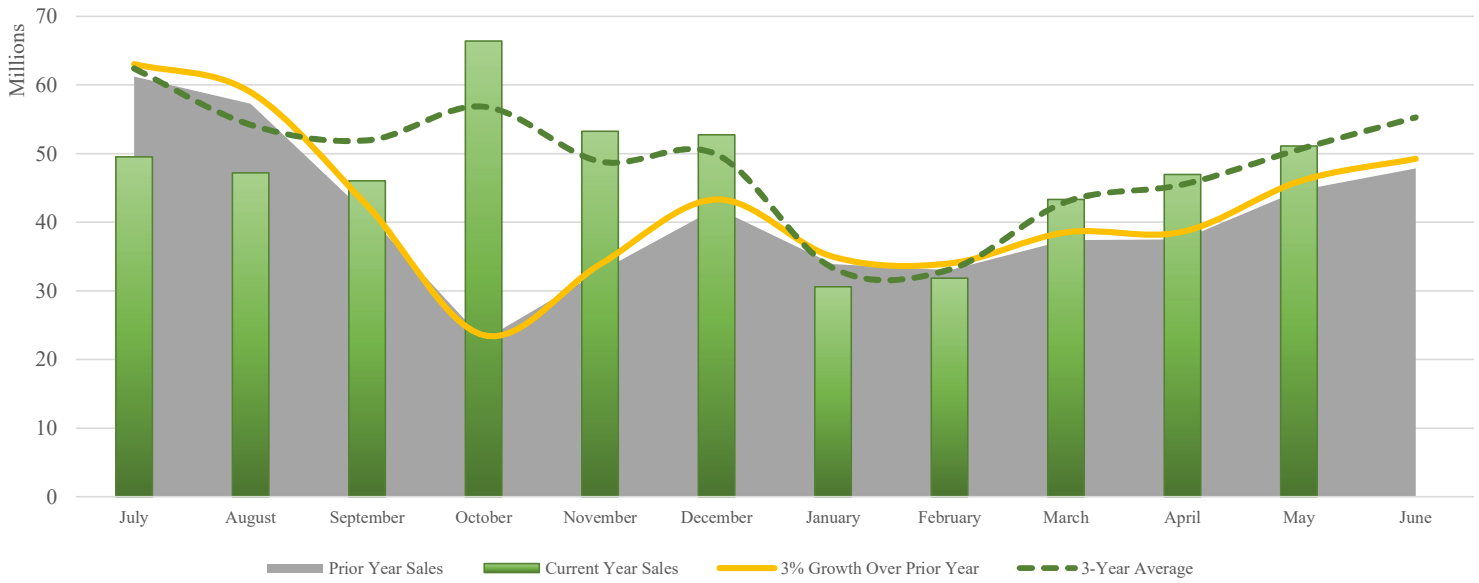
	FY22	FY23	FY24	FY25	FY26
Month of lodging sales:					
July	$ 66,470,974	$ 64,793,944	$ 61,219,909	$ 61,243,882	$ 49,541,936
August	54,412,470	54,692,346	50,707,039	57,261,659	47,220,783
September	54,237,200	57,239,527	57,412,669	41,191,598	46,024,098
October	73,749,252	74,593,066	73,129,570	22,855,683	66,426,246
November	55,390,208	55,872,110	57,854,888	32,870,782	53,251,188
December	52,189,677	53,230,055	54,367,930	42,079,002	52,768,720
January	32,037,713	34,345,428	31,686,610	33,945,979	30,621,209
February	33,992,055	33,351,492	32,974,242	33,013,586	31,866,474
March	49,237,522	46,284,344	45,265,721	37,418,500	43,358,552
April	55,710,656	49,468,357	49,562,507	37,479,566	46,974,706
May	55,347,208	51,397,053	55,872,496	44,628,584	51,115,784
June	59,772,742	58,605,482	59,411,674	47,844,986	-
Total lodging sales	$ 642,547,677	$ 633,873,203	$ 629,465,256	$ 491,833,806	$ 519,169,695
Cumulative Year To Date	$ 582,774,936	$ 575,267,721	$ 570,053,581	$ 443,988,820	$ 519,169,695

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

June 30, 2026 Preliminary



	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	$ 49,541,936	$ 61,243,882	-19%	-19%	$ 63,081,198	$ 62,419,245
August	47,220,783	57,261,659	-18%	-18%	58,979,509	54,220,348
September	46,024,098	41,191,598	12%	-11%	42,427,346	51,947,931
October	66,426,246	22,855,683	191%	15%	23,541,354	56,859,439
November	53,251,188	32,870,782	62%	22%	33,856,905	48,865,927
December	52,768,720	42,079,002	25%	22%	43,341,372	49,892,329
January	30,621,209	33,945,979	-10%	19%	34,964,358	33,326,006
February	31,866,474	33,013,586	-3%	16%	34,003,994	33,113,107
March	43,358,552	37,418,500	16%	16%	38,541,055	42,989,522
April	46,974,706	37,479,566	25%	17%	38,603,953	45,503,477
May	51,115,784	44,628,584	15%	17%	45,967,441	50,632,711
June	-	47,844,986	-	-	49,280,335	55,287,381
Annual Total	$ 519,169,695	$ 491,833,806			$ 506,588,820	$ 585,057,422
Cumulative Year To Date	$ 519,169,695	$ 443,988,820				

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

June 30, 2026 Preliminary

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	$ 30,847,264	$ 35,379,869	-12.8%	-12.8%	$ 18,095,469	$ 24,815,855	-27.1%	-27.1%	$ 599,203	$ 1,048,158	-42.8%	-42.8%	$ 49,541,936	$ 61,243,882	-19.1%	-19.1%
August	29,576,004	34,448,036	-14.1%	-13.5%	17,078,958	21,914,109	-22.1%	-24.7%	565,821	899,515	-37.1%	-40.2%	47,220,783	57,261,659	-17.5%	-18.3%
September	29,091,265	30,225,826	-3.8%	-10.5%	16,309,194	10,166,915	60.4%	-9.5%	623,639	798,857	-21.9%	-34.9%	46,024,098	41,191,598	11.7%	-10.6%
October	42,886,551	21,285,156	101.5%	9.1%	22,388,947	1,444,286	1450.2%	26.6%	1,150,748	126,240	811.6%	2.3%	66,426,246	22,855,683	190.6%	14.6%
November	34,024,929	29,087,147	17.0%	10.6%	18,473,777	3,567,015	417.9%	49.2%	752,481	216,620	247.4%	19.5%	53,251,188	32,870,782	62.0%	21.8%
December	33,533,548	34,584,948	-3.0%	8.1%	18,502,342	7,104,046	160.4%	60.6%	732,829	390,009	87.9%	27.2%	52,768,720	42,079,002	25.4%	22.4%
January	15,934,178	23,385,162	-31.9%	3.6%	14,373,518	10,366,392	38.7%	57.8%	313,513	194,425	61.3%	29.0%	30,621,209	33,945,979	-9.8%	18.7%
February	17,887,460	22,236,902	-19.6%	1.4%	13,557,198	10,465,589	29.5%	54.5%	421,816	311,096	35.6%	29.5%	31,866,474	33,013,586	-3.5%	16.4%
March	25,258,807	24,257,998	4.1%	1.6%	17,597,003	12,814,161	37.3%	52.3%	502,742	346,342	45.2%	30.7%	43,358,552	37,418,500	15.9%	16.4%
April	28,868,530	24,712,543	16.8%	3.0%	17,449,026	12,264,444	42.3%	51.3%	657,150	502,579	30.8%	30.7%	46,974,706	37,479,566	25.3%	17.2%
May	31,443,871	29,192,069	7.7%	3.4%	18,958,825	14,816,881	28.0%	48.6%	713,088	619,635	15.1%	29.0%	51,115,784	44,628,584	14.5%	16.9%
June	-	30,044,393	-		-	17,136,322	-		-	664,271	-		-	47,844,986	-	
Total	$ 319,352,406	$ 338,840,046			$ 192,784,258	$ 146,876,014			$ 7,033,031	$ 6,117,746			$ 519,169,695	$ 491,833,806		
Cumulative Year To Date	$ 319,352,406	$ 308,795,654			$ 192,784,258	$ 129,739,692			$ 7,033,031	$ 5,453,475			$ 519,169,695	$ 443,988,820		

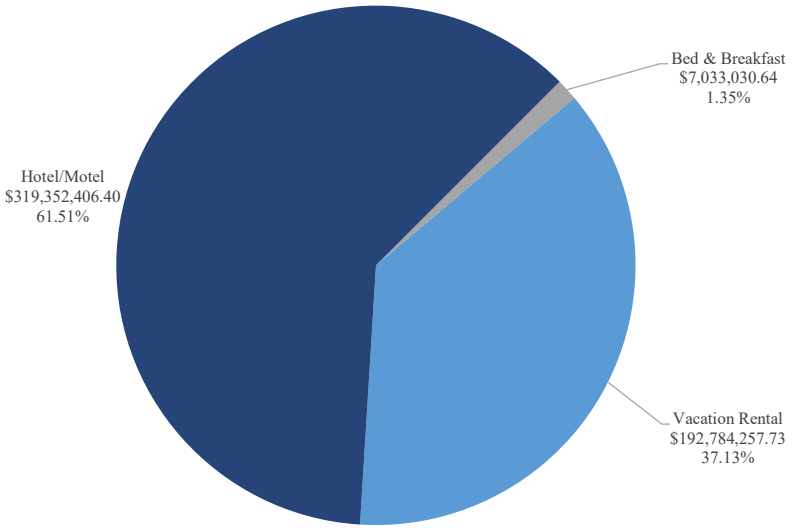
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

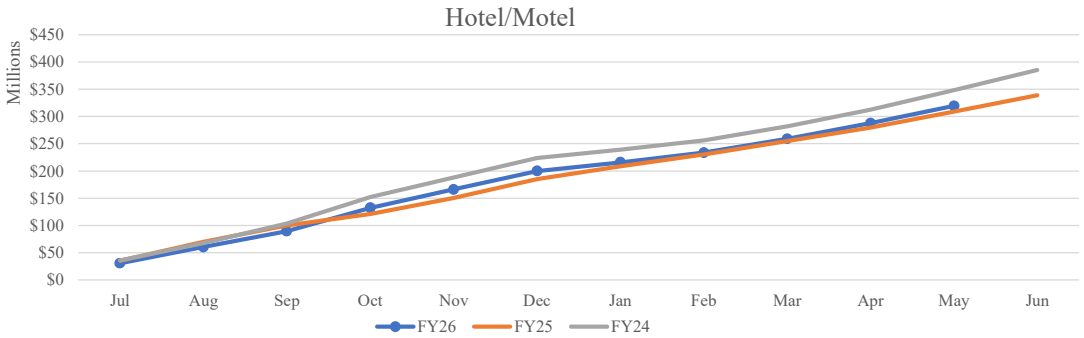
Shown by Month of Sale, Year-to-Date

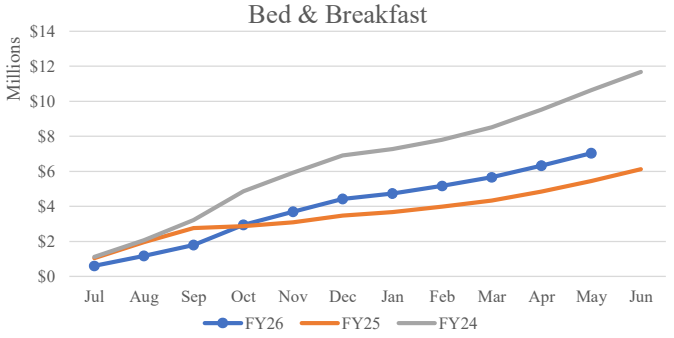
June 30, 2026 Preliminary

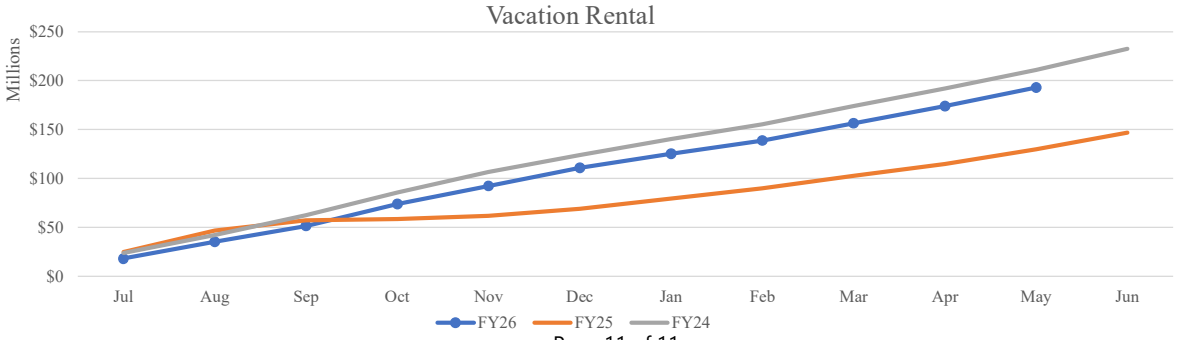
Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year







BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Operating Fund, Budget and Actual

July 31, 2026 Preliminary

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	Prior Year (%) Change
Revenues:							
Occupancy tax, gross		-	-			2,700,097	-100%
Less: Collection Fee		-	-			(981,869)	-100%
Occupancy tax, net	23,001,150	-	-	23,001,150	0.0%	1,718,228	-100%
Investment income	-	96,481	96,481	(96,481)	-	44,850	>100%
Other income	-	-	-	-	-	-	-
Total revenues	23,001,150	96,481	96,481	22,904,669	0.4%	1,763,078	-94.5%
Expenditures:							
Salaries and Benefits	5,053,950	132,844	132,844	4,921,106	2.6%	192,562	-31.0%
Business Development	2,095,220	145,217	145,217	1,950,003	6.9%	85,797	69.3%
Marketing	18,353,459	1,867,771	1,867,771	16,485,688	10.2%	605,545	208.4%
Partnership & Destination Mgmt	326,199	7,435	7,435	318,764	2.3%	19,033	-60.9%
Administration & Facilities	1,225,122	290,201	290,201	934,921	23.7%	183,551	58.1%
Total expenditures	27,053,950	2,443,468	2,443,468	24,610,482	9.0%	1,086,488	124.9%
Revenues over (under) expenditures	(4,052,800)	(2,346,988)	(2,346,988)			$ 676,590	-446.9%
Other Financing Sources:							
Appropriated Fund Balance	4,052,800	-	-				
Total other financing sources	4,052,800	-	-				
Net change in fund balance	$ -	$ (2,346,988)	$ (2,346,988)				
Fund balance, beginning of year			18,403,174				
Fund balance, end of month			$ 16,056,186				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment from Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at ~$5.75M and revenue dedicated to LIFT is projected at ~5.75M for FY27.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Earned Revenue Fund, Budget and Actual

July 31, 2026 Preliminary

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	Prior Year (%) Change
Revenues:							
Earned revenue	$ 243,300	$ 24,638	$ 24,638	$ 218,662	10.1%	$ 17,563	40.3%
Total revenues	243,300	24,638	24,638	218,662	10.1%	$ 17,563	40.3%
Expenditures:							
Workforce Development	427,632	39,150	39,150	388,482	9.2%	$ 14,058	178.5%
Total expenditures	427,632	39,150	39,150	388,482	9.2%	14,058	178.5%
Revenues over (under) expenditures	(184,332)	(14,512)	(14,512)			$ 3,504	-514.1%
Other Financing Sources							
Carried over earned income	184,332	-	-				
Total other financing sources	184,332	-	-				
Net change in fund balance	$ -	$ (14,512)	$ (14,512)				
Fund balance, beginning of year			269,885				
Fund balance, end of month			$ 255,373				

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Occupancy Tax Revenue Summary

July 31, 2026 Preliminary

	Operating Fund						Tourism Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
Month of room sales:	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ -	$ 1,718,228	-	$ -	$ 1,718,228	-	$ -	$ 429,493	-	$ -	$ 429,493	-
August	-	1,640,932	-	-	3,359,160	-	-	410,172	-	-	839,665	-
September	-	1,739,989	-	-	5,099,149	-	-	434,932	-	-	1,274,597	-
October	-	2,379,329	-	-	7,478,478	-	-	594,743	-	-	1,869,340	-
November	-	1,881,066	-	-	9,359,544	-	-	470,196	-	-	2,339,536	-
December	-	1,846,062	-	-	11,205,606	-	-	461,446	-	-	2,800,982	-
January	-	1,086,019	-	-	12,291,625	-	-	271,464	-	-	3,072,446	-
February	-	1,128,622	-	-	13,420,248	-	-	282,113	-	-	3,354,560	-
March	-	1,625,435	-	-	15,045,682	-	-	406,298	-	-	3,760,857	-
April	-	1,666,117	-	-	16,711,799	-	-	416,467	-	-	4,177,324	-
May	-	1,851,831	-	-	18,563,630	-	-	462,888	-	-	4,640,212	-
June	-	1,996,629	-	-	20,560,259	-	-	499,307	-	-	5,139,519	-
Total revenues	$ -	$ 20,560,259		$ -	$ 20,560,259		$ -	$ 5,139,519		$ -	$ 5,139,519	

	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
Month of room sales:	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ -	$ 429,493	-	$ -	$ 429,493	-	$ -	$ 2,577,214	-	$ -	$ 2,577,214	-
August	-	410,172	-	-	839,665	-	-	2,461,276	-	-	5,038,490	-
September	-	434,932	-	-	1,274,597	-	-	2,609,853	-	-	7,648,343	-
October	-	594,743	-	-	1,869,340	-	-	3,568,815	-	-	11,217,158	-
November	-	470,196	-	-	2,339,536	-	-	2,821,458	-	-	14,038,616	-
December	-	461,446	-	-	2,800,982	-	-	2,768,955	-	-	16,807,571	-
January	-	271,464	-	-	3,072,446	-	-	1,628,947	-	-	18,436,518	-
February	-	282,113	-	-	3,354,560	-	-	1,692,849	-	-	20,129,367	-
March	-	406,298	-	-	3,760,857	-	-	2,438,030	-	-	22,567,397	-
April	-	416,467	-	-	4,177,324	-	-	2,499,050	-	-	25,066,447	-
May	-	462,888	-	-	4,640,212	-	-	2,777,608	-	-	27,844,055	-
June	-	499,307	-	-	5,139,519	-	-	2,995,243	-	-	30,839,298	-
Total revenues	$ -	$ 5,139,519		$ -	$ 5,139,519		$ -	$ 30,839,298		$ -	$ 30,839,298	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Occupancy Tax Collection Fee Summary

July 31, 2026 Preliminary

All Funds, By Month

Month of room sales:	Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ -	$ 2,712,857	-	$ -	$ (135,643)	-	$ -	$ 2,577,214	-
August	-	$ 2,590,817	-	-	$ (129,541)	-	-	2,461,276	-
September	-	$ 2,747,214	-	-	$ (137,361)	-	-	2,609,853	-
October	-	$ 3,756,647	-	-	$ (187,832)	-	-	3,568,815	-
November	-	$ 2,969,955	-	-	$ (148,498)	-	-	2,821,458	-
December	-	$ 2,914,689	-	-	$ (145,734)	-	-	2,768,955	-
January	-	$ 1,714,681	-	-	$ (85,734)	-	-	1,628,947	-
February	-	$ 1,781,946	-	-	$ (89,097)	-	-	1,692,849	-
March	-	$ 2,566,348	-	-	$ (128,317)	-	-	2,438,030	-
April	-	$ 2,630,579	-	-	$ (131,529)	-	-	2,499,050	-
May	-	$ 2,923,798	-	-	$ (146,190)	-	-	2,777,608	-
June	-	$ 3,152,887	-	-	$ (157,644)	-	-	2,995,243	-
Total	$ -	$ 32,462,419		$ -	$ (1,623,121)		$ -	$ 30,839,298	

All Funds, Cumulative Year-to-Date

Month of room sales:	Occupancy Tax Revenue, Gross			Collection Fee			Occupancy Tax Revenue, Net		
	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	$ -	$ 2,712,857	-	$ -	$ (135,643)	-	$ -	$ 2,577,214	-
August	-	5,303,674	-	-	(265,184)	-	-	5,038,490	-
September	-	8,050,888	-	-	(402,544)	-	-	7,648,343	-
October	-	11,807,535	-	-	(590,377)	-	-	11,217,158	-
November	-	14,777,490	-	-	(738,875)	-	-	14,038,616	-
December	-	17,692,180	-	-	(884,609)	-	-	16,807,571	-
January	-	19,406,861	-	-	(970,343)	-	-	18,436,518	-
February	-	21,188,807	-	-	(1,059,440)	-	-	20,129,367	-
March	-	23,755,155	-	-	(1,187,758)	-	-	22,567,397	-
April	-	26,385,734	-	-	(1,319,287)	-	-	25,066,447	-
May	-	29,309,531	-	-	(1,465,477)	-	-	27,844,055	-
June	-	32,462,419	-	-	(1,623,121)	-	-	30,839,298	-
Total	$ -	$ 32,462,419		$ -	$ (1,623,121)		$ -	$ 30,839,298	

Consistent with its statutory authority, Buncombe County charges the Tourism Development Authority an amount equal to five percent (5%) of the gross proceeds of occupancy tax collected or accrued each fiscal year, as compensation for all of the statutory services and contractual services provided by Buncombe County. Prior to July 1, 2023, Buncombe County charged the Tourism Development Authority one and one-half percent (1.5%).

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

July 31, 2026 Preliminary

	Budget	Current Budget LTD Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	$ 44,465,942	$ 46,762,790	$ (2,296,848)	105.2%
Investment Income	-	7,553,594	(7,553,594)	0.0%
Total revenues	44,465,942	54,316,384	(9,850,442)	122.2%
Expenditures:				
Product development fund projects:				
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	580,000	-	100.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	650,000	7,490,000	8.0%
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	4,000,000	2,750,000	59.3%
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	800,000	-	100.0%
2018 River Front Development Group (African-American Heritage Museum at Steph	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	402,327	97,673	80.5%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in B	330,000	330,000	-	100.0%
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center - Gateway to the Southern Appalachian I	567,000	567,000	-	100.0%
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts	80,000	80,000	-	100.0%
2022 Riverlink, Inc. (Karen Cragnolin Park - Greenway Phase)	360,790	360,790	-	100.0%
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track)	1,500,000	1,500,000	-	100.0%
2023 Buncombe County Government (Enka Recreation Destination - Phase II)	6,030,335	-	6,030,335	-
2023 City of Asheville (Harrah's Cherokee Center - Asheville Upgrades)	1,586,000	-	1,586,000	-
2023 City of Asheville (McCormick Field Capital Improvements)	1,950,000	-	1,950,000	-
2023 Western NC Agricultural Center (Equine Facility Modernization)	500,000	-	500,000	-
2025 ABYSA - JBL Complex Restoration	2,155,000	-	2,155,000	-
2025 Enka Youth Sports Organization	500,000	500,000	-	100.0%
2025 Asheville Museum of Science (AMOS Museum Master Plan - Infrastructure Exp	189,500	-	189,500	
2025 Beacon Foundation (Beacon Park)	4,500,000	-	4,500,000	
2025 Enka Youth Sports Organization (Bob Lewis Ballpark - Visitor Amenities)	220,000	-	220,000	
2025 UNC Asheville Foundation (UNC Asheville on Campus Tennis Complex)	500,000	-	500,000	
2025 Warren Wilson College (Warren Wilson College Aquatic Center)	1,606,000	-	1,606,000	
2025 White Horse Stepstone (White Horse Community Patio)	736,537	-	736,537	
Total product development projects	44,435,942	9,770,117	34,665,825	22.0%
Product development fund administration	30,000	2,364	27,636	7.9%
Total product development fund	$ 44,465,942	$ 9,772,481	$ 34,693,461	22.0%

Product Development Funds Available for Future Grants	
Total Net Assets	$ 43,789,999
Less: Liabilities/Outstanding Grants	(34,665,825)
Less: Unspent Admin Budget (Current Year)	(27,636)
Current Product Development Amount Available	$ 9,096,538

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

July 31, 2026 Preliminary

	Budget	Current Budget LTD Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	$ 10,379,903	$ 21,311,416	$ (10,931,513)	205.3%
Investment Income	-	1,632,858	(1,632,858)	0.0%
Total revenues	10,379,903	22,944,274	(12,564,371)	221.0%
Expenditures:				
LIFT projects:				
2024 Buncombe County Government (Ferry Road Community)	4,000,000	-	4,000,000	-
2024 City of Asheville (Coxe Avenue Complete Street)	2,983,890	-	2,983,890	-
2024 City of Asheville (ExploreAsheville.com Arena Capital Maintenance)	675,000	-	675,000	-
2024 City of Asheville (Aston Park Tennis Center Court Rebuild Design)	40,000	-	40,000	-
2024 Blue Ridge Parkway Foundation (Blue Ridge Parkway: Improving Visitor Experiences	750,000	-	750,000	-
2024 Hood Huggers Foundation (Blue Note Junction - Phase I Construction)	500,000	-	500,000	-
2024 RiverLink (Gateway Park: Resurrecting a public park on Riverside Drive)	270,018	-	270,018	-
2024 Asheville Museum of Science (Museum Repair and Expansion Plan)	250,000	-	250,000	-
2024 Media Arts Project (MAP) (Supernova Immersive Experience Project Design)	200,000	-	200,000	-
2024 Asheville Botanical Garden Renovations	150,000	75,000	75,000	50.0%
2024 Swannanoa Valley Art League (Red House Gallery & Studios)	92,495	46,250	46,245	50.0%
2024 Black Wall Street AVL (Black Wall Street AVL Visitor Experience Upgrade)	77,500	-	77,500	-
2025 Explore Asheville Wayfinding Project	371,000	26,952	344,048	7.3%
Total LIFT projects	10,359,903	148,202	10,211,701	1.4%
LIFT fund administration	20,000	-	20,000	-
Total LIFT fund	$ 10,379,903	$ 148,202	$ 10,231,701	1%

Legacy Investment from Tourism Funds Available for Future Grants	
Total Net Assets	$ 21,952,843
Less: Liabilities/Outstanding Grants	(10,211,701)
Less: Unspent Admin Budget (Current Year)	(20,000)
Current LIFT Fund Amount Available	$ 11,721,142

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

July 31, 2026 Preliminary

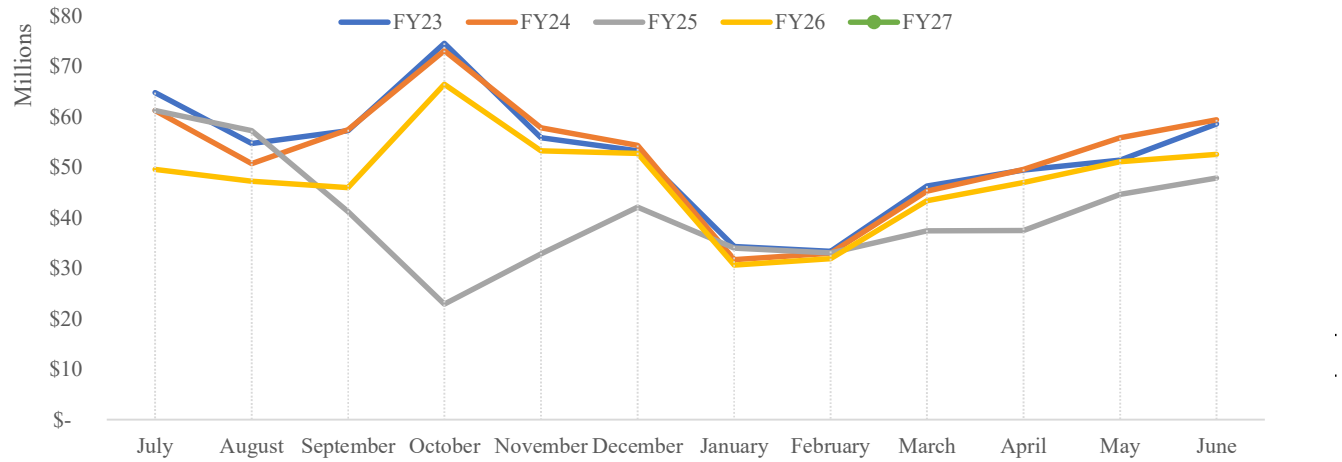
	Operating Fund	Earned Revenue Fund	Tourism Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:					
Current assets:					
Cash and investments	$ 18,940,690	$ 549,855	$ 43,290,692	$ 21,453,536	$ 84,234,772
Occupancy tax Receivables	1,996,629	-	499,307	499,307	2,995,243
Other receivables	10,350	-	-	-	10,350
Prepaid expenses	-	-	-	-	-
Due from other funds	371,730	-	-	-	371,730
Total current assets	21,319,399	549,855	43,789,999	21,952,843	87,612,095
Liabilities:					
Current liabilities:					
Accounts payable	4,364,356	37,836	1,886	15,000	4,419,078
Accrued liabilities	484,111	6,718	-	-	490,829
Deferred revenues	-	3,095	-	-	3,095
Due to other funds	124,896	246,834	-	-	371,730
Future events payable	289,850	-	34,665,825	10,211,701	45,167,376
Total current liabilities	5,263,213	294,483	34,667,711	10,226,701	50,452,108
Fund Balances:					
Restricted for TPDF	-	-	9,122,287	-	9,122,287
Restricted for LIFT fund	-	-	-	11,726,142	11,726,142
Designated contingency	13,526,975	-	-	-	13,526,975
Undesignated (cash flow)	2,529,211	255,373	-	-	2,784,584
Total fund balances	16,056,186	255,373	9,122,287	11,726,142	37,159,988
Total liabilities and fund balances	$ 21,319,399	$ 549,855	$ 43,789,999	$ 21,952,843	$ 87,612,095

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

July 31, 2026 Preliminary



	FY23	FY24	FY25	FY26	FY27
Month of lodging sales:					
July	$ 64,793,944	$ 61,219,909	$ 61,243,882	$ 49,541,936	$ -
August	54,692,346	50,707,039	57,261,659	47,220,783	-
September	57,239,527	57,412,669	41,191,598	46,024,098	-
October	74,593,066	73,129,570	22,855,683	66,426,246	-
November	55,872,110	57,854,888	32,870,782	53,251,188	-
December	53,230,055	54,367,930	42,079,002	52,768,720	-
January	34,345,428	31,686,610	33,945,979	30,621,209	-
February	33,351,492	32,974,242	33,013,586	31,866,474	-
March	46,284,344	45,265,721	37,418,500	43,358,552	-
April	49,468,357	49,562,507	37,479,566	46,974,706	-
May	51,397,053	55,872,496	44,628,584	51,115,784	-
June	58,605,482	59,411,674	47,844,986	52,548,125	-
Total lodging sales	$ 633,873,203	$ 629,465,256	$ 491,833,806	$ 571,717,820	$ -
Cumulative Year To Date	$ -	$ -	$ -	$ -	$ -

Destination Performance Report

May 2026

Date Parameter	Based On	Location AirDNA	Location STR
May 2026	Fiscal	All Properties - Buncombe Co..	Buncombe County, NC

Hotel Performance - May 2026

Source: STR

Hotel Demand	Hotel Occupancy	Hotel ADR	Hotel RevPAR
198.3K	67.0%	$175	$117
↘ 0.7% change	↘ 0.2% change	↗ 12.3% change	↗ 12.0% change
199.7K prev. year	67.2% prev. year	$156 prev. year	$104 prev. year

Hotel Performance - FYTD 2026

Source: STR

Hotel Occupancy	Hotel Demand	Hotel ADR	Hotel RevPAR
64.2%	2.0M	$170	$109
↘ 2.1% change	↘ 0.2% change	↗ 6.0% change	↗ 3.8% change
65.6% prev. year	2.0M prev. year	$160 prev. year	$105 prev. year

Vacation Rental Performance - May 2026

Source: AirDNA

Vacation Rental Occupancy	Vacation Rental Demand	Vacation Rental ADR	Vacation Rental RevPAR
55.4%	61.4K	$224	$124
↘ 0.2% change	↘ 2.5% change	↗ 6.9% change	↗ 6.6% change
55.5% prev. year	63.0K prev. year	$210 prev. year	$116 prev. year

Vacation Rental Performance - FYTD 2026

Source: AirDNA

Vacation Rental Occupancy	Vacation Rental Demand	Vacation Rental ADR	Vacation Rental RevPAR
54.7%	669.9K	$220	$120
↘ 0.1% change	↗ 1.1% change	↗ 3.7% change	↗ 3.6% change
54.7% prev. year	662.7K prev. year	$212 prev. year	$116 prev. year

Airport Passengers & Lodging Sales - May 2026

Source: Asheville Regional Airport and Buncombe County Finance

Airport Passengers	Lodging Sales
203,160	$51.1M
↗ 6.5% change	↗ 14.5% change
190,838 prev. year	$44.6M prev. year

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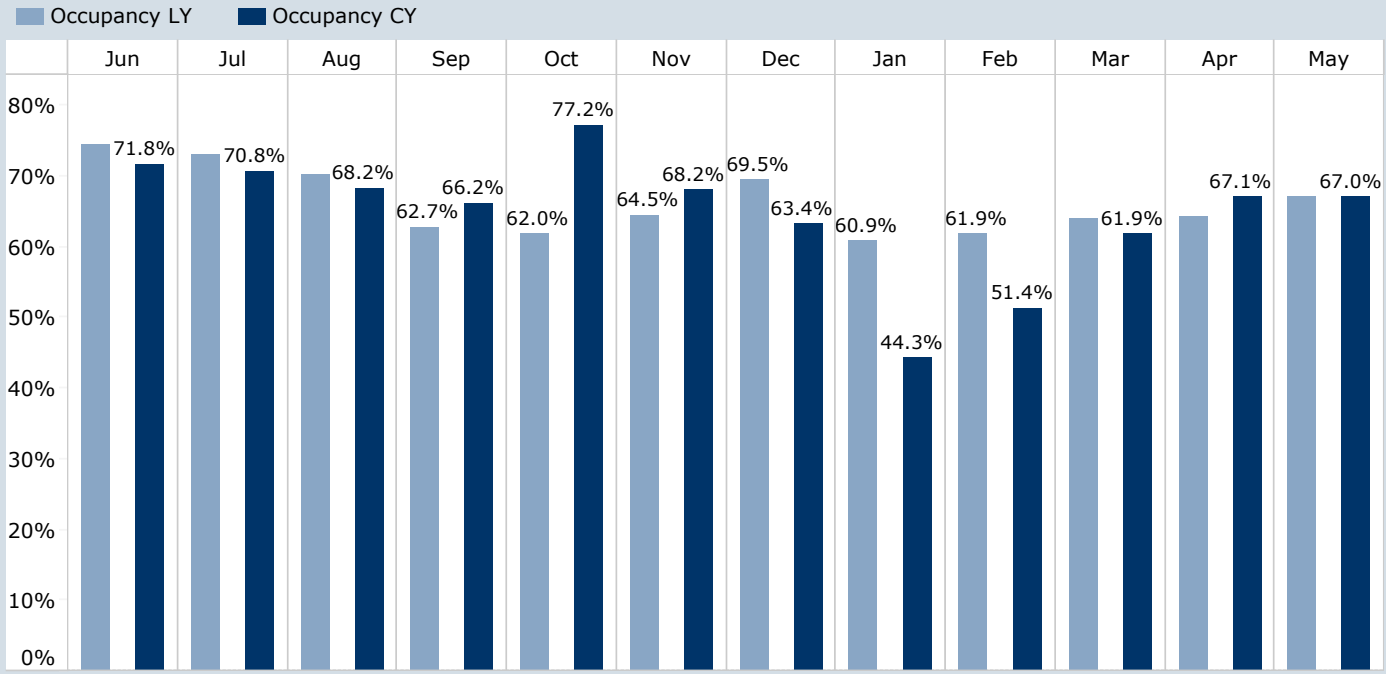
Hotel Trends

Date Parameter
May 2026

Location STR
Buncombe County, NC

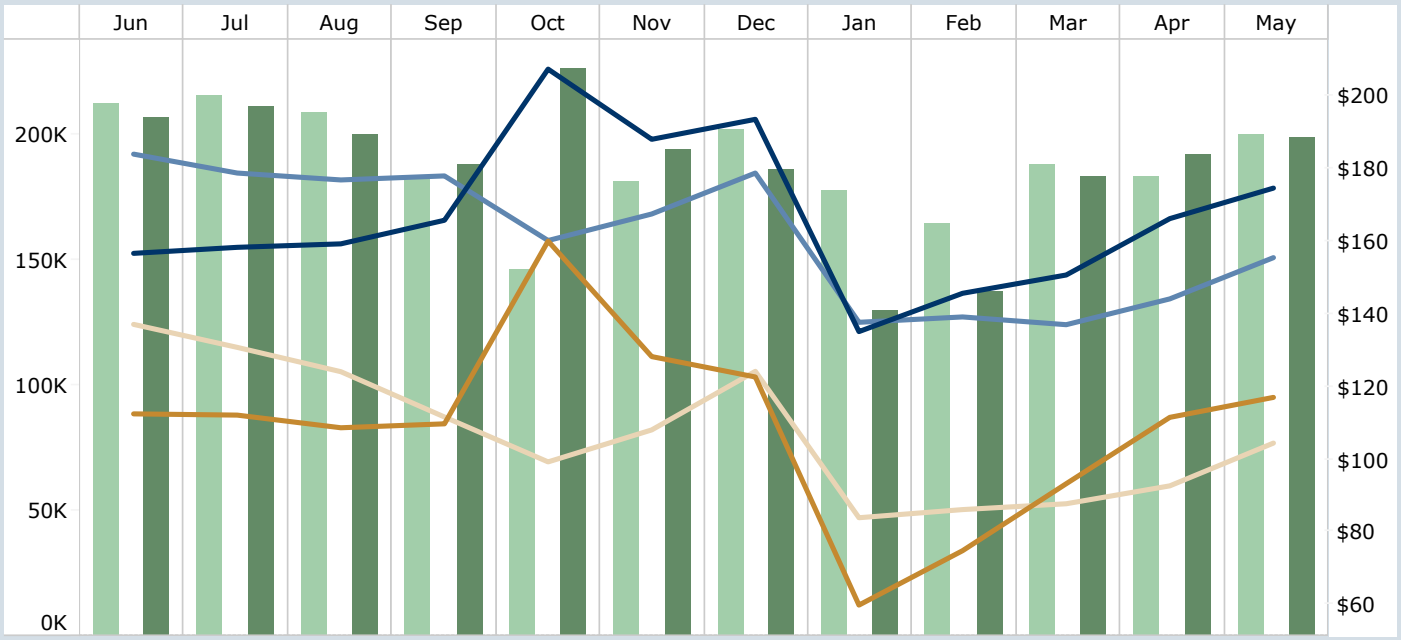
Hotel Occupancy

Source: STR



Hotel Demand, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR)

Source: STR



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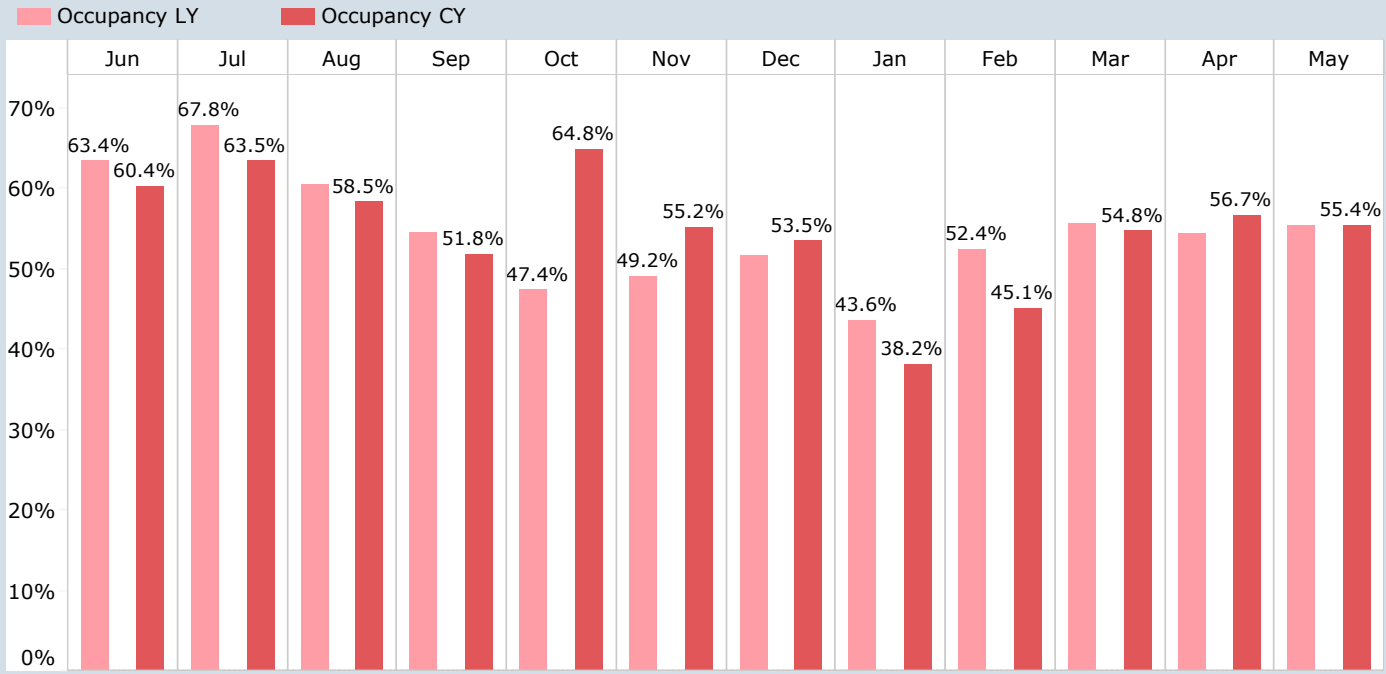
Vacation Rental Trends

Date Parameter
May 2026

Location AirDNA
All Properties - Buncombe Co..

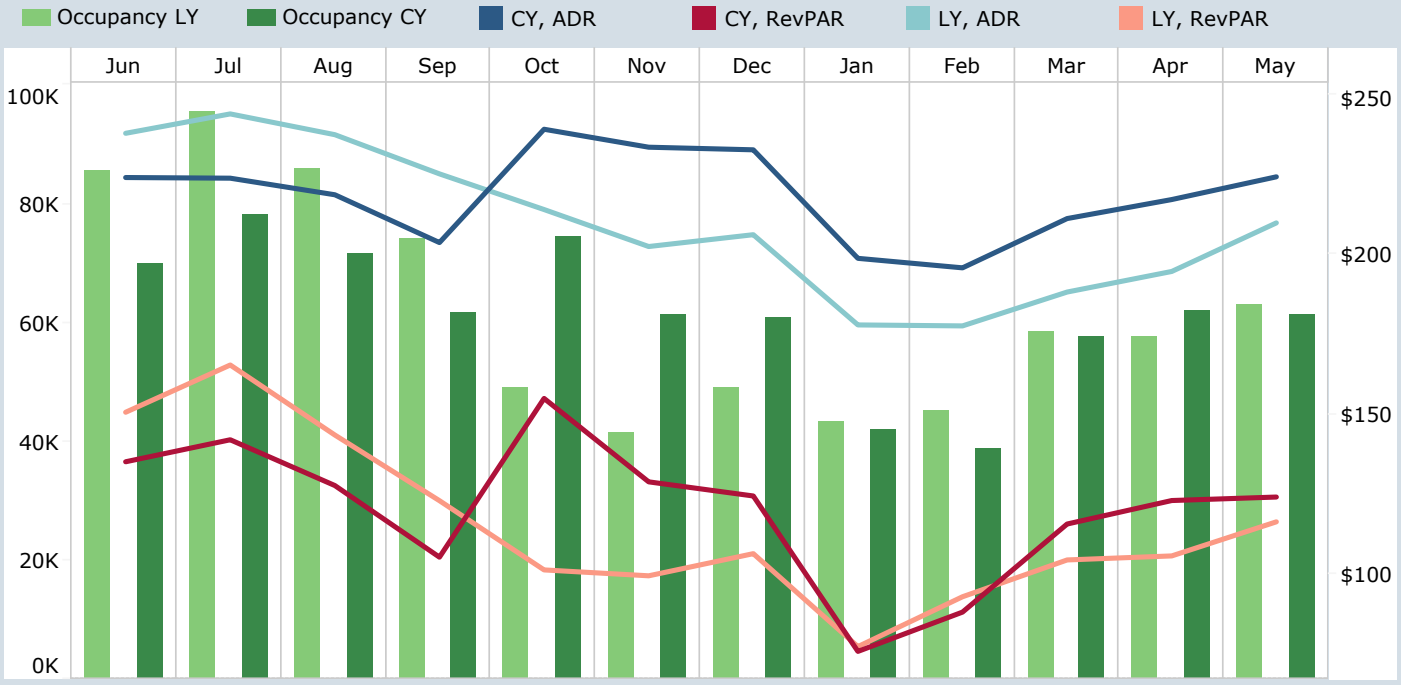
Vacation Rental Occupancy

Source: AirDNA



Vacation Rental Demand, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR)

Source: AirDNA



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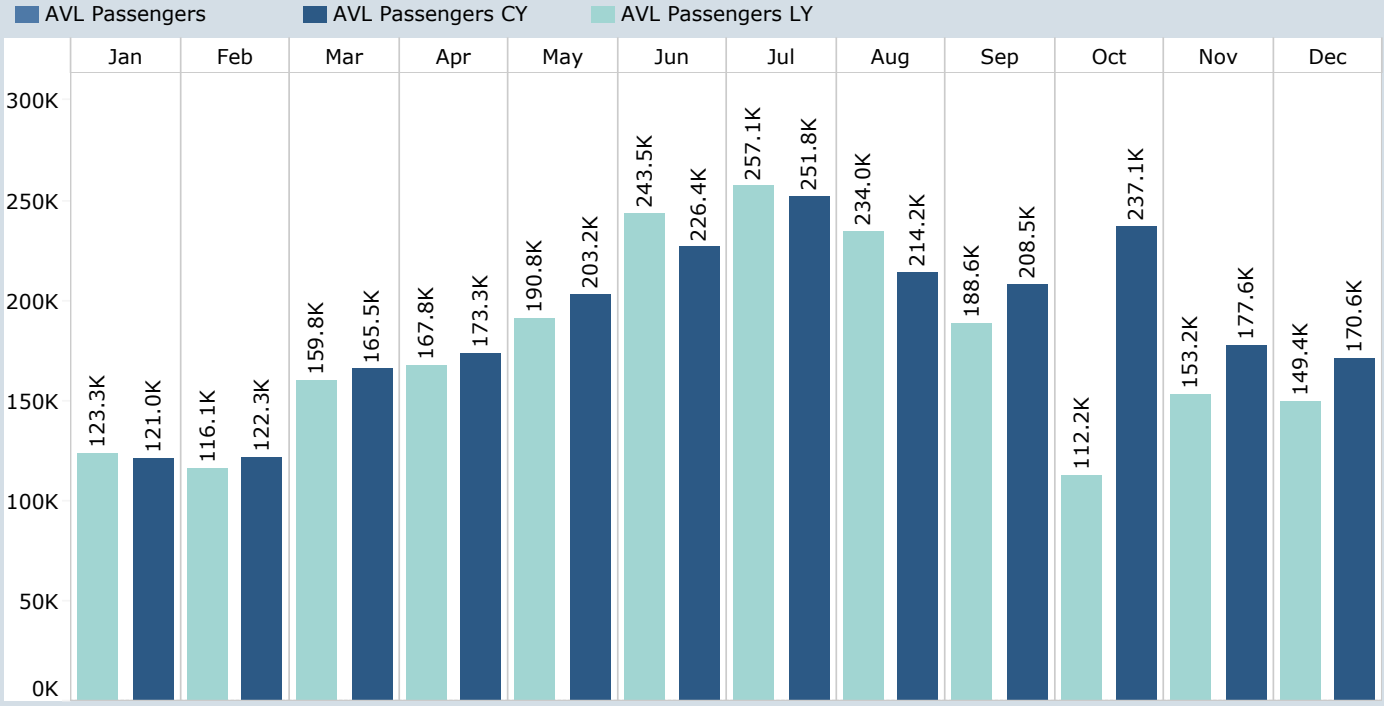
Airport Passenger Trends

Date Parameter
May 2026

Airport Passengers

Source: Asheville Regional Airport



Destination Performance Report

June 2026

Date Parameter	Based On	Location AirDNA	Location STR
June 2026	Fiscal	All Properties - Buncombe Co..	Buncombe County, NC

Hotel Performance - June 2026

Source: STR

Hotel Demand	Hotel Occupancy	Hotel ADR	Hotel RevPAR
210.5K	73.5%	$180	$132
↗ **1.8%** change	↗ **2.3%** change	↗ **15.1%** change	↗ **17.8%** change
206.7K prev. year	**71.8%** prev. year	**$157** prev. year	**$112** prev. year

Hotel Performance - FYTD 2026

Source: STR

Hotel Occupancy	Hotel Demand	Hotel ADR	Hotel RevPAR
65.0%	2.3M	$171	$111
↘ **1.7%** change	↗ **0.0%** change	↗ **6.8%** change	↗ **5.0%** change
66.1% prev. year	**2.3M** prev. year	**$160** prev. year	**$106** prev. year

Vacation Rental Performance - June 2026

Source: AirDNA

Vacation Rental Occupancy	Vacation Rental Demand	Vacation Rental ADR	Vacation Rental RevPAR
63.1%	72.3K	$247	$156
↗ **4.5%** change	↗ **3.6%** change	↗ **10.3%** change	↗ **15.2%** change
60.4% prev. year	**69.8K** prev. year	**$224** prev. year	**$135** prev. year

Vacation Rental Performance - FYTD 2026

Source: AirDNA

Vacation Rental Occupancy	Vacation Rental Demand	Vacation Rental ADR	Vacation Rental RevPAR
55.4%	742.2K	$223	$123
↗ **0.3%** change	↗ **1.3%** change	↗ **4.4%** change	↗ **4.7%** change
55.2% prev. year	**732.4K** prev. year	**$213** prev. year	**$118** prev. year

Airport Passengers & Lodging Sales - June 2026

Source: Asheville Regional Airport and Buncombe County Finance

Airport Passengers	Lodging Sales
228,829	$52.5M
↗ **1.1%** change	↗ **9.8%** change
226,433 prev. year	**$47.8M** prev. year

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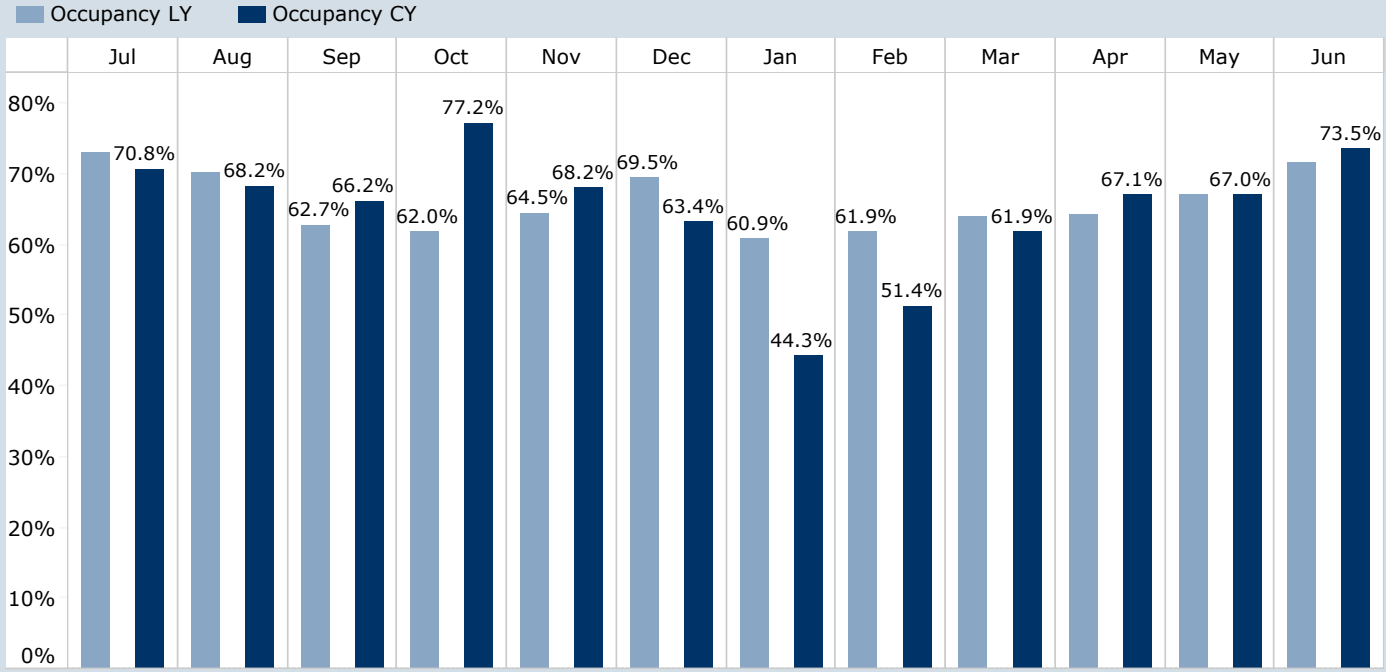
Hotel Trends

Date Parameter
June 2026

Location STR
Buncombe County, NC

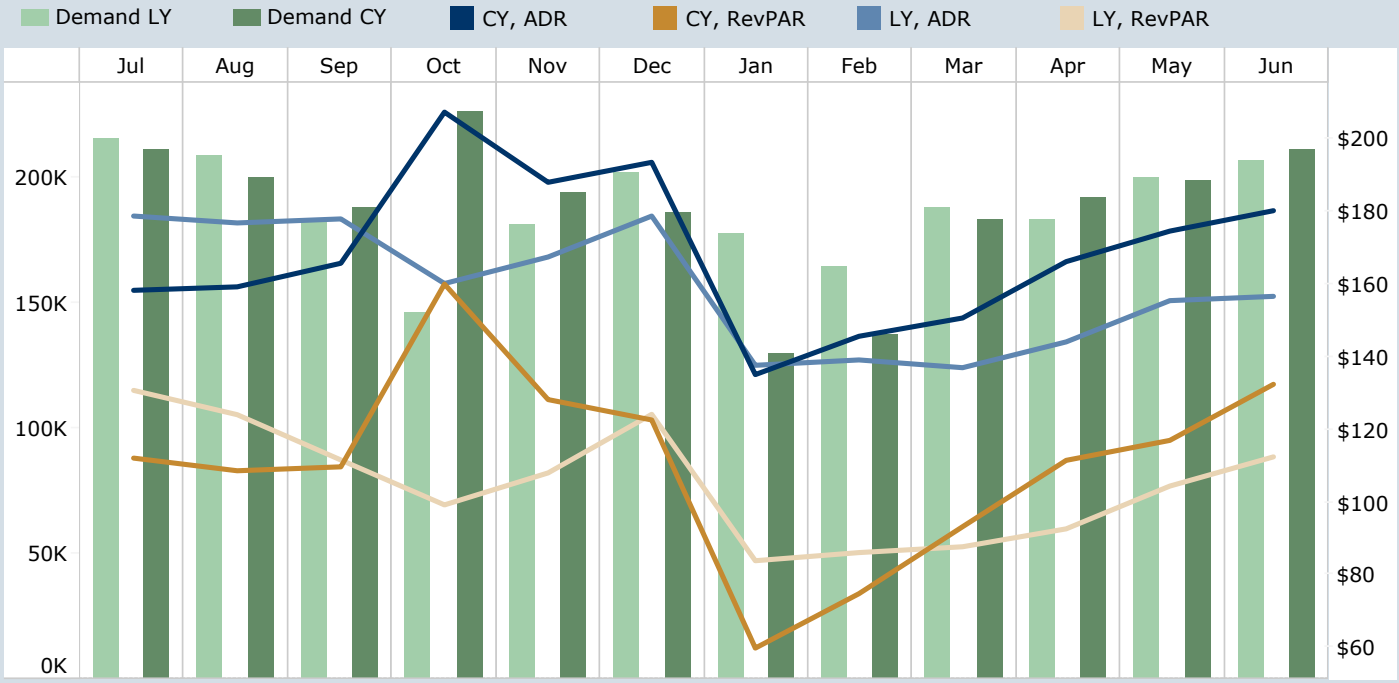
Hotel Occupancy

Source: STR



Hotel Demand, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR)

Source: STR



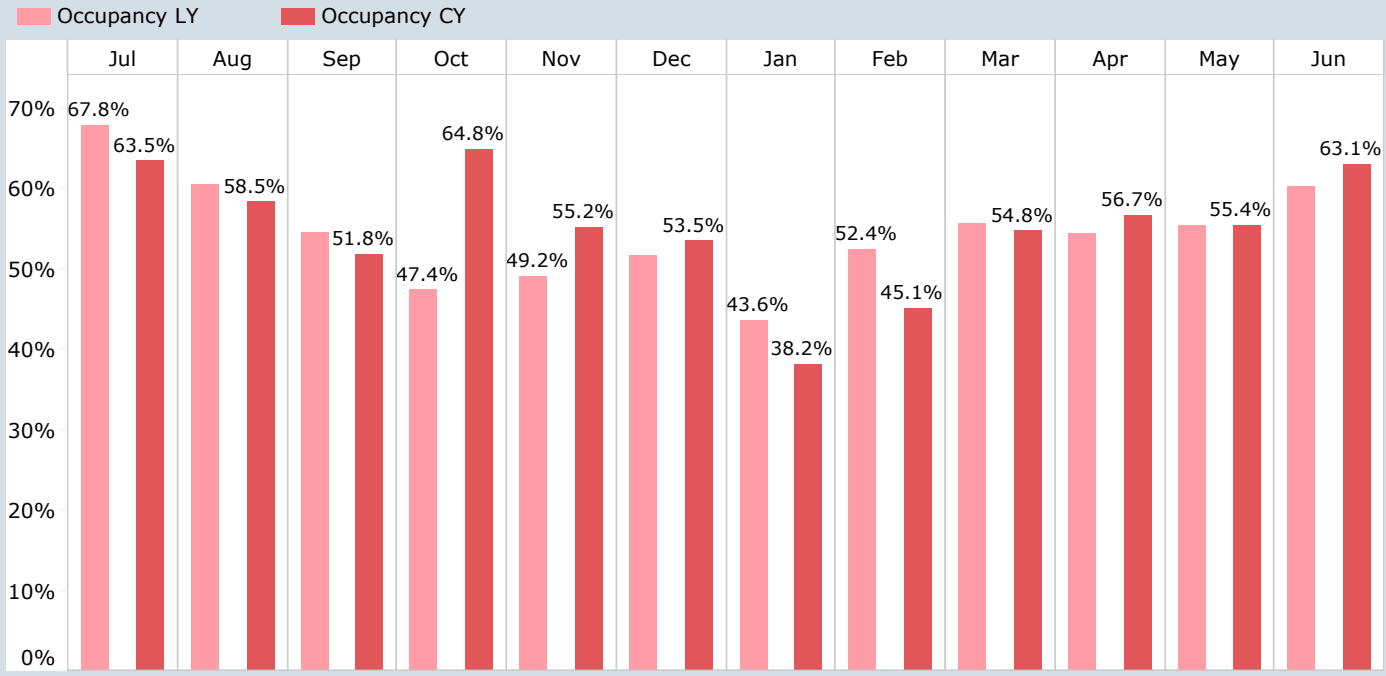
Vacation Rental Trends

Date Parameter
June 2026

Location AirDNA
All Properties - Buncombe Co..

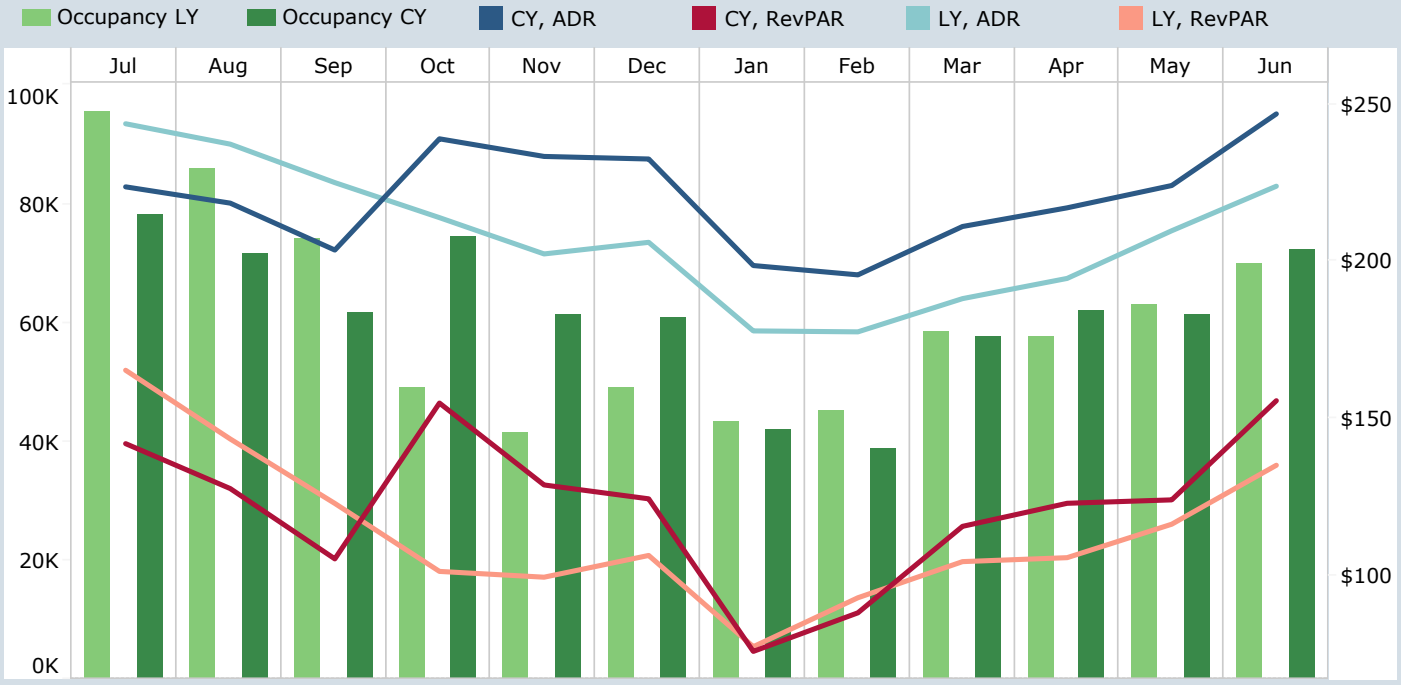
Vacation Rental Occupancy

Source: AirDNA



Vacation Rental Demand, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR)

Source: AirDNA



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Airport Passenger Trends

Date Parameter
June 2026

Airport Passengers

Source: Asheville Regional Airport

