



Haywood County Tourism Development Authority

PRODUCT DEVELOPMENT COMMITTEE GUIDELINES

The Product Development Committee, in collaboration with Haywood County Tourism Development Authority (HCTDA), takes a proactive approach to tourism planning, aiming to bridge economic gaps and cultivate resilience in the face of unforeseen challenges. By crafting innovative and sustainable tourism offerings, this committee will envision a prosperous future for Haywood County that not only attracts visitors but also fosters long-term economic growth.

COMMITTEE MEMBER REQUIREMENTS

- The Product Development Committee shall consist of 2-4 HCTDA Board of Directors and 6 additional community members, 5 from each of the county zip codes and 1 representing the county as a whole.
- All Product Development Committee members shall sign the committee guidelines and shall serve for a term of two (2) years. Committee members can serve no more than two consecutive terms unless there's no other willing participants.
- Committee members must show a commitment to showing up to scheduled committee meetings.

COMMITTEE ROLES

- Develop and execute strategic plans and initiatives to drive the growth and diversification of tourism offerings in Haywood County.
- Collaborate with stakeholders to identify and capitalize on emerging tourism trends and market opportunities, ensuring the county remains competitive and forward-thinking.
- Use existing research and analysis to inform the development of innovative and sustainable tourism products and experiences that align with the unique identity and resources of Haywood County.
- Review and score grant applications to allocate funding for tourism development projects, ensuring that resources are allocated strategically to maximize impact and benefit the local and visitor community.
- Serve as a visionary and thought leader, constantly seeking ways to enhance the visitor experience, promote economic growth, and preserve the natural and cultural heritage of Haywood County.

APPLICATION PROCESS

- Applicants will fill out the attached "Application for Appointment" form in order to be considered. The completed forms will then be sent to and reviewed by the respective municipalities from which the applicant will be representing.

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: _____ Date: _____

Mailing Address: _____

Email Address: _____

Employer: _____ Phone: _____

Which of our communities will you be representing?

☐ Maggie Valley ☐ Waynesville ☐ Clyde ☐ Lake Junaluska ☐ Canton ☐ Haywood Co.

Do you live and work in Haywood County, NC? ☐ YES ☐ NO

Boards or committees presently serving on:

Past + current professional experience:

Reason(s) why you would like to serve on this committee:

Return completed form to:

***info@visitncsmokies.com or 91 N. Lakeshore Dr.,
Suite 2, Lake Junaluska, NC 28745***

Signature of Applicant