



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

June 26, 2024 Meeting



VISIT NC SMOKIES

Public Hearing

Overview

Haywood County Tourism Development
Authority BUDGET

PROPOSED 2024-2025 Budget	
Occupancy Tax Revenue	\$3,100,000
Other Revenue	\$180,000
Fund Balance Appropriation	<u>\$310,950</u>
TOTAL REVENUES	\$3,590,950
Total 1% Expenses	\$764,750.00
Total Wages & Benefits	\$545,000
Total Administration & Operations	\$281,700
Total Capital Outlay	\$7,500
Total Marketing & Sales	\$1,292,000
Total Product Development	<u>\$700,000</u>
TOTAL EXPENSES	\$3,590,950



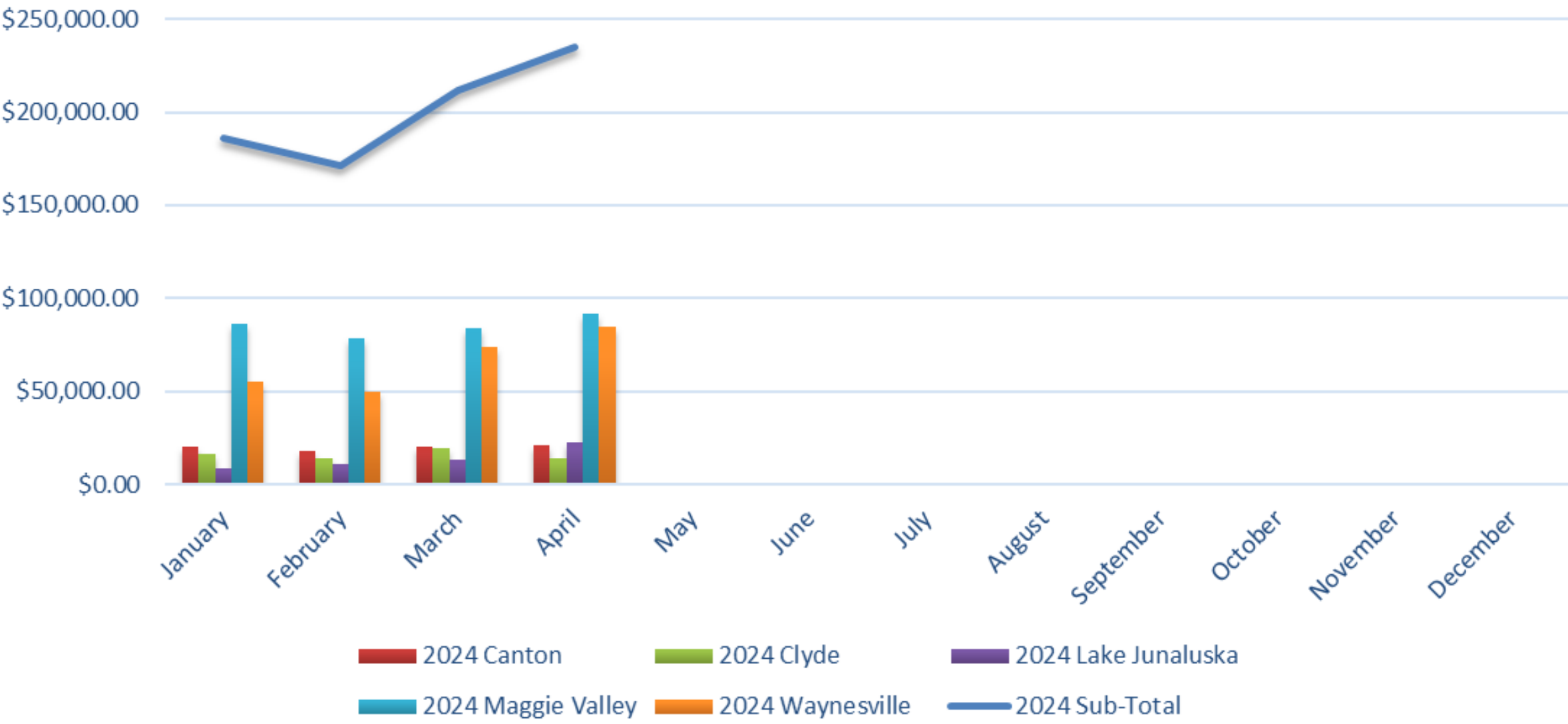
HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Occupancy Tax & Lodging Data | presented June 26, 2024

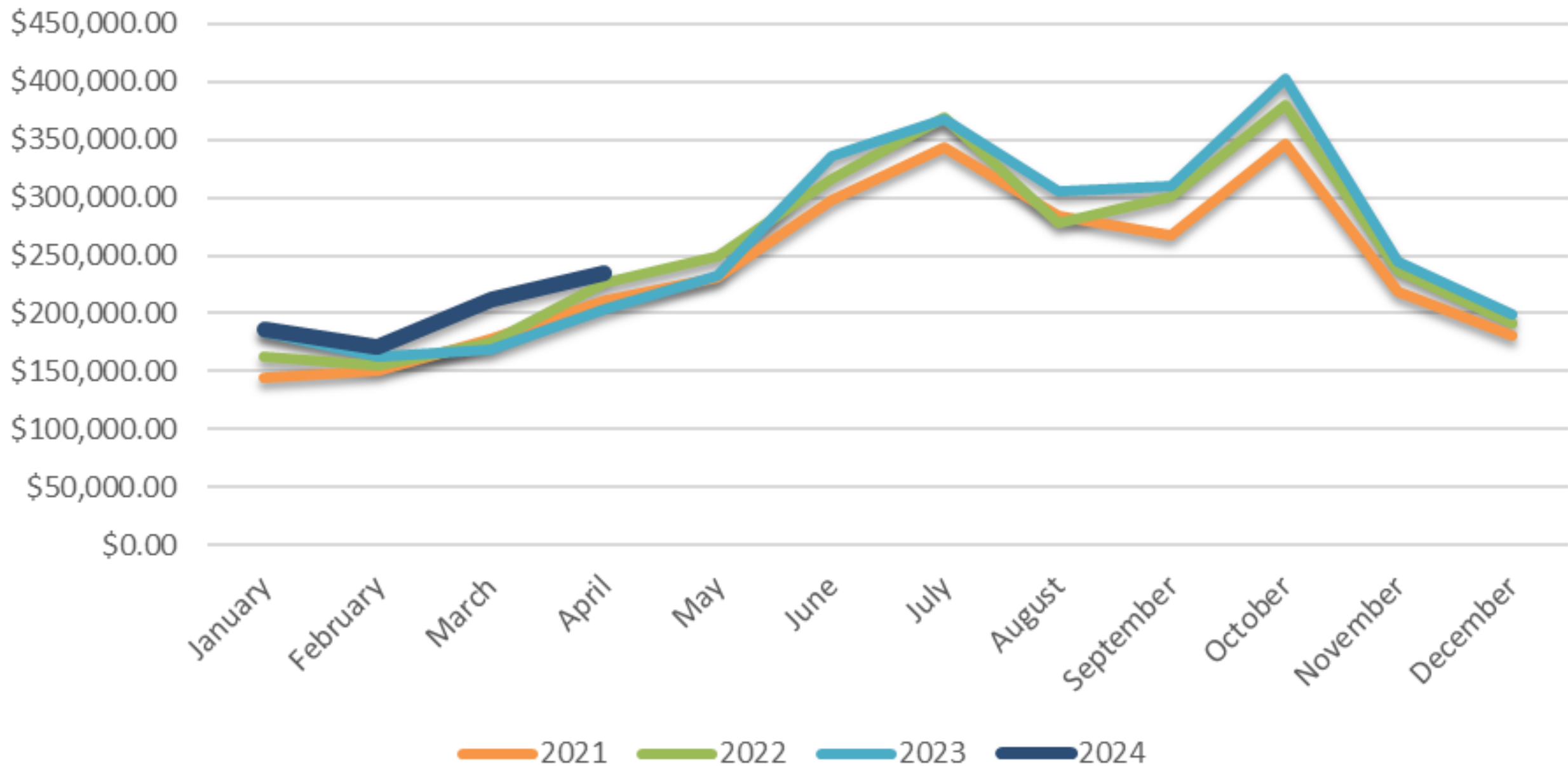
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

	2021-2022	2022-2023	2023-2024	% of Change							
				\$ Change from	from						
				Previous Year	Previous						
					Year						
July	\$344,159.31	\$369,695.58	\$367,752.94	(\$1,942.64)	-0.53%	January	\$163,272.54	\$184,467.69	\$186,374.80	\$1,907.11	1.03%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	(\$7,382.67)	-27.47%	Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$5,265.36	34.97%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$7,203.05	58.07%	Clyde	\$9,586.12	\$17,470.28	\$16,150.10	(\$1,320.18)	-7.56%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$1,171.18	2.96%	Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	(\$4,515.12)	-33.77%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	(\$6,851.24)	-3.86%	Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$1,914.87	2.27%
Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$3,917.04	3.45%	Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$562.18	1.03%
August	\$283,878.91	\$278,678.56	\$305,809.64	\$27,131.08	9.74%	February	\$154,643.38	\$162,325.68	\$171,592.82	\$9,267.14	5.71%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$6,161.76	28.17%	Canton	\$13,652.64	\$13,852.03	\$17,963.11	\$4,111.08	29.68%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$4,968.42	41.26%	Clyde	\$8,774.38	\$15,802.06	\$13,965.94	(\$1,836.12)	-11.62%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$2,665.19	11.26%	Lake Junaluska	\$8,861.32	\$13,240.97	\$11,140.80	(\$2,100.17)	-15.86%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	(\$466.13)	-0.37%	Maggie Valley	\$76,712.63	\$71,592.00	\$78,844.03	\$7,252.03	10.13%
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$13,801.84	14.66%	Waynesville	\$46,642.41	\$47,838.62	\$49,678.94	\$1,840.32	3.85%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$8,983.81	2.99%	March	\$174,740.40	\$168,067.49	\$211,448.41	\$43,380.92	25.81%
Canton	\$19,817.98	\$24,268.90	\$20,707.64	(\$3,561.26)	-14.67%	Canton	\$18,081.04	\$19,106.54	\$20,266.92	\$1,160.38	6.07%
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	(\$2,582.77)	-13.21%	Clyde	\$10,966.10	\$15,154.29	\$19,672.69	\$4,518.40	29.82%
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	(\$352.56)	-1.21%	Lake Junaluska	\$11,793.56	\$11,528.51	\$13,510.97	\$1,982.46	17.20%
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$4,532.71	3.47%	Maggie Valley	\$78,416.17	\$69,112.76	\$84,011.37	\$14,898.61	21.56%
Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$10,947.69	11.30%	Waynesville	\$55,483.53	\$53,165.39	\$73,986.46	\$20,821.07	39.16%
October	\$346,441.48	\$379,422.94	\$403,324.69	\$23,901.75	6.30%	April	\$226,468.81	\$203,478.94	\$235,196.31	\$31,717.37	15.59%
Canton	\$24,622.91	\$28,986.01	\$27,962.64	(\$1,023.37)	-3.53%	Canton	\$18,361.49	\$17,209.27	\$21,361.43	\$4,152.16	24.13%
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$5,483.69	29.53%	Clyde	\$11,285.55	\$12,449.39	\$14,164.16	\$1,714.77	13.77%
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$2,838.95	8.19%	Lake Junaluska	\$18,392.91	\$18,268.39	\$22,781.57	\$4,513.18	24.70%
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$5,028.37	2.85%	Maggie Valley	\$102,682.92	\$85,237.87	\$91,853.89	\$6,616.02	7.76%
Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$11,574.11	9.57%	Waynesville	\$75,745.94	\$70,314.02	\$85,035.26	\$14,721.24	20.94%
November	\$218,280.74	\$236,691.92	\$244,378.03	\$7,686.11	3.25%	May	\$249,286.59	\$233,113.46			
Canton	\$17,342.89	\$19,998.00	\$15,700.17	(\$4,297.83)	-21.49%	Canton	\$21,523.58	\$19,061.44			
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$6,010.31	45.11%	Clyde	\$10,764.71	\$13,387.14			
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$1,486.84	9.87%	Lake Junaluska	\$20,841.59	\$19,947.89			
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	(\$2,545.39)	-2.44%	Maggie Valley	\$109,621.91	\$97,101.82			
Waynesville	\$69,404.58	\$84,061.88	\$91,094.06	\$7,032.18	8.37%	Waynesville	\$86,535.16	\$83,615.17			
December	\$180,840.48	\$191,659.98	\$199,043.88	\$7,383.90	3.85%	June	\$316,629.69	\$335,302.73			
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$2,183.76	14.82%	Canton	\$25,424.90	\$24,373.06			
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$5,222.45	44.80%	Clyde	\$9,930.42	\$17,348.05			
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	(\$1,826.07)	-13.76%	Lake Junaluska	\$35,750.52	\$39,982.68			
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$4,582.90	5.00%	Maggie Valley	\$151,590.73	\$147,697.81			
Waynesville	\$52,807.51	\$60,261.04	\$57,481.90	(\$2,779.14)	-4.61%	Waynesville	\$93,933.12	\$105,901.13			
							\$2,926,679.74	\$3,043,483.81	\$2,634,484.17	\$159,416.55	6.44%

2024 Occupancy Tax Collection by Zip Code



YOY Monthly Occupancy Tax Comparison





VISIT NC MY SMOKIES

CHANGING DATA

Short-Term Vacation Rental ONLY - AirDNA

Monthly Trend: May '24

Revenue

\$4.8M

↑ 10.6% vs May '23

Average Daily Rate

\$229

↑ 0.9% vs May '23

RevPAR

\$107

↑ 2.7% vs May '23

Available Listings

1,824

↑ 8.4% vs May '23

Booked Listings

1,733

↑ 10.9% vs May '23

Occupancy Rate

47%

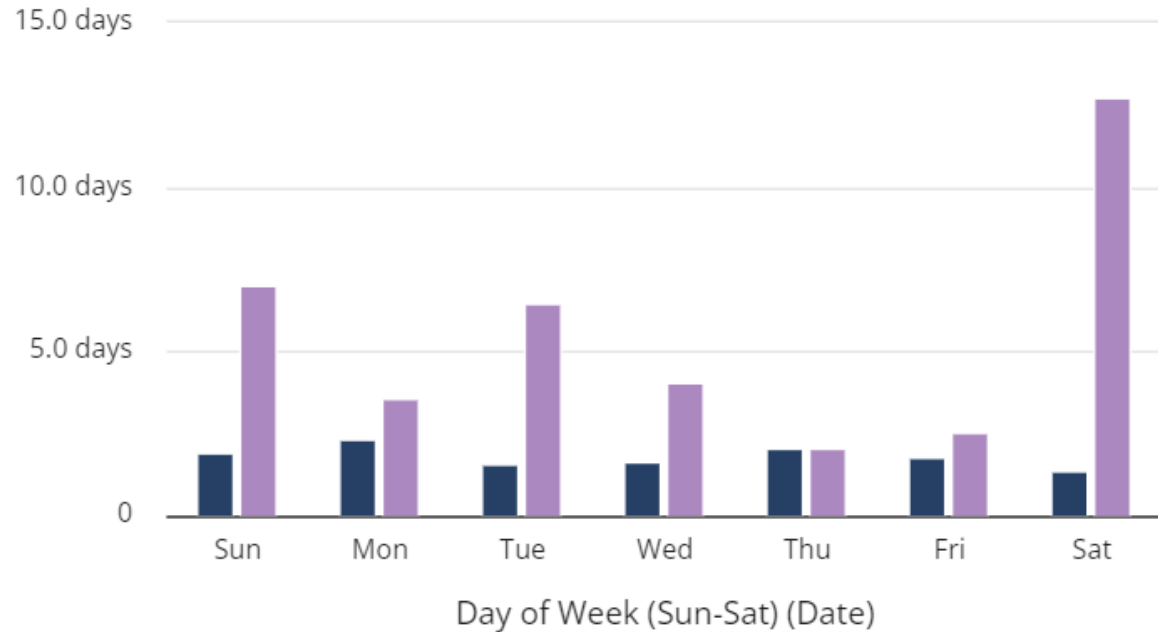
↑ 1.8% vs May '23

TRIAL Zartico | Short-Term Vacation Rental + Hotels

April

Length of Stay by Day of Week

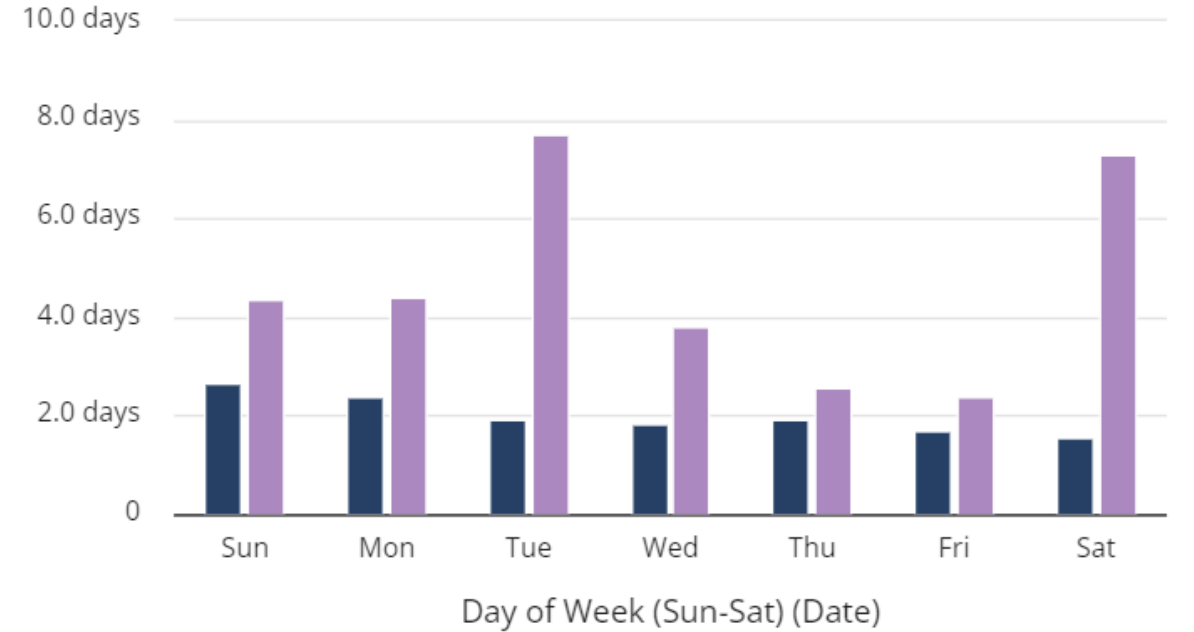
Hotel Avg. Length of Stay STVR Avg. Length of Stay



May

Length of Stay by Day of Week

Hotel Avg. Length of Stay STVR Avg. Length of Stay



Short-Term Vacation Rental ONLY - AirDNA

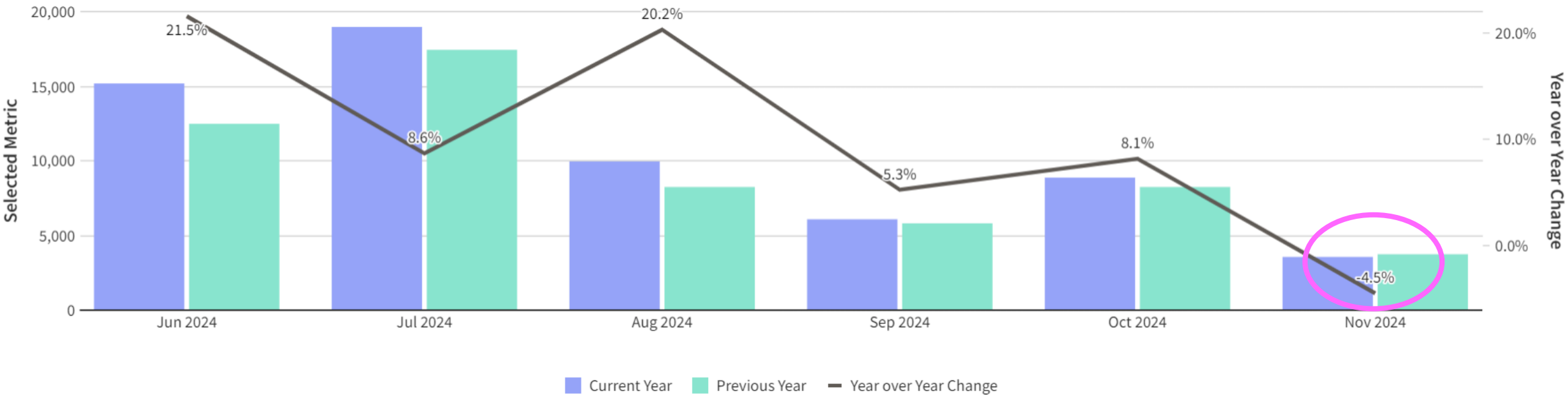
Metric Type

Market

Listing Nights Booked × ▾

Haywood County × ▾

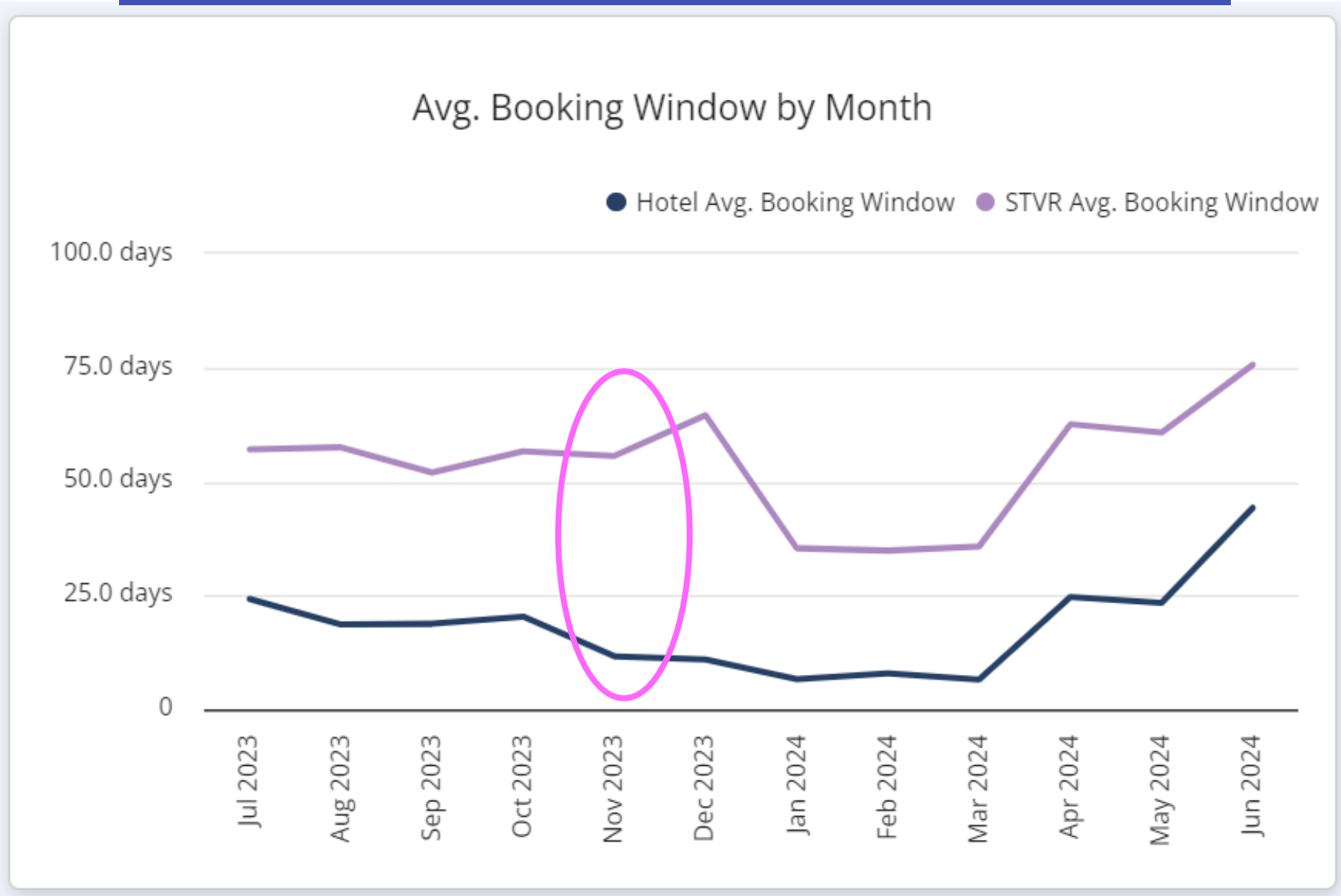
How is the future pacing compared to the same period last year? ⓘ



Pacing last updated: June 17, 2024



TRIAL Zartico | Short-Term Vacation Rental + Hotels



STVR:
55.6
days

Hotel:
11.7
days



VISIT NC MT SMOKIES

Old Business

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Admin Non-Expendable Office Supplies	529001	2,000	500	2,500
Admin Prf Svcs-Accounting & Audit	519201	16,000	800	16,800
Admin Prf Svcs-Managed IT	519300	11,500	1,500	13,000
Admin Prf Svc-Other	519301	0	2,130	2,130
Admin Purchases for Resale	527001	20,000	4,700	24,700
Admin Staff Development & Ed	537401	18,000	2,300	20,300
Admin Utilities	570102	100	1,020	1,120
Admin Board Member Meetings	517001	3,000	(2,900)	100
Admin Legal	519202	2,500	(2,000)	500
Admin Repair & Main. Equipment	535201	2,500	(2,300)	200
Admin Telephone, Comm, Internet	532101	8,500	(3,000)	5,500
Admin Vechicle Expense	532200	2,700	(620)	2,080
Capital Office Furniture/Equip	551004	1,500	550	2,050
Capital Leasehold Improvements	551006	30,000	(2,680)	27,320
TOTAL			\$0.00	

FY 2023-2024 Budget Amendment #1

06.26.2024

This amendment covers a variety of FYE items, shifting unspent funds to account for expenses as outlined.

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Admin Bank Fees 1%	549904	-	600	600
Admin Cash Short/ Over	528000	-	100	100
Admin Bank Fees 3%	549902	3,500	(700)	2,800
TOTAL			\$0.00	

FY 2023-2024 Budget Amendment #2
06.26.2024

Addition of budget items to appropriately categorize expenses.



VISITNC MY SMOKIES

New Business



TDA Board of Directors

FY 24-25 Proposed Meeting Dates

- July – **No Meeting**
- August 28 – Regular Meeting
- September 25 – Regular Meeting
- October – **No Meeting**
- November – **No Meeting**
- December 4 – Regular Meeting
- January 22 – Regular Meeting
- February 26 – Regular Meeting
- March 26 – Regular Meeting
- April 23 – Regular Meeting
- May 28 – Annual Budget Forum; Vote on Grants
- June 25 – Budget Public Hearing; Annual Meeting

Finance Committee

FY 24-25 Proposed Meeting Dates

- July – No Meeting
- August 21 – Regular Meeting
- September – No Meeting
- October 16 – Regular meeting
- November – No Meeting
- December – No Meeting
- January 15 – Regular Meeting
- February – No Meeting
- March 19 – Regular Meeting
- April 16 – Regular Meeting
- May 21 – Regular Meeting
- June 18 – Regular Meeting





Product Development Committee FY 24-25 Proposed Meeting Dates

- July – No Meeting
- Tuesday August 6, 2024
- September – No Meeting
- Thursday, October 3, 2024
- Thursday November 14, 2024
- December – No Meeting
- Thursday January 9, 2025
- February – No Meeting
- Thursday March 13, 2024
- April – No Meeting
- Thursday May 15, 2025
- June – No Meeting

Marketing Committee

FY 24-25 Proposed Meeting Dates

- July 9, 2024
- August 8, 2024
- September – No Meeting
- October 17, 2024
- November 7, 2024
- December – No Meeting
- January 16, 2025
- February 13, 2025
- March 13, 2025
- April – No Meeting
- May 15, 2025
- June 12, 2025





Officer Nominations for FY 2024-2025 and 2025-2026

- **Chair:** Jim Owens
- **Vice Chair:** Dr. Shelley White
- **Treasurer:** Mike Huber

2025 Visitor Guide Production Contract



Three proposals received:

365 Total Marketing - \$71,353

Received proposal on 5/22/24

SagaCity Content Solutions - \$58,000

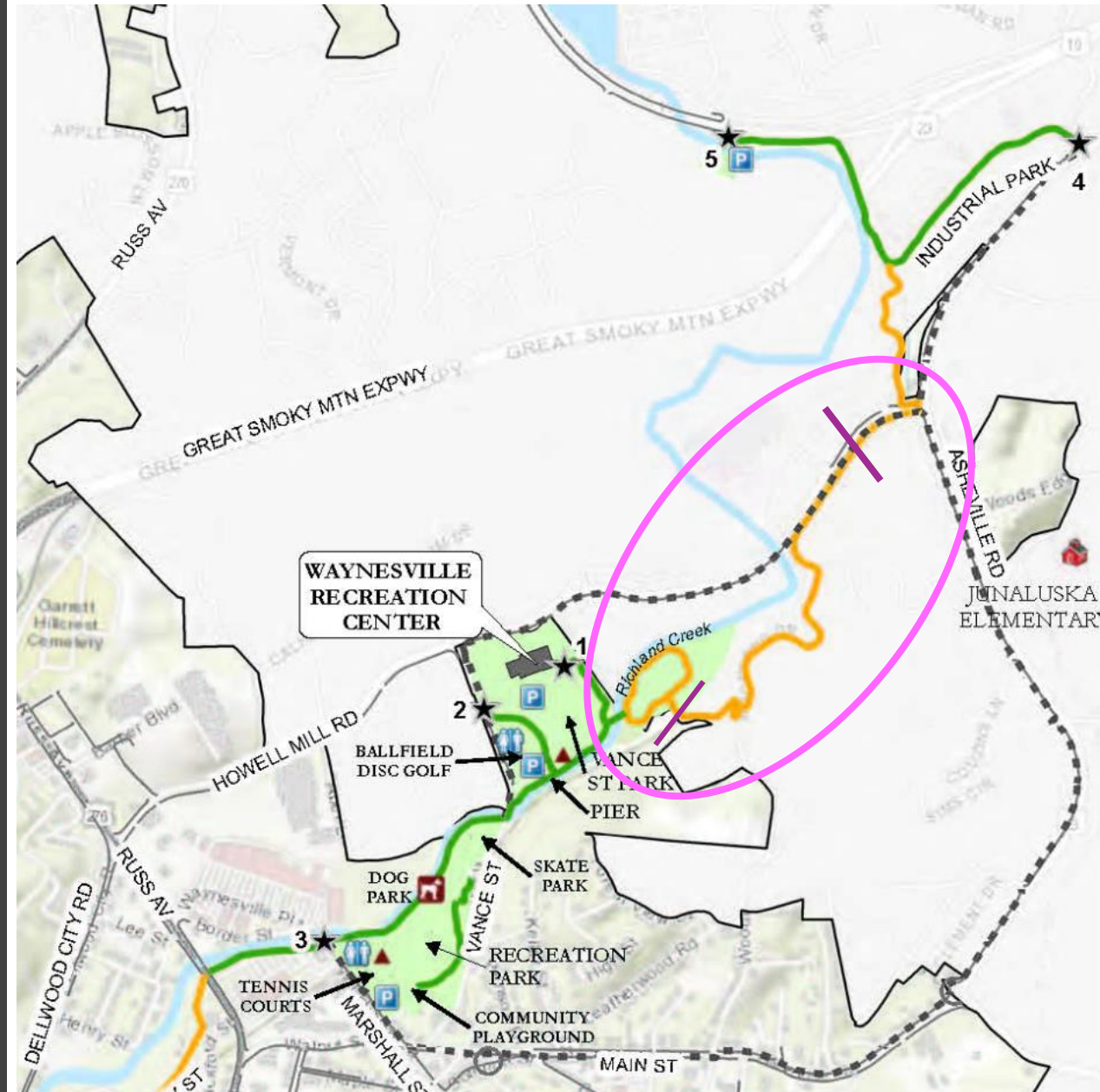
Received proposal on 5/30/24

Lure Creative - \$36,157

Received proposal on 5/31/24

- Cost includes:
 - Design & Layout
 - Printing & Delivery
 - Digital Guide

Requesting a motion approving the Lure Creative agreement and authorizing the Executive Director to sign.



DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM



Proposed Finance Policies

- Finance Policies from numerous DMAP Accredited organizations across the U.S. were gathered and used to help write the HCTDA Finance Policies.
- Reviewed the requirements set by the Local Government Budget and Fiscal Control Act.
- Spent several months with Finance Committee reviewing, editing & finalizing the policies.

VISIT NC MT SMOKIES

Grants

Clyde Funding Request Overview

Event	Total Project Cost	Grant Request	Average Score
Drone Camping	\$86,000	\$20,000	7.7

Scoring Guidelines:

Total Funding Requests \$20,000

Total Funding Available \$20,000

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding

Product Development Committee Recommendations | CLYDE

Drone Camping

Due to the lack of detailed planning, the incomplete budget, unaddressed revisions, and average score below the funding threshold, the Product Development Committee does not recommend funding this project.

Haywood County Funding Request Overview

Event	Total Project Cost	Grant Request	Average Score
IDEA Passport Program	\$15,000	\$10,000	16.5
HCAC Studio Tour	\$7,050	\$4,000	15.7

Scoring Guidelines:

Total Funding Requests \$14,000

Total Funding Available TBD

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding

Product Development Committee Recommendations | HAYWOOD COUNTY

IDEA Passport

The Product Development Committee recommends fully funding this project at \$10,000. They recommend that the applicant reach out to lodging and other hospitality partners to include in their list of inclusive businesses.

HCAC Studio Tour

The Product Development Committee recommends fully funding this project at \$4,000

Lake Junaluska Funding Request Overview

Event	Total Project Cost	Grant Request	Average Score
Lake Junaluska Seasonal Advertising	\$75,424	\$31,666	15.5
Independence Day Celebration	\$44,450	\$8,334* (\$11,112 total request)	16.1

Scoring Guidelines:

Total Funding Requests \$40,000

Total Funding Available \$40,000

- 18-20 High priority for funding
- 15-17 Recommended for funding
- 12-14 Consider funding if resources allow
- 0-11 Not recommended for funding

Product Development Committee Recommendations | LAKE JUNALUSKA

Seasonal Advertising

The Product Development Committee recommends fully funding this project at \$31,666

Independence Day

The Product Development Committee recommends fully funding this project at \$8,334 (in addition to another \$2,778 from Waynesville zip code)

Maggie Valley Funding Request Overview

Event	Total Project Cost	Grant Request	Average Score
HCAC Bluegrass Festival	\$49,517	\$10,617	16.4
Maggie Valley Ice Festival	\$83,850	\$53,900	19.5
Safari Adventure Package	\$13,830	\$6,915	7.5
WNC Jeep Fest	\$24,310	\$8,000	13.8
Backyard 4 th	\$29,018	\$7,254.50	11.7
Wheels Through Time Anniversary	\$25,692.21	\$6,423.05	15.4

Total Funding Requests \$93,109.55

Total Funding Available \$110,000

Product Development Committee Recommendations | MAGGIE VALLEY

HCAC Bluegrass Festival

The Product Development Committee recommends funding at \$9,000, which is the full marketing budget. The PDC also recommends discussing with HCAC to move the festival to August, September, or another month that is slower than October to help support future applications.

Maggie Valley Ice Festival

The Product Development Committee recommends funding the requested amount of \$53,900.

Safari Adventure Package

Due to the lack of detailed planning, the incomplete budget, unaddressed revisions, and average score below the funding threshold, the Product Development Committee does not recommend funding this project.

Product Development Committee Recommendations | MAGGIE VALLEY

WNC Jeep Fest

The Product Development Committee recommends funding the project at \$3,730, which is the full marketing budget. The PDC also recommends adding a stipulation that the applicant provide detailed plans on the use of grant funds and ensures any event proceeds remain in Haywood County by providing receipts of any donations.

Backyard 4th

Although the application scored low, the event has county-wide value as an addition to our three days of fireworks and the PDC recommends fully funding at \$7,254.50.

Wheels Through Time Anniversary Raffle

The Product Development Committee recommends funding this project at the requested amount of \$6,423.05.

Waynesville Funding Request Overview

Event	Total Project Cost	Grant Request	Average Score
Appalachian Heritage Weekend	\$65,200	\$30,000	16.1
Chili Cook Off	\$9,340	\$6,227	11.6
DWC Ice Stroll	\$10,000	\$5,000	17.8
DWC Marketing Campaign	\$67,000	\$28,500	15.1
HART Holiday Harmony	\$30,805	\$3,500	16.5
Haywood Historic Farmers Market	\$3,000	\$2,000	10.6
HCAC Jazz Concert	\$9,000	\$6,000	16.9
Apple Harvest Festival	\$30,600	\$5,333	15.3
Whole Bloomin Thing	\$4,000	\$2,800	10.4
DWC Appalachian True Christmas	\$18,000	\$10,000	12.7
Lake Junaluska Independence Day	\$44,450 (\$8,334 LJ request)	\$2,778	16.1

Total Funding Requests \$102,138
Total Funding Available \$90,000

Product Development Committee Recommendations | WAYNESVILLE

Appalachian Heritage Weekend

The PDC recommends fully funding this project in the amount of \$30,000, with the stipulation that the applicant submits the detailed marketing plan that was requested. The event should also be marketed months in advance of the event dates and under one brand to avoid confusion.

Chili Cook Off

The PDC does not recommend funding this project, as the event does not show a strong ability to attract overnight visitation.

DWC Ice Stroll

The Product Development Committee recommends funding the requested amount of \$5,000.

DWC Marketing Campaign

The PDC recommends fully funding this project in the amount of \$28,500, with the stipulation that they submit the requested detailed marketing plan and review proposed video content in advance of production with TDA staff to help ensure the finished product will align with the grant goals.

Product Development Committee Recommendations | WAYNESVILLE

HART Holiday Harmony

The Product Development Committee recommends funding the requested amount of \$3,500.

Haywood Historic Farmers Market

Although the application scored below the threshold, the PDC believes that it is important to fund agritourism and recommends funding the requested amount of \$2,000.

HCAC Cool Jazz Concert

The Product Development Committee recommends funding the requested amount of \$6,000.

Apple Harvest Festival

The Product Development Committee recommends funding the requested amount of \$5,333.

Product Development Committee Recommendations | WAYNESVILLE

Whole Bloomin Thing

The PDC recommends funding at \$1,000, provided they submit a detailed marketing plan as requested.

DWC Appalachian True Christmas

The PDC recommends funding at the maximum eligible amount of \$4,500, with the condition that they submit the detailed marketing plan as requested.

Lake Junaluska Independence Day

This request is for funding from the Waynesville zip code and is supported by the Town of Waynesville. The PDC recommends funding in the requested amount of \$2,778.



Staff Reports



Request for Proposal
Destination Advertising Services

Proposals Due by 3:00pm EST on June 20, 2024

Advertising RFP Update

- **26 proposals** received from firms across the country
- The Marketing Committee will meet in July to review scores, discuss the proposals and select finalists.
- Finalist interviews will be conducted in early August, and the hiring recommendation made to the full Board of Directors at the August 28 meeting.

Ice Fest Weekend Sponsorship Packages



2025
SPONSORSHIP PACKAGES
JANUARY 30 – FEBRUARY 2, 2025

FILL OUT THE FORM [HERE!](#)

SPONSORSHIPS

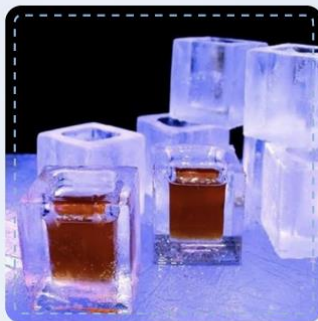
DEADLINE DECEMBER 2, 2024

SPONSOR BENEFITS	POLAR PROMOTER \$7,500 1 AVAILABLE	CHILLY CHAMPION \$5,000 2 AVAILABLE - 1 SOLD	ARCTIC ADVENTURER \$3,500 3 AVAILABLE	ICICLE INFLUENCER \$2,000 5 AVAILABLE	SNOWY SUPPORTER \$1,000 10 AVAILABLE	FROSTY FRIENDS \$400 UNLIMITED
Recognition on Main Fire & Ice Sculpture	✓					
Recognition on Ice Slides or Throne		✓				
Recognition on Warming Tent or Live Demo Area	✓		✓			
Recognition on Key Event Ice Sculptures				✓		
Recognition in Print/Digital Advertising	✓	✓				
Recognition on Printed Handouts	✓	✓	✓			
Booth Space at the Maggie Valley Ice Fest	✓	✓	✓	✓		
Recognition In Visit NC Smokies Email Newsletter	✓	✓	✓	✓		
Recognition on Ice Festival Facebook Page	✓	✓	✓	✓	✓	
Business Logo & Website on Ice Fest Website	✓	✓	✓	✓	✓	
Maggie Valley Ice Fest Tickets	12	10	8	6	4	
Listing on Wander Map	✓	✓	✓	✓	✓	✓
Custom Ice Sculpture to Represent Your Business	3-BLOCK	2-BLOCK	2-BLOCK	1-BLOCK	1-BLOCK	1-BLOCK

Ice Fest Weekend Business Promotion Ideas

The 2024 Ice Fest Weekend was a huge success and will be returning in 2025! Join the 55 businesses that participated last year in the celebration from January 31 – February 2, 2025.

Reap the benefits of Ice Fest Weekend participation! Not only will your business be featured on NCSmokiesIceFest.com, our social media platforms, interactive map, and through media outreach, but you will also see a boost in business during a generally slower season. By getting involved and offering ice-themed menu items, hosting events, or featuring ice-themed products, you'll have the potential to attract more customers and generate more revenue. Join us and take advantage of this opportunity to make the most of the event and elevate your business!



Need ideas?

- **Ice Menu:** Offer a special "Ice Fest" menu featuring cold starters, icy desserts like ice cream sammies, or winter-themed dishes.
- **Icy Drink Specials:** Special drinks or cocktails inspired by the festival, e.g., blue icicle cocktails, frosted mint mojitos, winter wonderland margaritas, themed beer flights, winter wine tastings.
- **Ice Festival Package:** Offer a package deal for the weekend, including tickets to the festival, a special room rate, and possibly transportation to/from the events.
- **Window Displays:** Ice or winter-themed window displays to tie into the festival.
- **Winter Merchandise:** Highlight or offer discounts on winter merchandise.
- **Live Demonstrations:** Host live demonstrations or workshops, e.g., ice jewelry making, ice-themed crafts, paint and sip nights.
- **Winter Markets:** Host a maker's market highlighting different local vendors.

Some successful promotion examples:

- **The Scotsman** – The restaurant offered menu items for Ice Fest Weekend including the 'Chilly' Cheeseburger, 'Chilly' Mac, 'Chilly' Cheese Fries, and 'Chilly' Cups. They also featured the Ice Fest Rum Punch.
- **Metzger's Burl Wood Gallery** – Held a Winter Arts Show Festival filled with Scandinavian delights! Served Nordic cookies, traditional dishes like lefse and lutefisk, and glogg. They also featured live music.
- **Bella Mountain Properties** – Included a handmade glass snowflake and Maggie Valley Ice Fest tickets with an Ice Fest Weekend stay.



Items to consider when creating a package/promotion:

- The more exciting, enticing, or exclusive the offer, the more traffic and exposure your business will get.
- Enticing doesn't always have to mean a larger discount—adding unique and exclusive experiences can have a significant impact.
- Avoid promotions tailored to a narrow audience.

Participation Deadlines:

For consideration to be included in **PR pitches** submit promotion/package by **July 15, 2024**.

For consideration to be included in **print materials** submit by **September 30, 2024**

To be included on **NCSmokiesIceFest.com** submit package/promotion by **December 2, 2024**.



Mountain Mornings - Recap

Our first Mountain Mornings meet-up on May 23 was very successful with 30 participating partners!





Group Press Trip - Recap

We hosted 4 journalists June 13-16 and had a wonderful time showing off everything Haywood County has to offer!



Thank You Partners!

Participating Partners:

- Route 19 Inn
- Axe & Awl Leatherworks
- The Modern Deer
- Twigs & Leaves
- Haywood County Arts Council
- Mast General Store
- Cataloochee Ranch
- Winchester Creek Farm
- Southern Porch
- Cold Mountain Art Collective
- Springdale Resort
- The Appalachian Adventure Company
- The Ten Acre Garden
- Frankie's Italian Trattoria
- Singletree Heritage Kitchen



YEAR 2 – STS MARKETING COLLEGE

Top 3 Classes: Tourism Product Development, Community Engagement, Working with your Hotels & Partners

Amie's Key Takeaways:

- **Surveys tell a story** – 1. Create a year-end survey to elected officials, board members and partners on what we did well and how we can improve the next year. 2. Go to your attractions and survey visitors there on how we can improve their experiences.
- **Be a bridge** – 1. Act as a connector in your community 2. Show up! 3. Foster a community of support: “Focus on how you support, not what you can do.”
- **Motivator or satisfier?** – 1. Not every product is going to be a motivator of visitation 2. Does your product meet a strategic objective? 3. 7 Roles DMOs play in product development





PRSA Travel & Tourism 2024 Conference

June 2-5 | Greenville, S.C.

Top 3 Sessions: Exploring The Power of Diversity in The Outdoors, Maximize Your Collaborations with Content Creators, Unveiling Successful DEIA Destination Case Studies

Ashley's Key Takeaways

1. Important to leverage diverse voices because readers and visitors want to see and hear from people who look like them or share similar life experiences - creates a more authentic end result.
2. The right content creator will align with your brand and destination, offering not only value, but trust and authority based on their track record and audience.
3. To really know a destination, you need to see it through the eyes of its locals.



Save The Date!



**Destination Master Plan
Community Session
Tuesday, August 6, 2024
4:30pm – 6:00pm
Haywood Community College**



Save The Date 2!

Brand Summit

Tuesday, September 24, 2024

8:00am – 11:00am

Maggie Valley Club



Save The Date 3!

Mountain Mornings
Thursday, August 22, 2024
8 – 9am
**The Grateful Table/
Papertown Coffee - Canton**



**Next TDA Board meeting:
August 28, 2024**



VISITNC  SMOKIES

Thank you!