



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,  
CHEROKEE, DILLSBORO AND SYLVA

## **Jackson County Tourism Development Authority Strategic Plan Committees - Draft**

### **Overview**

The Executive Committee is recommending the formation and function of the following committees in alignment with the JCTDA's Strategic Plan adopted in July 2019. These committees are being formed to improve the visitor experience as well as the lives of residents by focusing on a number of the goals and objectives related to Destination Management contained in the plan, influenced by input obtained by 150 key community stakeholders.

These committees will be working committees and a majority of the work conducted will be done by committee members and staff involvement will be limited. The committees will meet several times over the next year and formulate plans to bring to the Executive then the full board following at the end of 2020.

A structure, charge and organization document for each committee will be created along with duties, responsibilities, and expectations. The committees will each have a Chair who will solely be tasked with organizing the meetings, convening members, and documenting and sharing their progress to staff.

Committees will consist of 5 to 8 members inclusive of members of the public; nominations will be sought from both JCTDA Board Members and the general public for committee makeup. Final determination of committee structure is at the discretion of the Executive Committee.

### **Proposed Committees:**

#### **1) Community and Visitor Engagement Committee**

The Community and Visitor Engagement Committee will be centered on Destination Management with a focus on enhancing the visitor's experience while in Jackson County. This will be done by studying visitor needs related to a number of aspects inclusive of but not limited wayfinding signage, visitor centers, print and digital collateral and products, and unmet visitor needs. This committee must be made up of big picture, creative, and hardworking individuals that are driven by bettering the community as a whole.

## **2) Product and Experience Development Committee**

The Product and Experience Development Committee will be devoted to enhancing the traveler's experience through several outlets. A primary objective of this committee will be discovering new considerations for visitor experiences. As the JCTDA in future years will consider capital investment, what should our priorities be to generate additional visitation and economic impact? All recommendations must be grounded in our strategic plan by driving increased visitation during off-peak season and positioning Jackson County as a year-round destination. The roles of this committee will include but are not limited to, identifying new attractions, capital projects, identifying any gaps in current efforts, working with Main Street and Merchant Associations and other groups.

## **3) Sustainability and Stewardship Committee**

The focus of this committee will be to protect our greatest natural assets in perpetuity for future generations to enjoy the same opportunities our visitors and residents have today. With a large percentage of our visitors coming to experience our region's natural beauty, keeping our destination clean will be a priority of the Sustainability and Stewardship Committee. Achieving this will be done by working with public and private sector community partners to address issues such as litter, adequate access to natural resources, proper site signage, restrooms, and other facilities, and addressing de-promotion and overtourism.

## **4) Existing Committee being restructured: Grant Program Committee**

With the current grant program on hold, the formation of a new Grant Program Committee is needed to base future grant guidelines on research and insight gathered from past efforts. This committee will be responsible for reviewing the grant program itself, application, evaluative measures and making a recommendation to the full board. Those on the grant committee should share experience development and similar recommendations with the Product and Experience Development Committee in an effort to create programs that will promote off-season travel, to bring in visitors when our economy needs it the most.

## **5) Crisis Management Team**

The Crisis Management Team is a committee that is an influential and informed group of TDA leaders, employees, and community leaders. If a crisis were to occur, the CMT would be activated to work through` media requests, community information needs, visitor information needs, and to determine the best course of action following a crisis. This committee will also be responsible for knowing the Jackson County TDA Crisis Communication Plans intricacies as they pertain to tourism maintenance, safety concerns, potential crises, what defines a crisis, and recovery. Additionally, this committee will be reviewing the CCP annually for updates. This committee has already been designated as contained in the JCTDA CCP.