



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

To: TDA Board  
From: Nick Breedlove, TDA Executive Director  
Date: June 9, 2023  
Subject: Monthly Director's Brief

Dear Board Members,

1. I encourage you to dedicate substantial time towards thoroughly examining the Tourism Capital Project Fund applications currently linked with the agenda packet. Our June 14 meeting will primarily focus on these requests, hence your in-depth understanding of these documents is crucial.
2. The budget public hearing is scheduled for 12:55. I kindly request that you arrive by 12:50 to ensure a prompt start at our office. The regular board meeting will follow the budget public hearing, commencing at 1 p.m. For members traveling to the meeting, please allow time for construction on N.C. 107 that may delay arrival.
3. Recently, we have observed a promising uptick in room night demand indicating an increase in travel to Jackson County. This trend is an encouraging signal as we approach the summer season. Industry analysts are forecasting a robust summer travel period.
4. Our team has played an instrumental role in organizing the county's listening session with the Blue Ridge Parkway Foundation, currently amid a strategic planning phase across all parkway communities. We have not only participated but also contributed our insights on potential opportunities in our locality. This session was attended by key stakeholders from various domains. In addition, we took part in the Jackson County Comprehensive Plan Committee with the aim of revising our 2040 Comprehensive Plan. This initiative allows us to reassess and modify our economic development and tourism goals in alignment with the changing times. Please note that this plan was formulated pre-COVID, and we were active contributors to its planning stage. Necessary updates will be carried out accordingly.
5. We are in the process of readying for the upcoming Leadership Cashiers class. To ensure our presentation is up to date, we have prepared a revised 2023 edition specifically for this class.
6. The TDA will host a kickoff meeting on June 19 involving NC State and Smoky Mountain Host, with the intention of studying the train's impact on the region. Our primary focus, however, remains on Dillsboro. We aim to incorporate pertinent questions in the survey methodology to gather detailed information about the train travelers to Dillsboro - their satisfaction levels, expenditure patterns, and other relevant metrics.

7. Our team had the opportunity to engage with the BGRM team during an Immersion trip to Jackson County. Concurrently, we are compiling onboarding materials for the new SEM Firm. The onboarding is slated for June 12, providing sufficient overlap between agencies prior to our transition on July 1.
8. Lastly, I will be on planned time off from June 19 to June 23. If there are any issues requiring my attention or feedback, kindly inform me beforehand.

Thank you for your attention and dedication. I look forward to seeing you at our upcoming meetings.