



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

To: TDA Board  
From: Nick Breedlove, TDA Executive Director  
Date: Feb 16, 2024  
Subject: Monthly Director's Brief

Dear Board Members,

Please see below for updates.

1. Our Visitor Guide will be in hand next week (anticipated arrival time of Thursday/Friday), and they will be distributed to all major hoteliers and locations by our partners at the Chambers of Commerce and Mountain Information Systems (who distributes to 180+ locations in WNC).

For an early preview of the guide online, click the link below:

<https://user-mAfD7vg.cld.bz/Play-On-2024>

2. Celebrating 25 years! Our friend Julie Donaldson at the Jackson County Chamber on Thursday, Feb. 15 celebrated her 25<sup>th</sup> work anniversary. We would not enjoy the success we celebrate without her at the helm of the Jackson County Chamber. She and her team do great things for us. We have a plaque presentation scheduled for Wednesday's Board Meeting. Below see photos from the celebration the Chamber held.



3. This week, I had the honor of attending the HSMAI Awards in New York City, where I was recognized as one of the Top 25 recipients. The HSMAI Top 25 Americas awards celebrate outstanding achievements in sales, marketing, revenue optimization, and distribution within the hospitality, travel, and tourism sectors over the past 18 months. Additionally, Gina Stouffer, President of LHG, was awarded the prestigious Lifetime Achievement Award in recognition of her nearly three decades of exceptional contributions to Public Relations.



4. We are actively engaging with the state's Trail Town program through VisitNC, embracing the process despite its intensive groundwork, to champion sustainable tourism and environmental stewardship.
5. Preparations for the FY 24-25 budget are in their initial stages. Although it's premature to predict next year's financial landscape, the current fiscal trend outperforms our projections, with room revenue decline contained at 7.2% against a forecasted 10%, a testament to our resilience amid inflation and economic downturns. Notably, the luxury segment has shown relative immunity to these conditions, albeit not wholly insulated.
6. The Bridge Park project, which received \$367,767 in TCPF funding from the JCTDA, has officially started. As you make your way along Mill Street in Sylva, the ongoing construction is clearly visible. The town is optimistic that these enhancements will be finalized in time for the much-anticipated Greening Up the Mountains festival in April.
7. The latest funding cycle for the Tourism Capital Project Fund kicked off on January 1. Application details available at [www.JacksonCountyTDA.com](http://www.JacksonCountyTDA.com). I've already spoken to two people associated with two larger projects that might be a good fit for the program.
8. We are getting several questions and seeing online posts about the NC 107 / R-5600 road project. The Town of Sylva has comprehensive information online regarding the project, timelines, and detailed information to answer questions one might have: <https://townofsylva.org/nc107-r-5600-road-project/>

9. We have the need for a budget amendment at our Feb. 21 board meeting. It reconciles additional social spending needed for the remainder of the fiscal year, postage increases and contingency allocation for levelling out budget line items. There is no increase in expenditures to the general fund as these are all paid for by interest income from investment earnings.