



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

To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: April 12, 2024
Subject: Monthly Director's Brief

Dear Board Members,

1. Professional Development and Industry Engagement:
 - I had the opportunity to attend the Destinations International CEO Summit in Boston last week, a gathering crucial for staying abreast of evolving industry trends. The insights gained are already informing our strategic adjustments, particularly within our advertising and social media endeavors.
 - Kara represented our team at the eTourism Summit in Las Vegas, further aligning our digital outreach with the latest in tourism marketing strategies.
2. Upcoming Board Meeting – Annual Marketing Review:
 - Our next meeting on May 15th will be important to attend, featuring the annual review of our marketing strategies and the renewal of agency contracts. We will start with an informal lunch for all board members at 12:30 PM, followed by the meeting at 1:00 PM. Please be reminded this is a two-hour meeting. Your presence is crucial for these discussions, and I encourage all to attend in person.
3. Tourism Performance Indicators:
 - March showed a promising increase in our occupancy tax collections, up 49% over the previous year, showing a growing interest in our region. Notably, short-term rentals contributed to 73% of the total collections, the highest in my tenure, reflecting a shift in visitor accommodations preferences.
4. Budget Planning and Contractual Preparations:
 - My focus for the coming month is finalizing the FY 24-25 budget, to be previewed at our May meeting and subsequently finalized in June in accordance with state guidelines. Concurrently, I am preparing the annual contracts for board approval.
5. Community and Economic Development:
 - We've concluded the N.C. Department of Commerce's Creating Outdoor Recreation Economies (CORE) program this month. This initiative is set to

enhance local economic development through outdoor activities, which will bolster tourism and support local businesses and infrastructure projects.

Upcoming community events in Jackson County:

April 20: Tuck River Cleanup, Cullowhee

April 27: Greening Up the Mountains Festival, Sylva