



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

Jackson County TDA 2018-19 Proposed Budget

www.JacksonCountyTDA.com • www.DiscoverJacksonNC.com





JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

FY 2018 - 2019 PROPOSED BUDGET

In accordance with G.S. 159, the Local Government Budget and Fiscal Control Act, the proposed budget for the fiscal year beginning July 1, 2018 and ending June 30, 2019, is hereby presented for your consideration and approval. The Budget Hearing has been set for Wednesday, June 20, 2018 at 1:00 p.m. at the Jackson County Public Library Conference Room, 310 Keener Street, Sylva, NC 28779. A public notice has been published in accordance with all the requirements of G.S. 159-12; as well as other State and Federal requirements.

The Room Occupancy Tax rate is four (4) percent.

A one step increase in the amount of two percent has been included for Executive Director Position.

Public Relations in the amount of \$87,160 includes the following line items:

24-4926-393-01	Public Relations Service	\$65,000
24-4926-393-01	PR-Other Items, Contingency	\$22,160

The Advertising budget has been broken down into advertising, website projects, and media components for a total cost of \$616,900.

24-4926-370-00	Ad Firm Media	\$350,548	56.82%
24-4926-370-02	Advertising Creative/Production	\$ 30,400	4.93%
24-4926-393-06	Contracted Services-Ad Firm Retainer	\$ 58,500	9.48%
24-4926-393-01	Website Projects	\$ 25,752	4.18%
24-4926-370-	Other Advertising Mgt, Campaigns	\$103,400	16.76%
24-4926-370-07	Social Media	\$ 48,300	7.83%

The Visitor Center contracts 24-4926-393-00 are proposed to remain the same as current year. Dillsboro space has been increased to \$1,920. GrowthZone Lead Software has been added to the Jackson County Chamber. Visitor Center Improvements has been added in the amount of \$7,500. The total for all visitor center operations is \$173,590.

Jackson County Chamber of Commerce	\$72,000
Hooper House Foundation-Space	9,360
Dillsboro-Space	1,920
Office Supplies Allocation	2,500
Copier Lease	2,264
GrowthZone Lead Software	1,896
Total Jackson Center:	\$89,940
Cashiers Area Chamber of Commerce	\$66,000
Cashiers Area Chamber of Commerce-Space	8,400
Office Supplies Allocation	1,750
Total Cashiers Center:	\$76,150



Jackson County Tourism Development Authority

TDA OPERATIONS

The Jackson County Tourism Development Authority's mission is to promote growth of tourism opportunities that benefits the Jackson County economy. The Jackson County Tourism Development Authority was established in 2013 by an act of the North Carolina General Assembly.

The Jackson County TDA has 9 voting board members appointed by the Jackson County Board of Commissioners and meets monthly. The Jackson County TDA is funded by a 4% room occupancy tax collected from guests utilizing Jackson County accommodations. No property taxes are used to fund the Jackson County Tourism Development Authority.

Mission

To promote growth of tourism opportunities that benefits the Jackson County economy.

Goals

1. To Bring the "Play On" brand to life through an integrated marketing strategy.
2. To Create an awareness and desire to explore and fall in love with Jackson County.
3. To foster tourism development in the area by offering grants to projects, attractions, events, and services which will increase tourism to the Jackson County area.
4. To examine the range of existing visitor attractions and services, and to use the information to identify unrealized marketing opportunities.
5. To work with community organizations to achieve an effective, coordinated and comprehensive marketing program.
6. To work with local government, businesses, and non-profit organizations to identify and develop new facilities, attractions, and services to improve tourism activities.
7. To contribute to the economic development and quality of life in Jackson County.

Staff

Nick Breedlove, Executive Director, Jackson County TDA

Board

Vick Patel, Chairman, Best Western Inn*

Kathy Korb, Vice Chair, Laurelwood Inn*

Laura Bowers, Secretary, Smoky Mountain Getaways*

Bob Williams, Board Member, Dillsboro Chocolate Factory*

Megan Orr, Board Member, Holiday Inn Express*

Dale Collins, Board Member, Tuckaseegee Fly Shop*

Tom Garcia, Board Member, High Hampton Resort*

Andrew Harlfinger, Board Member, Bluegreen Vacations*

Ann Self, Board Member, The Village Green*

Ron Mau, Ex-Officio, Jackson County Commissioner

Darlene Fox, Finance Director, Jackson County

Julie Spiro, Ex-Officio, Jackson County Chamber of Commerce

Stephanie Edwards, Ex-Officio, Cashiers Area Chamber of Commerce

*Denotes Voting Board Member



Jackson County Tourism Development Authority

BUDGET & FINANCE FY 18-19

Funding: Grants & Special Projects

Proposed Grants for FY 18-19 at \$1,750 each: WNC Pottery Festival, Greening Up the Mountains, Cashiers Plein Air Festival, Cashiers Valley Leaf Festival, Pots on the Green, Colorfest, Lights and Luminaries, and Front Street Arts and Crafts Show.

To date, the JCTDA grant program has returned over \$100,000 to the local community.



Executive Director Notes for 2018-19 Budget

- In FY 18-19 the TDA will utilize a portion of fund balance to balance its budget and undertake strategic planning and research.
- In FY 18-19, Director is recommending the JCTDA Board undergo a strategic planning process to determine core areas of focus over the next 3-5 years. Being a relatively new organization (established in 2012), and with significant growth and expansion of accommodation sales, along with upcoming opportunities and challenges, this process is critical. \$30,000 in funds is budgeted for this plan and research.
- New funding recommended in FY 18-19 being implemented without significant impact to budget are: sponsorship of the WCU Outdoor Economy Conference (\$500), sponsorship for Economic Development's Business and Industry Event (\$500).
- The JCTDA continues to demonstrate environmental stewardship through donations to environmental organizations. Budgeted in this fiscal year is a \$1,200 donation to the county's single largest day river cleanup - The Tuck River Cleanup. Also, the JCTDA is continuing two donations - for Friends of Panthertown and the Pinnacle Park Foundation, at \$500 each to be used for trail maintenance and upkeep.
- An increase of \$570 is recommended for the Jackson County Chamber of Commerce in recognition of actual costs of utilities at the Dillsboro Visitor Center.
- An increase is included for Pineapple PR & Rawle Murdy's retainer due to increased workload on the JCTDA's behalf.
- A \$7,500 placeholder is included for potential Visitor Center enhancements awaiting Magellan Strategy Group's May 2018 study.
- Under Travel, airfare and lodging are included for the Travel and Tourism Research Association annual conference (complimentary registration provided), and year one of four for The Certified Destination Management Executive (CDME) program, which is the tourism industry's highest individual educational certification.
- The JCTDA Grant Program review committee will examine grant programs and recommend potential changes to those programs.

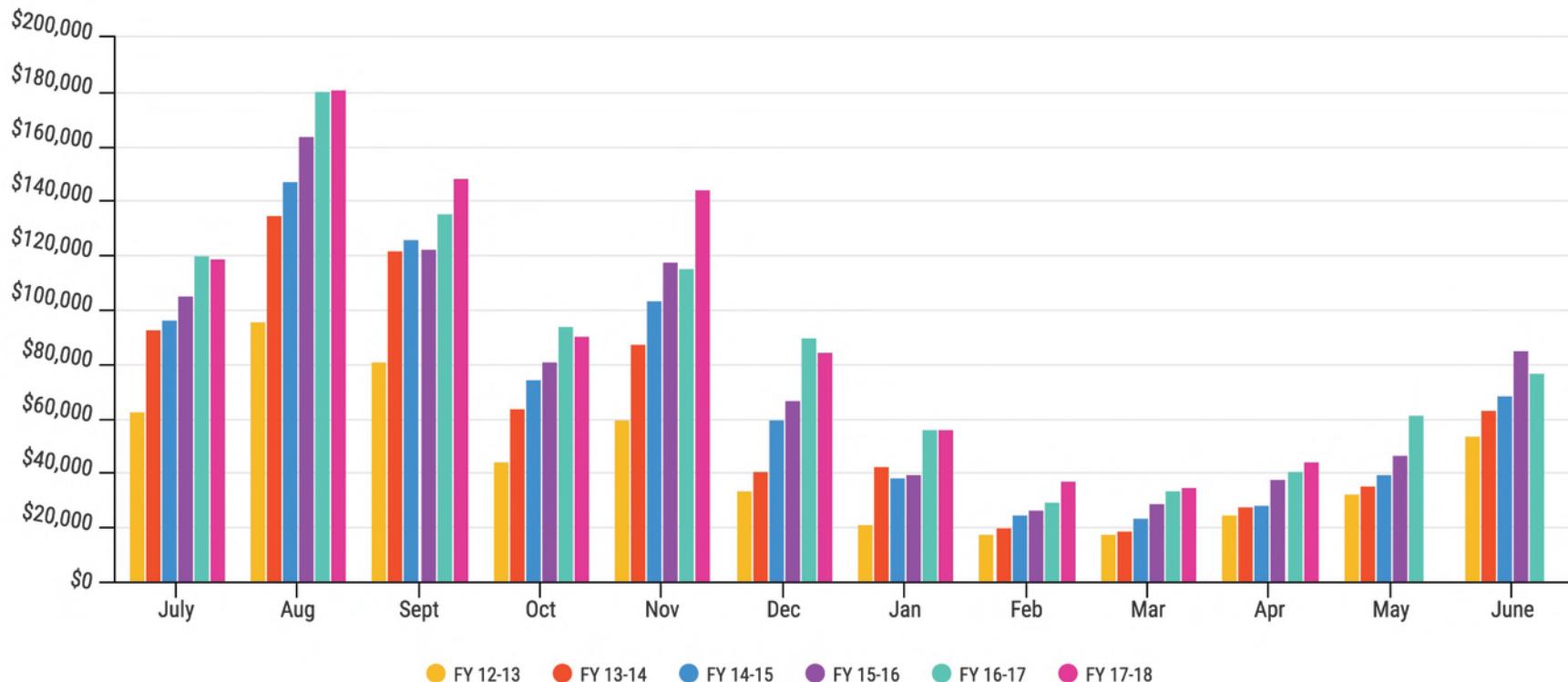


Jackson County Tourism Development Authority

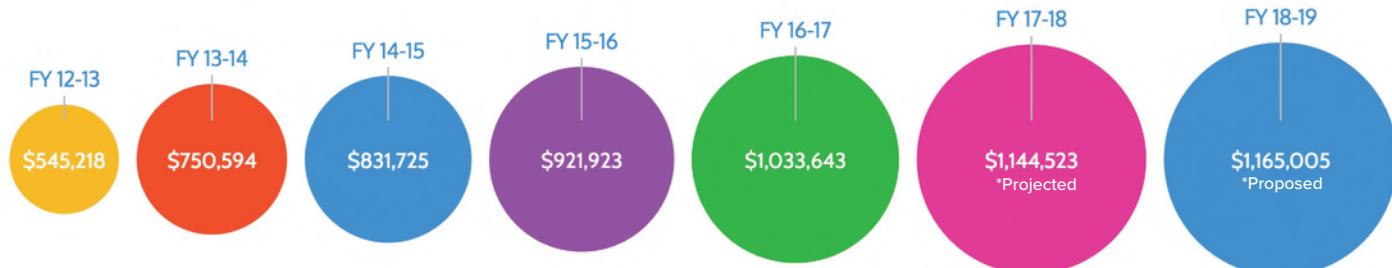
BUDGET & FINANCE FY 18-19

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

Occupancy Tax Collections



Budget





JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
FY 2018-2019 PROPOSED BUDGET

NUMBER	DESCRIPTION	APPROVED BUDGET FY 2016-2017	CURRENT BUDGET FY 2017-2018	CURRENT ACTUAL FY 2017-2018	CURRENT REMAINING FY 2017-2018	REQUESTED BUDGET FY 2018-2019	RECOMMENDED BUDGET FY 2018-2019
REVENUES							
24-3230-130-00	JACKSON COUNTY TDA	1,025,000.00	1,080,000.00	807,338.29	272,661.71	1,015,000.00	1,112,400.00
24-3230-130-04	JACKSON TDA - FUND BALANCE	82,237.00	70,265.00	-	70,265.00	138,184.00	37,605.00
24-3270-170-01	JACKSON TDA - PENALTY	3,500.00	2,500.00	2,398.50	101.50	2,500.00	2,500.00
24-3270-190-00	MARKETING AND ADVERTISING	2,000.00	10,000.00	-	10,000.00	10,000.00	10,000.00
24-3831-491-00	INVESTMENT EARNINGS	1,500.00	2,023.00	3,175.45	(1,152.45)	2,500.00	2,500.00
TOTAL REVENUES:		\$ 1,114,237.00	\$ 1,164,788.00	\$ 812,912.24	\$ 351,875.76	\$ 1,168,184.00	\$ 1,165,005.00
EXPENDITURES							
24-4926-121-00	SALARIES & WAGES	15,375.00	61,824.00	49,953.79	11,870.21	63,059.00	63,059.00
24-4926-170-00	BOARD MEMEBER EXPENSE	-	2,500.00	1,139.20	1,360.80	2,400.00	2,400.00
24-4926-181-00	SOCIAL SECURITY CONTRIBUTION	954.00	3,833.00	3,061.71	771.29	3,910.00	3,910.00
24-4926-182-00	RETIREMENT EXPENSE	698.00	4,686.00	3,786.53	899.47	4,780.00	4,780.00
24-4926-183-00	HOSPITALIZATION INSURANCE	2,196.00	9,900.00	7,996.17	1,903.83	10,644.00	10,644.00
24-4926-185-00	UNEMPLOYMENT INSURANCE	154.00	231.00	295.32	(64.32)	231.00	231.00
24-4926-186-00	WORKMAN'S COMPENSATION	60.00	1,128.00	1,128.00	-	750.00	1,128.00
24-4926-187-00	MEDICARE TAX	223.00	896.00	716.02	179.98	914.00	914.00
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	16,250.00	-	16,250.00	16,250.00	16,250.00
24-4926-191-00	PROFESSIONAL SER-AUDIT	6,100.00	6,150.00	6,100.00	50.00	6,150.00	6,150.00
24-4926-192-00	LEGAL SERVICES	2,000.00	2,000.00	1,176.05	823.95	2,000.00	2,000.00
24-4926-260-00	OFFICE SUPPLIES	12,930.00	2,000.00	2,016.03	(16.03)	3,200.00	3,100.00
24-4926-260-01	PROMO ITEMS	5,477.00	3,000.00	2,437.89	(21.75)	2,500.00	4,873.00
24-4926-299-00	MISCELLANEOUS	5,560.00	7,812.51	6,082.58	1,729.93	6,680.00	6,680.00
24-4926-311-00	TRAVEL	7,500.00	8,134.74	8,760.79	(1,721.69)	7,990.00	9,335.00
24-4926-321-00	TELEPHONE	9,000.00	19,367.00	18,665.68	(14.28)	4,430.00	4,430.00
24-4926-321-02	TELEPHONE-DIRECTOR	-	1,200.00	850.13	349.87	1,110.00	1,110.00



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24-4926-325-00	POSTAGE	23,085.00	23,789.00	16,632.54	7,156.46	23,558.00	23,558.00
24-4926-331-00	UTILITIES	500.00	2,001.00	1,863.16	137.84	2,000.00	2,000.00
24-4926-341-00	PRINTING	46,125.00	57,053.00	53,325.78	3,727.22	67,001.00	67,466.00
24-4926-351-00	REPAIRS & MAINT-BUILDING	6,040.00	1,480.00	(1.38)	1,481.38	2,000.00	2,000.00
24-4926-370-00	AD FIRM MEDIA	337,358.00	358,166.25	299,891.50	58,274.75	380,500.00	350,548.00
24-4926-370-01	WEBSITE SERVICE	27,090.00	20,700.00	15,850.00	4,850.00	20,700.00	25,752.00
24-4926-370-02	CREATIVE & PRODUCTION	97,241.00	29,422.75	34,167.25	(4,744.50)	25,000.00	30,400.00
24-4926-370-03	DIGITAL CAMPAIGN REPORT	-	10,500.00	8,750.00	1,750.00	10,500.00	10,500.00
24-4926-370-04	E-MAIL CAMPAIGNS	-	14,000.00	7,353.75	6,646.25	10,200.00	12,900.00
24-4926-370-05	SEM MANAGEMENT	-	18,000.00	15,000.00	3,000.00	18,000.00	18,000.00
24-4926-370-06	GUEST BLOGS	-	1,800.00	1,365.00	435.00	-	-
24-4926-370-07	SOCIAL MEDIA	-	56,025.00	44,840.29	11,184.71	55,200.00	48,300.00
24-4926-393-00	VISITOR CENTER OPERATION	157,860.00	162,874.00	136,601.02	26,272.98	173,590.00	173,590.00
24-4926-393-01	PUBLIC RELATIONS	99,400.00	85,280.00	67,157.65	18,122.35	91,100.00	87,160.00
24-4926-393-02	CONTRACTED SERVICES	22,000.00	22,000.00	-	22,000.00	22,000.00	22,000.00
24-4926-393-03	CONTRACTED SERVICES-REC	900.00	800.00	525.00	275.00	1,200.00	1,400.00
24-4926-393-04	CONTRACTED SERVICES-MGT	49,500.00	-	-	-	-	-
24-4926-393-05	CONTRACTED-WEBSITE	44,488.00	30,954.00	30,045.00	909.00	10,000.00	8,200.00
24-4926-393-06	CONTRACTED-AD FIRM RETAINER	53,200.00	53,200.00	44,333.30	8,866.70	58,500.00	58,500.00
24-4926-393-07	CONTRACTED SERVICES-STR	2,250.00	1,968.75	1,968.75	-	4,635.00	4,635.00
24-4926-393-08	CONTRACTED-AD FIRM MISC	9,185.00	5,500.00	4,208.31	1,291.69	5,500.00	5,500.00
24-4926-393-09	CONTRACTED SERVICES-MAG	5,200.00	-	-	-	-	-
24-4926-393-10	CONTRACTED SERVICES-PLANNING	-	5,000.00	2,250.00	2,750.00	5,000.00	30,000.00
24-4926-393-11	SOFTWARE, INTERNET, MISC	-	3,006.00	1,839.69	1,166.31	4,256.00	3,756.00
24-4926-399-00	CONTRACTED SERVICES	-	3,500.00	490.00	3,010.00	1,000.00	1,000.00
24-4926-412-00	BUILDING RENT	-	6,000.00	4,500.00	1,500.00	6,000.00	6,000.00



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24-4926-454-00	INSURANCE	3,000.00	2,206.00	1,875.00	331.00	2,206.00	2,206.00
24-4926-491-00	DUES AND SUBSCRIPTIONS	1,020.00	1,570.00	885.25	684.75	740.00	740.00
24-4926-550-00	CAPITAL OUTLAY	7,308.00	1,700.00	2,322.99	(622.99)	3,600.00	3,200.00
24-4926-550-01	CAPITAL PROJECTS	-	5,000.00	-	5,000.00	-	-
24-4926-699-00	GRANTS	20,426.00	17,000.00	11,785.43	5,214.57	20,000.00	14,000.00
24-4926-699-01	SPECIAL PROJECTS	2,500.00	5,000.00	-	2,500.00	-	2,500.00
24-4926-699-02	MISCELLANEOUS DONATIONS	3,700.00	2,200.00	2,200.00	-	2,200.00	3,200.00
24-4926-699-03	SOLAR ECLIPSE PROMOTION	9,000.00	4,380.00	4,380.32	(0.32)	-	-
24-4926-990-00	CONTINGENCY	1,384.00	1,800.00	-	1,800.00	5,000.00	5,000.00
TOTAL EXPENDITURES:		\$ 1,114,237.00	\$ 1,164,788.00	\$ 930,571.49	\$ 229,321.41	\$ 1,168,184.00	\$ 1,165,005.00
FUND TOTAL TOURISM DEVELOPMENT AUTHORITY		\$ -	\$ -	\$ (117,659.25)	\$ 122,554.35	\$ -	\$ -



Jackson County Tourism Development Authority

TOURIST SPENDING/IMPACT



\$188,240,000 - in annual expenditures by tourists (lodging, food service, transportation, retail, recreation & entertainment).

1,810 - Jobs directly supported by tourism.

\$44.84 million - Worker paychecks annually (\$122,849 per day.)

\$19.17 million - Combined local and state taxes generated by tourists

\$8.04 million - Local county tax revenues generated by tourists. (\$22,027 daily).

\$711 - Less in taxes each one of Jackson County's 26,949 households pay as a result of tourist spending annually.*

If it wasn't for tourism jobs, unemployment would rise to 15.9%**

2016 Tourism Jobs - 1,810 - 5.8% growth over 2015

*Sources: [1] "The Economic Impact of Travel on North Carolina Counties." (2009-2017) This study was prepared for the North Carolina Division of Tourism, Film and Sports Development by the U.S. Travel Association, Washington, D.C. [2] Additional analysis by Dr. Steve Morse, Economist, Western Carolina University, and HT 438—Hospitality & Tourism Strategy class, Fall Semester 2015. [3] U.S. Census Bureau, Number of Household Units in North Carolina Counties, 2017; www.census.gov

**Employment number from April 2018 Access NC report for Jackson County. Data is based on February 2018 preliminary employment: 17,664; unemployed 1007 (5.4%)



Jackson County Tourism Development Authority

INTEGRATED MARKETING

In collaboration with the Jackson County TDA's Marketing Committee and Executive Director, Rawle Murdy sets strategy then plans and executes the integrated marketing programs for JCTDA. Based in Charleston, SC, Rawle Murdy has been leading successful marketing communications for travel and tourism clients for more than 40 years. The agency began working with the JCTDA in 2016.

Paid Media (Advertising)

Research, plan, buy and evaluate a variety of print and digital advertising media that drives quality leads/inquiries and visits to Jackson County. In 2017/18, the JCTDA advertised in *Atlanta Homes & Lifestyles*, *The Official NC Travel Guide*, *Blue Ridge Parkway Directory & Travel Planner*, *Blue Ridge Outdoors*, *Trout Unlimited*, *Southern Trout*, *The WNC Guide*, *Atlanta Magazine*, *Our State*, *Philadelphia Magazine*, *Washington Post Magazine*, *Columbia Metro Magazine*, *South Carolina Living*, *The Town Magazine (Greenville)*, *Jacksonville Magazine*, *Charlotte Magazine*, *Walter Magazine (Raleigh)*, *Orlando Magazine*, *Tampa Magazine*, and *Outside Magazine*.

Digital placements and programs included: Roots Rated, Southern Living, Romantic Asheville, Midcurrent, USA Today Travel, My Weddings, Cary Magazine, iExplore, Atlanta Magazine, Samba TV, and VisitNC. Programs also include re-targeting previous website visitors and lead generation.

15 TOP SPOTS
TO CAST A LINE

Fly Fishing Trail

Cashiers | Cherokee | Dillsboro | Sylva



rawle murdy

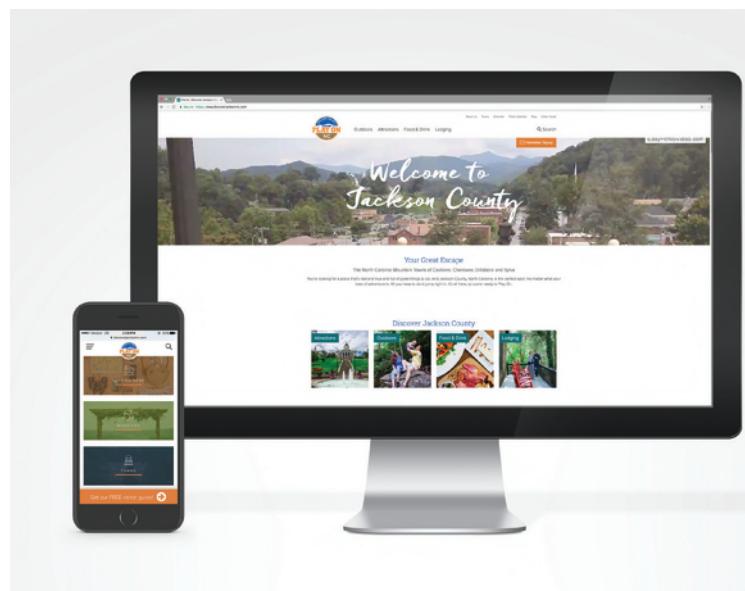
Creative Development

Creation of digital, print and video advertising promising that a trip to Jackson County is escape from their everyday lives they've been looking for. The 'Play On' brand is featured in all advertising and further supported through authentic imagery of Jackson County.

Website

www.DiscoverJacksonNC.com is an online platform for all brand content supporting social media, paid search, email and paid media channels. The website features information on outdoor adventures, attractions, food & lodging listings and trip planning. The JCTDA reinvests in its website annually with new features and technology to stay in the forefront of the traveler's mind.

- Website pageviews up 57% in 2017
- Mobile visits up 88%





Jackson County Tourism Development Authority

INTEGRATED MARKETING

Paid Search (SEM)

Sponsored ads that appear when a user is searching for anything Jackson County related on Google or Bing.

- 559 leads generated in 2017 (6 Contact Us Forms, 337 Visitor Guide Signups, 42 Phone Calls, 174 Newsletter Signups). This is an increase of 427.36% over 2016.
 - SEM also brought in a total of 41,674 website sessions with 30,269 of those being new users to the website in 2017, an increase of 289.21% compared to 2016.
 - Total Clicks: 77,582
 - Total Impressions: 6,696,247
 - Click-Through Rate: 2.71%

Visit Jackson County, NC - A Mountain Lover's Paradise

Ad www.discoverjacksonnc.com

[Brilliant Views, Cozy Towns & The Best Nature Has To Offer - Plan Your Getaway!](#)

Social Media

Organic and paid (sponsored) posts are created and placed on Facebook, Instagram, Twitter, YouTube and other platforms to drive brand awareness and spark traveler interest. This year, TDA grant recipients will benefit from the JCTDA social team advertising to strategically promote their events and festivals for increased success.

- #1 Driver of website sessions and leads since October 2017
 - Impressions (number of times our content is displayed): 20,934,586
 - Engagements (number of unique people who have clicked, liked, commented on or shared our posts): 573,287
 - 12.1% increase in following across all social media platforms with a total fan base of 180,916
 - Instagram has gained the most new followers with 27.7% increase
 - 4,692 leads from Social Media year to date

E-Mail

Engaging bi-monthly emails to our database of 14,000+ people promoting the happenings in Jackson County and encouraging overnight trips.

- 24.35% Average Open Rate
 - Subscriber growth from July 2017 (4,552 subscribers) - December 2017 (13,690 subscribers) was 200.75%

OUTDOORS | ATTRACTIONS | FOOD & DRINK | LODGING | YOUR TRIP

Spring's Biggest Annual Celebration

Held in historic downtown Sylva, The Greening Up the Mountains Festival draws 10,000 visitors each year. Join us for the 21st annual Earth Day celebration on April 28 featuring 12 live bands, hundreds of arts and crafts vendors, a crawfish boil, a beer garden, and a youth talent show.

[See Event Details](#)

Copyright © 2017 Jackson County Tourism Development Department. All rights reserved. Jackson County in the western part of North Carolina, is known for its mountains, rivers, creeks, forests, and waterfalls. Sylva, Bryson City, Cashiers, Waynesville, and Soco. More than 500 square miles of natural beauty and attractions to the Blue Ridge Parkway, NC trout Capital, and Harrah's Casino. View our [Privacy Policy](#).

[View this email in your browser](#)

Research, Reporting and Analysis

A variety of leading-edge analytics tools are used to gather and analyze data, allowing for continual performance improvement of the website and digital marketing efforts. Data is evaluated from festivals and events, hotel feeder cities, Smith Travel Research, and a variety of sources that influence media buys and targeting across all platforms and campaigns.



Jackson County Tourism Development Authority

PUBLIC RELATIONS



Based in Atlanta, Ga., Pineapple specializes in hospitality and tourism and has been Jackson County's PR agency since 2014. The core programs of work Pineapple executes for the JCTDA are: Media Relations, FAM Trips, Social Media influencer trips, Content Creation, Press Releases, Crisis Communication, Media Missions and Individual Media Trips. Pineapple PR works directly with the JCTDA's Executive Director to carry out the plan, feedback and approvals of all PR efforts.

Media relations

Through media outreach, pitching, media visits, media trips, campaigns and press releases, Pineapple generates positive earned media coverage of Jackson County. Jackson County has benefited from the strong media relationships that Pineapple PR has garnered by receiving media coverage in top tier outlets. This media coverage increases the visibility and awareness of Jackson County and its partners, in-turn driving visitation to the county.

Earned Media Coverage

Also known as publicity, earned media coverage is one of the most trusted and credible forms of media used to generate awareness for Jackson County. It carries unbiased third-party endorsement of an independent expert- the writer, editor, blogger, or broadcast anchor- who is recommending the destination and sharing their experience. Some examples of earned media coverage include an article in a print piece, a story online, a video or radio piece, or social media posts. These stories live long past the immediate impact that advertising provides, as they are shared across many platforms digitally.

100x

From Jan. 1 2017 - Dec. 31, 2017, the
JCTDA's investment of \$82,780
in PR efforts yielded
\$8,261,716.83
in earned media

In 2017 (January-December), through their yearly campaign and efforts, Jackson County earned \$8,261,716.83 in publicity value* and 488,963,640 impressions** and secured 17 national media placements in publications such as Travel + Leisure, Southern Living, Travel Channel, MSN.com, WeatherChannel.com, Readers Digest and USA Today.

*Publicity value is calculated by pulling ad rates from the publication that the story ran in to calculate how much we would have paid for the placements and then multiplied by three to account for the additional credibility and share ability of the content.

** Impressions are any interaction with a piece of content and an audience member.

Media Familiarization Trips (FAM) Trips

Jackson County hosts two FAM trips per year to showcase our county and our partners to writers first-hand. We typically host three to five media guests for a weekend and tour them around the county. Pineapple specifically schedules activities based on the writers story needs so that any partners visited during the visit will be featured in the piece and in-turn exposed to the publications audience and/or readers. We find that by doing this, our story results are much more personalized and descriptive than when written by a writer who has not had the chance to experience our county for themselves.

To fill these trips, Pineapple PR researches media outlets to determine the best fits based on target markets, demographics, past stories and proximity to the destination. In 2017, Pineapple PR hosted

writers from **Cary Magazine**, **Atlanta Journal-Constitution**, **Raleigh Magazine**, **CNN.com** and **BOOM! Montgomery Magazine** for a summer and fall FAM trip.

Most recent result: <https://www.carymagazine.com/features/jackson-county-its-a-natural/>

Digital Influencers

A new and growing form of media and a phenomenon in the social network realm, Digital Influencers are becoming trend leaders and setters in the travel and hospitality industry. Many of these digital influencers have an extremely large and loyal following and working with them allows us to directly reach these targeted audiences with our specific brand messaging.

Pineapple PR works to vet these influencers based on their focus and the number of their followers. **To date, we have worked to host the following influencers who have a combined total engagement (someone liked, commented or shared the post) of 425,000.**

<https://www.mattvanswol.com/matts-travel-journal/2017/10/30/exploring-underrated-mountain-towns-in-jackson-county-nc>

<https://simplytaralynn.com/2017/11/10/jackson-county-gem-waiting-discovered/>

Content Creation

Pineapple PR works to craft cohesive brand messaging that is carried throughout multiple platforms to provide resources to media and visitors highlighting the best features of our destination. Examples of content creation include:

- **Nine itineraries that have been posted to our website for visitors to reference.**
Topics include: Mid-week traveler, Outdoor Adventure, Eat Like a Local, Rainy Day, Winter Getaway, Girlfriends Getaway, Fisherman's Retreat, Artisan Shopper and Family Friendly
<https://www.discoverjacksonnc.com/your-trip-trip-ideas/>
- **Create a monthly blog post, and unique and targeted story ideas, pitches and press releases**

Press Releases

Used as a medium to tell compelling stories to pique the interest of media to cover Jackson County, Pineapple PR works to develop these story ideas

based on current trends, new offerings, seasonal offerings and the media's editorial calendars. The Press Releases that were written and distributed on behalf of Jackson County in 2017 both from a business and consumer standpoint include:

- **Only in Jackson County**
- **Taste the Brews While Taking in The Views in Jackson County, NC.**
- **A Prime Spot to Experience the Great American Solar Eclipse**
- **Discover the Natural Swimming Holes of Jackson County, NC**
- **Jackson County Releases 2017-18 Visitor Guide**
- **Escape to the Mountains: Five Ways to Cool Down in Jackson County, NC**
- **Pots on the Green**
- **Four Ways to Experience Fall in Western North Carolina**
- **2016 Visitor Impact for Jackson County, N.C.**
- **13th Annual WNC Pottery Festival**
- **Explore the Winter Wonder of Western North Carolina**
- **Three Billboards Outside Ebbing Missouri will screen in Sylva on Nov. 14**

Crisis Communication

This plan has been created for immediate implementation in case a crisis threatens our area, such as wildfires did a couple years back. Pineapple PR has developed a plan to get ahead of negative media and to control the messaging about our county that utilize both digital and traditional strategies. The steps for the communication plan includes monitoring news of the situation, assess the situation, understand the conversation and what is being said, identify the audiences and who the crisis threatens, develop messaging and choose delivery channels and spokesperson(s), execute plan, monitor, engage and analyze.

Media Missions

These one-on-one meetings are set up with travel and lifestyle media representatives in NC target markets every fiscal year in an effort to have facetime with media contacts, share Jackson County's messaging and to encourage coverage of the area. Pineapple PR attends on Jackson County's behalf to better build these relationships for future promotions. **In 2017 Pineapple PR attended two media missions in Charlotte and Atlanta on our behalf and shared targeted messaging with more than 25 travel and lifestyle writers. Individual Media Visits are another way to provide on-site curated experiences to media representatives with four hosted in 2017.**



Jackson County Tourism Development Authority

VISITOR CENTERS

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



The JCTDA provides funding to operate the county's three visitor centers located in Sylva (above, left), Dillsboro (left) and Cashiers (above, right).

The Visitor Centers greet thousands of walk-in visitors and tourists, providing information about activities, directions, events, accommodations and restaurants. They answer visitor telephone calls, fulfill Visitor Guide requests and stock kiosks throughout the county and ensure a good experience for tourists before, during and after their visit.

Interests for Potential Visitors

When requesting a visitor guide through the JCTDA website (www.DiscoverJacksonNC.com), we ask people what they are most interested in when visiting the area. Below represents their responses:

