



Jackson County TDA 2020-21 Proposed Budget

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JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

FY 20120 - 2021 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, 2020 and ending June 30, 2021, is hereby presented for your consideration and approval. A virtual Budget Hearing will be held on Wednesday, June 17, 2020 at 12:55 PM. Please call 828-848-8711 and request to be added to the virtual meeting to provide oral comment during the meeting. You will need to provide an email address or phone number to receive the link or number for the meeting. You must call to make this request by 11:00 AM, Wednesday, June 17, 2020. 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. There is a 13.55% decrease in room tax revenue from the original FY 2019-2020 Budget, due to the Covid-19 Pandemic.

A \$5,000.00 salary increase and a \$2,500.00 retention bonus are included for Executive Director. A 2% step increase is included for the Sales and Marketing Manager. All increases will be effective September 1, 2020.

Public Relations in the amount of \$37,200 is proposed in the following line item:

24-4926-393-01	Public Relations Service	\$37,200
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The Advertising budget has been broken down into advertising, website projects, and media components for a total cost of \$290,000.

24-4926-370-00	Ad Firm Media	\$173,600	59.86%
24-4926-370-01	Website Service	\$ 19,200	6.62%
24-4926-370-02	Advertising Creative/Production	\$ 15,000	5.17%
24-4926-393-05	Website Projects	\$ 7,500	2.59%
24-4926-393-06	Contracted Services-Ad Firm Retainer	\$ 30,600	10.55%
24-4926-370-	Other Advertising Mgt, Campaigns	\$ 35,700	12.31%
24-4926-370-07	Social Media	\$ 8,400	2.90%

The Visitor Center operation contracts under 24-4926-393-00 are proposed to remain the same as current year. Sylva and Cashiers Space Allocation will increase by 3%. Dillsboro space will remain at \$1,920. Water Service and PPE for the Visitor Centers is proposed at \$2,000. The total for all visitor center operations is \$167,872

Jackson County Chamber of Commerce	\$72,000
Hooper House Foundation-Space	9,640
Dillsboro-Space	1,920
Office Supplies, Water, PPE Allocation	3,500
Copier Lease	2,264
GrowthZone Lead Software	1,896
Total Jackson Center:	\$91,220
Cashiers Area Chamber of Commerce	\$66,000
Cashiers Area Chamber of Commerce-Space	8,652
Office Supplies, Water, PPE Allocation	2,000
Total Cashiers Center:	\$76,652



Jackson County Tourism Development Authority

GOALS AND STRATEGY

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.

Vision

To be the premier mountain destination providing an active lifestyle, spectacular natural assets and a friendly community for citizens and visitors alike.

Mission

To promote the growth of year-round tourism opportunities that benefit the Jackson County economy. The TDA's efforts put people to work, grow jobs, build community, and make our towns a vibrant place to live, play and work.

2020-21 COVID-19 Related Goals

1. To lead the hospitality industry, foremost, but also the businesses and community through the COVID-19 pandemic, in concert with our county and community partners.
2. To maximize the impact of every dollar spent this year through strategic research undergone last fiscal year by Young Strategies and deliver more return on investment through targeting.
3. Adapt our messaging and communications plan to be nimble and can be adjusted up, down, or turned off at a moment's notice due to the COVID-19 pandemic.
4. We will continue to focus on our seven strategic priorities as identified in our strategic plan as soon as it is feasible to shift focus from COVID-19 recovery.
5. To promote Jackson County responsibly and in concert with industry best practices that put the health and safety of our residents and visitors first and foremost.
6. To grow staff continuing education and networking opportunities virtually, in recognition of a reduction in travel funds.
7. To maintain our fund balance above and beyond state statute to ensure good cash flow when beginning FY 21-22.

Annual 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.



Jackson County Tourism Development Authority

BUDGET & FINANCE FY 20-21

Executive Director Notes for 2020-21 Budget

- In Fiscal Year 19-20 the JCTDA cut about \$137,000 in planned spending from mid-March to June 30 to mitigate the loss of Occupancy Tax revenues due to the COVID-19 pandemic. In doing so, the TDA did not have to utilize significant fund balance reserves to continue operations when a fraction of Occupancy Tax collections were coming in. This allows us to begin FY 20-21 in a stronger fund position.
- The TDA's FY 20-21 budget projects occupancy tax collections down approximately 27-percent compared to the prior fiscal year. All expenditures and line items in FY 20-21 budget have been detailed at length to the Executive Committee, who has reviewed the line-by-line budget.
- The JCTDA will not underwrite any community grant applications this year as one of its key focus areas organizationally is to fiscally weather the COVID-19 pandemic and be in a good position on July 1, 2021.
- High Hampton Resort is expected to reopen in April of 2021, however, no revenue from the Resort is included in FY 20-21 budget.
- Travel has been significantly reduced for staff educational offerings this fiscal year due to a restrictive budget.
- Agency contracts with our PR and Advertising firms have been renegotiated to include reduced management fees and hours and ensure maximum dollars in our marketing and communication campaigns. Some duties have been shifted to JCTDA staff to maximize available advertising dollars. This includes blog creation and e-mail copy-writing.
- Staff salaries: The Executive Director is waving the planned incentive program for this fiscal year; the compensation schedule for the Director will be as detailed in their contract. A 2-percent increase is included for the Sales & Marketing Manager.
- A 3-percent increase in rent for Visitor Center space at the Jackson County Chamber of Commerce and Cashiers Area Chamber is included. Both Chamber contracts are fully funded this year and include an additional \$500/Chamber in Personal Protective Equipment funding.
- Two Visitor Guide printings are included in FY 20-21 budget. Two printings are a result of a smaller printing in April 2020 of 15,000 copies, recognizing that many items in the Visitor Guide may change, and it is best to do a larger, revised printing later in August/September. We plan to resume the annual printing as normally scheduled the following spring.

Staff

- Nick Breedlove, Executive Director
- Caleb Sullivan, Sales and Marketing Manager

Board

- Ann Self, Chair, The Village Green*
- Robert Jumper, Vice Chair, Cherokee NC*
- Kathy Korb, Secretary, Laurelwood Inn*
- Megan Orr, Board Member, Holiday Inn Express*
- Dale Collins, Board Member, Tuckaseegee Fly Shop*
- Brad Herman, Board Member, High Hampton Resort*
- Andrew Harlfinger, Board Member, Bluegreen Vacations*
- Jay Grissom, Board Member, Best Western Plus River Escape Inn & Suites*
- Anna Thomas, Board Member, Comfort Inn*
- 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

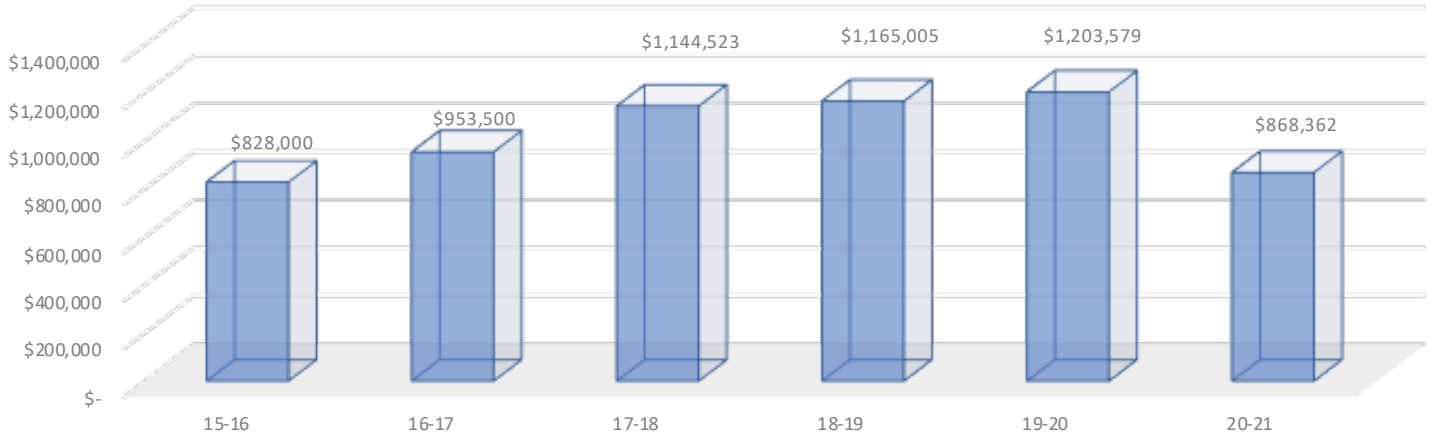
*Denotes Voting Board Member



Jackson County Tourism Development Authority

BUDGET & FINANCE FY 20-21

Annual Budget



Annual Budget figures include any Fund Balance transfers in addition to Occupancy Tax Collections, Penalties and Investment Earnings

Year	2016	2017	2018	2019
Fund Balance Ending June 30	\$ 546,117	\$ 575,908	\$ 535,808	\$ 541,937

Figures from Annual Audit by Dixon Hughes Goodman LLP

Year	Tax Rate	Totals	Accommodation Sales	YOY Growth in Sales
FY 18-19	4%	\$1,191,547.46	\$29,788,686.50	10.51%
FY 17-18	4%	\$1,078,253.84	\$26,956,346.00	4.32%
FY 16-17	4%	\$1,033,643.21	\$25,841,080.25	12.12%
FY 15-16	4%	\$921,923.24	\$23,048,081.00	10.84%
FY 14-15	4%	\$831,725.84	\$20,793,146.00	10.81%
FY 13-14	4%	\$750,594.91	\$18,764,872.75	3.25%
FY 12-13	3%	\$545,218.06	\$18,173,935.33	---

Visitor Spending & Impact

Year	Expenditures	Change	Payroll	Employment	State Tax Receipts	Local Tax Receipts	Tax Savings
2018	\$205,810,000	5.30%	\$50,870,000	1,890	\$11,340,000	\$9,500,000	\$464.01
2017	\$195,440,000	3.71%	\$48,520,000	1,850	\$10,860,000	\$9,080,000	\$462.46
2016	\$188,450,000	7.12%	\$44,910,000	1,810	\$10,550,000	\$8,630,000	\$457.77
2015	\$175,920,000	2.78%	\$41,530,000	1,710	\$9,790,000	\$8,040,000	\$428.70
2014	\$171,160,000	4.99%	\$38,780,000	1,660	\$9,170,000	\$7,750,000	\$412.46
2013	\$163,030,000	4.47%	\$36,550,000	1,610	\$8,940,000	\$7,370,000	\$399.55
	% (from previous)						\$ (per resident)

Annual Visitor Impact Source: "The Economic Impact of Travel on North Carolina Counties." (2009-2018)
This study was prepared for VisitNC by the U.S. Travel Association, Washington, D.C.

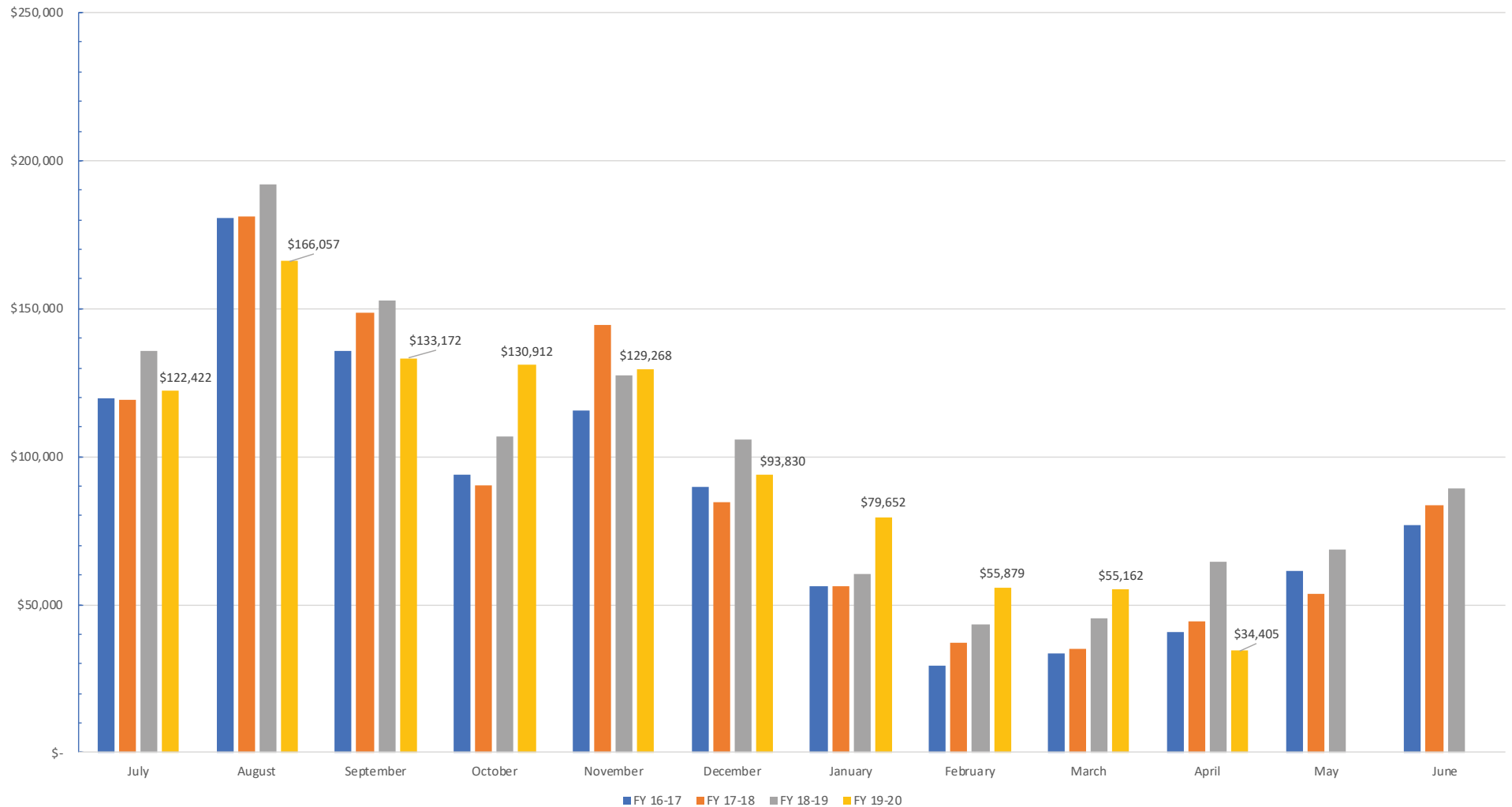


NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

Jackson County Tourism Development Authority

BUDGET & FINANCE FY 20-21

Occupancy Tax Collections





**JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
FY 2020-2021 PROPOSED BUDGET**

Account	Description	Last Year Budget FY 2018-2019	Current Year Budget FY 2019-2020	Actual YTD FY 2019-2020	Remaining Budget FY 2019-2020	Department Request FY 2020-2021	Admin Proposed FY 2020-2021	% Inc/Dec FY 2020-2021
REVENUES								
24-3230-130-00	JACKSON COUNTY TDA	1,112,400.00	849,600.00	874,802.56	(25,202.56)	864,170.00	864,120.00	1.71%
24-3230-130-04	JACKSON TDA - FUND BALA	73,882.00	235,121.00	-	235,121.00	20,172.00	-	-100.00%
24-3270-170-01	JACKSON TDA - PENALTY	4,700.00	5,000.00	3,848.26	1,151.74	5,000.00	5,000.00	0.00%
24-3270-190-00	MARKETING AND ADVERTISI	10,000.00	-	-	-	-	-	
24-3831-491-00	INVESTMENT EARNINGS	7,700.00	5,000.00	5,119.35	(119.35)	3,000.00	3,000.00	-40.00%
TOTAL REVENUES		\$ 1,208,682.00	\$ 1,094,721.00	\$ 883,770.17	\$ 210,950.83	\$ 892,342.00	\$ 872,120.00	-20.33%
EXPENDITURES								
24-4926-121-00	SALARIES & WAGES	65,159.00	113,408.00	94,307.53	19,100.47	112,771.00	112,771.00	-0.56%
24-4926-170-00	BOARD MEMBER EXPENSE	1,640.00	2,494.00	2,594.52	(100.52)	249.00	249.00	-90.02%
24-4926-181-00	SOCIAL SECURITY CONTRIB	3,941.00	7,032.00	5,846.86	1,185.14	6,992.00	6,992.00	-0.57%
24-4926-182-00	RETIREMENT EXPENSE	4,940.00	9,365.00	7,654.84	1,710.16	11,446.00	11,446.00	22.22%
24-4926-183-00	HOSPITALIZATION INSURAN	13,074.00	15,367.00	13,423.95	1,943.05	18,540.00	18,540.00	20.65%
24-4926-185-00	UNEMPLOYMENT INSURANCE	261.00	486.00	800.02	(314.02)	504.00	504.00	3.70%
24-4926-186-00	WORKMAN'S COMPENSATION	1,128.00	1,588.00	1,545.00	43.00	1,266.00	1,266.00	-20.28%
24-4926-187-00	MEDICARE TAX	924.00	2,001.00	1,367.41	633.59	1,635.00	1,635.00	-18.29%
24-4926-190-00	PROFESSIONAL SER-COUNTY	16,250.00	16,250.00	13,541.70	2,708.30	16,250.00	16,250.00	0.00%
24-4926-191-00	PROFESSIONAL SER-AUDIT	7,000.00	7,200.00	7,200.00	-	7,200.00	7,200.00	0.00%
24-4926-192-00	LEGAL SERVICES	2,000.00	2,000.00	-	2,000.00	3,000.00	3,000.00	50.00%
24-4926-260-00	OFFICE SUPPLIES	4,100.00	8,703.00	8,745.79	(622.41)	3,963.00	3,963.00	-54.46%
24-4926-260-01	PROMO ITEMS	4,873.00	-	-	-	-	-	
24-4926-299-00	MISCELLANEOUS	6,680.00	5,140.00	5,079.33	60.67	6,810.00	6,810.00	32.49%
24-4926-311-00	TRAVEL	22,985.00	20,423.00	19,268.53	1,154.47	6,299.00	6,299.00	-69.16%
24-4926-321-00	TELEPHONE	5,950.00	7,964.00	6,302.13	1,661.87	4,430.00	4,430.00	-44.37%
24-4926-321-02	TELEPHONE-DIRECTOR	1,110.00	-	-	-	2,316.00	2,316.00	
24-4926-325-00	POSTAGE	27,058.00	10,451.00	5,639.94	4,811.06	21,003.00	21,003.00	100.97%
24-4926-331-00	UTILITIES	2,050.00	2,000.00	1,798.66	201.34	2,000.00	2,000.00	0.00%
24-4926-341-00	PRINTING	64,391.00	49,273.00	32,864.97	16,408.03	83,412.00	66,741.00	35.45%
24-4926-351-00	REPAIRS & MAINT-BUILDIN	-	542.00	541.50	0.50	500.00	500.00	-7.75%
24-4926-370-00	AD FIRM MEDIA	330,548.00	284,148.00	226,430.31	57,717.69	173,600.00	173,600.00	-38.91%
24-4926-370-01	WEBSITE SERVICE	25,752.00	24,798.00	25,135.63	(337.63)	19,200.00	19,200.00	-22.57%
24-4926-370-02	CREATIVE & PRODUCTION S	36,400.00	40,184.00	40,881.81	(697.81)	15,000.00	15,000.00	-62.67%



**JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY
FY 2020-2021 PROPOSED BUDGET**

Account	Description	Last Year Budget FY 2018-2019	Current Year Budget FY 2019-2020	Actual YTD FY 2019-2020	Remaining Budget FY 2019-2020	Department Request FY 2020-2021	Admin Proposed FY 2020-2021	% Inc/Dec FY 2020-2021
24-4926-370-03	DIGITAL CAMPAIGN REPORT	10,500.00	11,000.00	10,500.00	500.00	7,200.00	7,200.00	-34.55%
24-4926-370-04	E-MAIL CAMPAIGNS	12,900.00	12,900.00	10,450.00	2,450.00	5,700.00	5,700.00	-55.81%
24-4926-370-05	SEM MANAGEMENT	18,000.00	13,500.00	13,500.00	-	10,800.00	10,800.00	-20.00%
24-4926-370-07	SOCIAL MEDIA	50,300.00	20,850.00	20,849.99	0.01	8,400.00	8,400.00	-59.71%
24-4926-370-08	VIDEO PRODUCTION	-	1,600.00	1,600.00	-	-	-	-100.00%
24-4926-393-00	VISITOR CENTER OPERATIO	173,590.00	167,090.00	157,207.02	9,882.98	171,423.00	167,872.00	0.47%
24-4926-393-01	PUBLIC RELATIONS	82,160.00	69,797.00	67,157.27	2,639.73	37,200.00	37,200.00	-46.70%
24-4926-393-02	CONTRACTED SERVICES	22,000.00	22,000.00	18,333.30	3,666.70	22,000.00	22,000.00	0.00%
24-4926-393-03	CONTRACTED SERVICES-REC	1,400.00	1,400.00	520.50	879.50	1,400.00	1,400.00	0.00%
24-4926-393-05	CONTRACTED-WEBSITE	21,700.00	13,998.00	4,752.75	9,245.25	7,500.00	7,500.00	-46.42%
24-4926-393-06	CONTRACTED-AD FIRM RETA	58,500.00	58,500.00	53,625.00	4,875.00	30,600.00	30,600.00	-47.69%
24-4926-393-07	CONTRACTED SERVICES-STR	4,635.00	7,245.00	7,245.00	-	8,280.00	8,280.00	14.29%
24-4926-393-08	CONTRACTED-AD FIRM MISC	5,500.00	5,500.00	3,988.36	1,511.64	12,000.00	12,000.00	118.18%
24-4926-393-10	CONTRACTED SERVICES-PLA	58,240.00	-	-	-	-	-	-
24-4926-393-11	SOFTWARE,INTERNET,MISC	3,756.00	24,036.00	22,845.04	806.96	24,488.00	24,488.00	1.88%
24-4926-393-13	CONTRACTED SERVICES-PHO	2,125.00	100.00	100.00	-	-	-	-100.00%
24-4926-393-14	CONTRACTED SERVICES-HR	-	9,665.00	7,418.00	(898.00)	4,320.00	4,320.00	-55.30%
24-4926-399-00	CONTRACTED SERVICES	1,962.00	-	-	-	-	-	-
24-4926-412-00	BUILDING RENT	6,000.00	6,000.00	5,000.00	1,000.00	6,000.00	6,000.00	0.00%
24-4926-454-00	INSURANCE	2,447.00	2,447.00	2,446.00	1.00	2,447.00	2,447.00	0.00%
24-4926-491-00	DUES AND SUBSCRIPTIONS	2,240.00	2,240.00	2,186.40	53.60	2,850.00	2,850.00	27.23%
24-4926-550-00	CAPITAL OUTLAY	4,105.00	6,247.00	6,203.13	43.87	4,698.00	4,698.00	-24.80%
24-4926-699-00	GRANTS	14,000.00	4,589.00	4,588.75	0.25	-	-	-100.00%
24-4926-699-01	SPECIAL PROJECTS	-	-	-	-	-	-	-
24-4926-699-02	MISCELLANEOUS DONATIONS	3,200.00	3,200.00	3,350.00	(150.00)	1,650.00	1,650.00	-48.44%
24-4926-990-00	CONTINGENCY	1,208.00	-	-	-	5,000.00	5,000.00	-
TOTAL EXPENDITURES		\$ 1,208,682.00	\$ 1,094,721.00	\$ 944,836.94	\$ 145,775.44	\$ 892,342.00	\$ 872,120.00	-20.33%
FUND TOTAL TOURISM DEVELOPMENT AUTHORITY		\$ -	\$ -	\$ (61,066.77)	\$ 65,175.39	\$ -	\$ -	



**JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY PAYROLL BUDGET
FY 2020-2021**

Dept	Emp#	Last Name	First Name	FTE	FY 2019-2020			FY 2020-2021			Salary Increase Sept 1	Sept 1 - June 30	Bonus Amount	FY 2020-2021 Total Salary
					Grade	Step	Annual Salary	Grade	Step	New Salary				
JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY														
4926	2370	BREEDLOVE	NICHOLAS	1.000			70,000.00			70,000.00	5,000.00	4,038.46	2,500.00	76,538.46
4331	2537	SULLIVAN	CALEB	<u>1.000</u>	22	1	<u>35,656.23</u>	22	2	<u>35,656.23</u>	<u>713.12</u>	<u>575.99</u>	<u>-</u>	<u>36,232.22</u>
TOTAL JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY				2.000			\$ 105,656.23			\$ 105,656.23	\$ 5,713.12	\$ 4,614.45	\$ 2,500.00	\$ 112,770.68



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

Jackson County Tourism Development Authority INTEGRATED MARKETING

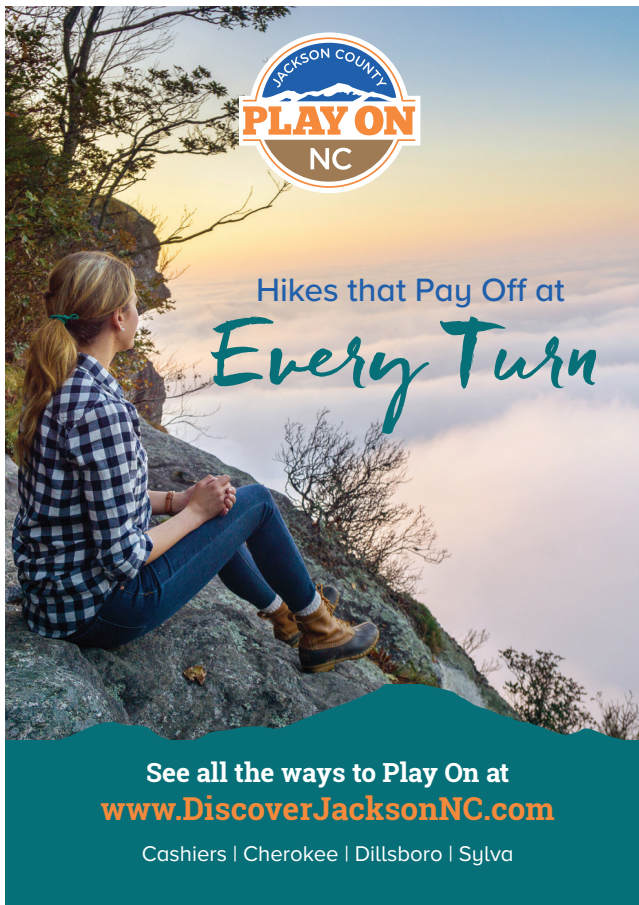
In collaboration with the Jackson County TDA's Executive Director, Rawle Murdy sets strategy then plans and executes the integrated marketing programs for JCTDA. Based in Charleston, SC, Rawle Murdy has been leading successful marketing communications for travel and tourism clients for more than 40 years.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

Creative Development

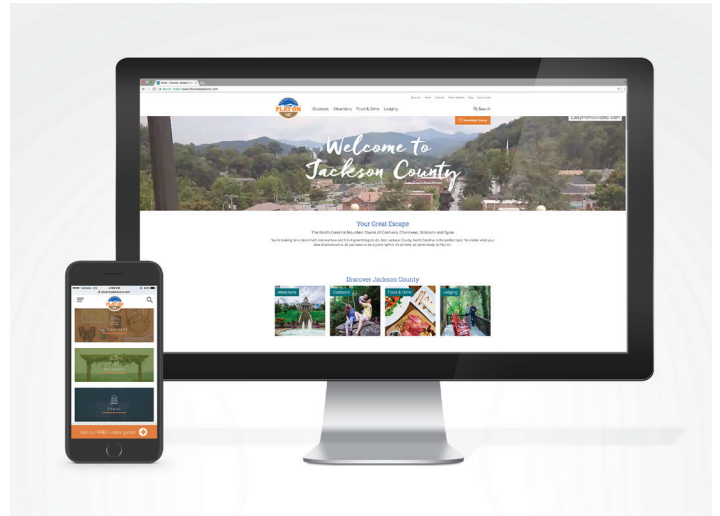
Creation of digital, print and video advertising promising that a trip to Jackson County is escape from their everyday lives they've been looking for. The 'Play On' brand is featured in all advertising and further supported through authentic imagery of Jackson County.



rawlemurdy

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.



Paid Search (SEM)

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

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!



Jackson County Tourism Development Authority INTEGRATED MARKETING

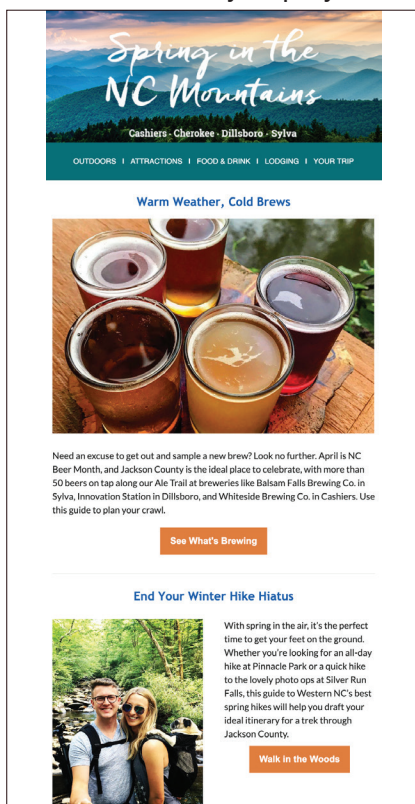
Social Media

Paid (sponsored) posts are created and placed on Facebook, Instagram, and other platforms to drive brand awareness and spark traveler interest.



E-Mail

Engaging monthly emails to our database of 40,000+ people promoting the happenings in Jackson County and encouraging overnight trips. The JCTDA authors the content and RawleMurdy deploys.



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.



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, 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



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
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Jackson County Tourism Development Authority INTEGRATED MARKETING

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.

In 2019 (January-December), through their yearly campaign and efforts, Jackson County earned \$5,286,528.09 in publicity value* and 393,230,083 impressions and secured many national media placements and three international 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 normally hosts one FAM trip per year to showcase our county and our partners to writers firsthand. We typically host five to six 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.

Note: Due to budget this year, we will only host individual media visits when and where possible.

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: unique and targeted story ideas, pitches and press releases.

Press Releases & Pitches

Used as a medium to tell compelling stories to pique the interest of media to cover Jackson County, Pineapple PR works to develop these specific story ideas based on current trends, new offerings, seasonal offerings and the media's editorial calendars.

Media Missions

These one-on-one meetings are set up with travel and lifestyle media representatives in NC and national target markets every fiscal year in an effort to have face-time 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.

Note: Due to budget this year media missions are on hold.





Jackson County Tourism Development Authority

VISITOR CENTERS



The JCTDA provides funding to operate the county's three visitor centers located in Sylva (left), Dillsboro, and Cashiers (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 visitors before, during and after their visit.



Jackson County Tourism Development Authority

VISITOR RESEARCH

In 2018, The JCTDA engaged Young Strategies, Inc. to conduct Visitor Research and Strategic Planning. The project completed in late spring, 2019. Highlights of the Visitor Research appear below:

- Typical overnight leisure travel party composition is middle aged adults or families with children. Most are well-educated and are retired or professionals and arrive in travel parties of 2-4 people.
- The majority of travelers to Jackson County come from the 3 to 6 hour drive radius among contiguous states, however visitors responded to the survey from 42 states as well as the United Kingdom, Canada and Germany. Nearly all visitors drive into Jackson County.
- Overall spending per travel party: overnight = \$1,082; daytrip = \$202. It is important to note, typically in most destinations, overnight visitors spend 3X as much as daytrippers.
- The primary purpose for overnight visitors most recent leisure trip to Jackson County was getaway, general relaxation, driving/sightseeing, hiking and waterfalls while daytrip visitors reported driving/sightseeing, general relaxation, hiking, getaway and waterfalls.
- The majority of overnight (83%) and daytrip (88%) visitors to Jackson County report being repeat visitors indicating an opportunity to increase advertising and public relations to drive more first-time visitors who stay longer and spend more.
- Top 5 Activities by OVERNIGHT Visitors: Unique local dining, driving/site-seeing, shopping, waterfalls and hiking.
- Top 5 Activities by DAYTRIP Visitors: Unique local dining, driving/site-seeing, shopping, waterfalls and hiking.



Jackson County Tourism Development Authority

STRATEGIC PLAN

Strategic Direction

Travel to Jackson County is currently driven by leisure demand for scenic mountain beauty, Cherokee, and major WNC regional attractions. Western Carolina University and group travel are also drivers of visitation. The Jackson County TDA will drive growth in visitation and visitor spending by promoting an active-lifestyle destination and focusing on longer weekend stays, weekdays, shoulder and off-seasons. A combination of leisure and group promotion will drive maximum ROI.

Destination Marketing – Expand and promote the “play-on” brand to an active-Outdoors Mountain Brand

- 1. Maintain and support the highest skilled and most dynamic sales and marketing team.** JCTDA will meet the highest standards of accreditation and performance (research driven ROI) with measurable results as a research-based DMO driven by a team of professionals.
- 2. Promote and expand the active-lifestyle brand based on the market research.** Jackson County requires a brand that sets it apart as unique from other mountain destinations while capturing the active outdoors vacation/getaway experience. The brand will serve as a foundation for all marketing, sales and public relations as well as future destination development.
- 3. Maintain/expand a comprehensive research/ tracking program to guide all decisions–** Track KPIs (Key Performance Indicators) for all programs with ROI reported at all Jackson County TDA Board meetings. Provides annual reports to County Commission.
- 4. All plans, marketing, activities, events must be on-brand** – deliver on the active mountain lifestyle experience.

Destination Management – Enhance the Active Outdoors Lifestyle – a mountain destination unlike any other

- 5. Connect Jackson County visitors with memorable experiences.** Jackson County is large and visitors must be able to find activities to engage in them. Implement county-wide directional signage and way-finding systems. Improved cellular and Wi-Fi service provides visitor with connectivity. Support traffic planning efforts to diminish traffic jams during peak periods.
- 6. Support improved and expanded access to traveler experiences,** with emphasis on year-round outdoor experiences. Expand & improved parking at trail heads and waterfalls. Improved trail quality and safety. Create new trails. Support outfitters to equip visitors for biking, kayaking, canoeing, fishing
- 7. Encourage and support unique mountain dining, shopping and entertainment that set Jackson County apart from other mountain destinations.**