



To: TDA Board

From: Nick Breedlove, TDA Executive Director
Caleb Sullivan, TDA Sales & Marketing Manager

Date: December 16, 2020

Subject: Updates for TDA Board

Executive Director Report – Nick Breedlove

1. Occupancy tax collected during October totaled \$213,445, a significant increase over the \$129,268 collected during the same period last year.

With ad campaigns running through VisitNC's CARES act funding co-op program totaling \$88,000 in media spend, we expect to maintain our momentum going into the New Year. Additionally, with the COVID-19 vaccine on the horizon for most of Americans to have the vaccine by mid-summer, we may maintain our momentum through the first half of the year.

Please take a moment to read [N.C. Gov Roy Cooper's Op-Ed](#) published Dec. 11 on the COVID-19 trajectory in North Carolina.

2. We welcome Commissioner Mark Jones back to the Tourism Development Authority as our Jackson County Commissioner Appointment. Jones has served on the TDA in the past and was a founding member of the original TTA and brings great organizational knowledge to the table. Additionally, Commissioners are expected to approve our submitted board slate including Daniel Fletcher, Craig Smith and Scott Greene at their Tuesday, Dec. 15 meeting. We held an onboarding session for all new board members with staff and our incoming Board Chair Robert Jumper on Thursday, Dec. 10.
3. JCTDA staff and Pineapple PR toured the High Hampton site and discussed future promotion of the resort and are working to establish a plan with all involved parties, including Blackberry, High Hampton, Pineapple PR and VisitNC. We organized a call with

all of the parties on Dec. 11, and discussed a framework going forward so all strategies are aligned.

4. Given the current case count trajectory, we continued our TDA-paid billboards through December with the below creative messaging.



5. We'll begin work in January on reviewing Marketing and PR plans for the final stretch of FY 20-21 to see if any adjustments to our plan of work are needed. As the COVID-19 vaccine rolls out and people begin to travel again, we will need to remain top of mind to the traveling public as every destination, not just in America, but worldwide will be vying for travelers.

In other updates:

- Worked with Garden & Gun on a feature for Shadow of the Bear to be in their Jan/Feb print issue.
- Director attended the National Blacks in Travel and Tourism Diversity, Equity & Inclusion Masterclass
- Met with Friends of Panthertown to work on PR related to the TDA's donation for Panthertown's Trail Counter initiative.
- Held call with Ian Newell from the Wells Hotel to discuss data related to JC tourism economy for the Laurelwood Hotel, which their parent company acquired.
- Attended numerous webinars including Destinations International Membership Committee, Destinations International Small DMO Committee Meeting, VisitNC Mountain DMO forum, Southeast Tourism Society Board Meeting, and Southeast Tourism Society Education Pillar Committee meeting. Director will attend the Destinations International CEO Summit Dec. 15-17.
- Worked with NC State for a case study on COVID-19 and its impact on the lodging industry in Jackson County.
- Interviewed with Adam Stoker, for a podcast feature on his Destination Marketing Podcast.
- Worked with NC League of Municipalities on a feature story for the December print magazine on partnerships and the growth of Jackson County's tourism economy.
- Submitted monthly CARES Act paperwork to the Pandemic Recovery Office for October.
- Sent JCTDA Sustainability Committee pre-work in advance of their January meeting.
- Sent all JCTDA Strategic Plan subcommittees calendar invitations for 2021

Social Media & Blog Status Report – Caleb Sullivan

Cross Channel Report November 1 – 30 vs. October 1 – 31

- Total Audience Growth increased by .7 % MOM (1,735) (228,856 total)
 - Total Instagram Followers (20,067)
 - Total Facebook Page Likes (206,680) – Organic Increase of 886
- Total Impressions decreased by 61.2% MOM. (1,860,101)
 - Increase of 371% YOY (691,567)
- Total Engagement decreased by 73.4% MOM (117,238)
 - Increase of 397% YOY (46,642)
 - Decreases are typical due to change in leaf content MOM, from October to November.
- Facebook Post Link Clicks decreased by 56.21% (9,550)
 - Typical decrease from October to November, due to changing content type.
 - One of the highest engaged post on Instagram of all time, with 2,104 engagements.

Google Post/Event Platform

- Total Impressions for November totaled 84,029
- Total Engagements for November totaled 3,131

Instagram Stories

- Instagram Story Impressions totaled 11,443 for November.



Pinterest

- Total Impressions for November totaled 16,111.
- Total Engagements for November totaled 471.

Updates

- Attended CrowdRiff SEE Virtual Social Media Conference.
- Attended JB Media Group, Rebound in 2021 Tourism Marketing Workshop.
- Began committee work for the STS Networking Pillar Committee. I will be hosting “Coffee & Conversations” for sales and marketing professionals beginning in February 2021.
- Completed two out of five modules towards my Facebook Social Media Marketing Specialization Certificate.
- Continue to update website and social media events and pages as needed.



Top Performing Posts for November

  **discoverjacksonnc**
Sun 11/1/2020 7:13 am PST


Mountain Moments 💙💛📸
@mindy_towns . #discoverjacksonnc
#discovernc #jacksoncounty





Total Engagements	2,104
Likes	1,983
Comments	18
Saves	103

  **discoverjacksonnc**
Fri 11/6/2020 6:33 am PST


The leaves are making their final descent. 🍂🍁 We've enjoyed one of the best leaf seasons in years! Check





Total Engagements	1,895
Likes	1,828
Comments	10
Saves	57

  **discoverjacksonnc**
Wed 11/4/2020 5:31 pm PST

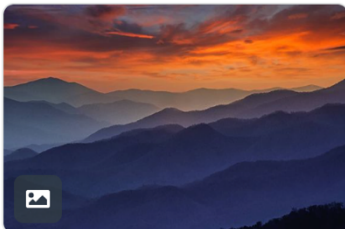
We love #WaterfallWednesdays! 🌧️🌲
High Falls is only a short hike from the Pines Recreation Area in Glenville.





Total Engagements	1,242
Likes	1,115
Comments	17
Saves	110

  **North Carolina Mounta...**
Tue 11/24/2020 3:11 pm PST

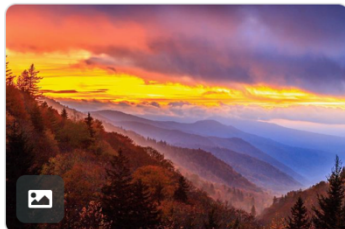
Blue Ridge Blues. 💙💛💛 Captured by @ashleylee.co.





Total Engagements	15,047
Reactions	10,776
Comments	868
Shares	1,323
Post Link Clicks	-
Other Post Clicks	2,080

  **North Carolina Mounta...**
Tue 11/17/2020 12:38 pm PST

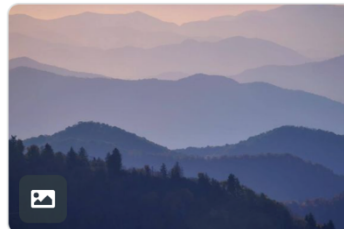
The Great Smoky Mountains National Park puts on a show almost every day and there's no admission fee. 🌅💙💛



Total Engagements	8,224
Reactions	5,921
Comments	262
Shares	852
Post Link Clicks	128
Other Post Clicks	1,061

  **North Carolina Mounta...**
Thu 11/26/2020 6:00 am PST

We're thankful for YOU! This year has shown us all what's truly important. ❤️
We hope this Holiday season is filled



Total Engagements	7,581
Reactions	6,202
Comments	143
Shares	450
Post Link Clicks	-
Other Post Clicks	786

Blogs

Authored two blogs for November:

[Find Your Perfect Holiday Centerpiece: Choose and Cut Guide to Jackson County](#) (updated for 2020)– Posted 11/2/20

[Give the Gift of Memories This Year](#) – Posted 11/6/20

E-News

Authored e-Newsletter for November. Deployed on 11/10/2020:

[Plenty of Room to Spread Out](#)