



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

To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: March 17, 2022
Subject: Monthly Director's Brief

1. The Annual Visitor Guide should arrive within a week or two timeframes. We are pleased with all the information we're able to include this year. Soaring paper prices increased the cost for the guide significantly (about 47-percent). As with other industries experiencing unprecedented cost increases, paper manufacturers are as well. We currently have funds in the printing line item to fund it; however, later this spring, we may need a budget amendment for the remaining print projects for this fiscal year.
2. I worked on revising the Fly Fishing Trail® guide, and an updated printed version is now in our hands. There's a focus on Leave No Trace, only using public restrooms (instead of the river), and an educational component showing each fish species. Board members can view a copy on our maps page [here](#).
3. I'm working with the Pinnacle Park Foundation and the Town of Sylva on creating a map for Pinnacle Park. Currently, no maps exist of the popular trail system, especially with the addition of the new Shelter Rock trail to Blackrock. We have an initial draft that looks great and provides much-needed information for those visiting the trail. We'll work with the Town of Sylva on finalizing the map and get it installed as signage at Pinnacle Park along with digital copies on our website.
4. I'm continuing work to help fill the TCDA Capital Project review committee that will provide initial feedback on applications submitted before they go to the full board. We've filled about half of the seats on that committee and have sent emails to prospective members who represent other industry segments for their consideration to serve.
5. Next week, staff will be out of the office attending the Visit North Carolina state tourism conference. We are taking our new staff member, Jon, to make introductions to industry partners and colleagues and immerse him in the DMO environment.
6. We are beginning our draft budget process for FY 22-23. For reference, we review the draft budget with the full board on May 25 and approve the budget on June 15. Our May meeting will likely last approximately two hours as it is the meeting we approve

annual contracts, hear annual plans from our partners, and review the budget. Please allow for the two-hour timeframe on your calendars for May 25.

Industry Engagement:

- Worked with Blue Ridge National Heritage area to coordinate a video production of arts & crafts in Jackson County and itinerary development for a corresponding website feature.
- Coordinated with the Appalachian Regional Commission to highlight Jackson County in a video production featuring arts, culture, and tourism. The filming will be in conjunction with the Outdoor Economy Conference in April.
- Worked with the Visit N.C. Farms app to collect information on local farms, farmer's markets, and more to be featured in the app at no cost to the entity.
- Held meeting with Regional TDA Exec. Directors.
- Attended Pinnacle Park Foundation meeting to brief them on the Tourism Capital Project Fund.
- Attended and interviewed with the Urban Land Institute Panel in Cashiers.
- Worked with the Main Street Sylva Association to get their annual Brew Hop promotion into our online Bandwango ticket sales platform.
- Presented to a senior Hospitality & Tourism class at Western Carolina University.
- Presented to Meredith Corp. and VisitNC for VisitNC's 2024 Travel Guide.
- Prepared a presentation for the VisitNC Tourism Conference where I am a presenting speaker.
- Prepared a presentation for the Outdoor Economy Conference where I am a presenting speaker.