



To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: December 12, 2025
Subject: Monthly Director's Brief

Dear Board Members,

Please find below my monthly update for December:

1. New Meeting Schedule Please take a moment to review the proposed meeting schedule for 2026 (linked on agenda). If you have any lingering TDA meetings in your calendar for 2026, please remove them, as I will send an official calendar invitation following our December board meeting. Please manually confirm all dates have been added to your calendar after accepting them. If you have any trouble or need an invitation re-sent, please let me know.

2. Historic Tour of Sylva I was able to meet with the WCU Mountain Heritage Center Interim Director and the WCU student putting together the history tour of downtown Sylva, and we walked the entire route. It is terrific, and I believe our visitors will really enjoy it. The tour starts at Bridge Park, winds around Main Street, goes all the way down Main Mill Street, and then concludes back at Bridge Park, focusing on the early years of Sylva and key highlights about the town. After each of the 12 planned tours, there will be an opportunity for frequently asked questions, and the student will use those questions to improve the tour before we create a printed piece that incorporates feedback from all sessions.



3. Forest Therapy Trail The new Forest Therapy Trail is now opened at the Greenway. A dedication ribbon-cutting was held on Saturday, December 6th, with a good turnout. Construction on the new portion of the Greenway and trail clearing should start this winter, which will bring the total Greenway to 3.8 miles once completed. We are grateful to partner with Jackson County Parks and Recreation on this long-lasting project that will benefit the health and well-being of Jackson County residents and visitors. Lou Hammond Group has been working on securing press about the new certified trail at the Greenway, as it is the only accessible one in the country, and we have already secured several national placements.



4. Timeline for Visitor Guide (VG) Production Staff will be focused on the production of the new Visitor Guide in the new year, compiling events and changes for the new 2026 guide. If you or a partner might have any events or updates that we need to include, please let me know. We are aiming to have the new VG printed earlier this year, around mid-March.

5. Annual Recap – Year in Review For the next issue of the Partner Connect newsletter, which we send out to about 700 partners countywide, we are going to do a year-end review of tourism in Jackson County. This review will focus on the efforts of this board, our grants, our projects, and more. At the beginning of the new year, I will work on compiling the data to get out in a written format to our partners.

6. Campaign Results – Weddings I know the board has instructed staff to look at wedding-specific placements for advertising and PR campaigns, and I am happy to report that one of our ad campaigns is showing early results. Our search engine management team at Love Communications has been targeting weddings this quarter and has already seen 107 confirmed conversions since October. That means



seeing our ad in paid search, clicking on it, and then clicking to a partner page from our website. While this campaign is somewhat more costly (around \$1 per click compared to half that for most general brand campaigns), it has the potential to drive significant spending and room nights per click. As compared with an average per-trip spend of a few hundred dollars, weddings can generate tens of thousands of dollars in local spending. We are also rolling out additional placements on Reddit and Pinterest this quarter.



98 COPE CREEK ROAD, SUITE D, SYLVA, NC 28779

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