



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

Dear Board Members,

Please see below for my monthly brief.

1. Grant for Board Consideration

We've received a grant application for Sylva's Story on Foot, a walking tour of downtown Sylva's history, developed by WCU's Mountain Heritage Center. The application proposes 12 in-person tours led by a Mountain Heritage Center representative. To ensure the project has long-term impact beyond these initial tours, we requested additional components: print collateral and a digital map for self-guided experiences. The applicant has agreed to include these elements. The total grant request is \$2,797.

2. **Reminder** - Board Member Recruitment

We are recruiting three new members for the TDA Board. Applications will be forwarded to the County Commissioners for consideration. **Please share with any colleagues that would be a good fit.**

A notice will run in *The Sylva Herald* this September encouraging qualified candidates to apply at www.JCTDABoard.com. The form is quick and simple. Please share this opportunity with colleagues in Jackson County who meet the criteria.



Open Seats:

- North Jackson Hospitality & Tourism (3-year term) *Megan's seat*
- South Jackson Hospitality & Tourism (3-year term) *Daniel's seat*
- At-Large Hospitality & Tourism (countywide, 3-year term) *Robert's seat*

Qualifications:

- Primary: Owners/managers of lodging establishments (5+ accommodations remitting occupancy tax).
- Secondary: Professionals in hospitality/tourism (event management, resorts, restaurants, destination marketing, etc.).
- Tertiary: Operators of major tourist attractions in Jackson County.

Board members meet 10–12 times annually, typically the third Wednesday at 1:00 p.m.

3. Outdoor Economy Conference

Staff will represent Jackson County at the Outdoor Economy Conference, Sept. 15–17. We'll engage with attendees from across the country and share information about the county's outdoor offerings, supported by our new branded materials, giveaways, and merchandise.

4. Lodging Specials

As we enter a busy time of year, we've updated our lodging specials on our website to include offers from lodging partners. This page gets substantial traffic.

<https://www.discoverjacksonnc.com/lodging/lodging-specials/>

Lodging partners can submit specials at any time through our Extranet for inclusion and they'll be posted automatically. If you need me to send you your login, please let me know. We plan on highlighting specials on social media and in our e-newsletter so the sooner you can get me these, the better.



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5. Audit Reply

If you have not yet completed the Audit Questionnaire, please do so as soon as possible. Our auditors require multiple responses from board members, and we have not yet received enough submissions. I re-sent the form today to ensure it's at the top of your inbox.

6. Monthly Reporting

As a reminder, our monthly reporting—including occupancy data, spend information, and other key metrics—will be released around the 26th of each month. You'll receive a comprehensive report by email at that time, covering the prior month's data. While I may share preliminary highlights in our monthly meetings, the full reporting will always be distributed toward the end of the month.

