



To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: January 16, 2026
Subject: Monthly Director's Brief

Dear Board Members,

Please find below my monthly update for January:

1. Tourism Capital Project Fund (TCPF) Updates

Our meeting next week will focus primarily on two significant Tourism Capital Project Fund (TCPF) requests. I have spent several months working closely with both applicants to ensure their submissions are complete and ready for board consideration.

For our new board members who may be unfamiliar with the program, the TCPF was established in 2022 to reinvest tourism dollars back into Jackson County. The program is funded entirely by room occupancy tax—not property or sales taxes—and by law, one-third of these proceeds may be dedicated to tourism-related capital expenditures.

To date, the JCTDA has funded/contributed to the following capital projects:

- 1) Bridge Park renovation - \$376,767
- 2) Greenway Property Acquisition - \$750,000
- 3) Whittier Project RISE (fairgrounds) site - \$500,000
- 4) Dillsboro Monteith Park connector - \$250,000

Current Applications: Pinnacle Park & The Village Green The Executive Committee met on January 14 and is recommending the approval of two new applications from the Town of Sylva (Pinnacle Park) and The Village Green. While the combined total of these requests exceeds the current remaining funds \$250,000 in the capital projects line item, we propose funding the balance of **\$295,322** from our fund balance.

Our financial position remains exceptionally strong to support this. We currently hold approximately \$2 million in available fund balance beyond our required reserves.



Representatives from both projects will be present at our January 21 meeting to answer questions. If the board reaches a consensus, we intend to present these projects to the County Commissioners during their February work session for consideration.

Both applications are linked on the agenda for your review in advance of our meeting.

2. Operational & Marketing Updates

Visitor Guide Production Production for our new Visitor Guide is well underway. We are currently in the editorial and photography curation phase, and I am pleased to report that we anticipate an earlier publish date this year. I will continue to provide the board with updates as we move closer to the final layout.

Sports Tourism Exploration On January 14, I met with the Asheville Buncombe Regional Sports Commission and our County Parks & Recreation Director. Our discussion focused on identifying opportunities to leverage Jackson County's existing facilities to drive sports-related tourism. This is the beginning of an ongoing initiative, and a follow-up meeting is already scheduled for next month.

December Financial Performance

Financials for December show a positive upward trend in accommodation sales. While the tax collection total reflects the recent rate increase, the underlying growth in sales indicates a healthy tourism economy.

FY 24-25 \$183,028.80 in tax collections @ 4% rate = \$4,575,720 in accommodation sales

FY 25-26 \$295,471.35 in tax collections @ 6% rate = \$4,924,522 in accommodation sales

