



To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: June 12, 2026
Subject: Monthly Director's Brief

Dear Board Members,

Please find below my monthly update below:

1. FY Budget Planning

The primary focus of the June 17 meeting will be approval of the budget ordinance for FY 26-27. A reminder that our budget public hearing begins at 12:55 p.m., so please aim to arrive or be online no later than 12:50 p.m.

2. Tourism Capital Project Fund

While working through the Board's suggestions from last meeting on TCPF revisions to strengthen the application, I found a few more areas to improve, especially around the clarity of required assurances and guidelines. We'll talk through the proposed changes at Wednesday's meeting.

3. Lodging Performance

May hotel trends are very promising, with average daily rate up significantly. Full reporting won't be available until the end of this month, but we just received a weekly report covering a running 28-day period in May (May 10 to June 6). It shows ADR up from \$146.45 in 2025 to \$191.36 in 2026, a 30.7% improvement. Occupancy is up 3.1% as well. Two of our neighboring counties didn't see double-digit room revenue growth. In fact, both were negative. So we're faring very well so far this spring as we head into summer.

4. Networking & Community Engagement

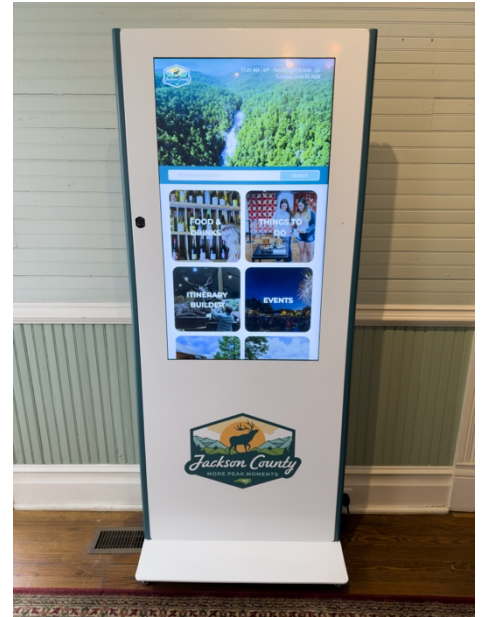
I presented at the annual Leadership Cashiers gathering on June 9. I also have presentations scheduled in the coming months with the Town of Sylva and the



County Commissioners to update them on all of our projects. I also recently worked with People, Inc. on a magazine photoshoot for the 2027 North Carolina Visitor Guide in Panthertown Valley on Friday, June 5.

5. Visitor Center Kiosk

The TDA-funded kiosk is now operational in the Jackson County Chamber of Commerce and Visitor Center. All data should be live soon. We're waiting on the developers to add our hiking trails and waterfalls, which should be complete this week. I would encourage board members to stop by and check it out.



6. SATW Conference

I've been working on a proposal for a pre- or post-conference tour of Jackson County for media in the area, part of the Society of American Travel Writers Conference (Oct. 4-8) being hosted in neighboring Haywood County. I've sent the proposal to SATW for their input, and we hope it generates interest in our area while they're next door.

7. Jarrett House

I've been speaking with Chris Ellsworth, and he expects the Jarrett House to open within about a week as they put the finishing touches on the historic inn. Once they open, we hope to bring some travel writers to experience the inn, which dates back to 1884 and has been carefully restored.

8. July Meeting

As a reminder, unless urgent business comes up, we'll cancel our July meeting.

