Jackson County
MORE PEAK MOMENTS NC

To: TDA Board
From: Nick Breedlove, TDA Executive Director
Date: September 11, 2026
Subject: Monthly Director's Brief

Dear Board Members,

Please find below my monthly update below:

1. **Meeting Location**

   This month's meeting will be at Lewis Hall at the Village Green (160 Frank Allen Rd, Cashiers). I encourage board members from the Sylva area to explore Cashiers before or after the meeting to enjoy the local food and sights. If you need recommendations, Susan Sapienza and I are happy to provide them.

2. **Print Projects**

- **Complete:** *Dillsboro Map* – We successfully received and distributed all revised 2026/27 maps. The Chamber has resupplied Dillsboro merchants, and we ensured the GSMR has 25,000 additional copies for all passengers departing Bryson City, to hopefully drive more spending on their layover.
- **In Progress:** *Birding Guide (reprint)* – Demand rapidly exceeded expectations, exhausting our initial run of 5,000 guides. We are in the process of a reprint now.
- **In Progress:** *Fly Fishing Guide (reprint)* – The WNC Fly Fishing Trail map reprint is in the final stages of folding and shipping preparation. We're bundling the shipping of this with the Birding Guide for a savings.
- **In Progress:** *Holiday Events Rack Card (new)* – I developed a completely new rack card consolidating all major holiday events across Dillsboro, Sylva, and Cashiers. This will be distributed this October to capitalize on heavy fall foot traffic, building awareness to capture return visitation for the winter season.

3. **Community and Stakeholder Engagement**

- **Sylva Rotary Club** (Sept. 10): Delivered a presentation outlining the TDA's role – what we do and why it matters, along with our direct economic impact on the community, which was well-received.
- **Town of Sylva**: Worked with the Sylva's Economic Development Director to strengthen their NC Main Street Association award submission for Concerts on the Creek by supplying historical data, photos, and video assets.
- **Commissioners Presentation** (Oct. 6): I am preparing our comprehensive annual tourism update to present to the County Commissioners.
- **Report to the Citizens**: I finalized and delivered the TDA's departmental content for the annual Jackson County Citizen's Report, outlining our annual plan of work and the results we've achieved for our residents. I also curated and supplied a portfolio of JCTDA-owned photos to the county manager's assistant who helps prepare the full report, so they have beautiful photos of our county to include.
- **WCU Presentation** (November): I'll be speaking to a Hospitality & Tourism class to educate students on the local tourism economy and hopefully interest students in a career in H&T.

4. **Website FAQs & AI Traffic Strategy**

   To combat the industry-wide massive website traffic decline caused by Google's new AI search summaries, I took the initiative to execute a massive SEO overhaul of our top 20 landing pages (the most popular pages on our website). This was a time-consuming project involved researching, writing, and implementing over 200 Frequently Asked Questions. This is already paying dividends: comparing June to August, our AI impressions increased by over 20,000, with the Cashiers page alone capturing 5,000-impressions. A lot of the information we're sharing is only known by us and questions visitors frequently ask and was not online until now.

5. **October Meeting Update**

   Because October is the busiest season for our partners and board members, we will likely cancel the upcoming meeting. Unless

pressing matters arise, we will reconvene in November.

6. **Ad Agency & PR Projects**

- **Fall Media Plan:** We have an ambitious fall media push. I've been working with Madden/Karsh Hagan to approve and provide feedback on all the placements and we're all set now. We are now working on "Secret Season" (Jan-Mar) ads to drive critical visitation during the months our small businesses need it most.

- **Travel Writers Excursion (Oct 8-10):** I have been finalizing the details for the Society of American Travel Writers post-conference excursion. We have three travel writers visiting Jackson County for three days.

  On the first day, the group will be picked up at Lake Junaluska and transferred to check in at their home base, the Jarrett House in Dillsboro. Following lunch, they will attend a fly-fishing demonstration on the lower Tuckasegee and conclude the day with a family-style welcome dinner at the Jarrett House.

  The second day begins with a forest therapy session at Pinnacle Park, followed by a visit to Judaculla Rock and lunch at Dalaya in Sylva. The afternoon consists of free time on Main Street in Sylva and a stop at the American Museum of the House Cat, wrapping up with dinner at Ilda.

  On the final morning, the writers will have breakfast and the option to take a stroll in Dillsboro before departing for the Asheville Airport.