



Clark Lovelace <clark@brevardncchamber.org>

September TCTDA Board Packet

1 message

Clark Lovelace <clark@brevardncchamber.org>

Tue, Sep 21, 2021 at 6:42 PM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Dee Dee Perkins <d2perkins@gmail.com>, Ali Lien <aliholroydlien@gmail.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Karen Tessler <ktessler@mktconnections.com>, Christian McLaughlin <cmclaughlin@mktconnections.com>, Aaron Baker <aaron@oskarblues.com>

Our September board meeting is this Thursday, September 23, at 8:30am. It is virtual. Zoom information can be found at the bottom of this email. Directly below is a director's report and attached is the normal packet of information, plus a few additional documents. Please read everything and let me know if you have any questions. If you're unable to attend, please email me and Corey at your earliest convenience.

Director's Report

- **June Financials** - Attached are August financials. Comments are at the bottom of each report. As an additional note, we now have one full year of lump sum payments by VRBO (technically VRBO and Homeaway who are owned by the same company), so instead of just listing Airbnb returns on the occupancy report, I'm listing STR returns, which includes all three of these third party booking companies. It's also worth noting that we have seen tremendous growth in the revenues coming from these companies. Below is a recap since Airbnb began collecting and paying occupancy taxes as a percentage of our total occupancy tax returns:
 - FY16 - 4% Airbnb, N/A for Airbnb/VRBO/Homeaway (Airbnb payments began August of 2015 and seemed to take most of the year to catch up to consistent/normal levels)
 - FY17 - 9% Airbnb, N/A for Airbnb/VRBO/Homeaway
 - FY18 - 16% Airbnb, N/A for Airbnb/VRBO/Homeaway
 - FY19 - 20% Airbnb, N/A for Airbnb/VRBO/Homeaway
 - FY20 - 26% Airbnb, N/A for Airbnb/VRBO/Homeaway (VRBO/Homeaway payments began in October of 2019, and like Airbnb, had inconsistent and/or low returns until things evened out by FY21)
 - FY21 - 33% Airbnb, 55% for Airbnb/VRBO/Homeaway
- **Marketing Report** - In addition to the normal marketing report is "Part 2", which represents additional information, including statistics on our digital marketing and our website, as well as a sample of our new ad campaign. Market Connections creates a new campaign with fresh creative every 18-24 months. Our current one is "Heart of Adventure" and our prior one was "Drink It In". This comes with staff and marketing committee endorsement, but we wanted to share with you before you began seeing it in use.
- **Transylvania Always Committee Report** - As you'll see on the agenda, TAC Chair and former board member, Aaron Baker, will be joining us to report on the efforts of the TAC.
- **Transylvania County Community Appearance Initiative** - Attached is a funding request we received from the County regarding the restarting of a litter cleanup initiative. It was directed to the Destination Infrastructure Committee and they recommend approval of the requested \$20,000 annual funds for a period of three years, with a reassessment at that time based on a report provided by the County on the results/success of the program. Please review ahead of the meeting, where it will be discussed as an agenda item.
- **2nd Term as Chair for Layton Parker** - Join me in congratulating and thanking Layton Parker for his willingness to serve a second, two-year term as TCTDA Chair. The County Commissioners appointed him to that role at a meeting earlier this month based on the recommendation from the TCTDA board.
- **Member of the public attending meeting** - Corey has let me know that a member of the public has requested to attend the meeting and Corey has shared the zoom information with them. This individual has attended once before and has been reminded that there will be an opportunity for public comment at the end, and otherwise should be there only to observe. Since we rarely have members of the public and since it's sometimes hard to tell on Zoom, we like to alert you when we can.
- **Committee Presentation Schedule** - As a reminder, here is the committee presentation schedule for the remainder of the year.
 - September - Transylvania Always
 - October - Market Connections, Marketing

- November/December - Finance, Destination Infrastructure (This meeting is on Thursday, December 2, due to the holidays around the 4th Thursday of those months)

I think that covers everything for now. As always, let me know if any questions.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: Sep 23, 2021 08:30 AM Eastern Time (US and Canada)

Every month on the Fourth Thu, until Oct 28, 2021, 2 occurrence(s)

Sep 23, 2021 08:30 AM

Oct 28, 2021 08:30 AM

Please download and Import the following iCalendar (.ics) files to your calendar system.

Monthly: <https://us02web.zoom.us/join/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09>
98tyKuGurzMpGtySsxyFRpwABYqgb_TxiGZegvpfuk7ENypEalLvJMpKoonRMCd

Join Zoom Meeting

<https://us02web.zoom.us/j/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Meeting ID: 861 8308 7352

Passcode: 924952

One tap mobile

+13017158592,,86183087352#,,,,*924952# US (Washington DC)

+13126266799,,86183087352#,,,,*924952# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

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+1 669 900 6833 US (San Jose)

Meeting ID: 861 8308 7352

Passcode: 924952

Find your local number: <https://us02web.zoom.us/j/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Clark E. Lovelace

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, brevardncchamber.org

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



7 attachments

TCTDA Agenda (9-23-21).pdf
130K

TCTDA Board Meeting Minutes (August 26, 2021).pdf
141K

TCTDA Revenues & Expenditures (August, 2021).pdf
39K

Occupancy Revenue (thru July, FY21).pdf

86K

 **TCT Marketing Report (September, 2021).pdf**
91K

 **TCT Marketing Report (September, 2021) - Part 2.pdf**
5964K

 **CAC Proposal Memo (2).pdf**
172K

**Transylvania County Tourism Development Authority
Board Meeting Agenda
September 23, 2021
8:30 am**

- I. Call to Order – Layton Parker
- II. Presentation of Minutes – Layton Parker
- III. Director's Report – Clark Lovelace
 - A. Financials
 - B. Office Report and Tourism Updates
- IV. Chair's Report – Layton Parker
 - A. TCT Organizational Structure
 - B. 2022 TCT Board
 - C. Misc.
- V. Transylvania County Funding Request – Dee Dee Perkins
- VI. Transylvania Always - Aaron
- VII. Old Business
- VIII. New Business
- IX. Public Comment
- X. Meeting Adjourn

TCTDA Mission Statement - To generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government, and to contribute to a vibrant, sustainable economy.



Transylvania County Tourism Development Authority Minutes of 8/26/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Gulce, Dee Dee Perkins, Jessica Whitmire, Ali Lien

Absent: Mac Morrow

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Christian McLaughlin, Jonathan Griffin

Call to Order – Layton Parker

Layton Parker called the meeting to order at 8:31 AM.

Presentation of Minutes – Layton Parker

LP presented the minutes of the July 22, 2021, board meeting for review. Dee Dee Perkins made a motion to approve as presented. David Gulce seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – CL noted both May and June numbers are reflected on the R&E report that was sent in the advance packet. There were no questions. High returns continue, with a record of \$227K for June. Note that \$114K, just over half, of that revenue was from Airbnb and HomeAway. FY21 year-end revenues finished at \$1,867,000. Expenses were in line with budget, finishing within 1%. In the end, revenues far exceeded expenses, resulting in a flow of significant dollars to our fund balance. There are still a few year-end adjustments that need to be made that shouldn't affect the total numbers, but will need to be done before we consider these final, therefore no motion needs to be made.

A discussion was held about short term rentals (STR). TCT subscribed to AirDNA about 6 months ago and we now have more data from STR in Transylvania County as well as the surrounding counties. There hasn't been time to delve into the information, but Clark did a cursory look and will send some initial stats to the board. According to this data there are approximately 1,000 STRs in our county. Henderson County has about the same number of STRs but three times the population. Jonathan noted that there are approximately 150 occupancy payment returns sent to him but only 7 that he receives from hotels. Hotel occupancy levels are finally up to our 2019 levels.

Office Report and Tourism Update – Restaurants schedules are in flux due to Covid-19 and staffing issues. Several new businesses have opened including Stella's Sweet Boutique and Lil' Speck. The Ecusta Trail closed on August 12. CL asked if any questions on his update with the advance packet. There were none.

In the wake of Tropical Storm Fred (Aug. 17) which caused extensive damage to our public lands and rivers a discussion was had about how to let our visitors know about the conditions in our public

lands and rivers as well as provide them with our responsible exploration messaging while they are here. Clark shared that we have a travel advisory pop up that directs web users to important information on the pandemic, trail closures, etc. It was suggested that we ramp up this process and be more proactive about having a messaging plan in order. Staff will get with emergency services and public land managers and work something up.

Chair Report – Layton Parker

Ecusta Trail – Layton gave an update on the Ecusta Trail, which closed earlier this month. There is still a funding request from Conserving Carolina and the Friends of Ecusta Trail. The request is for 20% of TCT annual revenue for five years. At this point there are a lot of moving parts which makes it difficult for the board to make a decision. Clark and Dee Dee have reached out to Jim Fatland for a meeting, but haven't been able to connect with him. It was suggested that the TCT Board talk to each County Commissioner prior to making a decision. The timing and connection is important. Layton would like a list of conditions that would need to be in place prior to making this financial commitment.

TCT Organizational Structure – At the August County Commissioners meeting the commissioners voted to remove the “autonomous organization” option from consideration. That leaves two options. Continue with a structure similar to now where TCT contracts with the chamber for administrative and operational support or have the staff folded into the county HR and payroll systems. Layton reminded that the board expressed a desire at a past meeting to move away from the current structure because that didn't achieve the primary objective of dedicated TCT staff. He asked if any opinions had changed. No one indicated that theirs had. He shared that for the remaining option to work, the job descriptions and salaries for the positions through the county needed to match what the TCT board felt appropriate, essentially something similar to how things are currently. He is working with the county to find out those answers. The chamber is also working on finalizing their opinion on what structure they desire moving forward. A joint meeting is planned for next month.

2022 Board of Directors – The request to the County Commissioners for Layton to stay on as TCT Board Chair has been moved to the next commissioners meeting in September. There are two open positions for the 2022 board, one for accommodations owner/operator and the other for Interested Individual. Layton noted that Grant, Libby, and Clark volunteered to meet after our last meeting to discuss recommendations and asked if one of them would share what was discussed.

Grant indicated that there are no new applications with the county, but there are a couple still on file that were submitted within the last two years or so, Mark Tooley and Kevin Howell. There was also interest in having Mike Hawkins serve and he has expressed a desire to do so if asked. For the accommodations position, Clark reached out to Greystone Owner, Shannon Ellis, who cannot serve, but is suggested General Manager Paulette Todd, who indicated that she would be willing to serve. Feedback from the board was to reach out to Paulette Todd about filling out an application since that position is currently open.

Marketing Report – Karen Tessier

KT noted that as more and more events are coming back the Adventurist eblast is once again being sent out after a 15-month hiatus. Our Facebook audience slightly decreased, but our Instagram audience is continuing to increase. Birmingham AL has recently been added to CLT, RAL ATL, and Nashville TV markets. A new Partner Marketing program will be rolled out in late September and will include advertising opportunities for the 2022 Adventure Guide, a stand-alone county/regional map, print and digital media and sweepstakes. She reviewed the website metrics which showed impressive growth, especially organic growth. CM presented images from recent photo shoots and advertising campaigns.

Destination Infrastructure Committee – Dee Dee Perkins

The committee continues to focus on cycling, downtown Brevard, the PNF intersections, arts, and other elements of our Infrastructure. Right now, they are focused on getting bike racks at strategic locations in downtown Brevard. This includes a work group that includes Melanie Spreen, Aaron Baker, and a few DIC members. No specific updates on the other areas.

Overtourism – Dee Dee Perkins

A discussion was held about tourism and the perception in the community. How can we balance tourism while protecting our assets? Some locals feel the scale is tipped toward tourism. It was noted that language and vocabulary are important. Where is the tipping point? There are big concerns from tourism-related businesses that they will lose current employees and/or can't hire qualified employees due to a lack of affordable housing. They also lose summer college students as potential employees for the same reason and they can't compete with camps and NOC who provide their workers with housing. Restaurants in particular are struggling. STRs are negatively impacting the lack of housing options. The city can't put a moratorium on them, but could possibly work on zoning.

Old Business

Corey reminded that board members are provided a branded golf shirt to promote our organization. Reach out if you need one.

New Business

Layton indicated that Lori Roberts has stepped down as TCT's representative on the Transylvania Economic Alliance board. We need a new appointee. It is often a past board member or someone very familiar with tourism and our organization. Let Clark or Layton know if you have any suggestions.

Layton shared that we may need to review our priorities and set some goals, particularly for the board. It seems we are taking on too much. Three-hour meetings aren't sustainable. How can we be more effective? The good news is that no one can question the dedication of our board members and staff.

Public Comment

None

Meeting Adjourn

LP made a motion to adjourn the meeting at 11:15 AM

Minutes respectfully submitted by Corey Gafnea

Transylvania County TDA - Revenue/Expenditures

For the Month of August, 2021

Revenue	Current Month	FY21 YTD	FY22 Budget	Variance	FY21 August	FY21 YTD	FY21 Budget
Occupancy Tax Revenue	\$ 273,930	\$ 273,930	\$ 1,862,700	\$ (1,588,770)	\$ 195,612	\$ 195,612	\$ 645,000
Penalties	-	-	1,500	(1,500)	54	54	1,098
EDPNC CARES Allocation	N/A	N/A	N/A	N/A	-	-	-
Advertising	-	-	30,000	(30,000)	11,660	14,160	28,000
Map Sales	-	-	750	(750)	-	46	500
Interest Income	-	8	2,000	(1,992)	-	-	2,000
Fund Balance Appropriated	-	-	-	-	-	-	23,819
Total Revenues	\$ 273,930.00	\$ 273,937.51	\$ 1,896,950.00	\$ (1,623,012.49)	\$ 207,325.88	\$ 209,872.08	\$ 699,416.62
Expenses	Current Month	FY21 YTD	FY22 Budget	Variance	FY21 August	FY21 YTD	FY21 Budget
Overhead							
County Admin Fee	-	-	28,827	(28,827)	-	-	18,123
Chamber Contract Services	-	-	215,000	(215,000)	17,500	35,000	210,000
Audit Contract Services	17,500	35,000	6,750	28,250	-	-	6,458
Office Expense							
Supplies	-	-	5,000	(5,000)	15	384	2,500
Telephone	397	397	5,000	(4,603)	379	379	4,500
Postage	480	814	8,500	(7,686)	183	207	8,000
Travel	-	-	2,200	(2,200)	-	-	1,250
Dues, Subscriptions	-	-	1,200	(1,200)	375	375	750
Promotional Items	-	-	7,500	(7,500)	-	-	2,500
Advertising/Marketing	75,073	82,223	1,125,000	(1,042,777)	28,781	37,781	378,338
Strategic Plan	21	21	244,673	(244,652)	-	-	30,000
Transylvania Always	425	425	150,000	(149,575)	4,380	4,380	20,000
EDPNC CARES Expense	N/A	N/A	N/A	N/A	-	-	-
Grant & Partnership Funding							
Tourism Grant Program	-	1,000	27,500	(26,500)	-	-	5,000
Partnership Funding	-	-	40,000	(40,000)	-	-	12,000
Destination Infrastructure Grant	-	-	30,000	(30,000)	-	-	-
Total Expenses	\$ 93,896.67	\$ 119,899.39	\$ 1,896,950.00	\$ (1,777,050.61)	\$ 51,613.37	\$ 78,466.01	\$ 699,416.62

Fund Balance

Fund Balance (Beginning)	Budget
\$ 1,268,414	\$ 1,268,414
FY21 Overages/Underage	-
Committed Funds (Ecosta Trail)	50,000
Fund Balance (Year-End)	\$ 1,218,414

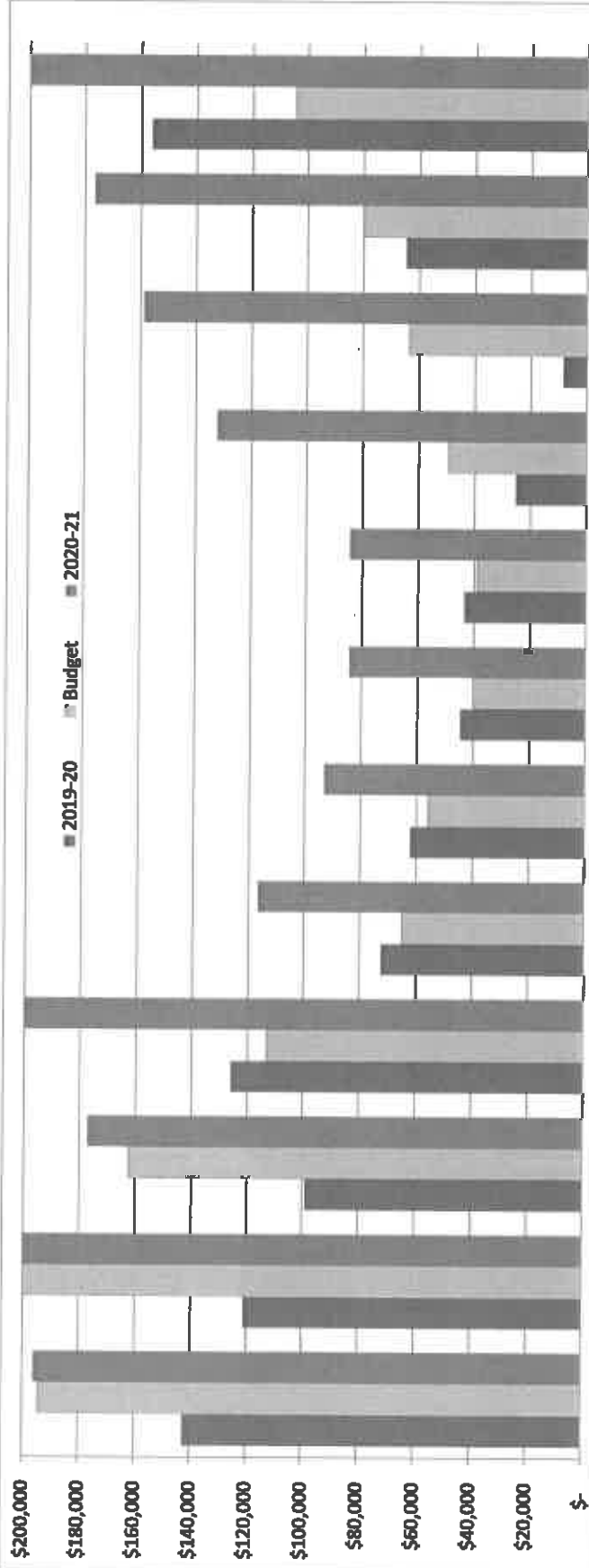
Comments:

Revenues - July reflects another new record in returns for one month, falling 32% above prior year.

Expenses - Expenses are in line at this point early in the season.

General - When creating the FY22 budget in the spring, the finance committee anticipated a "cooling off" of the growth in occupancy and revenue based on a natural downturn after the blitz of first-time or infrequent visitors focused on the outdoors due to the pandemic as well as the beginnings of increased COVID-19 cases nationally. That has not occurred, with the final two months of FY 21 (May/June) and the first of FY22 (July) showing continued dramatic increases over prior years.

TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX INCOME



	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
FY21 Budget	\$ 194,525	\$ 206,946	\$ 162,588	\$ 113,218	\$ 65,149	\$ 56,043	\$ 40,251	\$ 39,073	\$ 49,453	\$ 63,652	\$ 79,846	\$ 104,621	\$ 1,175,364
FY21 Actual	\$ 196,306	\$ 207,114	\$ 177,243	\$ 201,634	\$ 116,655	\$ 93,063	\$ 84,448	\$ 84,454	\$ 132,261	\$ 158,805	\$ 176,750	\$ 227,193	\$ 1,855,927
Penalty	\$ 5,220	\$ 23	\$ -	\$ 27	\$ -	\$ 28	\$ -	\$ 746	\$ -	\$ -	\$ 37	\$ -	\$ 6,081
Variance	\$ 1,781	\$ 168	\$ 14,655	\$ 88,416	\$ 51,506	\$ 37,020	\$ 44,198	\$ 45,381	\$ 82,809	\$ 95,153	\$ 96,904	\$ 122,573	\$ 680,563
Occupancy	77%	73%	72%	86%	57%	50%	39%	44%	55%	69%	66%	78%	65%
ADRs	\$ 170	\$ 176	\$ 170	\$ 173	\$ 156	\$ 119	\$ 108	\$ 111	\$ 117	\$ 154	\$ 185	\$ 194	\$ 161
AirBnB	\$ 46,347	\$ 58,984	\$ 58,097	\$ 43,545	\$ 29,209	\$ 23,872	\$ 48,542	\$ 47,503	\$ 65,186	\$ 59,400	\$ 63,149	\$ 63,187	\$ 607,000
FY20 Actual	\$ 142,696	\$ 121,089	\$ 99,082	\$ 125,798	\$ 72,388	\$ 62,270	\$ 44,723	\$ 43,414	\$ 25,331	\$ 8,458	\$ 64,797	\$ 156,191	\$ 966,237
FY20 YTD	\$ 142,696	\$ 263,785	\$ 362,867	\$ 488,665	\$ 561,053	\$ 623,323	\$ 668,046	\$ 711,460	\$ 736,791	\$ 745,249	\$ 810,046	\$ 866,237	\$ 623,323
Occupancy	86%	75%	67%	76%	63%	53%	37%	38%	24%	28%	28%	63%	57%
ADRs	\$ 174	\$ 170	\$ 162	\$ 184	\$ 135	\$ 106	\$ 101	\$ 107	\$ 129	\$ 87	\$ 132	\$ 166	\$ 152
AirBnB	\$ 22,515	\$ 21,126	\$ 24,985	\$ 23,280	\$ 15,468	\$ 15,264	\$ 23,504	\$ 21,170	\$ 822	\$ -	\$ 30,430	\$ 49,952	\$ 248,515

Notes:

- YTD stats vs. prior year: Occupancy Revenue (+92%), ADR (+6%), Hotel/Motel/Inn Occupancy (+14%), AirBnB Collections (236%).
- Airbnb is a lump sum payment shown to reflect the STR market. Note that taxes are recorded by Airbnb when funds are received, not necessarily at time of visit.



MARKETING REPORT

September 2021

The Adventurist, Field Notes & Blogs

At the beginning of the month, The Adventurist, focusing on "September in Transylvania County," with a special message about the aftermath of hurricane Fred, was sent to **20,357 recipients with an open rate of 18%, which translates to 3,731 opens**. It generated **454 clicks** to explorebrevard.com, which represents top tier engagement for e-newsletters. **55%** of viewers were on desktop computers, **45%** were on mobile devices.

In August, Field Notes, focusing on "A Dog's Eye View of Brevard," was sent to **20,383 recipients with an open rate of 19.1%, which translates to 3,882 opens**. It generated **341 clicks** through to explorebrevard.com. **52.4%** of viewers were on desktop computers, **47.7%** were on mobile devices.

Over the last month, several Blogs have been added to explorebrevard.com, including "Tips for Travelling with your Dog," "Fun Facts about Summer Camps," and "Birds & Bees."

Social Media

With 15,694 followers, Explore Brevard's Facebook efforts reached 29,898 people over the last month. Our Instagram fan page has grown to **17,100 followers**. Our twitter account audience has increased slightly to **2,475 followers**. Explore Brevard YouTube channel has grown to **235 subscribers with 409,462 total views among 54 videos**.

Digital

A full suite of shoulder season (late summer/early fall) digital advertising, including paid search, re-targeted display, digital pre-roll, native, digital display, and YouTube, is currently running, highlighting the Heart of Adventure/Waterfalls, Lodging, Mountain Biking, and a wide variety of seasonal activities. Metrics continue to improve showing a rise in traffic across platforms.

Overall, digital traffic is up **34.2%** over last year, same month, and top pages are waterfalls, lodging, food, Adventure Guide, and calendar. Top markets are Greenville (direct - TCT not advertising in this market), Charlotte, Raleigh, Atlanta and Nashville. Nashville continues to grow across platforms. New digital is producing results in Columbia and Charleston.

Foot Traffic is a new analytic tracking program that is part of our platform this year with Media One. Each month, Media One can track viewers who have seen Explore Brevard digital ads and made actual visits to and/or spent overnights in Brevard and Transylvania County. With the program just set up and beginning in the last couple of weeks of August, very first results show the following:

227 People digitally tracked to Brevard in only a few days

197 of those visited for one hour at least - day trippers - primarily from Charlotte and Greenville

28 of those visited/stayed at least 18 hours - overnight visitors - primarily Charlotte and Nashville (almost even numbers)

Transylvania destinations that were tracked/visited: **1. Pisgah, 2. Downtown, 3. Toxaway, 4. Oskar Blues, 5. Brevard Music Center**

- A suite of digital ads promoting the mountain biking scene are live on pinkbike.com. Pink Bike will launch a new Travel Tuesday sweepstakes featuring Brevard which will provide a micro-targeted email list for our use with the new biking sub brand roll out in late fall.
- Digital display advertising continues Blue Ridge Outdoors, the Blue Ridge Parkway official website, Romantic Asheville and Visit North Carolina.

Public Relations

Press planning and press 2022 press kits including pitch sheets, FAQs, fact sheets and updated press lists are all in the works. TCT/MC are still working with Visit NC to coordinate with various travel writers requesting visits/FAMs in the area. We've been working with Meredith Publishing/NY, publishers of the VNC Travel Guide to furnish photos and story ideas. Over the past month, the following stories have appeared in the media.

AAA Go Newsletter	Brevard, NC hits all the high notes Rocky's, Farmer's Market, Square Root	BMC, Sliding Rock, Brevard College, Greystone,
Outside Online	4 Last-Minute Labor Day Road Trips	Plisgah National Forest, Red Wolf Mountain Bike Tours, Ecusta Brewing
WYFF 4	Chronicle: Destination Downtown	Downtown Areas
Blue Ridge Outdoors	Where The Wild Things Are: North Carolina's Headwaters State Forest	Dupont, Plisgah National Forest, Headwaters State Forest

We are currently working to help facilitate a FAM visit to Greystone Inn from a NY Lifestyles travel writer in October. TCT staff is working to furnish photography to Travel Awaits for the Aluminum Christmas Tree Museum.

Advertising

Placement of FY 2022 new marketing and advertising opportunities continues with television has just completed running in multiple markets to tee up the shoulder seasons. A new TV market - Birmingham - has been added to CLT, RAL, ATL and Nashville markets running the Heart of Adventure spot. Print ads are currently or will be running very shortly in Our State, AAA Go, and Southern Living/Carolinas in the Arts Section.

Partner Marketing Program

Several partners are participating in the upcoming Blue Ridge Outdoors full-page co-op ad. For the new digital retargeting program, Lucy Clark Galleries and Historic Toxaway are participating a new PMP program will be rolled out for FY 2022 in late October in public meetings.

Adventure Guide

The TCT Marketing Committee is working closely with Market Connections to thoroughly review and determine best scenarios for the Adventure Guide and corresponding maps. TCT staff and committee members have recognized the need for maps covering larger areas in response to visitor requests. A new stand-alone, two-sided map, including a regional map with points of interest, and a new Adventure Guide are scheduled to be completed and ready for distribution in January. Advertising opportunities will be included in the TCT Partner Marketing Program.

New Creative and Sub-Brand Campaign Development

Market Connections has developed an all-new creative campaign that will be shared very shortly with the board. The new overarching TCT creative campaign will respect and include creative targeted toward the following: Increasing shoulder season and mid-week stays, and responsible tourism.

Multi-Year Marketing Plan

Market Connections and Magellan Strategies (Chris Cavanaugh) are partnering to coordinate and produce a new multi-year marketing plan that include a significant Market Research Study. Karen and Chris will be meeting with Clark in the next week to finalize and recommend the process and budget. The process is estimated to take seven months and will be completed by May 1.

Transylvania Always - Clean-Up Crews - Leave It Better

Market Connections is preparing refreshed materials for a relaunch of the LIB Clean-Up Crews campaign. Over the next month, updated invitations to participate in the program will appear on the web, in social media, in the Transylvania Times, local news outlets, E-newsletters and more.

Website Metrics

Please see accompanying Marketing Update PDF.



MARKETING UPDATE
SEPTEMBER 2021



AUGUST - SEPTEMBER 2021

Advertising & Public Relations

Advertising

Digital: Multi-platform placements, including YouTube, web traffic up 34.2% as a result Pink Bike; Romantic Asheville, Blue Ridge Parkway, Blue Ridge Outdoors

TV: ATL, RAL, CLT, NSH, BGM - Heart of Adventure/shoulder season

Print: Our State, AAA Go, and Southern Living/Carolinas in the Arts Section.

Co-op: Blue Ridge Outdoors/print; Digital re-targeting - Historic Toxaway, Lucy Clark Galleries

Public Relations

Press Kits: Pitch Sheet, FAQ, Fact Sheets, Photo Selects - in process

Visit NC FAMS: Greystone - NY Lifestyles

Visit NC Travel Guide - Meredith Publishing - story pitch/coordination

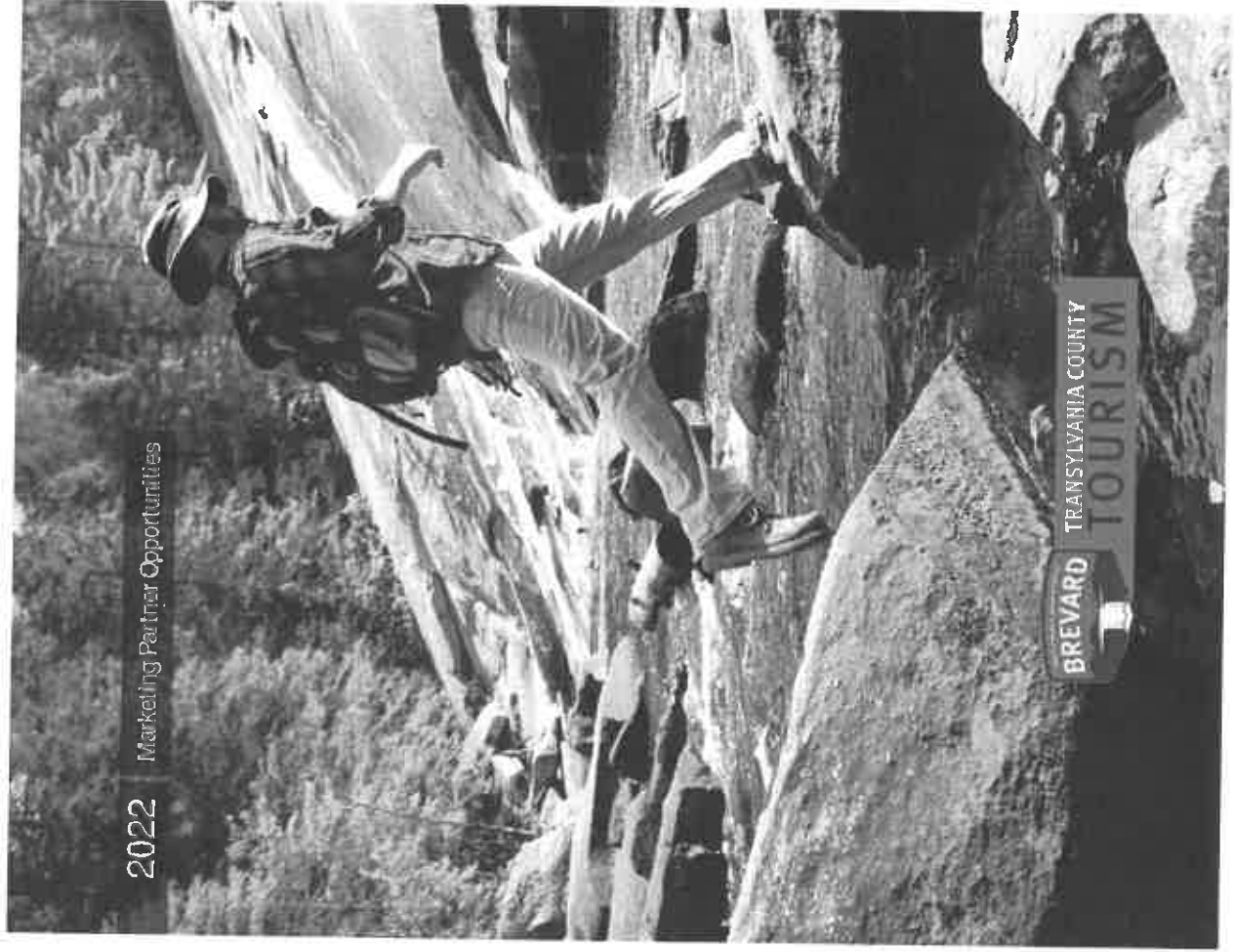
AAA Go: Brevard, NC Hits the High Notes

Outside Online: 4 Last Minute Labor Day Road Trips

WYFF4: Chronicle: Destination Downtown (Brevard)

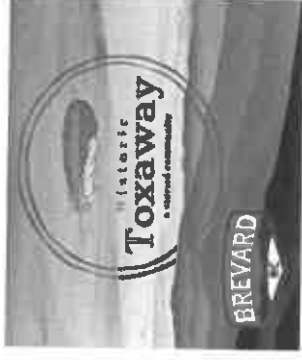
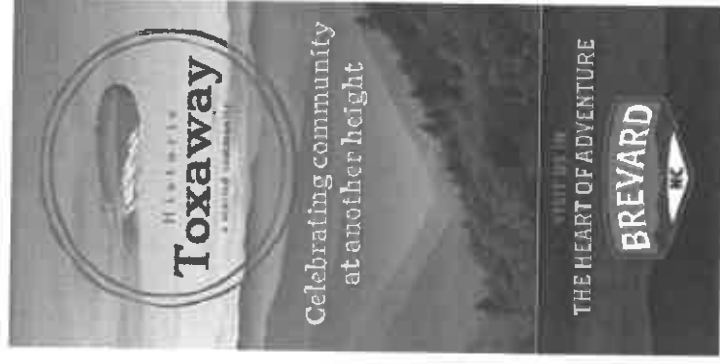
Blue Ridge Outdoors: Where the Wild Things Are: Headwaters

PARTNER MARKETING PROGRAM



2022 Marketing Partner Opportunities

Historic Toxaway Digital



ONLINE SUCCESS

New! Foot Traffic Program

Insights:

- Total of 223 tracked visitors to locations with (197) one hour visitors and (26) 18 hour visitors, numbers should improve as more impressions are tracked
- Top DMA for 1 hour visitors is Charlotte with top visitor rate coming from Nashville
- 1 hour visitors shows prospecting delivering more visitors
- 18 hours visitors are only tracked to Transylvania county
- Charlotte top DMA and Greenville DMA has best visitor rate at .08%
- Prospecting again has the most visitors with retargeting driving a slightly better visitor rate

Foot Traffic 1 Hour Visitors

197

DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1. Charlotte	165,140	114	0.07%
2. Nashville	30,637	37	0.12%
3. Raleigh/Durham	132,347	35	0.03%
4. Orlando/Daytona Beach/Melbourne	146,689	30	0.02%
5. Atlanta	78,441	24	0.03%

Location	Impressions	Exposed Visitors by Location	CVR
1. Pisgah National Forest Transylvania		177	
2. Downtown Brevard NC		48	
3. Lake Toxaway		8	
4. Brewers Association - Oskar Blues Brewery - Brevard, Brevard, NC		7	
5. Brevard Music Center		6	
Grand total		257	

Tactic	Impressions	Exposed Visitors	CVR
1. prospecting	689,341	269	0.04%
2. retargeting	173,310	76	0.04%

Foot Traffic 18 Hour Visitors

26

DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1. Charlotte	164,085	12	0.01%
2. Raleigh/Durham	131,788	7	0.01%
3. Nashville	30,560	5	0.02%
4. Greenville/Spartanburg/Ashville/Anderson	2,409	2	0.08%
5. Atlanta	76,740	2	+0%

Tactic	Impressions	Exposed Visitors	CVR
1. prospecting	683,245	27	+0%
2. retargeting	173,207	10	0.01%
Grand total	856,452	37	+0%

ONLINE SUCCESS

Google Paid Search

Top Paid Search Keywords

	Search Keyword	Impressions	Clicks	CTR
1.	brevard nc	2,623	439	16.74%
2.	things to do in North Carolina	5,860	199	3.4%
3.	Explore Brevard	829	173	20.87%
4.	Brevard waterfalls	1,310	132	11.89%
5.	things to do in north carolina	1,384	91	6.58%
6.	hiking north carolina	1,499	83	5.54%
7.	waterfalls north carolina	1,482	72	4.86%
8.	places to visit in nc	427	41	9.6%
9.	camping in north carolina	614	41	6.68%
10.	brevard north carolina	225	37	16.44%
11.	outdoor activities north carolina	473	31	6.55%
12.	western nc things to do	604	28	4.64%
13.	camp grounds north carolina	456	28	6.14%
14.	western nc attractions	579	28	4.84%
15.	waterfalls in nc	283	25	8.83%
16.	things to do in nc this weekend	128	20	15.63%
17.	things to do in brevard nc	130	19	14.62%
18.	north carolina waterfalls	88	12	13.64%
19.	waterfalls in north carolina	115	11	9.32%
20.	backpacking north carolina	256	9	3.52%

Insights:

- Total clicks of 1,453 this month.
- Top performing landing pages are home page and great outdoor pages.
- Top clicks coming from brand and things to do searches.
- Overall, paid search is performing very well and is best performing paid tactic.

	Campaign	Impressions	Clicks	CTR
1.	Search - Brevard	4,963	783	15.78%
2.	Search - Things to do	9,212	431	4.68%
3.	Search - Outdoor Activities	5,690	340	5.98%
4.	Search - Local Brevard	0	0	0%
	Grand total	19,865	1,554	7.82%

	Landing Page	Sessions	Bounce Rate	Avg Session Duration
1.	/	649	30.51%	00:03:59
2.	/festivals-events/	409	70.66%	00:00:46
3.	/the-great-outdoors/	307	52.44%	00:01:18
4.	/top-10-waterfalls/	16	81.25%	00:00:12
	Grand total	1,453	48.93%	00:02:22

	Month of Year	Sessions	Bounce Rate	Avg Session Duration	Pages / Session
1.	Aug 2021	1,453	48.9%	00:02:22	2.5
2.	Jul 2021	2,016	58.8%	00:02:10	2.38

Ad Copy Examples

Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
www.explorebrevard.com
 Discover 250 waterfalls, 350 miles of rugged trails, 100,000 acres of public lands and 100 beautiful beaches. Brevard is just a short drive from you.

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ONLINE SUCCESS

Outbound Link Clicks

Insights:

- "Event Action" shows outbound link clicked on and "Event Label" shows page user exited from
- Outbound link click volume is at 8,276 up 47.1% compared to last year.
- Top clicks coming from top 10 waterfalls and visitor guide.

	Event Action	Event Label	Total Events	%
1.	https://goo.gl/maps/8B76e9xEb5q	https://explorebrevard.com/top-10-waterfalls/	261	75.2% ↑
2.	https://goo.gl/maps/CW13CHkY9q42	https://explorebrevard.com/top-10-waterfalls/	225	155.7% ↑
3.	http://www.polkadotyourworld.com/content/TDA2020/	https://explorebrevard.com/	172	17.8% ↑
4.	https://goo.gl/maps/N45pgp61fgQ2	https://explorebrevard.com/top-10-waterfalls/	137	158.5% ↑
5.	https://goo.gl/maps/5D3E4PKJhcR2	https://explorebrevard.com/top-10-waterfalls/	100	104.1% ↑
6.	https://goo.gl/maps/6jEMFv3x8gu	https://explorebrevard.com/top-10-waterfalls/	84	180.0% ↑
7.	javascript:void(0);	https://explorebrevard.com/	77	175.0% ↑
8.	https://goo.gl/maps/DF3AMR2tbzD2	https://explorebrevard.com/the-great-outdoors/waterfalls/	72	14.3% ↑
9.	https://goo.gl/maps/jNaF9Yz2cpr	https://explorebrevard.com/top-10-waterfalls/	64	113.3% ↑
10.	https://www.strava.com/routes/7464367	https://explorebrevard.com/the-great-outdoors/biking/	60	130.8% ↑
11.	https://goo.gl/maps/KJjhGErrYz	https://explorebrevard.com/top-10-waterfalls/	59	136.0% ↑
12.	https://goo.gl/maps/KwMeYCKEWvH2	https://explorebrevard.com/top-10-waterfalls/	57	26.7% ↑
13.	https://www.strava.com/routes/7220901	https://explorebrevard.com/the-great-outdoors/biking/	55	223.5% ↑
14.	https://goo.gl/maps/KwMeYCKEWvH2	https://explorebrevard.com/the-great-outdoors/waterfalls/	55	-1.8% ↑
15.	https://www.strava.com/routes/6855580	https://explorebrevard.com/the-great-outdoors/biking/	51	292.3% ↑
Grand total			8,276	47.1% ↑



ONLINE SUCCESS

Google Analytics Top Metrics

MediaOne has paid search, display, and native in top 10. (tracking issues)

- Traffic is up 34.2% compared to August 2021

— Sessions Sessions (previous year)



Sessions

21,067
↑ 34.2%

	Source/Medium	Sessions	%	App. Session Duration	% Change
1	google / organic	8,677	300.0% ↑	00:02:36	-5.8% ↓
2	(direct) / (none)	3,767	3.1% ↑	00:01:55	-14.9% ↓
3	mediaone / google	1,453	0.5% ↑	00:02:22	4.4% ↑
4	visitnc.com / referral	1,241	-31.1% ↓	00:02:29	6.0% ↑
5	mediaone / display	1,161	86.1% ↑	00:00:27	-20.1% ↓
6	mediaone / native	1,056	-43.7% ↓	00:00:34	25.9% ↑
7	romanticashville.co...	747	-40.9% ↓	00:03:34	-11.0% ↓
8	bing / organic	502	90.2% ↑	00:03:45	24.8% ↑
9	yahoo / organic	338	85.7% ↑	00:02:40	-4.6% ↓
10	duckduckgo / organic	272	195.7% ↑	00:02:36	-39.1% ↓

1 - 100 / 241

Top traffic sources mirror drive markets then further out

	DMA	Users	Users Previous Year	% Change
1.	Greenville-Spartanburg SC-Ashville NC-Anderson SC	2,615	1,468	78.1%
2.	Charlotte NC	2,154	1,840	17.1%
3.	Raleigh-Durham (Fayetteville) NC	1,377	1,399	-1.6%
4.	Atlanta GA	1,281	1,077	18.9%
5.	Nashville TN	946	428	121.0%
6.	Orlando-Daytona Beach-Melbourne FL	611	390	56.7%
7.	Greensboro-High Point-Winston Salem NC	574	591	-2.9%
8.	Washington DC (Hagerstown MD)	552	266	107.5%
9.	Charleston SC	272	275	-1.1%
10.	Columbia SC	258	264	-2.3%

All pages are up in the top 10, elevated by paid and organic media.

	Page	Pageviews	%
1.	/	7,300	68.9% ↑
2.	/top-10-waterfalls/	3,873	188.8% ↑
3.	/business-categories/lodging/	2,275	4.8% ↑
4.	/the-great-outdoors/waterfalls/	1,930	3.5% ↑
5.	/business-categories/eat-drink/	1,926	159.4% ↑
6.	/adventure-guide/	1,368	38.2% ↑
7.	/events-calendar/	1,113	49.2% ↑
8.	/festivals-events/	921	389.9% ↑
9.	/top-5-favorite-family-friendly-activities/	775	-54.3% ↓
10.	/nine-iconic-brevard-experiences/	772	-9.1% ↓

ONLINE SUCCESS

SEO - Landing Pages & Queries

Landing Pages

Reflects top landing pages last month, many of which have been optimized for SEO.

	Landing Page	Sessions	%
1.	/	2,939	455.6% ↑
2.	/top-10-waterfalls/	1,057	916.3% ↑
3.	/downtown-brevard/	435	265.5% ↑
4.	/events-calendar/	431	191.2% ↑
5.	/business-categories/eat-drink/	371	743.2% ↑
6.	/5-best-swimming-holes-splash-down/	284	165.4% ↑
7.	/the-great-outdoors/waterfalls/	260	71.1% ↑
8.	/business-categories/lodging/	212	57.0% ↑
9.	/live-music/	143	85.7% ↑
10.	/the-great-outdoors/fly-fishing/	141	261.5% ↑
11.	/how-to-float-your-boat-or-inner-tube-jun...	140	-26.7% ↓
12.	/insider-tips-swimming-holes/	132	85.9% ↑
13.	/festivals-events/	119	46.9% ↑
14.	/the-great-outdoors/biking/	115	2,200.0% ↑
15.	/arts-and-culture/downtown-brevard/	111	382.6% ↑
16.	/insider-tips-waterfalls/	109	5,350.0% ↑
17.	/the-great-outdoors/water-sports/	100	58.7% ↑
18.	/event/15th-annual-mountain-song-festiv...	73	-
19.	(not set)	65	333.3% ↑
20.	/event/bmc-mountain-song-productions-...	61	-
21.	/visitor-center/	53	152.4% ↑
22.	/the-great-outdoors/equestrian/	48	128.6% ↑
23.	/gem-mining/	45	800.0% ↑
	Grand total	9,903	261.3% ↑

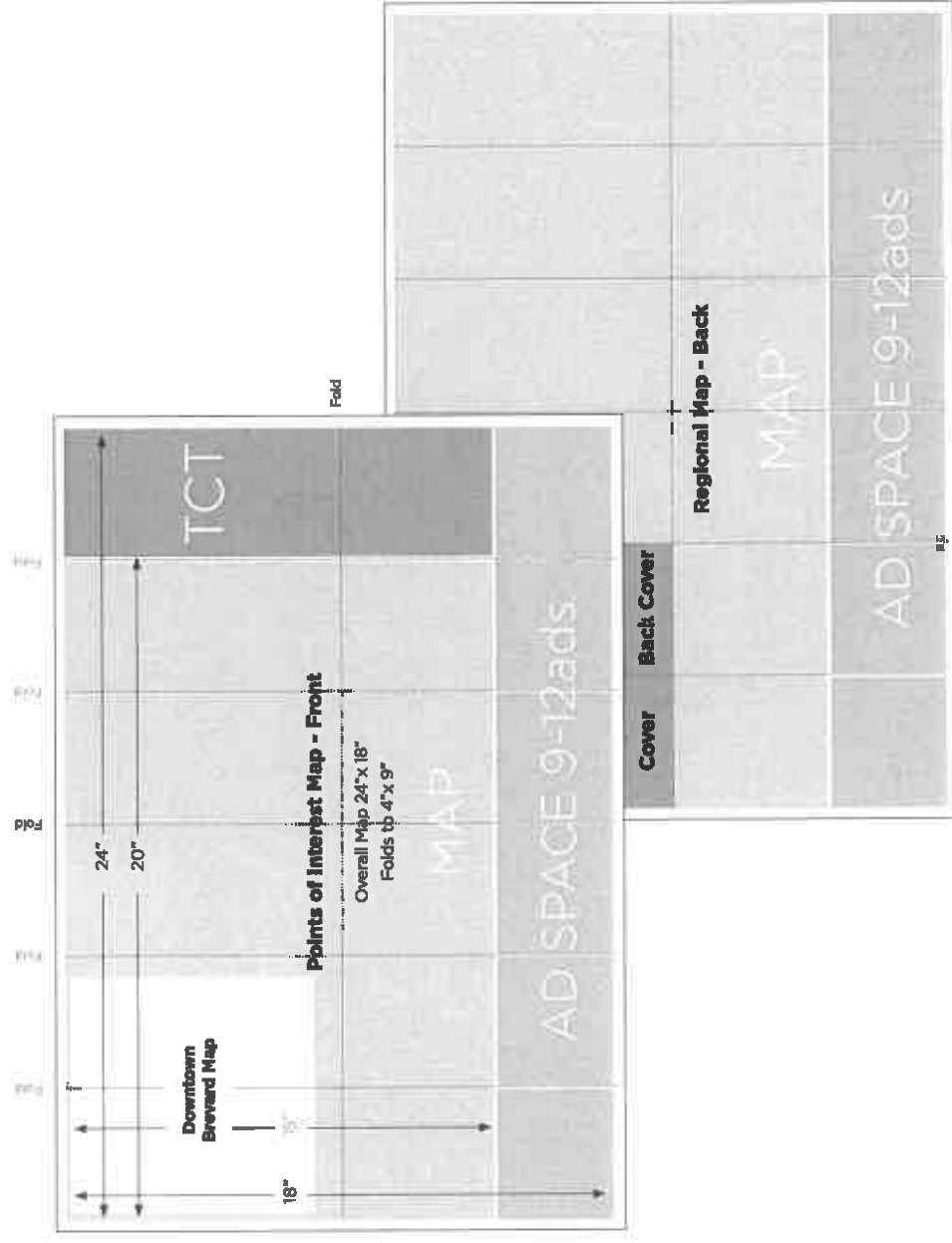
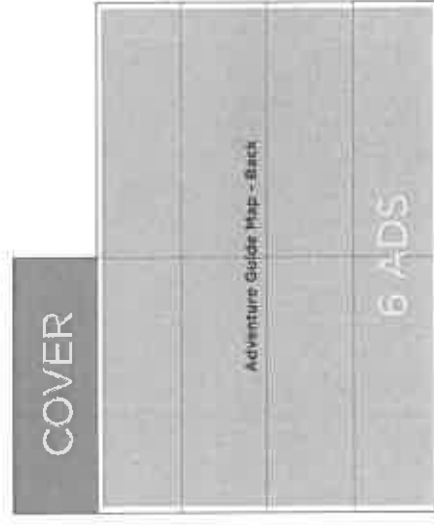
Search Queries

Search phrases driving the most traffic. Reflects the increase in traffic driving keyword usage of "Brevard," "Brevard NC," and "waterfalls".

	Query	Impressions	Clicks	%	CTR	Average Position	Δ
1.	brevard nc	24,523	1,155	-35.3% ↓	4.71%	4.0	0.7 ↑
2.	brevard	8,736	285	-26.0% ↓	3.26%	3.4	0.2 ↑
3.	brevard north carolina	4,018	185	-38.7% ↓	4.6%	3.9	0.9 ↑
4.	brevard waterfalls	531	131	19.1% ↑	24.67%	1.8	-1.4 ↓
5.	brevard, nc	1,910	111	-32.7% ↓	5.81%	3.3	0.4 ↑
6.	brevard nc waterfalls	398	103	87.3% ↑	25.88%	1.6	-1.7 ↓
7.	downtown brevard	287	78	13.0% ↑	27.18%	2.0	-1.2 ↓
8.	downtown brevard nc	284	77	5.5% ↑	27.11%	1.9	-1.3 ↓
9.	waterfalls near brevard...	324	64	68.4% ↑	19.75%	2.2	-2.1 ↓
10.	explore brevard	87	53	-18.5% ↓	60.92%	1.0	0.0
11.	waterfalls in brevard nc	161	52	-17.5% ↓	32.3%	1.4	-1.1 ↓
12.	brevard, north carolina...	155	45	-26.2% ↓	29.03%	1.2	0.1 ↑
13.	restaurants brevard nc	1,317	42	223.1% ↑	3.19%	5.0	-5.0 ↓
14.	brevard nc events	153	42	-57.1% ↓	27.45%	2.9	0.9 ↑
15.	brevard, north carolina	1,632	39	-40.9% ↓	2.39%	3.6	0.9 ↑
16.	restaurants in brevard ...	1,261	39	387.5% ↑	3.09%	4.7	-4.7 ↓
17.	waterfalls brevard nc	107	38	-41.5% ↓	35.51%	1.4	-0.3 ↓
18.	brevard nc restaurants	1,286	36	80.0% ↑	2.8%	5.4	-5.3 ↓
19.	brevard music center	2,762	29	-9.4% ↓	1.05%	6.7	-0.6 ↑
20.	visit brevard nc	62	27	-35.7% ↓	43.55%	1.0	0.0 ↑
21.	brevard restaurants	1,806	26	100.0% ↑	1.44%	7.2	-4.0 ↓
22.	fly fishing brevard nc	96	24	118.2% ↑	25%	2.0	-1.3 ↓
	Grand total	288,375	7,336	-32.0% ↓	2.73%	17.7	1.7 ↑

Sent as separate attachment

Sent as separate attachment

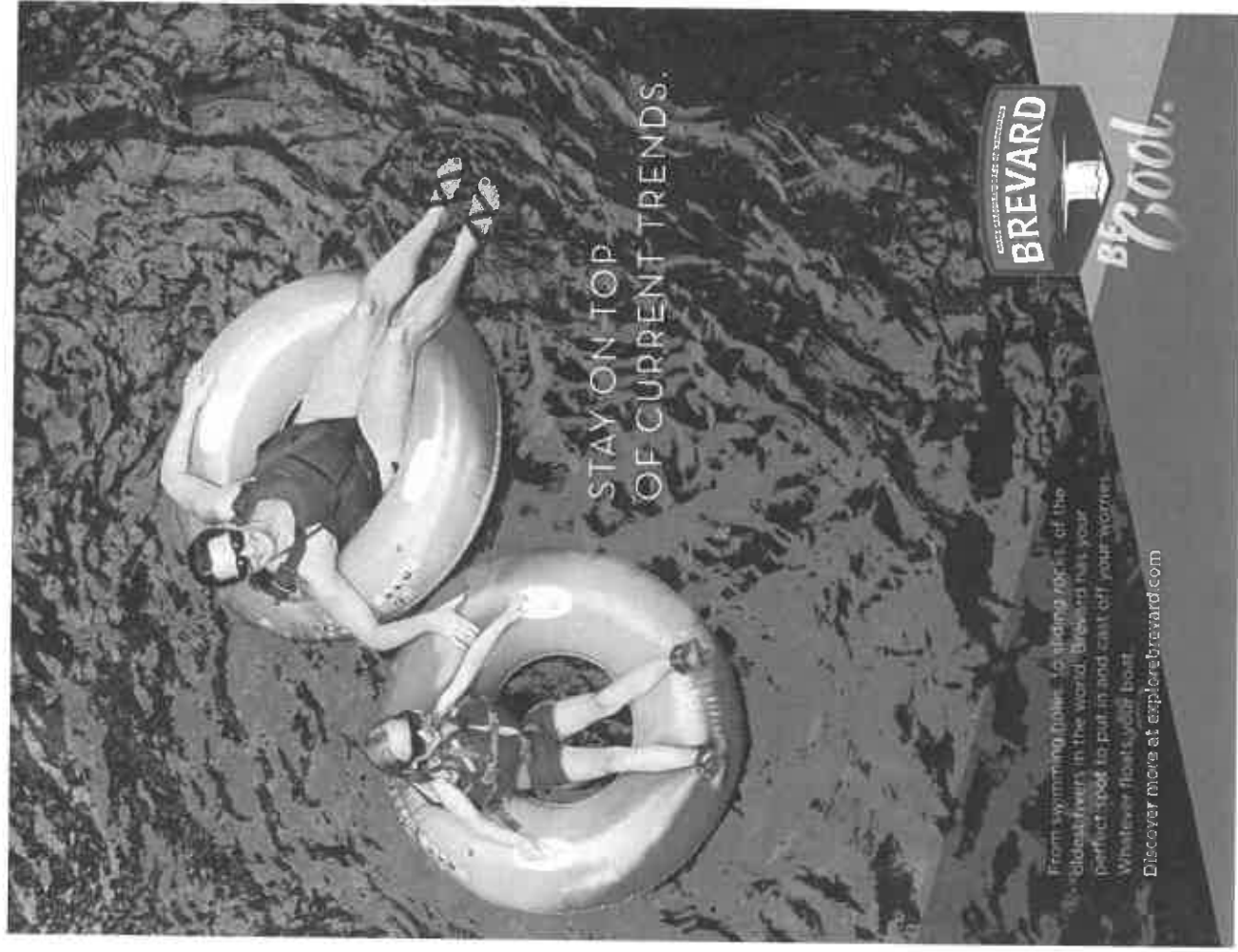




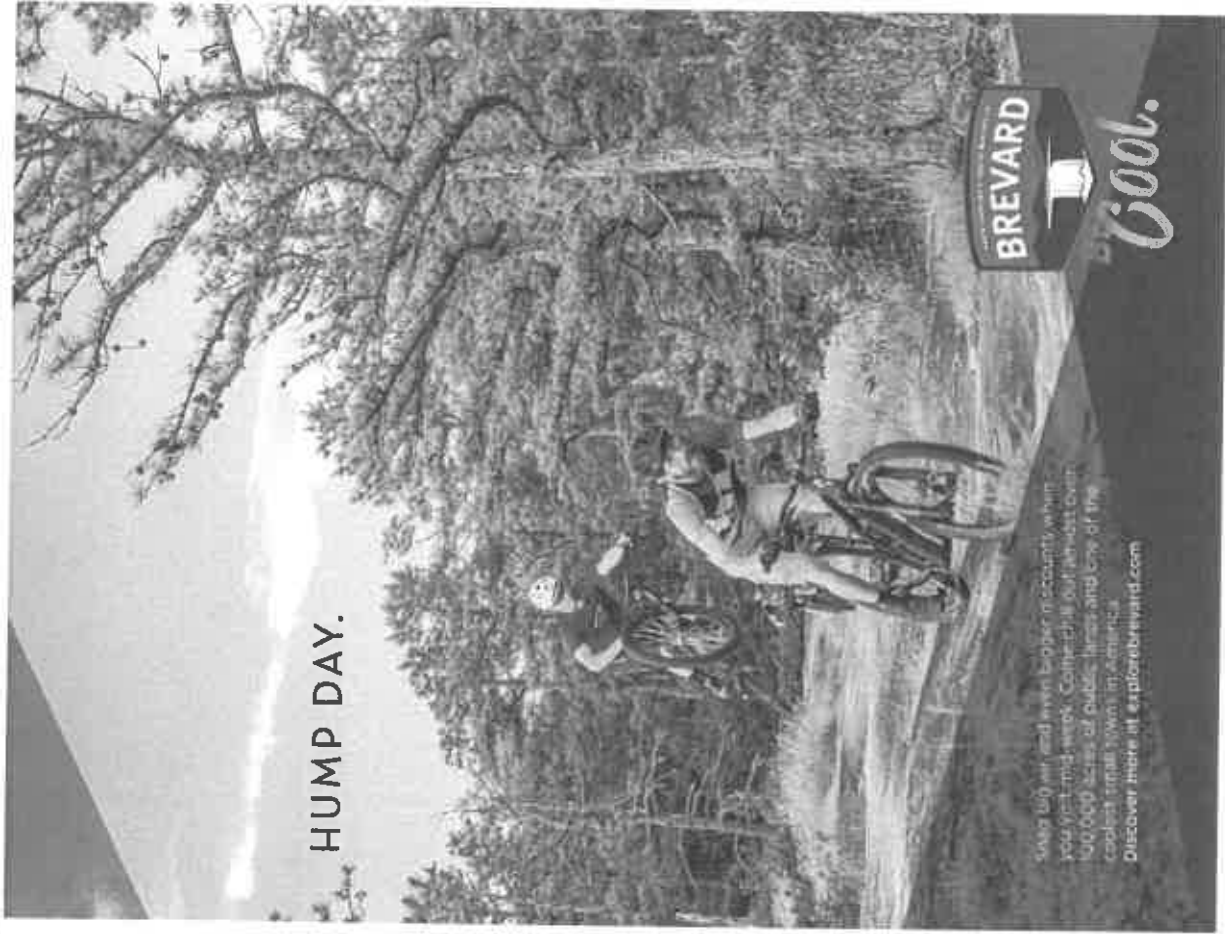
The magic of this tagline is that it works on multiple levels and has several meanings, all positive. When we think, literally, about "being cool," it conjures all kinds of pleasurable associations, many of which are relevant to the experiences that Brevard promises: drinking a cold craft beer at a local brewery, taking a dip at a hidden swimming hole, going down Sliding Rock, enjoying ice cream at Dollies, etc.

"Being cool" is also a compliment and a state-of-mind. "Being cool" means being with it, being hip, being chill, being relaxed.

And finally, and perhaps most importantly, when we tell someone to "Be cool," we're asking them to do the right thing, to behave in a manner that is a credit to themselves and a benefit to others. Which is why "Be cool" is such a powerful call to action related to sustainability. We also believe that it could be a powerful mini-campaign that dovetails with or buttresses the "Leave it better" campaign.



HUMP DAY.



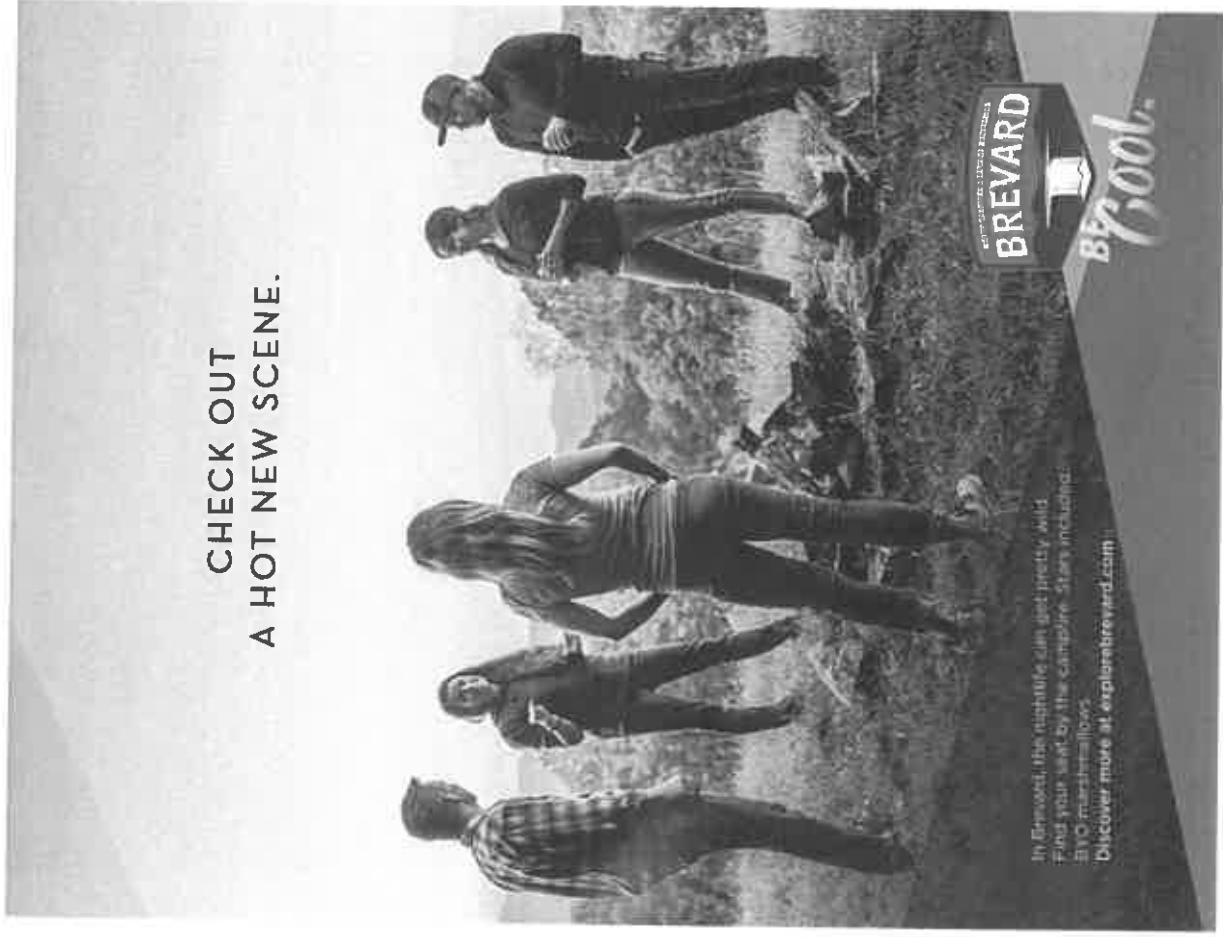
Save big on road even bigger discounts when you visit mid-week. Celebrate our 4th with over 100,000 acres of public lands and one of the coolest small towns in America.

Discover more at explorebrevard.com

BREVARD
FLORIDA'S BEST KEPT SECRET

Cool.

CHECK OUT A HOT NEW SCENE.

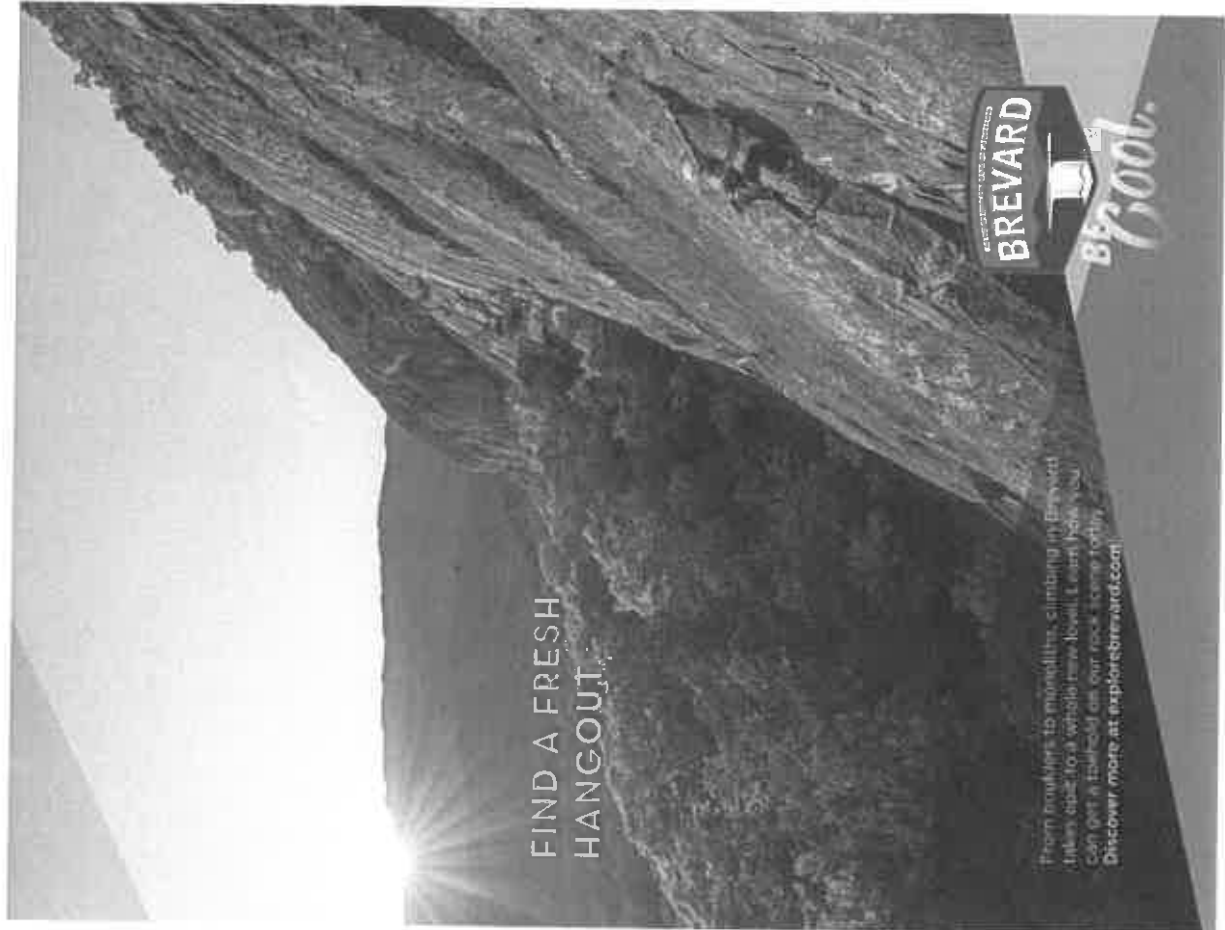


In Brevard, the nightlife can get pretty wild. Find your seat by the campfire. Stars included: BYO marshmallows.

Discover more at explorebrevard.com

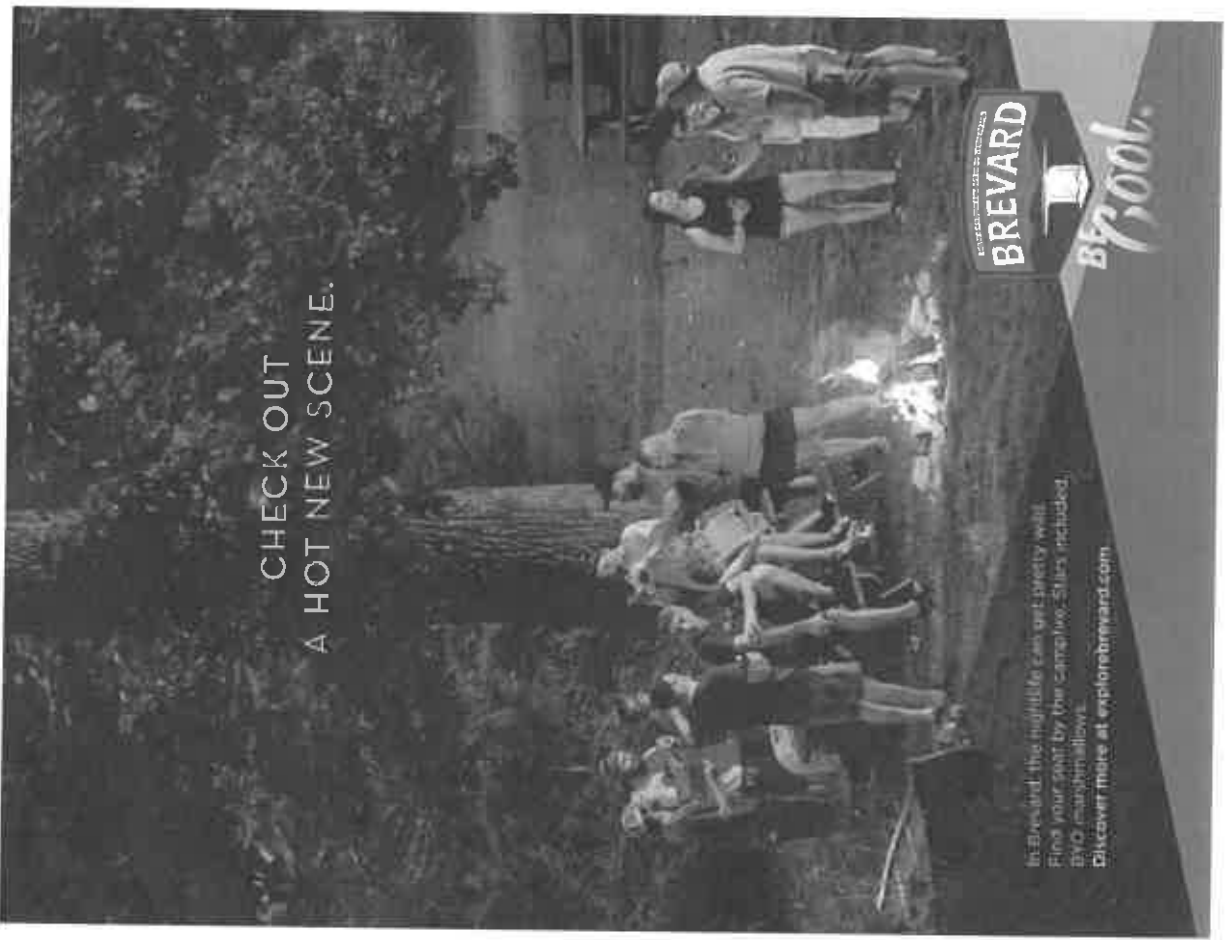
BREVARD
FLORIDA'S BEST KEPT SECRET

Cool.



FIND A FRESH
HANGOUT.

From novices to novadiths, climbing in Brevard
Inters offers a whole new level. Learn how you
can get a tailhold on our rock scene today.
Discover more at explorebrevard.com



CHECK OUT
A HOT NEW SCENE.

In Brevard, the nightlife can get pretty wild.
Find your spot by the campfire. Sites included,
BYO marshmallows.
Discover more at explorebrevard.com



GET INTO THE GROOVE.

Channel your inner artist at one of our many craft studios where you can create something original, awesome and unique. Discover more at explorebrevard.com

BREVDARD
COUNTY FLORIDA

Brevard
Cool.

FLOW STATE.

Millions in the making, Brevard's 350 miles of shoreline offer our latest features a few different plenty of opportunities to explore. Take in waves or fish your way out of 300.

Discover more at explorebrevard.com

BREVDARD
COUNTY FLORIDA

Brevard
Cool.

**PLANNING AND
COMMUNITY DEVELOPMENT**

Allen McNeill, Director
Darby Terrell, Planner
Ashley Minery, Administrative Support Specialist



106 East Morgan Street, Suite 207
Brevard, NC 28712
828-884-3205
planning.transylvaniacounty.org

Memorandum

From: Allen McNeill, Planning and Community Development Director

To: Transylvania County Tourism Development Authority

Date: July 26th, 2021

Meeting Date: August 26th, 2021

Subject: Transylvania County Community Appearance Initiative

Contact Info: allen.mcneill@transylvaniacounty.org or (828)884-1710

Attachment(s): Draft Comp Plan Review Summary

Purpose: Request for funds to re-establish the Transylvania County Community Appearance Initiative.

Background: Community Appearance Commissions operate under North Carolina General Statute 160D, Article 9, Part 5. The purpose of these commissions is to make study of visual (aesthetic) problems throughout the local government's jurisdiction and develop plans and programs, allowed by the statute, to enhance the appearance of the community.

Transylvania County previously supported a Community Appearance Initiative from February 2007 through August 2015 when the commission was dissolved due to a lack of projects to consider. In its operation from 2007 to 2015, the group was responsible for identifying parcels throughout the County that had gone into disrepair or collected large assortments of junk and trash and work with the property owner to improve the visual appearance of the parcel. At the time, the program was specific to properties located on U.S. 64, U.S. 178, U.S. 276, NC 215, and NC 280. Property owners would participate in the program on a volunteer basis by applying for assistance and agreeing to maintain the property after the parcel had been cleaned.

Assistance the program's participants could receive depended on the work necessary to enhance the appearance of their property. Assistance provided by the county included decrepit structure demolition, scrap and trash clean up, grading, landscaping, and waste removal. The Community Appearance Initiative met regularly and considered an application to determine if the parcel was applicable to receive assistance, exactly what assistance would be provided, and then prioritize projects to be completed with funds available each fiscal year.

Transylvania County Staff provided direct support to the group in preparation for regular meetings, communicating with property owners, organizing contract services for projects, and securing participation agreements from

applicants. An estimated 10 hours per week of staff time was designated to the programs when it was operating regularly.

Proposal:

The previous adaption of the Community Appearance Initiative was dissolved as the group saw a limited number of applications (parcels that had fallen into disrepair) to consider on a regular basis. The group and the Board of Commissioners contributed this to the success of the program and approved the commission disband with the option to re-establish should the need be present.

Over the last 18 to 24 months, the number of calls to County staff concerning junk parcels and parcels in disrepair has increased gradually. It is County staff's opinion at this time that re-establishing the Transylvania Community Appearance Initiative would be beneficial to the entire community. Staff would propose that the group be re-established to operate in a similar capacity to its previous installation by accepting applications from property owners for assistance, prioritizing the applications, and directing staff to organize contract services to clear the parcels and record maintenance agreements with participating property owners.

This installation of the Commission would include a board that met regularly, by-monthly to quarterly, made up of three (3) appointed citizens, a Board of Commissioner's Member, a Planning Board Member, the Transylvania County Solid Waste Director, and the Transylvania County Planning and Community Development Director. This iteration of the group would also expand the scope of applicable parcels. The previous installation limited applications to properties located on the five (5) corridors listed in the background section, staff would recommend property located along any public road in the county apply to the re-established program.

Similar County staff time and resources would be necessary to support the commission and conduct work on the commission's behalf. This would include an estimated 10 hours per week of staff time and county resources not limited to facilities for regular meetings, prepared meeting materials, and transportation to and from application sites for inspection and study. The estimated fiscal contribution provided on behalf of the county would equal \$20,000 annually.

The County proposes that the Transylvania County Tourism and Development Authority match the county's contribution by allocating \$20,000 annually to support the procurement of the contract services necessary to complete the program's scope of work. The applicable service that can be contracted is authorized under North Carolina General Statute 160D, Article 9, Part 5, and include physical waste removal, waste disposal fees, structure demolition, and grading services.

Financial Impact: \$20,000.00 annually.

**PLANNING AND
COMMUNITY DEVELOPMENT**

Allen McNeill, Director
Darby Terrell, Planner
Ashley Minery, Administrative Support Specialist



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The previous adaption of the Community Appearance Initiative was dissolved as the group saw a limited number of applications (parcels that had fallen into disrepair) to consider on a regular basis. The group and the Board of Commissioners contributed this to the success of the program and approved the commission disband with the option to re-establish should the need be present.

Over the last 18 to 24 months, the number of calls to County staff concerning junk parcels and parcels in disrepair has increased gradually. It is County staff's opinion at this time that re-establishing the Transylvania Community Appearance Initiative would be beneficial to the entire community. Staff would propose that the group be re-established to operate in a similar capacity to its previous installation by accepting applications from property owners for assistance, prioritizing the applications, and directing staff to organize contract services to clear the parcels and record maintenance agreements with participating property owners.

This installation of the Commission would include a board that met regularly, by-monthly to quarterly, made up of three (3) appointed citizens, a Board of Commissioner's Member, a Planning Board Member, the Transylvania County Solid Waste Director, and the Transylvania County Planning and Community Development Director. This iteration of the group would also expand the scope of applicable parcels. The previous installation limited applications to properties located on the five (5) corridors listed in the background section, staff would recommend property located along any public road in the county apply to the re-established program.

Similar County staff time and resources would be necessary to support the commission and conduct work on the commission's behalf. This would include an estimated 10 hours per week of staff time and county resources not limited to facilities for regular meetings, prepared meeting materials, and transportation to and from application sites for inspection and study. The estimated fiscal contribution provided on behalf of the county would equal \$20,000 annually.

The County proposes that the Transylvania County Tourism and Development Authority match the county's contribution by allocating \$20,000 annually to support the procurement of the contract services necessary to complete the program's scope of work. The applicable service that can be contracted is authorized under North Carolina General Statute 160D, Article 9, Part 5, and include physical waste removal, waste disposal fees, structure demolition, and grading services.

Financial Impact: \$20,000.00 annually.



Clark Lovelace <clark@brevardncchamber.org>

October TCTDA Board Meeting Packet

1 message

Clark Lovelace <clark@brevardncchamber.org>

Tue, Oct 26, 2021 at 6:52 PM

To: "Mac Morrow (TCT)" <mac@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Ali Lien (TCT)" <ali@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, David Guice <david@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>

Cc: Mary Jo Gordon <mj@explorebrevard.com>, Corey Gafnea <corey@explorebrevard.com>, Dee Dee Perkins <d2perkins@gmail.com>, Ali Lien <allholroydlien@gmail.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Christian McLaughlin <cmclaughlin@mktconnections.com>, Karen Tessier <ktessier@mktconnections.com>

Our October board meeting is this Thursday, 10/28, at 8:30am. It is virtual. Zoom information can be found at the bottom of this email. Directly below is a director's report and attached is the normal packet of information, plus a few additional documents. Note that there is a lot of information that needs to be read prior to the board meeting to ensure good and thoughtful dialogue. If you're unable to attend the meeting, please email me and Corey at your earliest convenience.

Director's Report

- **Financials** - Attached are September financials, with comments at the bottom of each report.
- **Marketing Report** - The attached report is extensive and includes a lot of great information. Market Connections is presenting at the meeting, so it's a good opportunity to come with any questions.
- **Auditor Presentation** - Jonathan sent an email last week with information from our auditor, Martin Starnes & Associates, in advance of a presentation at this board meeting. Please review that information and come prepared with any questions.
- **Upcoming Board Member Openings** - As discussed last month, we have two board positions opening on January 1 for three-year terms. One is for an "Accommodation/Owner Operator" (technically already open with Tracie's departure) and the other is an "Interested Individual" position (specifically cannot be an accommodation owner/operator). Attached are the six applications currently on file. We need to finalize these two positions at this meeting so we can present them to the commissioners as recommendations.
- **Visit NC Tourism Impact Information** - I will forward you an email sharing the county impact numbers from Visit NC for calendar year 2020. It's good to see that the impact of the tourism industry in Transylvania County is at \$131M. However, this is a decrease of 3.6% over prior year. If you're like me, this is counter-intuitive given how busy we were from June through December. However, 2020 had three months with little visitation and many months of reduced dining and other attractions. The state reflects spending being down 31.7%, putting our drop into perspective. At any rate, you can dive into the numbers to gain more insight.
- **Public Attendance at Meeting** - Note that we are anticipating members of the public attending our meeting, including one of the applicants for the board.
- **Pedestrian Bike Plan Public Input** - The City of Brevard is having a public input session tomorrow (10/27 from 4p-6p) for updates to their current bike plan. Click here for more info.
- **Tourism Updates** -
 - Earth Mountain Cycle has opened in downtown Brevard
 - Theophilus has moved into the former KTCHN space
 - Kingdom Harvest Wellness and Wine Cafe has opened in Brevard at French Broad Place
 - Halloweenfest is taking place this Saturday, 10/30
 - Corky's Dawg House is open on the Asheville Hwy not too far from the Ecusta Credit Union
- **Committee Presentation Schedule** - Below is the committee presentation schedule for the next few months, and a reminder to make sure that the December and January meeting dates are on your schedules.
 - October - Market Connections
 - December 2 - Finance, Destination Infrastructure
 - January 6 - Nothing scheduled (perhaps committee assignments for 2022)

I think that covers everything for now. As always, let me know if any questions.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: Oct 28, 2021 08:30 AM Eastern Time (US and Canada)

Every month on the Fourth Thu, until Oct 28, 2021, 1 occurrence(s)

Oct 28, 2021 08:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: <https://us02web.zoom.us/join/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Join Zoom Meeting

<https://us02web.zoom.us/j/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Meeting ID: 861 8308 7352

Passcode: 924952

One tap mobile

+13017158592,,86183087352#,,,,*924952# US (Washington DC)

+13126266799,,86183087352#,,,,*924952# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 869 900 6833 US (San Jose)

Meeting ID: 861 8308 7352

Passcode: 924952

Find your local number: <https://us02web.zoom.us/j/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Clark E. Lovelace

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, brevardncchamber.org

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



11 attachments

TCTDA Agenda (10-28-21).pdf
131K

TCTDA Board Meeting Minutes (September 23, 2021).pdf
136K

TCTDA Revenues & Expenditures (September, 2021).pdf
39K

TCT Marketing Report (October, 2021).pdf
10592K

TDA App-M. Tooley (2).pdf
30K

TDA App-K. Howell (1).pdf
28K

TDA App-P. Todd.pdf
27K

TDA App-D. Antonnuccio.pdf

5/16/22, 5:26 PM

Brevard/Transylvania Chamber of Commerce Mail - October TCTDA Board Meeting Packet

 33K

 **TDA App-I. Allen.pdf**
28K

 **TDA App-M. Hawkins.pdf**
27K

 **Occupancy Revenue (thru August, FY21).pdf**
78K

Transylvania County Tourism Development Authority
Board Meeting Agenda
October 28, 2021
8:30 am

- I. Call to Order – Layton Parker
- II. Presentation of Minutes – Layton Parker
- III. Director's Report – Clark Lovelace
 - A. Financials
 - B. Office Report and Tourism Updates
- IV. Report from Auditor – Martin Starnes and Associates
- V. Chair's Report – Layton Parker
 - A. TCTDA Organizational Structure
 - B. 2022 TCTDA Board
 - C. Transylvania Economic Alliance Appointment
 - D. Misc.
- VI. Marketing Report – Market Connections
- VII. Old Business
- VIII. New Business
- IX. Public Comment
- X. Meeting Adjourn

TCTDA Mission Statement - *To generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government, and to contribute to a vibrant, sustainable economy.*



Transylvania County Tourism Development Authority Minutes of 9/23/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Jessica Whitmire, All Lien

Absent: Dee Dee Perkins

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Aaron Baker, Jonathan Griffin, Dana Antonuccio

Call to Order – Layton Parker

Layton Parker called the meeting to order at 8:34 AM.

Presentation of Minutes – Layton Parker

LP presented the minutes of the August 26, 2021, board meeting for review. Libby Freeman made a motion to approve as presented. Mac Morrow seconded. Motion passed unanimously.

Director's Report – Clark Lovelace

Financials – TCTDA now has one full year of lump sum payments by VRBO (technically VRBO and Homeaway), so the occupancy report now lists STR returns, which includes AirBNB, VRBO and Homeaway booking companies. It's worth noting that we have seen tremendous growth in the revenues coming from these companies. The Director's Report in the advance packet shared information reflecting the growth of the STR market and occupancy revenues from STRs. Mac Morrow made a motion to approve the financials as presented. Libby Freeman seconded. Motion passed.

Office Report and Tourism Update – Just a couple of updates in addition to the information in the advance board packet. Member Services Coordinator Willow Walker will be leaving the Chamber of Commerce at the end of the month. The County Commissioners appointed Layton to serve a second, two-year term at their meeting earlier this month based on the recommendation from the TCTDA board. Clark asked if there were any questions about these items or the advance report. There were none.

Chair Report – Layton Parker

TCT Organizational Structure – Layton, county staff, and a few individuals from the Chamber Executive Committee met last week to update each other on their research and discussions. It was a good conversation. Layton reiterated the TCTDA board's desire for a dedicated director and staff. The county is currently working on information regarding the option of TCTDA staff falling into the county payroll/HR, specifically looking into job descriptions and salaries for TCTDA staff positions. The county may hire an outside firm to do this work. The Chamber shared that they feel it is in their best interest to have a dedicated director and is working on a job description and plan for operations.

under that new structure. They plan to provide a proposal for a contract with the TCTDA that covers the Visitor Center and office space.

2022 Board of Directors – Regarding the two open positions for the 2022 board, one for accommodations owner/operator and the other for an interested individual, Clark spoke with Paulette Todd, the GM of the Greystone Inn, and asked her to complete an application. At the last board meeting consensus was to recommend her for the open position as the accommodation owner/operator board member. In addition, there are three individuals who have been discussed for the open interested individual position, including one who completed an application to serve 18 months ago, one who completed one a little over two years ago, and one who has expressed interest, but not yet completed one. Following discussion, it was determined that Mike Hawkins would be the best candidate for the position, in part due to his vast experience on the TCTDA and Chamber boards, which will be beneficial as we alter the relationship in the near future. Grant was asked to reach out to have Mr. Hawkins complete an application. A final discussion and official decision will be made at the October meeting. Guest Dana Antonuccio inquired by chat function about being considered for service on a committee or the board. Corey Gafnea was asked to follow up to cover the process.

Miscellaneous – The board needs an appointee to the TEA board. Grant, Libby, and Clark were asked to meet and present ideas at the next meeting. Grant Bullard has generously offered Camp Gwynn Valley to the board for a social event. It will be scheduled for an afternoon. Grant to make the arrangements with CL and LP. It was decided that with so much going on with the TCTDA board currently that an additional meeting will be scheduled on January 6, 2022.

Transylvania County Funding Request – Clark Lovelace

The county submitted a funding request to restart the Transylvania County Community Appearance Initiative. It was sent in the advance packet. The request was directed to the Destination Infrastructure Committee and following a review they made a committee motion to recommend approval of the requested \$20,000 annual funds for a period of three years, with a reassessment at that time based on a report provided by the County on the results and success of the program. Ali seconded the recommendation. Motion carried unanimously.

TAC Update – Aaron Baker

Transylvania County/Brevard is in the running for the Green Destinations Top 100 Stories competition. We will find out on October 5th if they have won. This is a good opportunity for international recognition for the sustainability efforts of the TCTDA through the Transylvania Always initiative. The FBR Blueway plan is on schedule to be completed by the end of December 2021 and TAC will coordinate a meeting in early 2022 to announce the plan and its findings. TAC has funded NEPA work for the Butter Gap Trail in PNF. We have also reached out to the public land managers and let them know that we are ready to help in the aftermath of TS Fred. Currently the best we can do is to advise visitors to the conditions of our public lands.

Old Business – None

New Business

Layton informed the board that Martin Starnes, our auditor, while working with County Finance Director Jonathan Griffin, has uncovered potential issues with certain protocols that are required with

the request and use of federal tax dollars as it relates to the Visit NC Recovery Marketing Credit Program and the EDPNC \$10,000 grant. They are looking into the situation and will alert us if there is, in fact, an issue. If there is, it could result in these dollars needing to be reimbursed.

Layton also shared that with the higher scrutiny due to our increase in tax dollars and the various research and spotlight due to the conversation on the contract with the Chamber, there are a number of protocols and procedures that are now in place moving forward to ensure that we are operating as appropriately as possible. And, more will come. We will continue to keep you updated.

Public Comment

None

Meeting Adjourn

LP made a motion to adjourn the meeting at 9:40 AM

Minutes respectfully submitted by Corey Gafnea

Transylvania County TDA - Revenue/Expenditures

For the Month of September, 2021

Revenue	Current Month		FY22 YTD		FY22 Budget		Variance		FY21 September		FY21 YTD		FY21 Budget	
Occupancy Tax Revenue	\$	221,866	\$	485,796	\$	1,862,700	\$	(1,356,904)	\$	213,368	\$	408,977	\$	646,000
Penalties	\$	-	\$	-	\$	1,500	\$	(1,500)	\$	23	\$	77	\$	1,098
EDPNC CARES Allocation	\$	N/A	\$	N/A	\$	N/A	\$	N/A	\$	-	\$	-	\$	-
Advertising	\$	-	\$	-	\$	30,000	\$	(30,000)	\$	2,420	\$	16,580	\$	28,000
Map Sales	\$	-	\$	-	\$	750	\$	(750)	\$	-	\$	46	\$	500
Interest Income	\$	28	\$	48	\$	2,000	\$	(1,852)	\$	-	\$	-	\$	2,000
Fund Balance Appropriated	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Total Revenues	\$	221,894.64	\$	495,844.06	\$	1,896,950.00	\$	(1,401,105.94)	\$	215,808.81	\$	425,680.99	\$	699,416.62
Expenses	Current Month		FY22 YTD		FY22 Budget		Variance		FY21 September		FY21 YTD		FY21 Budget	
County Admin Fee	\$	-	\$	-	\$	28,627	\$	(28,627)	\$	-	\$	-	\$	16,123
Chamber Contract Services	\$	17,500	\$	52,500	\$	215,000	\$	(162,500)	\$	17,500	\$	52,500	\$	210,000
Audit Contract Services	\$	1,500	\$	1,500	\$	6,750	\$	(5,250)	\$	-	\$	-	\$	6,458
Office Expense	\$	62	\$	77	\$	5,000	\$	(4,923)	\$	15	\$	379	\$	2,500
Supplies	\$	50	\$	448	\$	5,000	\$	(4,552)	\$	428	\$	805	\$	4,500
Telephone	\$	930	\$	1,744	\$	8,500	\$	(6,756)	\$	284	\$	471	\$	6,000
Postage	\$	-	\$	-	\$	2,200	\$	(2,200)	\$	63	\$	63	\$	1,250
Travel	\$	-	\$	-	\$	1,200	\$	(1,200)	\$	-	\$	375	\$	750
Dues, Subscriptions	\$	-	\$	-	\$	7,500	\$	(7,500)	\$	-	\$	-	\$	2,500
Promotional Items	\$	81,456	\$	163,679	\$	1,125,000	\$	(961,321)	\$	31,973	\$	69,734	\$	378,336
Advertising/Marketing	\$	-	\$	21	\$	244,673	\$	(244,652)	\$	-	\$	-	\$	30,000
Strategic Plan	\$	-	\$	425	\$	150,000	\$	(149,575)	\$	2,364	\$	6,744	\$	20,000
Transylvania Always	\$	N/A	\$	N/A	\$	N/A	\$	N/A	\$	-	\$	-	\$	-
EDPNC CARES Expense	\$	2,500	\$	3,500	\$	27,500	\$	(24,000)	\$	-	\$	-	\$	5,000
Grant & Partnership Funding	\$	-	\$	-	\$	40,000	\$	(40,000)	\$	-	\$	-	\$	12,000
Tourism Grant Program	\$	-	\$	-	\$	30,000	\$	(30,000)	\$	-	\$	-	\$	-
Partnership Funding	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Destination Infrastructure Grant	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Total Expenses	\$	103,998.20	\$	223,883.03	\$	1,896,950.00	\$	(1,673,050.32)	\$	52,408.08	\$	131,072.69	\$	699,416.62

Fund Balance

Budget	
Fund Balance (Beginning)	\$ 1,268,414
FY21 Overage/Underage	\$ -
Committed Funds (Eucusta Trail)	\$ 50,000
Fund Balance (Year-End)	\$ 1,218,414

Comments:

Revenues - Revenues continue to be up in August, but by a less extreme amount of 7%. STR continue to account for roughly half of revenues.

Expenses - Expenses are in line at this point early in the season.

General - As mentioned last month, revenues are trending ahead of budget. This, in combination with unallocated Strategic Plan dollars and a significant fund balance, may be something that the Finance Committee or board want to discuss in the not-too-distant future.



MARKETING REPORT

October 2021

The Adventurist, Field Notes & Blogs

At the beginning of the month, The Adventurist, focusing on "October in Transylvania County," was sent to **20,410 recipients with an open rate of 25.2%, which translates to 5,141 opens**. It generated **419 clicks** to explorebrevard.com, which represents top tier engagement for e-newsletters **7% more** than October!. **65%** of viewers were on desktop computers, **35%** were on mobile devices.

In September, Field Notes, focusing on "The Amazing story of DuPont State forest," was sent to **20,473 recipients with an open rate of 25%, which translates to 5100 opens**. It generated **483 clicks** through to explorebrevard.com. **60%** of viewers were on desktop computers, **40%** were on mobile devices.

Over the last month, a couple new Blogs have been added to explorebrevard.com, including "Five Cool things to do in Rosman, Sapphire and Toxaway" and "Something's Brewing, Brevards local breweries".

On the 11th of this month a press release announcing Brevard was awarded "Brevard/Transylvania County Awarded Top 100 Destination Sustainability Stories," was sent to **858 recipients with an open rate of 22.3%, which translates to 186 opens**. It generated **4 clicks** through to explorebrevard.com. **88%** of viewers were on desktop computers, **12%** were on mobile devices.

Social Media

With 15,959 followers, Explore Brevard's Facebook efforts reached 23,173 people over the last month. Our Instagram fan page has grown to **17,500 followers**. Our twitter account audience has increased slightly to **2,489 followers**. Explore Brevard YouTube channel has grown to **238 subscribers** with **422,444** total views among **54 videos**.

Digital

A full suite of shoulder season (late summer/early fall) digital advertising, including paid search, re-targeted display, digital pre-roll, native, digital display, and YouTube, is currently running, highlighting the Heart of Adventure/Waterfalls, Lodging, Mountain Biking, and a wide variety of seasonal activities. Metrics continue to improve showing a rise in traffic across platforms.

Overall, digital traffic is up **34.2%** over last year, same month, and top pages are waterfalls, lodging, food, Adventure Guide, and calendar. Top markets are Greenville (direct - TCT not advertising in this market), Charlotte, Raleigh, Atlanta and Nashville. Nashville continues to grow across platforms. New digital is producing results in Columbia and Charleston.

Foot Traffic is a new analytic tracking program that is part of our platform this year with Media One. Each month, Media One can track viewers who have seen Explore Brevard digital ads and made actual visits to and/or spent overnights in Brevard and Transylvania County. With the program just set up and beginning in the last couple of weeks of August, very first results show the following:

3,818 People digitally tracked to Brevard

3,416 of those visited for one hour at least - day trippers - primarily from Charlotte, Raleigh/Durham, and Atlanta

402 of those visited/stayed at least 18 hours - overnight visitors - primarily Charlotte, Raleigh/Durham, and Atlanta

Transylvania destinations that were tracked/visited: 1. Pisgah, 2. Downtown, 3. Toxaway, 4. Oskar Blues, 5. Brevard Music Center

- A suite of digital ads promoting the mountain biking scene are live on pinkbike.com. PinkBike has launched a new Travel Tuesday sweepstakes featuring Brevard which will provide a micro-targeted email list for our use with the new biking sub brand roll out in late fall.

- Digital display advertising continues Blue Ridge Outdoors, the Blue Ridge Parkway official website, Romantic Asheville and Visit North Carolina.

Public Relations

Press planning and creation of 2022 Explore Brevard press kits, including pitch sheets, FAQs, fact sheets and updated press lists, are continuing. After working with Meredith Publishing/NYC, publishers of the annual Visit North Carolina Travel Guide, TCTDA has been notified that Explore Brevard may be represented on the cover of the guide in 2022. Our State Magazine and Outside Magazine Online featured Explore Brevard in their online newsletters in dedicated content. We continue to work with Visit NC to help facilitate a FAM visit to Greystone Inn from a NY Lifestyles travel writer, plus other opportunities.

A press release announcing Brevard's designation in the top 100 Green Destinations was distributed in October to 858 local, regional and national journalists and media outlets. With an open rate of 22% or 186 persons, the release was opened by media in Canada, London, NPR, NY Times, Garden & Gun, National Geographic, Condo Nast and many more.

Advertising

Placement of FY 2022 new marketing and advertising opportunities continues with digital placements, including the Blue Ridge Parkway guide and online, Romantic Asheville, several Visit NC digital co-ops, and the special Pink Bikes Tuesday Travel Sweepstakes, which is running currently and targeted at mountain bikers and cyclists nationally. TCTDA ran a full-page ad in Our State's October Mountain Getaway issue. Over the last month, Greenville and Asheville Airport Displays have been updated in terminal and baggage areas.

Partner Marketing Program

With several partners currently participating in various 2021 tourism partner opportunities, TCT prepared and launch the 2022 Partner Marketing Program, featuring opportunities in the Adventure Guide, the new Stand-alone Regional Map, various print publications, Explore Brevard digital ad placements, and more. The Program was presented online through a zoom meeting and in person at the Depot. Interested partners will contact Corey by Oct. 29 to request placements for next year.

Adventure Guide

The TCT Marketing Committee is working closely with Market Connections to review and update information for an all-new Adventure Guide and waterfall map to be published in early January for 2022 distribution.

New Creative and Sub-Brand Campaign Development

Market Connections has developed an all-new "Be Cool" creative campaign that will launch in January 2022. Creative development is underway including a recent photo shoot to capture lifestyle photos in the fall. Special emphasis during the shoot was placed on playing and staying in the area. The new overarching TCT creative campaign is targeted toward the following: Increasing shoulder season and mid-week stays, and responsible tourism.

Multi-Year Marketing Plan

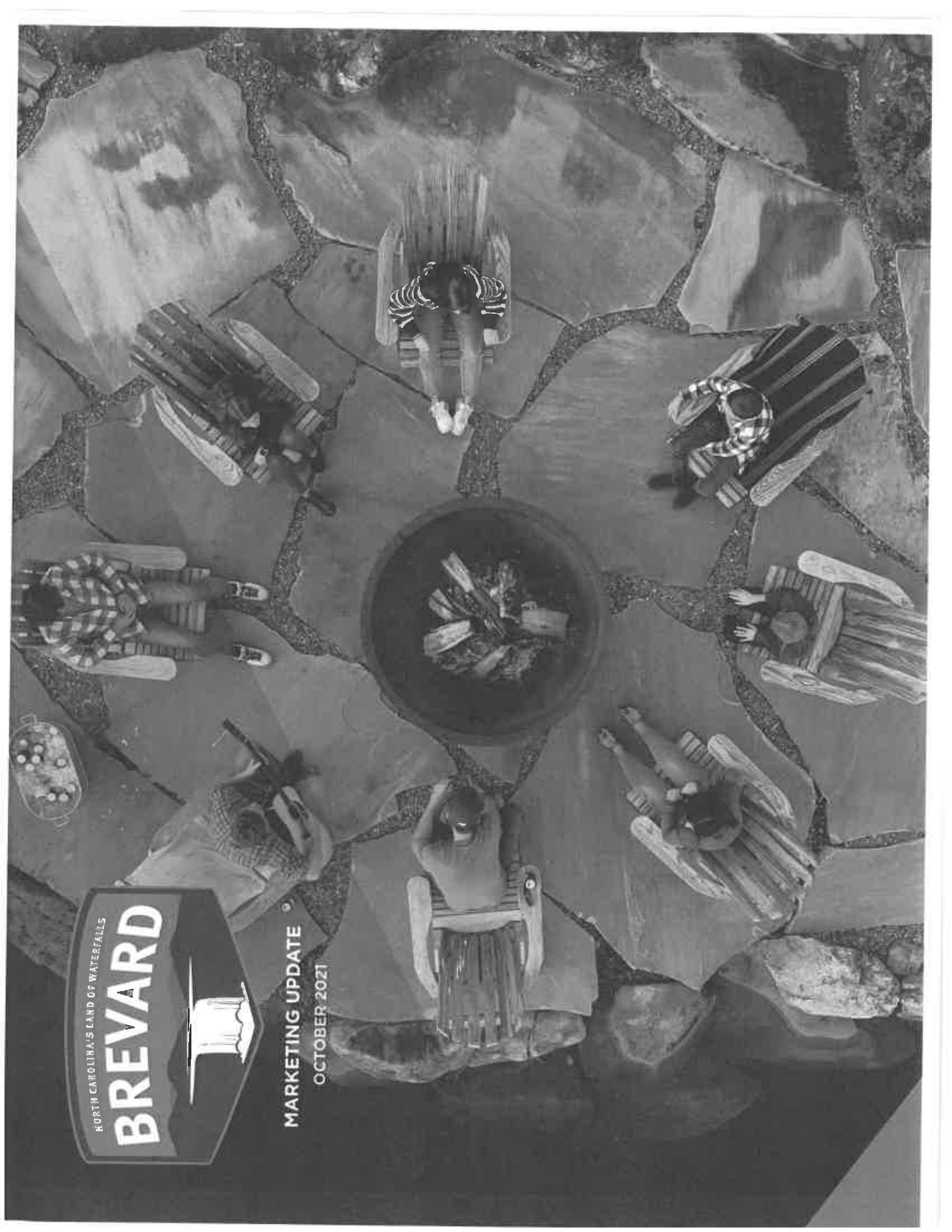
Market Connections and Magellan Strategies (Chris Cavanaugh) are partnering to coordinate and produce a new multi-year marketing plan that include a significant Market Research Study. Karen and Chris will be meeting with Clark in the next few weeks to finalize and recommend the process and budget. The process to complete the plan is estimated to take seven months from start date.

Transylvania Always - Clean-Up Crews - Leave It Better

Market Connections is finalizing refreshed materials for a relaunch of the LIB Clean-Up Crews campaign over the next two weeks. Over the next month, updated invitations to participate in the program will appear on the web, in social media, in the Transylvania Times, local news outlets, E-newsletters and more.

Website Metrics

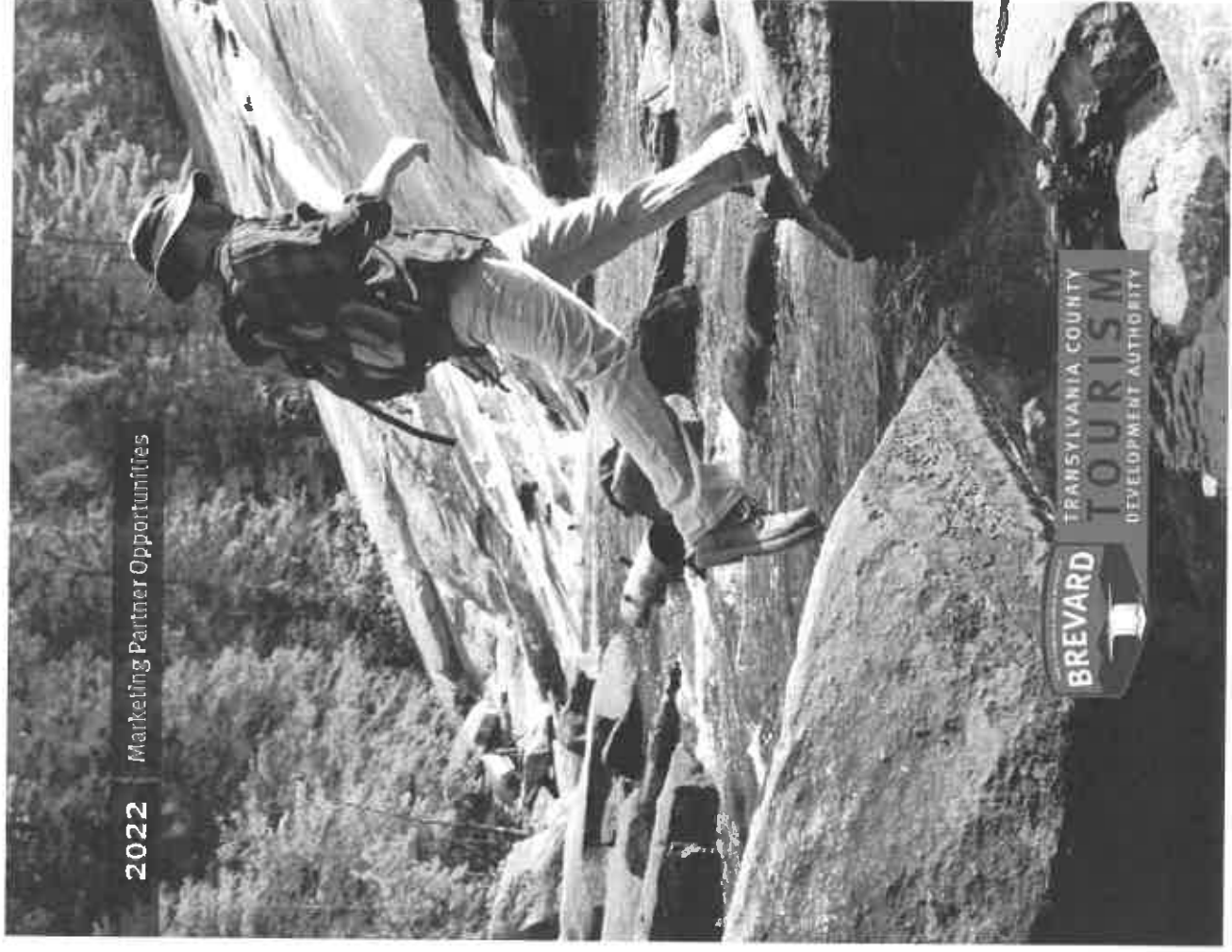
Please see accompanying Marketing Update PDF.



MARKETING UPDATE
OCTOBER 2021

2022 PARTNER MARKETING PROGRAM

Launched 10/18-Online, 10/19 In-Person



ONLINE SUCCESS

Foot Traffic Program

Insights:

- Total of 3,818 tracked visitors to locations with (3,416) one hour visitors and (402) 18 hour visitors
- Top DMA for 1 hour visitors is Charlotte with top visitor rate coming from Greenville DMA
- 1 hour visitors shows prospecting delivering more visitors but higher visitor rate from retargeting
- 18 hours visitors are only tracked to Transylvania county
- Charlotte top DMA and Greenville DMA has best visitor rate
- Prospecting has the most visitors

Total Foot Traffic 1 Hour Visitors

3,416

DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1. Charlotte	436,063	1,120	0.26%
2. Raleigh/Durham	341,624	414	0.12%
3. Atlanta	223,876	392	0.18%
4. Greenville/Spartanburg/Asheville/Anderson	8,295	287	3.46%
5. Orlando/Daytona Beach/Melbourne	365,180	250	0.07%
Location	Impressions	Exposed Visitors by Location	CVR
1. Pisgah National Forest Transylvania		2,186	
2. Downtown Brevard NC		547	
3. Lake Toxaway		98	
4. Rosman 28772		46	
5. Gorges State Park		38	
6. Cedar Mountain 28718		32	
Grand total		2,992	

Tactic	Impressions	Exposed Visitors	CVR
1. prospecting	1,582,341	2,462	0.16%
2. retargeting	575,652	954	0.17%

Total Foot Traffic 18 Hour Visitors

402

DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1. Charlotte	433,134	142	0.03%
2. Raleigh/Durham	340,614	67	0.02%
3. Atlanta	221,655	37	0.02%
4. Orlando/Daytona Beach/Melbourne	363,876	29	0.01%
5. Greensboro/High Point/Winston-Salem	192,526	26	0.01%
6. Charleston-Sc	83,316	22	0.03%
7. Greenville/Spartanburg/Ashville/Anderson	4,177	19	0.45%
8. Nashville	79,718	18	0.02%
9. Locations outside of DMA boundaries	26,466	10	0.04%
10. Birmingham	56,293	6	0.01%

Tactic	Impressions	Exposed Visitors	CVR
1. prospecting	1,568,307	261	0.02%
2. retargeting	573,889	141	0.02%

ONLINE SUCCESS

Google Paid Search

Top Paid Search Keywords

	Search Keyword	Impressions	Clicks	CTR
1.	brevard nc	2,755	478	17.35%
2.	things to do in North Carolina	6,883	213	3.09%
3.	Brevard waterfalls	1,442	172	11.93%
4.	Explore Brevard	736	157	21.33%
5.	hiking north carolina	4,176	149	3.57%
6.	waterfalls north carolina	3,380	126	3.73%
7.	things to do in north carolina	2,237	100	4.47%
8.	camp grounds north carolina	1,187	53	4.47%
9.	waterfalls in nc	643	51	7.93%
10.	places to visit in nc	444	50	11.26%
11.	camping in north carolina	999	49	4.9%
12.	brevard north carolina	268	39	14.55%
13.	backpacking north carolina	519	26	5.01%
14.	things to do in nc this weekend	172	24	13.95%
15.	outdoor activities north carolina	556	24	4.32%
16.	western nc things to do	536	23	4.29%
17.	western nc attractions	499	15	3.01%
18.	north carolina waterfalls	145	13	8.97%
19.	waterfalls in north carolina	178	10	5.62%
20.	things to do in brevard nc	106	9	8.49%

Ad Copy Examples

Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
www.explorebrevard.com

Discover 150+ activities, 300 miles of single track, 10,000 acres of public lands, 100,000+ miles of scenic views, and 100+ miles of hiking trails. Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
www.explorebrevard.com

Insights:

- Total clicks of 1,703 this month.
- Top performing landing pages are home page and great outdoor pages.
- Top clicks coming from brand and things to do searches.
- Best month so far for bounce rate at 44.9%.

	Campaign	Impressions	Clicks	CTR
1.	Search - Brevard	5,338	851	15.94%
2.	Search - Outdoor Activities	12,936	553	4.27%
3.	Search - Things to do	11,016	438	3.98%
4.	Search - Local Brevard	0	0	0%
	Grand total	29,290	1,842	6.29%

	Landing Page	Sessions	Bounce Rate	Avg Session Duration
1.	/	650	29.08%	00:03:41
2.	/the-great-outdoors/	511	46.38%	00:01:11
3.	/festivals-events/	415	60.24%	00:00:47
4.	/top-10-waterfalls/	42	73.81%	00:01:02
	Grand total	1,703	44.86%	00:02:08

	Month of Year	Sessions	Bounce Rate	Avg Session Duration	Pages / Session
1.	Sep 2021	1,703	44.9%	00:02:08	2.47
2.	Aug 2021	1,453	48.9%	00:02:22	2.5
3.	Jul 2021	2,016	58.8%	00:02:10	2.38

Desktop

Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
www.explorebrevard.com
 Discover 150+ activities, 300 miles of single track, 100,000+ miles of scenic views, and 100+ miles of hiking trails. Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
www.explorebrevard.com

ONLINE SUCCESS

Outbound Link Clicks

Insights:

- 'Event Action' shows outbound link clicked on and 'Event Label' shows page user exited from
- Outbound link click volume is at 8,500 up 49.8% compared to last year.
- Top clicks coming from top 10 waterfalls and visitor guide.

	Event Action	Event Label	Total Events	% Δ
1.	https://goo.gl/maps/8B76e9xEb5q	https://explorebrevard.com/top-10-waterfalls/	291	77.4% ↑
2.	https://goo.gl/maps/CW13CHky9q42	https://explorebrevard.com/top-10-waterfalls/	226	100.0% ↑
3.	http://www.polkadotyourworld.com/content/TDA2020/	https://explorebrevard.com/	180	59.3% ↑
4.	https://goo.gl/maps/N45pgp61fg02	https://explorebrevard.com/top-10-waterfalls/	158	107.9% ↑
5.	https://goo.gl/maps/5D3E4PKjhcR2	https://explorebrevard.com/top-10-waterfalls/	121	112.3% ↑
6.	https://goo.gl/maps/6jEMFv3x8gu	https://explorebrevard.com/top-10-waterfalls/	113	121.6% ↑
7.	https://www.mountain-song-festival.com/	https://explorebrevard.com/event/15th-annual-mountain-song-festival-...	112	
8.	https://earthshinenc.com/lodging/	https://explorebrevard.com/accommodation-specials/	96	
9.	https://www.facebook.com/events/321216125385420/	https://explorebrevard.com/halloweenfest-october/	83	315.0% ↑
10.	https://goo.gl/maps/KwMeYCKeWH2	https://explorebrevard.com/top-10-waterfalls/	82	141.2% ↑
11.	https://goo.gl/maps/KJhgErr0Yz	https://explorebrevard.com/top-10-waterfalls/	82	121.6% ↑
12.	http://www.mountain-song-festival.com/	https://explorebrevard.com/mountain-song-festival-september/	78	333.3% ↑
13.	https://www.strava.com/routes/7464367	https://explorebrevard.com/the-great-outdoors/biking/	76	100.0% ↑
14.	https://goo.gl/maps/5RbAdLqNauA2	https://explorebrevard.com/top-10-waterfalls/	67	97.1% ↑
15.	https://goo.gl/maps/INaF9Yz2cpr	https://explorebrevard.com/top-10-waterfalls/	65	91.2% ↑
Grand total			8,500	49.8% ↑



ONLINE SUCCESS

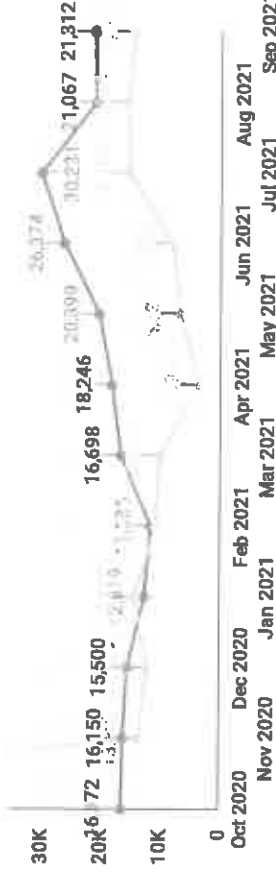
Google Analytics Top Metrics

MediaOne has paid search, display, and native in top 10.

-Traffic is up 45.9% compared to September 2021

Sessions
21,312
↑ 45.9%

— Sessions (previous year)



Most pages are up in the top 10, elevated by paid and organic media.

Pageviews	% Change
1. /	76.4% ↑
2. /top-10-waterfalls/	228.7% ↑
3. /business-categories/eat-drink/	69.3% ↑
4. /business-categories/lodging/	5.1% ↑
5. /the-great-outdoors/waterfalls/	-10.8% ↓
6. /events-calendar/	80.2% ↑
7. /adventure-guide/	57.5% ↑
8. /festivals-events/	274.3% ↑
9. /nine-iconic-brewed-experiences/	97.7% ↑
10. /the-great-outdoors/	-22.4% ↓

Top traffic sources mirror drive markets then further out

DMA	Users	Users Previous Year	% Change
1. Greenville-Spartanburg SC-Asheville NC-Anderson SC	2,864	1,255	128.2%
2. Charlotte NC	2,217	1,778	24.7%
3. Raleigh-Durham (Fayetteville) NC	1,581	1,297	21.9%
4. Atlanta GA	1,182	983	20.2%
5. Nashville TN	978	409	139.1%
6. Greensboro-High Point-Winston Salem NC	668	505	32.3%
7. Orlando-Daytona Beach-Melbourne FL	655	449	45.9%
8. Washington DC (Hagerstown MD)	502	187	168.4%
9. Charleston SC	328	214	53.3%
10. Columbia SC	266	300	-11.3%

ONLINE SUCCESS

SEO - Landing Pages & Queries

Landing Pages

Reflects top landing pages last month, many of which have been optimized for SEO.

	Landing Page	Results	Δ
1.	/	3,036	286.8% ↑
2.	/top-10-waterfalls/	991	965.6% ↑
3.	/events-calendar/	700	566.7% ↑
4.	/business-categories/eat-drink/	439	477.6% ↑
5.	/downtown-brevard/	395	201.5% ↑
6.	/event/15th-annual-mountain-song-festiv...	251	-
7.	/the-great-outdoors/waterfalls/	249	79.1% ↑
8.	/business-categories/lodging/	221	39.0% ↑
9.	/festivals-events/	175	73.3% ↑
10.	/the-great-outdoors/biking/	157	823.5% ↑
11.	/5-best-swimming-holes-splash-down/	130	109.7% ↑
12.	/arts-and-culture/downtown-brevard/	122	320.7% ↑
13.	/insider-tips-waterfalls/	122	12,100.0% ↑
14.	/live-music/	121	108.6% ↑
15.	/the-great-outdoors/fly-fishing/	114	338.5% ↑
16.	/event/15th-annual-mountain-song-festiv...	114	-
17.	/event/2021-halloween-fest-downtown-br...	114	-
18.	/event/6th-annual-pumpkin-fest-at-silver...	107	-
19.	/five-fabulous-fall-hikes/	102	1,357.1% ↑
20.	/event/white-equine-cycling-classic/	97	-
21.	/the-great-outdoors/equestrian/	63	350.0% ↑
22.	/insider-tips-swimming-holes/	50	22.0% ↑
23.	/how-to-float-your-boat-or-inner-tube-jum...	50	31.6% ↑
	Grand total	10,647	274.8% ↑

Search Queries

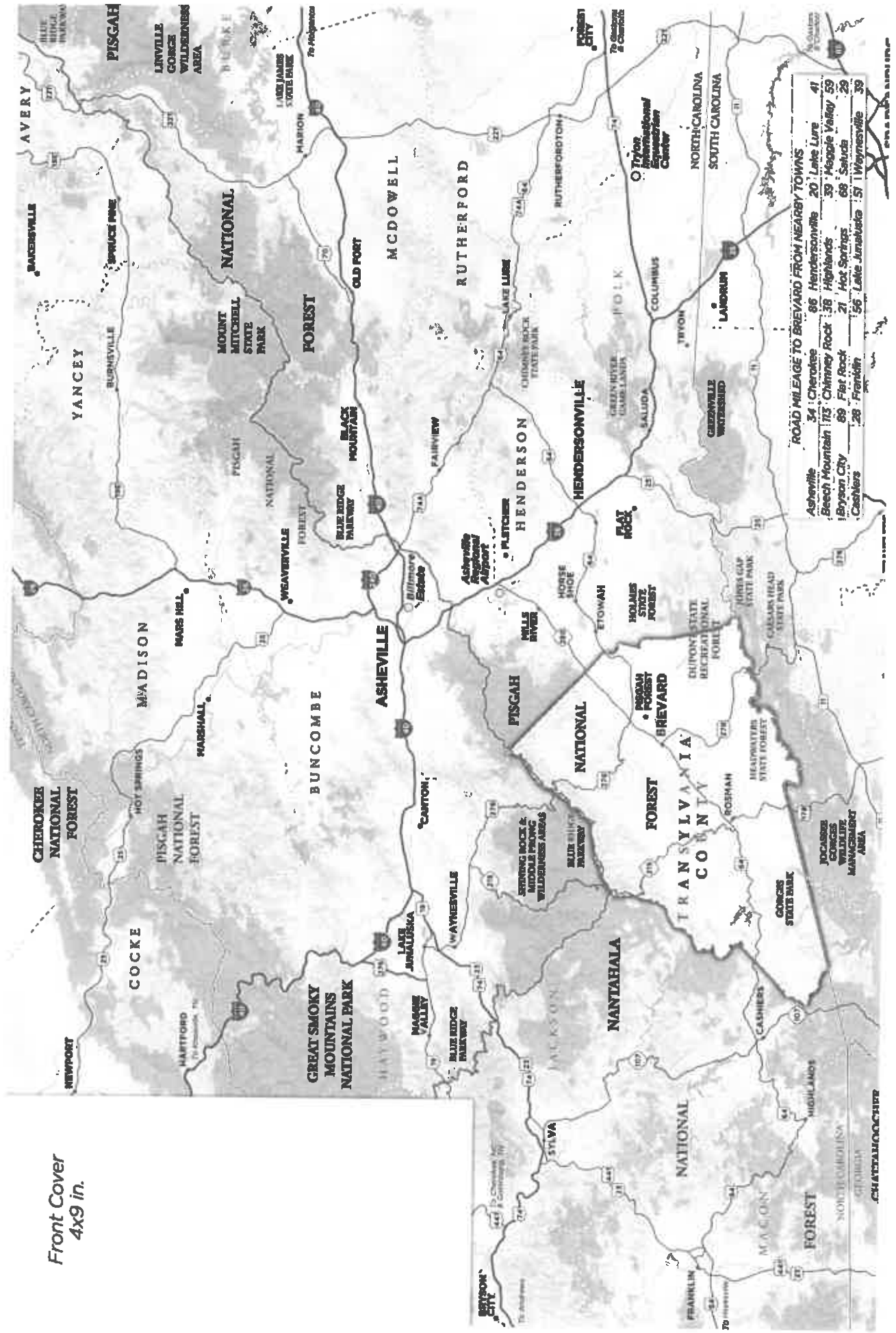
Search phrases driving the most traffic. Reflects the increase in traffic driving keyword usage of "Brevard," "Brevard NC," and "waterfalls".

	Query	Impressions	Clicks	% Δ	Srch CTR	Average Position	Δ
1.	brevard nc	22,837	1,281	10.9% ↑	5.61%	3.7	-0.4 ↓
2.	brevard	9,340	296	3.9% ↑	3.17%	3.1	-0.2 ↓
3.	brevard north carolina	3,482	219	18.4% ↑	6.29%	3.5	-0.4 ↓
4.	downtown brevard nc	282	110	42.9% ↑	39.01%	2.3	0.4 ↑
5.	brevard waterfalls	402	102	-22.1% ↓	25.37%	1.7	-0.1 ↓
6.	brevard, nc	1,758	96	-13.5% ↓	5.46%	3.1	-0.1 ↓
7.	downtown brevard	279	90	15.4% ↑	32.26%	1.9	-0.1 ↓
8.	brevard nc waterfalls	312	81	-21.4% ↓	25.96%	1.5	-0.1 ↓
9.	waterfalls near brevar...	307	70	9.4% ↑	22.8%	1.9	-0.3 ↓
10.	mountain song festiva...	1,765	69	-	3.91%	6.0	-1.1 ↓
11.	brevard nc events	169	67	59.5% ↑	39.64%	2.1	-0.8 ↓
12.	waterfalls in brevard nc	162	57	9.6% ↑	35.19%	1.4	0.0 ↑
13.	brevard nc restaurants	1,150	55	52.8% ↑	4.78%	4.4	-1.1 ↓
14.	brevard, north carolina	1,419	53	35.9% ↑	3.74%	3.1	-0.5 ↓
15.	explore brevard	93	48	-9.4% ↓	51.61%	1.0	0.0
16.	waterfalls brevard nc	123	44	15.8% ↑	35.77%	1.5	0.1 ↑
17.	restaurants in brevard ...	1,204	40	2.6% ↑	3.32%	4.8	0.1 ↑
18.	restaurants brevard nc	1,193	37	-11.9% ↓	3.1%	4.5	-0.4 ↓
19.	brevard restaurants	1,557	37	42.3% ↑	2.38%	6.0	-1.2 ↓
20.	visit brevard nc	61	30	11.1% ↑	49.18%	1.3	0.3 ↑
21.	brevard halloween 2021	129	27	285.7% ↑	20.93%	2.3	-1.1 ↓
22.	live music brevard nc	109	24	9.1% ↑	22.02%	2.1	-0.4 ↓
	Grand total	259,564	7,922	8.0% ↑	3.05%	18.4	0.7 ↑

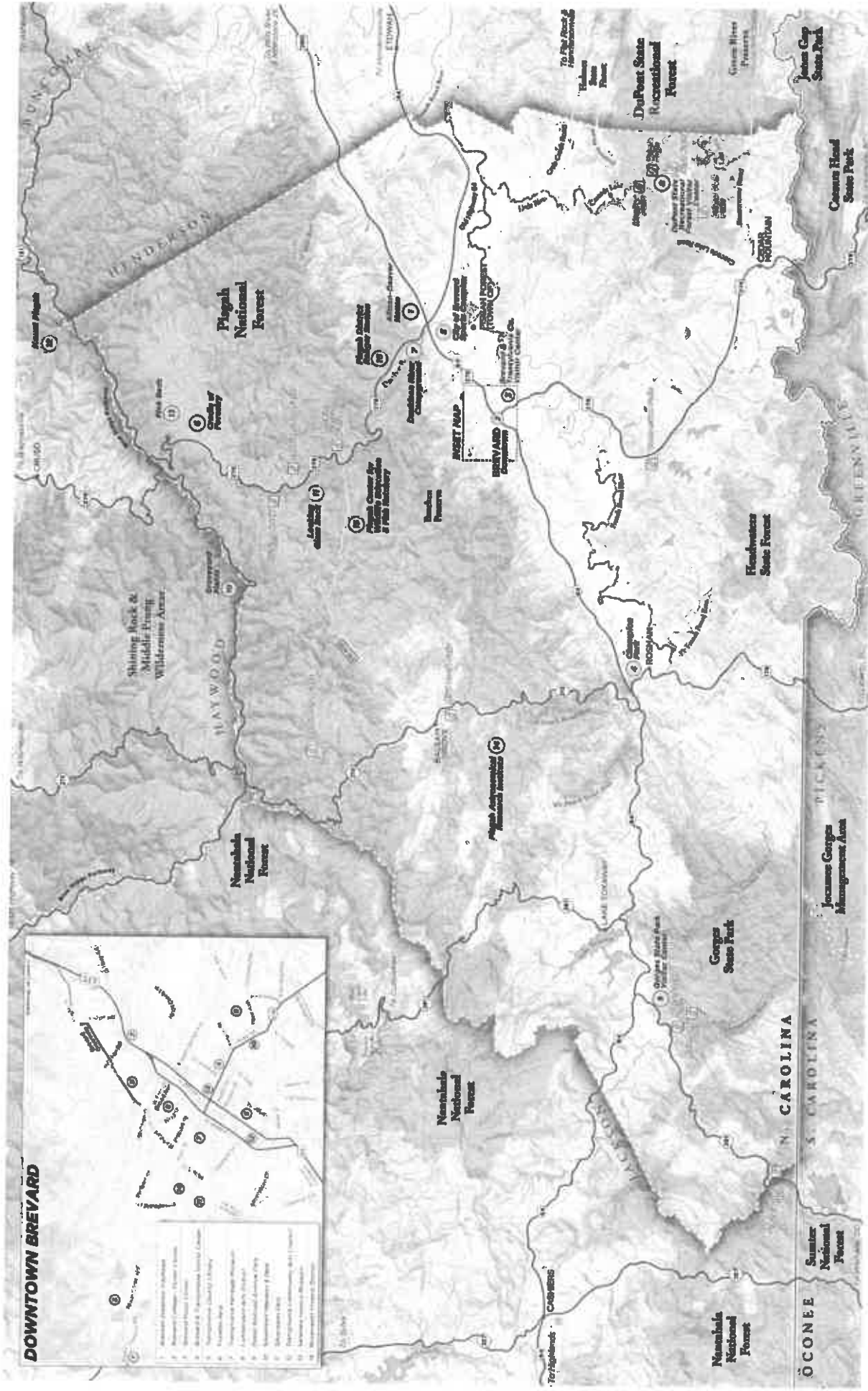
STANDALONE MAP

Regional Map - Initial sketch - Move T. County to more central location

Front Cover
4x9 in.



Points of Interest Map - Initial sketch



POINTS OF INTEREST

1	Asheville-DuPont House
2	Downstream Brevard
3	Brevard & Transylvania Co. Visitor Center
4	Champion Park & River Access
5	City of Brevard Sports Complex
6	Cradle of Forestry in America
7	Devil's Den River Campground
8	DaPont State Rec. Forest Visitor Center
9	Gorges State Park Visitor Center
10	Greenwood Fields
11	Looking Glass Rock
12	Moore Cove
13	Pink Beds
14	Pisgah Astronomical Research Institute
15	Pisgah Center for Wildlife Education
16	Pisgah Ranger District Ranger Station
17	Pisgah State Park Visitor Center
18	Shining Rock & Middle Prong Wilderness Area
19	Sliding Rock
20	Turkey Creek Falls
21	Whittaker Falls
22	Yonkers Falls
23	Zeigler Falls

WATERFALLS

1	First Rock Falls
2	Bridal Veil Falls
3	Connections Falls
4	Cherokee Falls
5	High Falls
6	Hooder Falls
7	Looking Glass Falls
8	Moore Cove Falls
9	Nashville Falls
10	Schoolhouse Falls
11	Sliding Rock
12	Triple Falls
13	Turkey Creek Falls
14	Whittaker Falls
15	Yonkers Falls
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TRAILS

1	Champion Park River Access (mi. 1.5)
2	Crane Mountain River Access (mi. 4)
3	Devil's Den River Access (mi. 10)
4	Maple Fork River Access (mi. 10)
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WATERFALLS

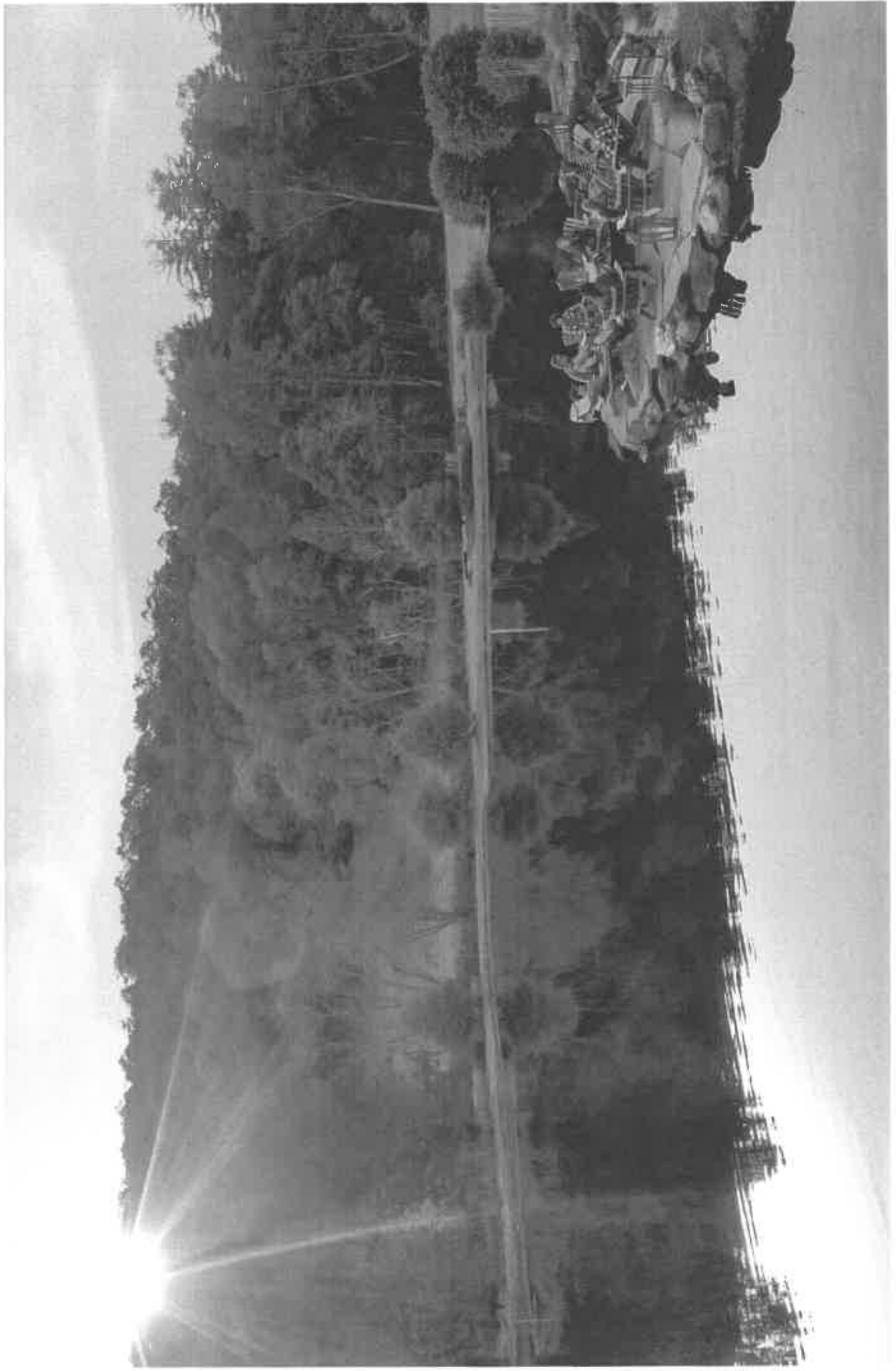
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19	Maple Fork River Access (mi. 10)
20	Maple Fork River Access (mi. 10)

NEW PHOTOGRAPHY

Drone Capture





Be Cool.

The magic of this tagline is that it works on multiple levels and has several meanings, all positive. When we think, literally, about "being cool," it conjures all kinds of pleasurable associations, many of which are relevant to the experiences that Brevard promises: drinking a cold craft beer at a local brewery, taking a dip at a hidden swimming hole, going down Sliding Rock, enjoying ice cream at Dollies, etc.

"Being cool" is also a compliment and a state-of-mind. "Being cool" means being with it, being hip, being chill, being relaxed.

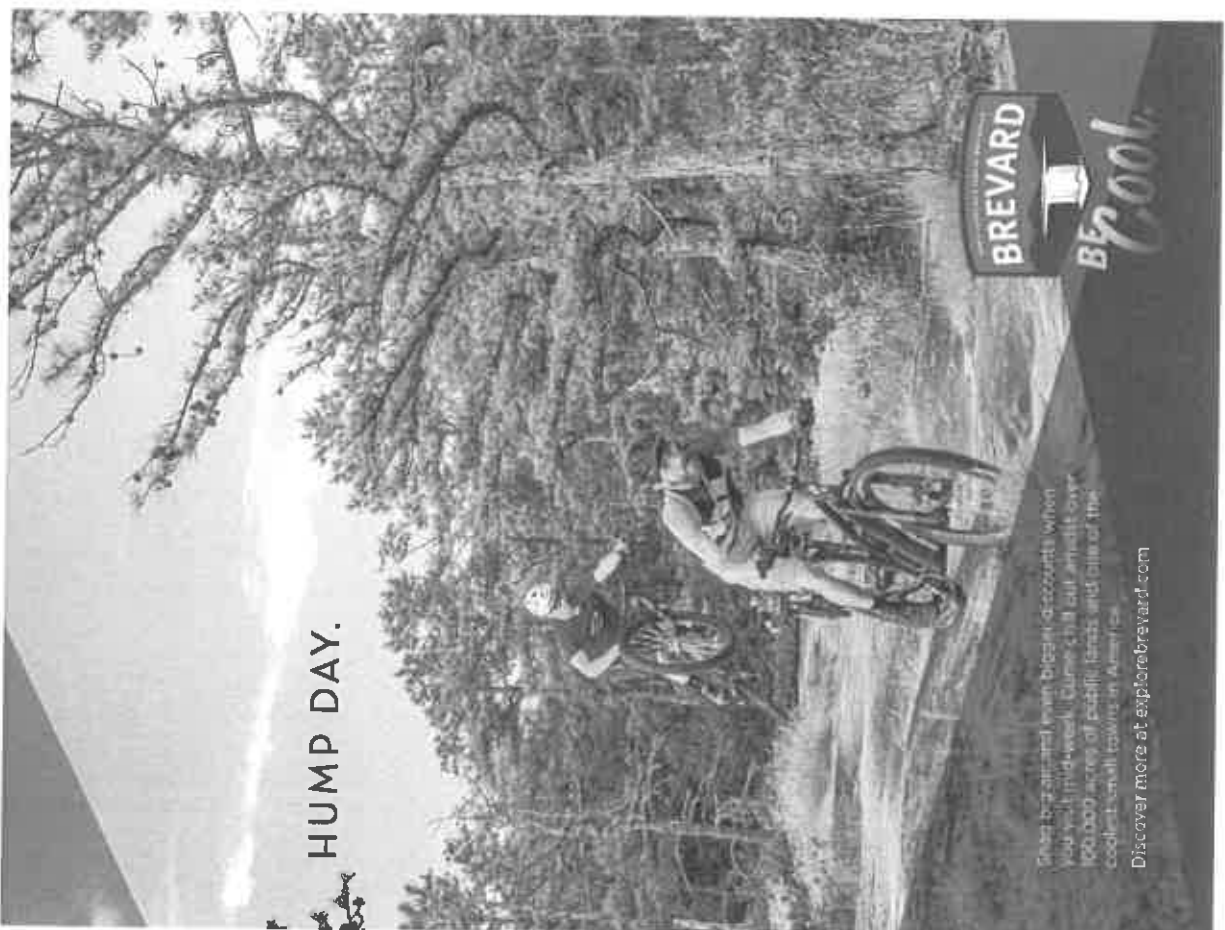
And finally, and perhaps most importantly, when we tell someone to "Be cool," we're asking them to do the right thing, to behave in a manner that is a credit to themselves and a benefit to others. Which is why "Be cool" is such a powerful call to action related to sustainability. We also believe that it could be a powerful mini-campaign that dovetails with or buttresses the "Leave it better" campaign.

STAY ON TOP
OF CURRENT TRENDS.

From swimming holes, to sliding rocks, of the oddest rivers in the world, Brevard has your perfect spot to put in and cast off your worries. Whatever floats your boat. Discover more at explorebrevard.com.

Be Cool.

HUMP DAY.

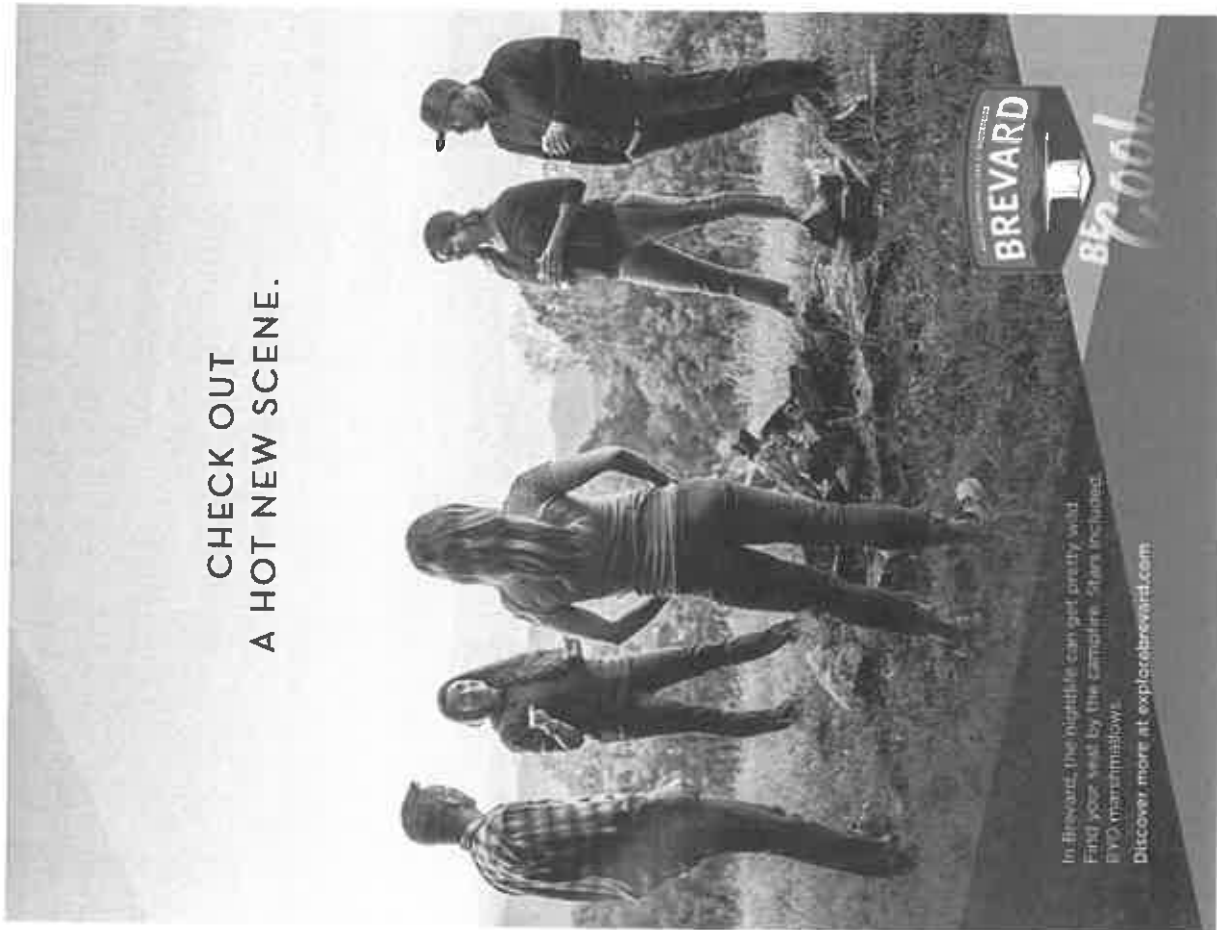


Enjoy big savings even bigger discounts when you visit mid-week. Come chill out amidst over 100,000 acres of public lands and one of the coolest small towns in America.

Discover more at explorebrevard.com

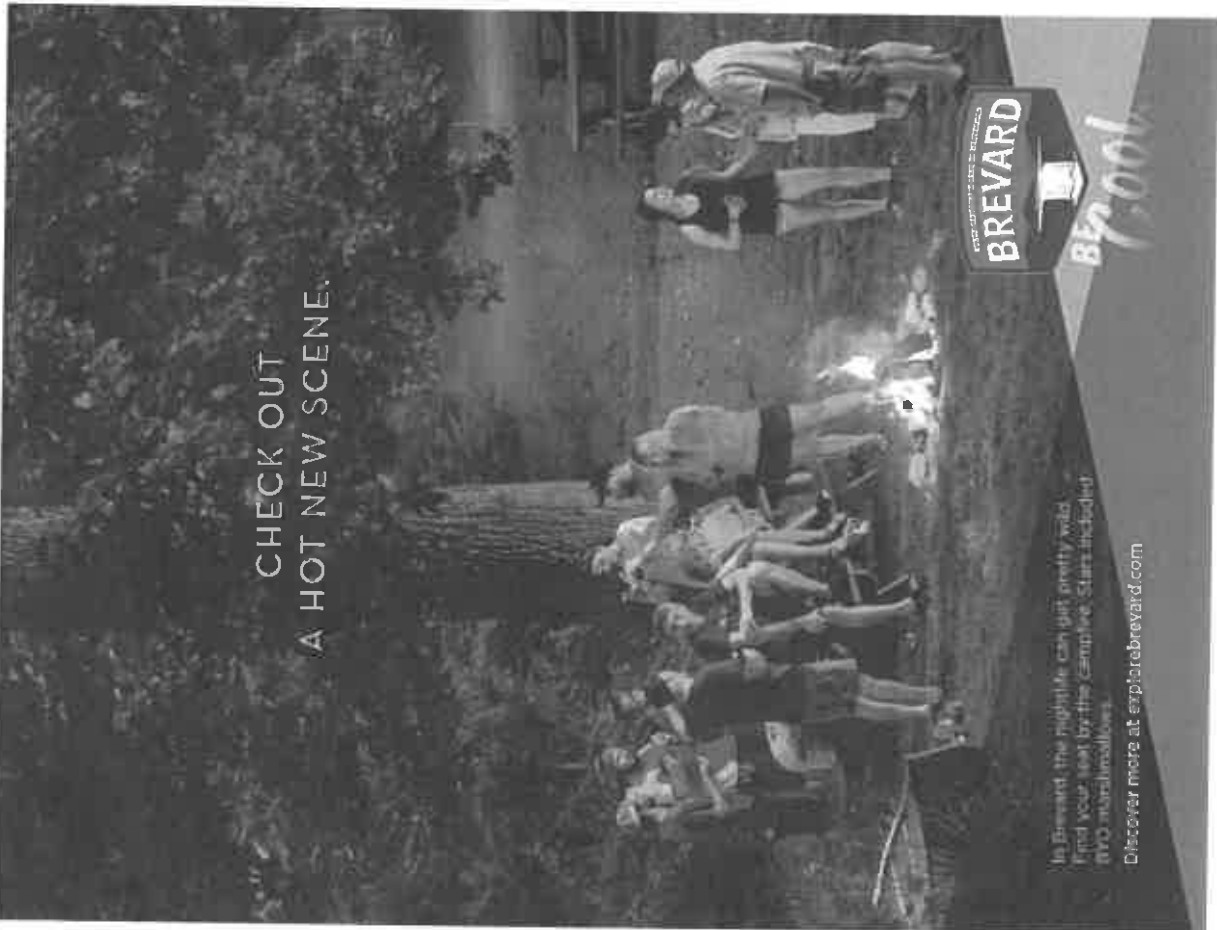


CHECK OUT A HOT NEW SCENE.



In Brevard, the nightlife can get pretty wild. Find your seat by the campfire. Stars included. BYO marshmallows. Discover more at explorebrevard.com

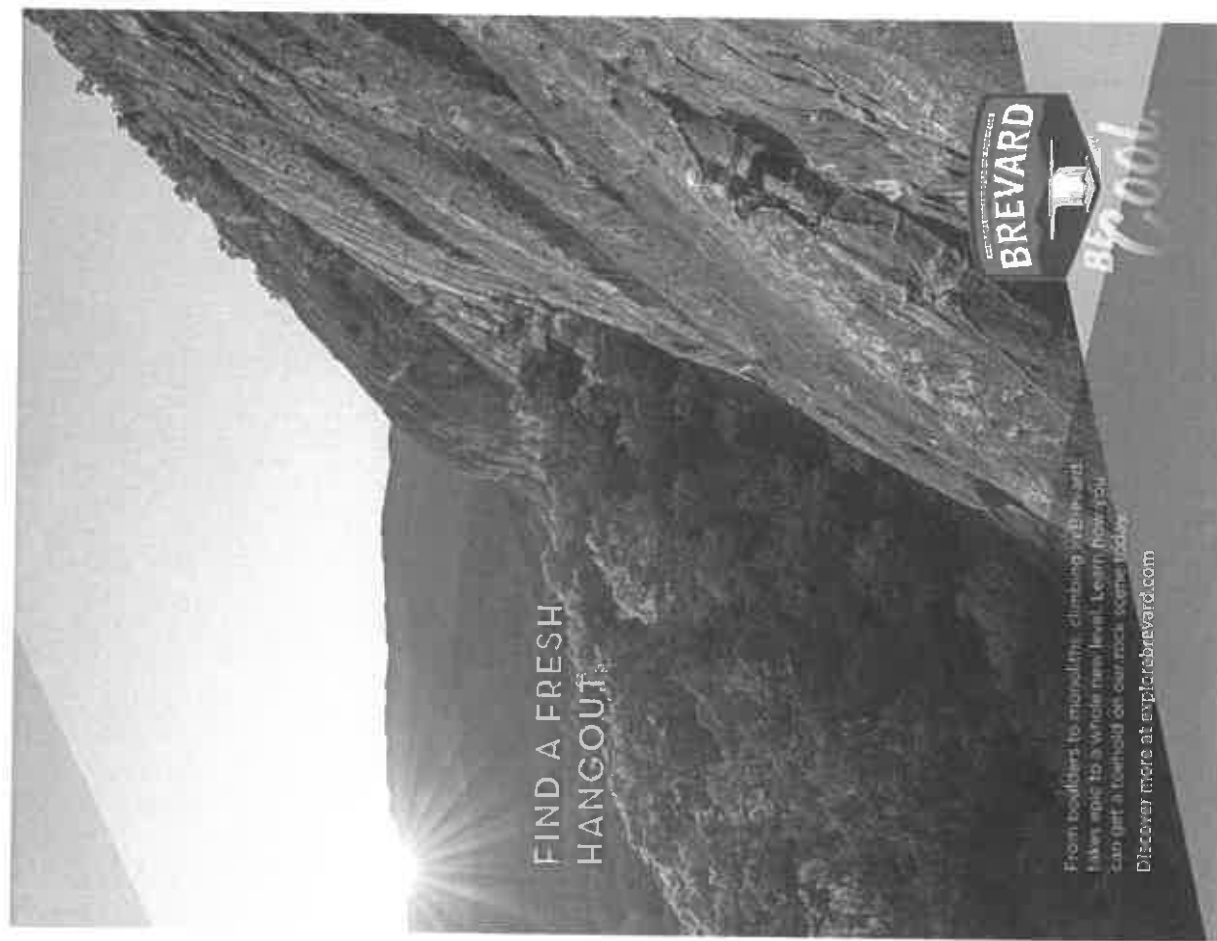




CHECK OUT
A HOT NEW SCENE.

In Brevard, the nightlife can get pretty wild.
Find your seat for the Canyons. Stars included.
Canyons marshmallows.

Discover more at explorebrevard.com



FIND A FRESH
HANGOUT.

From boulders to mountains, climbing in Brevard
takes you to a whole new level. Learn how you
can get a foothold on our rock scene today.

Discover more at explorebrevard.com



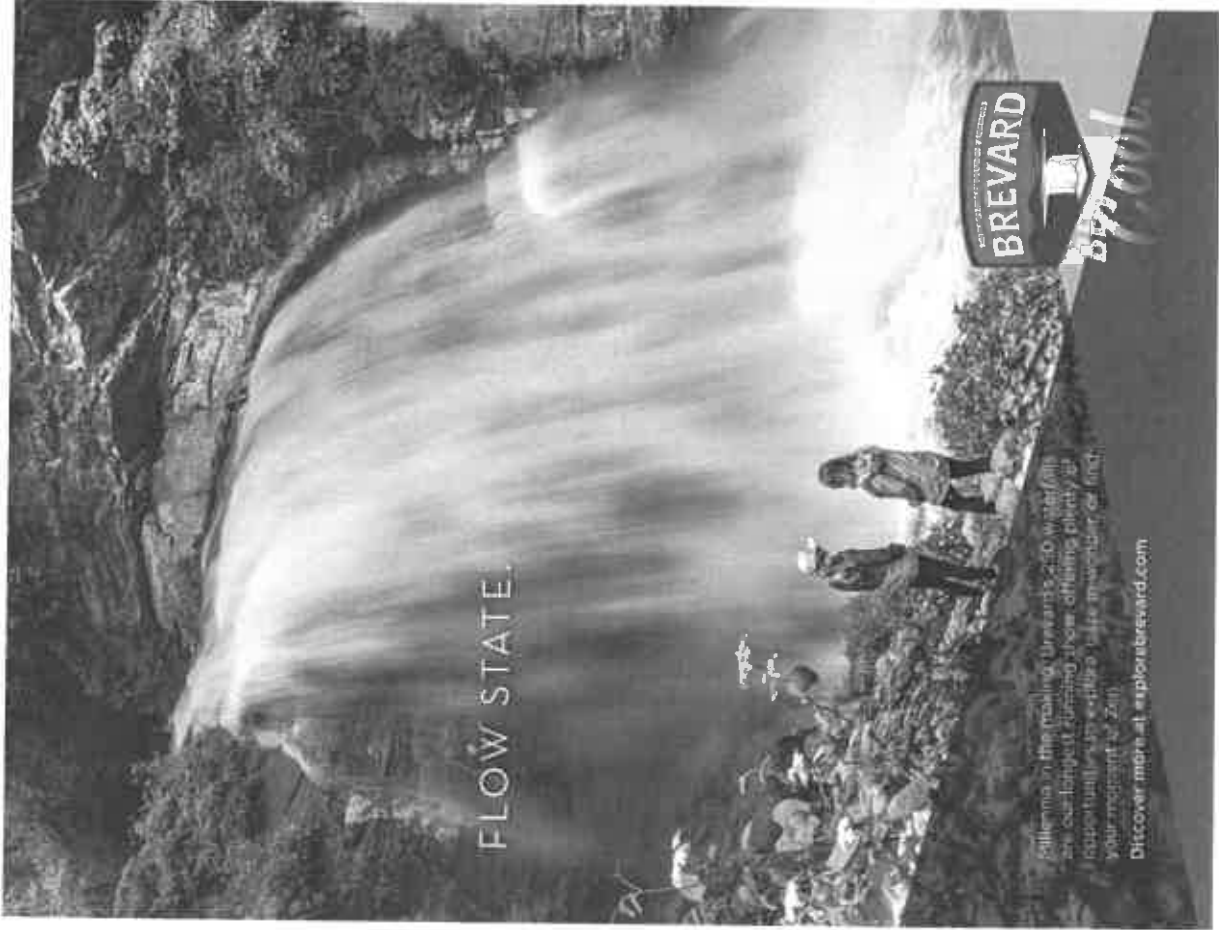


GET INTO THE GROOVE.



One of our most talented artists is one of our many craft studios where you can create something original, sweet, and endearing.

Discover more at explorebrevard.com



FLOW STATE.



Billowing in the morning, Brevard's 250 waterfalls are our longest running show offering plenty of opportunities to explore, take in wonder, or find your moment of Zen.

Discover more at explorebrevard.com

Profile

Prefix Mark First Name B Middle Initial Tooley Last Name Suffix

marktooley@citcom.net
Email Address

3103 Rich Mtn Rd.
Street Address

Suite or Apt.

Brevard
City

NC
State

28712
Postal Code

Mailing Address (If different):

Mobile: (828) 553-9260
Primary Phone

Mobile:
Alternate Phone

KEIR Mfg.
Employer

Which Boards would you like to apply for?

TOURISM DEVELOPMENT AUTHORITY: Submitted

First Preference

TCTDA

Second Preference

Residency

Question applies to multiple boards

Are you a Transylvania County resident? A resident is defined as someone who lives in Transylvania County the majority of the year and claims Transylvania County as their domicile for legal purposes.

☒ Yes ☐ No

Question applies to multiple boards

Voter registration is a tool the Board of Commissioners uses to determine residency. Are you registered to vote in Transylvania County? If not, explain.

Yes I am registered to vote in Transylvania County.

Interests & Experiences

PREVIOUS BOARD AND/OR LEADERSHIP EXPERIENCE (INCLUDE ANY COUNTY, CITY, NON-PROFIT OR EMPLOYMENT RELATED LEADERSHIP POSITIONS OR BOARDS YOU HAVE SERVED ON AS A MEMBER OR CHAIR)

Transylvania Natural Resources Council Transylvania Economic Alliance - chair Transylvania County Planning Board - vice chair Conserving Carolina Board of Directors Upper French Broad River Stewards Transylvania County Transportation Advisory Committee Cedar Mountain Small Area Planning Committee Friends of Ecusta Trail Board of Directors St. Phillips Episcopal Church - Finance Committee Brevard/Transylvania VISION class 2007-2008

COMMUNITY INVOLVEMENT:

See "Previous Board and/or Leadership Experience"

WHAT EXPERIENCE, TRAINING OR QUALIFICATIONS DO YOU HAVE THAT WOULD BE HELPFUL SERVING ON THIS BOARD?

I have had a variety of experience in County and non-profit boards in the community and could bring that knowledge to bear on this board, particularly as tourism relates to our economy and our maintenance of "sense of place" that is so unique and valuable to Transylvania County. An example is my involvement with helping to organize the "Balancing Nature and Commerce" conference that was held in 2014.

WHY DO YOU WANT TO BE A MEMBER OF THIS BOARD AND HOW DO YOU FEEL YOU COULD CONTRIBUTE TO THE OVERALL BOARD?

As an at-large member I would represent the interests of the citizens of the county and not have an agenda related to a business that relies upon tourism. I feel that we need to build upon the sustainability focus of the TCTDA and do more to preserve and enhance the assets that now draw visitors to our county as well as those assets that serve the needs of our citizens.

WHAT COMMUNITY TOPICS CONCERN YOU THAT RELATE TO THIS BOARD?

In the previous question I touched upon some of those. I think we need to do less to attract people here to visit and do more to preserve the assets that they seek to enjoy and to educate them on safety and etiquette once they arrive. We must work with our city and county governments and public land managers in a concerted manner to sustain our tourism assets while developing new assets that will not only be appealing to visitors, but also to our residents and potential business owners wanting to make investments here. There is an under current of resentment towards tourism that needs to be addressed in a manner consistent with the TDA mission but at the same time being sensitive to our citizens' concerns.

BOARDS MAY MEET IN THE MORNING, AFTERNOON OR EVENING HOURS. WHAT LIMITATIONS DO YOU HAVE FOR ATTENDING MEETINGS?

None.

HOW DID YOU FIND OUT ABOUT THIS BOARD?

☒ Other

Profile

Kevin Howell
First Name Last Name

kevin@davidsonflyfishing.com
Email Address

119 Mountain Laurel Lane
Street Address

Suite or Apt

Pisgah Forest
City

NC
State

28768
Postal Code

Mailing Address (if different):

Home: (828) 553-2328
Primary Phone

Business: (828) 877-4181
Alternate Phone

Davidson River Outfitters
Employer

Which Boards would you like to apply for?

TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY: Submitted

First Preference

Tourism Development Authority

Second Preference

Natural Resources Council

Interests & Experiences

PREVIOUS BOARD AND/OR LEADERSHIP EXPERIENCE (INCLUDE ANY COUNTY, CITY, NON-PROFIT OR EMPLOYMENT RELATED LEADERSHIP POSITIONS OR BOARDS YOU HAVE SERVED ON AS A MEMBER OR CHAIR)

Brevard Chamber of Commerce, President, Vice President, Secretary, Board Member; Transylvania County Tourism Development Authority; North Carolina Outdoor Heritage Advisory Council (General Assembly Appointment); Marketing Committee Chair North Carolina Outdoor Heritage Advisory Council

COMMUNITY INVOLVEMENT:

Active with Project Healing Waters (for Disabled Veterans), Coach For Brevard High School Bass Fishing Team, Boat Captain Brevard High School Bass Team

WHAT EXPERIENCE, TRAINING OR QUALIFICATIONS DO YOU HAVE THAT WOULD BE HELPFUL SERVING ON THIS BOARD?

Outside of boards and committees listed above, I have built a successful business that has been marketed around the United States, In 2009 I formed and started a second company that has grown into a one of the largest guiding operations in South America, and in 2018 formed and started a third company (with my two sons) to meet growing needs in the tackle industry.

WHY DO YOU WANT TO BE A MEMBER OF THIS BOARD AND HOW DO YOU FEEL YOU COULD CONTRIBUTE TO THE OVERALL BOARD?

Have successfully marketed and grown three outdoor related business. I have a very unique ability to find target markets and capitalize on their needs to escape heat, cold, city etc. I would hope that I could help increase tourism in the county while helping maintain the small town feel and uniqueness.

WHAT COMMUNITY TOPICS CONCERN YOU THAT RELATE TO THIS BOARD?

Potential over use of natural resources in the county, How to balance tourism with the other needs of the county industry, water resources etc. How do we keep Asheville and Hendersonville from capitalizing on our natural resources while we foot the bill for the infrastructure.

BOARDS MAY MEET IN THE MORNING, AFTERNOON OR EVENING HOURS. WHAT LIMITATIONS DO YOU HAVE FOR ATTENDING MEETINGS?

No limitations as long as I have advance notice

HOW DID YOU FIND OUT ABOUT THIS BOARD?

☒ Newspaper

Profile

Paulette **Todd**
Prefix First Name Middle Initial Last Name Suffix

ptodd@greystoneinn.com
Email Address

220 Greystone Lane
Street Address Suite or Apt

Lake Toxaway **NC** **28747**
City State Postal Code

Mailing Address (If different):

220 Greystone Lane

Home: (828) 966-4700 **Mobile: (706) 836-5392**
Primary Phone Alternate Phone

The Greystone Inn
Employer

Which Boards would you like to apply for?

TOURISM DEVELOPMENT AUTHORITY: Submitted

First Preference**Second Preference**

Residency

Question applies to multiple boards

Are you a Transylvania County resident? A resident is defined as someone who lives in Transylvania County the majority of the year and claims Transylvania County as their domicile for legal purposes.

☒ Yes ☐ No

Question applies to multiple boards

Voter registration is a tool the Board of Commissioners uses to determine residency. Are you registered to vote in Transylvania County? If not, explain.

No, I have residency in Aiken, SC and that is why I have not registered.

Interests & Experiences

PREVIOUS BOARD AND/OR LEADERSHIP EXPERIENCE (INCLUDE ANY COUNTY, CITY, NON-PROFIT OR EMPLOYMENT RELATED LEADERSHIP POSITIONS OR BOARDS YOU HAVE SERVED ON AS A MEMBER OR CHAIR)

COMMUNITY INVOLVEMENT:

WHAT EXPERIENCE, TRAINING OR QUALIFICATIONS DO YOU HAVE THAT WOULD BE HELPFUL SERVING ON THIS BOARD?

WHY DO YOU WANT TO BE A MEMBER OF THIS BOARD AND HOW DO YOU FEEL YOU COULD CONTRIBUTE TO THE OVERALL BOARD?

WHAT COMMUNITY TOPICS CONCERN YOU THAT RELATE TO THIS BOARD?

BOARDS MAY MEET IN THE MORNING, AFTERNOON OR EVENING HOURS. WHAT LIMITATIONS DO YOU HAVE FOR ATTENDING MEETINGS?

HOW DID YOU FIND OUT ABOUT THIS BOARD?

☒ Current Member

Profile

Prefix Dana **First Name** Antonuccio **Middle Initial** **Last Name** **Suffix**

dana.antonuccio@protonmail.com
Email Address

310 Jeffy Passmore
Street Address

Suite or Apt

Brevard
City

NC
State

28712
Postal Code

Mailing Address (If different):

PO Box 2161, Brevard, NC 28712

Mobile: (704) 291-0609
Primary Phone

Alternate Phone

Self
Employer

Which Boards would you like to apply for?

TOURISM DEVELOPMENT AUTHORITY: Submitted

First Preference

I would like to serve on the TDA in any capacity

Second Preference**Residency**

Question applies to multiple boards

Are you a Transylvania County resident? A resident is defined as someone who lives in Transylvania County the majority of the year and claims Transylvania County as their domicile for legal purposes.

☒ Yes ☐ No

Question applies to multiple boards

Voter registration is a tool the Board of Commissioners uses to determine residency. Are you registered to vote in Transylvania County? If not, explain.

As of 9//23/21: I am waiting for the county to finalize the name change of our road and then I will change my drivers license at which time I will change my voter registration from Union County to Transylvania County. We closed on our property end of July and just submitted the road name change application in September.

Interests & Experiences

PREVIOUS BOARD AND/OR LEADERSHIP EXPERIENCE (INCLUDE ANY COUNTY, CITY, NON-PROFIT OR EMPLOYMENT RELATED LEADERSHIP POSITIONS OR BOARDS YOU HAVE SERVED ON AS A MEMBER OR CHAIR)

Annandale Community HOA Elected Officer, Indian Trail, NC November 2018 – July 2021 President, December 2019 - July 2021 Board Member, November 2018 – December 2019 Executive Officer of the Board of Directors. Led contracts negotiations and managed all orders, and documents on behalf of the Association. Handle the daily administration of the Association with the community's best interests in mind Led renovation projects for front entrances, playground and tennis court, and remodeling all vegetation at pool and common area Heidelberg International School Volunteer, Heidelberg, Germany January 2015 – July 2017 Communication Coordinator, Events, Mom's Group, New Member Liaison Events Committee Member. Introduced and led the Fall event that earned more money than any other event to date New Parent Liaison. Developed "Welcome Package" to orient all new families Coordinated all communication and calendar activities between PTO, Teachers and Parents Led the Mom's Group (Breakfast Club, Lunch Club, Mom's night out), and the Touring Group Girl Scouts USA Volunteer, Union County, NC September 2008 – December 2014 Service Unit Event Coordinator & Troop Leader Events Coordinator for the Union County Service Unit. Organized and led a "Camporee" which was the largest event in a decade (325 people) Troop Leader. Planned & led all activities as well as managed the troop accounting and records

COMMUNITY INVOLVEMENT:

Over the past 15 years I have served my community as an elected officer as well as a volunteer in social, support and management capacities. I volunteered at the Elementary school assisting teachers in the classroom as well as for the PTA. I served as chair person for the neighborhood social committee for 2 yrs and later was elected as a Board Member then President of the neighborhood HOA. My community involvement extended to all of Union County through Girl Scouts. I served my International community while living in Germany for almost 3 years. My time in Germany afforded me a plethora of diverse experiences and cultural interactions which lead to my love of the hospitality industry.

WHAT EXPERIENCE, TRAINING OR QUALIFICATIONS DO YOU HAVE THAT WOULD BE HELPFUL SERVING ON THIS BOARD?

In addition to my 15 years of elected and volunteer experience in NJ, NC and Germany I have a business management degree with 14 years work experience, hospitality training, have traveled to 24 countries in 2 1/2 years and will open a small resort like hospitality business in Brevard in 2022. I have knowledge of the tourism industry from both a management and consumer perspective.

WHY DO YOU WANT TO BE A MEMBER OF THIS BOARD AND HOW DO YOU FEEL YOU COULD CONTRIBUTE TO THE OVERALL BOARD?

I live in Transylvania County and am opening a business that is directly dependent on tourism. I want to make sure the county maintains a healthy balance between tourism and living, and the best way to do that is to serve on the TDA board. I can contribute to the overall board with my diverse background of experience and expertise in an advisory and hands on capacity.

WHAT COMMUNITY TOPICS CONCERN YOU THAT RELATE TO THIS BOARD?

Tourism. Maintaining the beauty, serenity and inclusiveness of the county for it's residents as well as it's guests.

BOARDS MAY MEET IN THE MORNING, AFTERNOON OR EVENING HOURS. WHAT LIMITATIONS DO YOU HAVE FOR ATTENDING MEETINGS?

None.

HOW DID YOU FIND OUT ABOUT THIS BOARD?

☒ Other

Profile

isaac **Allen**
First Name Last Name

isaac@whitesquirrelrealty.com
Email Address

107 N. Caldwell St.
Street Address

Suite or Apt

Brevard
City

NC
State

28712
Postal Code

Mailing Address (If different):

Same

Home: (828) 553-6283
Primary Phone

Alternate Phone

White Squirrel Realty
Employer

Which Boards would you like to apply for?

TOURISM DEVELOPMENT AUTHORITY: Submitted

First Preference

Second Preference

Residency

Question applies to multiple boards

Are you a Transylvania County resident? A resident is defined as someone who lives in Transylvania County the majority of the year and claims Transylvania County as their domicile for legal purposes.

☒ Yes ☐ No

Question applies to multiple boards

Voter registration is a tool the Board of Commissioners uses to determine residency. Are you registered to vote in Transylvania County? If not, explain.

No

Interests & Experiences

PREVIOUS BOARD AND/OR LEADERSHIP EXPERIENCE (INCLUDE ANY COUNTY, CITY, NON-PROFIT OR EMPLOYMENT RELATED LEADERSHIP POSITIONS OR BOARDS YOU HAVE SERVED ON AS A MEMBER OR CHAIR)

2013 Brevard Board of Realtors President, Asheville Board of Realtors Treasurer 2018-2020, WNC Regional MLS Board Treasurer 2013, Finance Committee Chair Asheville Board of Realtors, Building Committee Asheville Board of Realtors

COMMUNITY INVOLVEMENT:

I have been a Main Street merchant since 2015 and Transylvania County property owner since 1992

WHAT EXPERIENCE, TRAINING OR QUALIFICATIONS DO YOU HAVE THAT WOULD BE HELPFUL SERVING ON THIS BOARD?

I am active in the vacation rental industry and connect with thousands of tourists annually. I moved to Brevard in 1982 and feel that it is my hometown. I understand the dynamics of serving on a board and feel my experience in leading the Brevard Board of Realtors and serving as the Treasurer for several organizations would be an asset.

WHY DO YOU WANT TO BE A MEMBER OF THIS BOARD AND HOW DO YOU FEEL YOU COULD CONTRIBUTE TO THE OVERALL BOARD?

I want to lend my perspective as one of the largest accommodations providers in the area. Want to be an agent of positive change. I believe in Brevard.

WHAT COMMUNITY TOPICS CONCERN YOU THAT RELATE TO THIS BOARD?

Housing, tourism, economic growth

BOARDS MAY MEET IN THE MORNING, AFTERNOON OR EVENING HOURS. WHAT LIMITATIONS DO YOU HAVE FOR ATTENDING MEETINGS?

I would not be able to attend Friday afternoon meetings. I make my own schedule and would be able to have a flexible meeting schedule

HOW DID YOU FIND OUT ABOUT THIS BOARD?

☒ Current Member

Question applies to multiple boards

Voter registration is a tool the Board of Commissioners uses to determine residency. Are you registered to vote in Transylvania County? If not, explain.

Yes

Interests & Experiences

PREVIOUS BOARD AND/OR LEADERSHIP EXPERIENCE (INCLUDE ANY COUNTY, CITY, NON-PROFIT OR EMPLOYMENT RELATED LEADERSHIP POSITIONS OR BOARDS YOU HAVE SERVED ON AS A MEMBER OR CHAIR)

Numerous

COMMUNITY INVOLVEMENT:

Numerous

WHAT EXPERIENCE, TRAINING OR QUALIFICATIONS DO YOU HAVE THAT WOULD BE HELPFUL SERVING ON THIS BOARD?

Numerous

WHY DO YOU WANT TO BE A MEMBER OF THIS BOARD AND HOW DO YOU FEEL YOU COULD CONTRIBUTE TO THE OVERALL BOARD?

I've been on TDA off and on for many years and would be interested in continuing this work, especially with the changing structure which might be occurring.

WHAT COMMUNITY TOPICS CONCERN YOU THAT RELATE TO THIS BOARD?

Sustainability, balanced economy

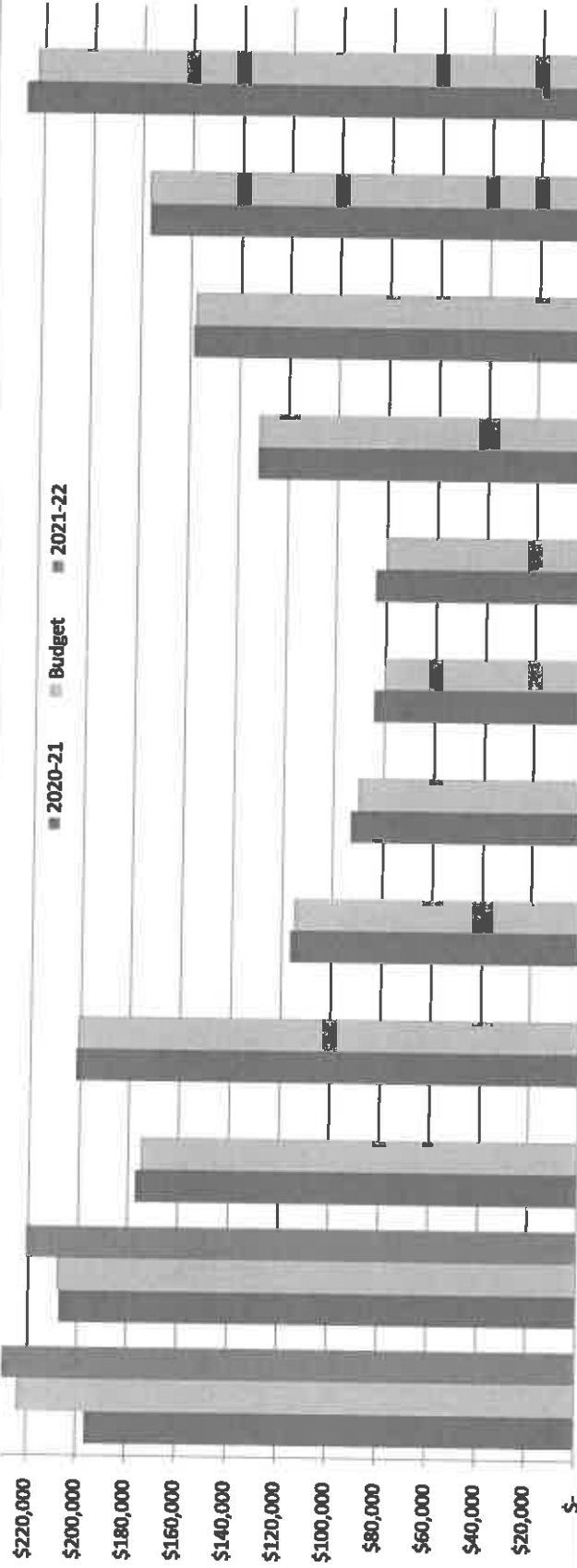
BOARDS MAY MEET IN THE MORNING, AFTERNOON OR EVENING HOURS. WHAT LIMITATIONS DO YOU HAVE FOR ATTENDING MEETINGS?

None for this board

HOW DID YOU FIND OUT ABOUT THIS BOARD?

☒ Other

TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX INCOME



	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
FY22 Budget	\$ 224,000	\$ 208,000	\$ 175,000	\$ 201,000	\$ 115,000	\$ 90,000	\$ 80,000	\$ 80,000	\$ 132,000	\$ 158,000	\$ 177,000	\$ 222,700	\$ 1,862,700
FY22 Actual	\$ 272,190	\$ 220,862											\$ 493,052
Penalty	\$ 2,744	\$ -											\$ 2,744
Variance	\$ 48,190	\$ 12,862											\$ 61,052
Occupancy	86%	67%											78%
ADR	\$ 188	\$ 224											\$ 202
STR	\$ 130,876	\$ 112,256											\$ 243,132
FY21 Actual	\$ 196,306	\$ 207,114	\$ 177,243	\$ 201,634	\$ 116,655	\$ 93,063	\$ 84,448	\$ 84,454	\$ 132,261	\$ 158,805	\$ 176,750	\$ 227,193	\$ 1,855,927
FY21 YTD	\$ 196,306	\$ 403,420											\$ -
Occupancy	77%	73%											75%
ADR	\$ 170	\$ 176											\$ 173
STR	\$ 99,380	\$ 107,479											\$ 206,859

Notes:
 - YTD stats vs. prior year: Occupancy Revenue (+22%), ADR (+17%), Hotel/Motel/Inn Occupancy (-3.5%), AirBnB Collections (18%).
 - STR is a combination of lump sum payments from AirbnB/Homeaway/VRBO. Note that taxes are recorded by these third parties when funds are received, not necessarily at time of visit.



Clark Lovelace <clark@brevardnccchamber.org>

TCTDA December 2 Meeting Packet

1 message

Clark Lovelace <clark@brevardnccchamber.org>

Tue, Nov 30, 2021 at 6:28 PM

To: "Mac Morrow (TCT)" <mac@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Ali Lien (TCT)" <ali@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, David Gulce <david@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>
 Cc: Mary Jo Gordon <mj@explorebrevard.com>, Corey Gafnea <corey@explorebrevard.com>, Dee Dee Perkins <d2perkins@gmail.com>, Ali Lien <alholroydlien@gmail.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Christian McLauchlin <cmclauchlin@mktconnections.com>, Karen Tessier <ktessier@mktconnections.com>

Our next board meeting is this Thursday, 12/2, at 8:30am. It is virtual. Zoom information can be found at the bottom of this email. Directly below is a director's report and attached is the normal packet of information. If you're unable to attend the meeting, please email me and Corey at your earliest convenience.

Director's Report

- **Financials** - Attached are October financials, with comments at the bottom of each report.
- **Committee Reports** - The Finance and Destination Infrastructure Committees will be reporting at the meeting. Committee assignments and reporting schedule will be covered at the January 6 meeting.
- **New Board Member Recommendations** - These were submitted to the clerk to the commissioners following our last meeting. They are currently slated to be covered at the 12/13 meeting.
- **Upcoming Meeting Schedule** -
 - Our next meeting is on Thursday, January 6, which was added to the meeting schedule. We normally meet 11 times each year with a combined Nov/Dec meeting in early December. This leaves 7-8 weeks before the normal January meeting, which given all that is going on, felt too long. Already slated on the agenda is discussion on our organizational structure, as well as committee assignments and reporting schedule. There are no committee reports for this meeting.
 - Our next meeting will be the normal 4th Thursday of the month on January 27, 2022.
 - Our February meeting on February 24 will be converted to a retreat. Layton is to provide details at the 12/2 meeting.
- **Unique PR Opportunity** - On December 10, *The Morning Show*, the Canadian equivalent to *The Today Show*, will be highlighting our community with a live-streamed interview with Dee Dee Perkins. It will take place on the BMC campus. BMC is donating the location and their IT person (lots of technical stuff to pull off the virtual interview). Q&A will cover all the fun things to do in a quaint mtn community - waterfalls, cycling, BMC, downtown Brevard, art scene, shopping, and dining. There will be great b-roll footage that we've provided that will run during the five-minute interview. This is one of three spots within NC covered that week, with Raleigh and the Outer Banks as the other two. This came to us through our great relationship with VisitNC and past work with them on Canadian media missions. MC is running point.
- **Tourism Updates** -
 - The downtown Brevard Christmas parade is this Saturday, December 4, at 3pm, immediately following by a Light Up the Night Holiday Stroll. The Chamber coordinates the parade and the Heart of Brevard Coordinates the stroll.
 - Big Mikes was closed for a couple of weeks, but has reopened under new management.
 - Evil Beard Brewing will be opening in downtown Brevard in the next few months. It is located in the building at 44 East Main St.

I think that covers everything for now. As always, let me know if any questions.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCTDA Board Meeting

Time: Dec 2, 2021 08:30 AM Eastern Time (US and Canada)

Dec 2, 2021 08:30 AM

Jan 6, 2022 08:30 AM

Jan 27, 2022 08:30 AM

Feb 24, 2022 08:30 AM

Mar 24, 2022 08:30 AM

Apr 28, 2022 08:30 AM

May 26, 2022 08:30 AM

Jun 23, 2022 08:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: <https://us02web.zoom.us/join/86183087352?pwd=Y1pNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Join Zoom Meeting

<https://us02web.zoom.us/j/86183087352?pwd=Y1pNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Meeting ID: 861 8308 7352

Passcode: 924952

One tap mobile

+13017158592,,86183087352#,,,,*924952# US (Washington DC)

+13126266799,,86183087352#,,,,*924952# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 861 8308 7352

Passcode: 924952

Find your local number: <https://us02web.zoom.us/j/86183087352?pwd=Y1pNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Clark E. Lovelace

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, brevardncchamber.org

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



5 attachments

TCTDA Agenda (12-2-21).pdf
131K

TCTDA Board Meeting Minutes (October 28, 2021).pdf
176K

Occupancy Revenue (thru September, 2021).pdf
79K

TCTDA Revenues & Expenditures (October, 2021).pdf
39K

TCT Marketing Report (November, 2021).pdf
8449K

**Transylvania County Tourism Development Authority
Board Meeting Agenda
October 28, 2021
8:30 am**

- I. Call to Order – Layton Parker
- II. Presentation of Minutes – Layton Parker
- III. Director's Report – Clark Lovelace
 - A. Financials
 - B. Office Report and Tourism Updates
- IV. Chair's Report – Layton Parker
 - A. TCTDA Organizational Structure
 - B. 2022 Board of Directors
 - C. Upcoming Meetings
 - D. Ecusta Trail
- V. Finance Committee Report – Layton Parker
- VI. Destination Infrastructure Committee Report – Dee Dee Perkins
- VII. Old Business
- VIII. New Business
- IX. Public Comment
- X. Meeting Adjourn

TCTDA Mission Statement - *To generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government, and to contribute to a vibrant, sustainable economy.*



Transylvania County Tourism Development Authority Minutes of 10/28/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Jessica Whitmire

Absent: All Lien

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Jonathan Griffin, Dana Antonuccio, Liz Goodwin, Dionne Hodgson, Jonas Watts, Brian Farmer

Call to Order – Layton Parker

LP called the meeting to order at 8:33 AM.

Presentation of Minutes – Layton Parker

LP presented the minutes of the September 23, 2021, board meeting for review. It was noted that Dee Dee Perkins needs to be marked as absent and Mac Morrow needs to be marked as present at the September Board meeting. DDP made a motion to approve minutes with noted changes. Grant Bullard seconded. Motion passed unanimously.

Director's Report – Clark Lovelace

Financials – Sent out in the advance packet. TCTDA Revenues continue to be up in August, but by a less extreme amount of only 7%. STR revenue continues to account for roughly half of total revenues. Expenses are in line at this point early in the season. As mentioned last month, revenues are trending ahead of budget. This, in combination with unallocated Strategic Plan dollars and a significant fund balance, may be worthy of a discussion by the Finance Committee or the TCTDA Board in the not-too-distant future. LP noted that he wanted to review the strategic plan and consider it as we discuss fund balance expenditures. DDP made a motion to approve the financials as presented. Libby Freeman seconded. Motion passed unanimously.

Office Report and Tourism Update – CL asked if there were any questions about the advance report. There were none. A discussion was held about the board retreat in February, the additional January 6th meeting and the impact of a new contract. It was decided to keep updates from the finance and destination infrastructure committees on the Dec agenda, keep the January 6 agenda open to talk about the organizational structure, and plan on a retreat in conjunction with the February board meeting.

Report from Auditor – Martin Starnes & Associates

Jonas Watts reported that the audit went smoothly and appreciated everyone's quick responses to questions or additional requests for information. There is an \$870,000 increase in the fund balance. There were no questions or comments from the board. LP asked if Jonathan Griffin had anything to add. He did not.

Chair Report – Layton Parker

TCTDA Organizational Structure – As a reminder, a group, including representatives from the TCTDA, Chamber, and County met to review where everyone was on the relationship between the TCTDA and Chamber and the organizational structure of the TCTDA. The Chamber determined that they need their own dedicated director and staff and welcome a partnership between the Chamber and TCTDA on the visitor center and office space. They will work on a proposal. LP reiterated the TCTDA's desire to have a dedicated director and staff, as well as a partnership on the visitor center and office space. The County shared that they have been researching options for the TCTDA to determine what is allowable and particulars on how those options may play out. The County has just contracted with a 3rd party to consult on having the staff fall under the County's human resources and pay program. LP confirmed that this is the primary option the board has voiced in the past and asked if any feel differently. None one indicated differently. He shared that based on conversations with board members, the goal is a smooth transition that involves the staff currently supporting the TCTDA to continue to do so if similar compensation can be provided and if they agree. He asked for any comments, specifically if anyone felt differently. No comments were shared. He indicated that at this time there really isn't a viable plan B.

2022 TCTDA Board – There is one open position right now to replace Tracie Trusler, an accommodation owner and there are three applications for this position. There will be an open position to replace Grant Bullard in January after his term ends. There are three applications for this position. Six applications were filed by the October 15th deadline and have been on file for less than two years. They are as follows:

- Kevin Howell (from Dec, 2019*) – non-accommodations
- Mark Tooley (from Mar, 2020*) – non-accommodations
- Paulette Todd – accommodations
- Dana Antonuccio – accommodations
- Isaac Allen – accommodations
- Mike Hawkins – non-accommodations

A discussion was held regarding each of the candidates. Grant Bullard nominated Paulette Todd to be recommended to the County Commissioners to fill the accommodations position based on her role as GM at an important accommodation, The Greystone Inn. Libby Freeman seconded the motion. Motion passed unanimously. DDP nominated Mike Hawkins to be recommended to the County Commissioners to fill the position as an interested individual based, in part on his past experience on both the TCTDA and Chamber boards. GB seconded the motion. Motion passed unanimously. CL will send a letter to the County clerk asking to add the recommendations to the soonest possible agenda so the County Commissioners can take action on the openings.

Transylvania Economic Alliance Appointment – LP stated that Grant, Libby and Clark met earlier in the month to discuss a potential appointee to the TEA Board and asked if one of them would give an update. CL indicated that it was determined that there are a number of great candidates who applied to be board members who would be great in this role, so the group recommends waiting until the commissioners make their final determination on those positions and we then reach out to one of the remaining candidates. It was noted that whomever this was, we should stay better connected and have this person report back to the TCTDA board throughout the year.

Misc. – Next meeting is December 2, 2021 and an additional meeting was added on January 6, 2022. Committee assignments will be made in January as well.

Marketing Report – Market Connections (Christian McLauchlin)

Marketing Report – Market Connections – CM covered the marketing report that was included in the advance packet, highlighting key website and social media statistics, photos from recent photo shoots, as well as images and ads from the new *Be Cool* campaign.

Old Business – None

New Business

GB was disheartened and amazed by the extensive damage caused by Tropical Storm Fred in PNF and expressed a desire for the TCTDA to help. CL stated that he has spoken to Dave Casey, John Cottingham, and others to express this. They have shared that there is available federal and state funding right now, so there is no immediate need, but they appreciate our concern. CL asked them to look for holes where there are funding shortages or things that cannot be addressed with these federal dollars or even advocacy. The Pisgah Conservancy has sent us a funding request for a wildlife habitat project that will be sent to the Transylvania Always Committee. Jessica Whitmire asked about monies coming from the strategic plan. It will take 4-5 river cleanups to get the FBR as clean as it was prior to TS Fred.

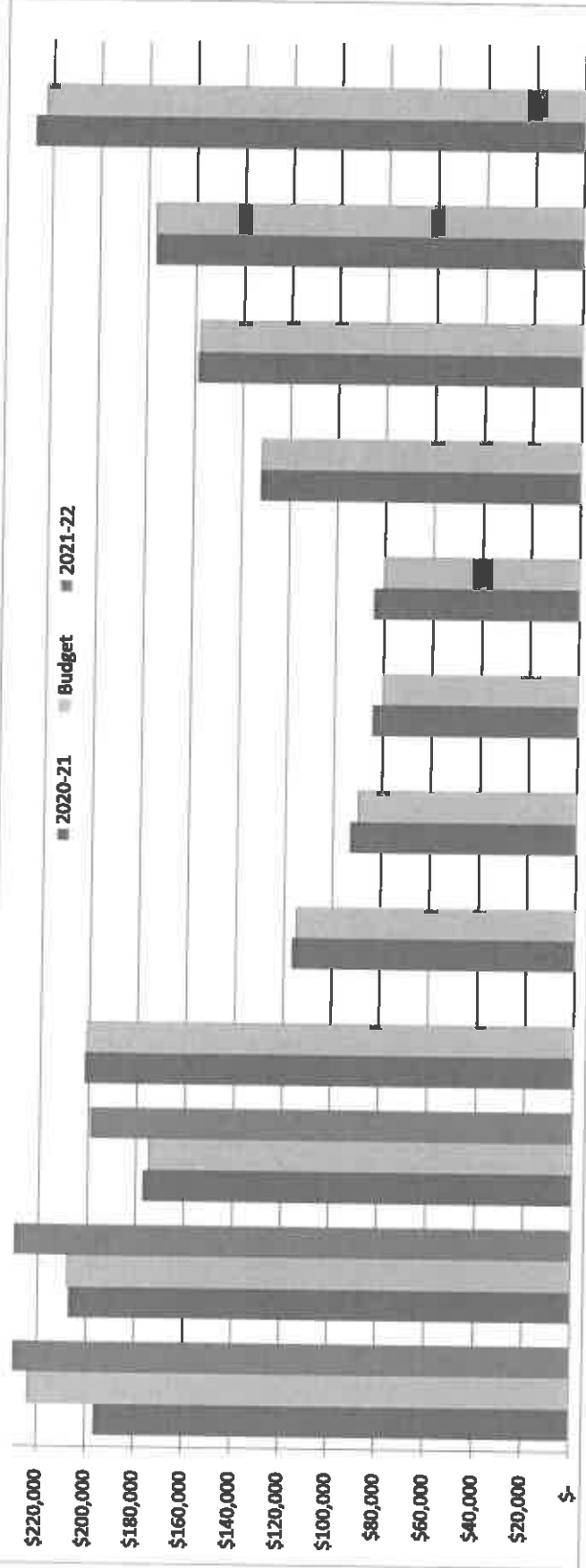
Public Comment – LP asked all guests to introduce themselves. There were no additional public comments.

Meeting Adjourn

LP made a motion to adjourn the meeting at 10:05 AM.

Minutes respectfully submitted by Corey Gafnea

TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX INCOME



	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
FY22 Budget	\$ 224,000	\$ 208,000	\$ 175,000	\$ 201,000	\$ 115,000	\$ 90,000	\$ 80,000	\$ 80,000	\$ 132,000	\$ 158,000	\$ 177,000	\$ 222,700	\$ 1,862,700
FY22 Actual	\$ 272,190	\$ 234,466	\$ 199,104										\$ 705,759
Penalty	\$ 4,354	\$ -	\$ 432										\$ 4,786
Variance	\$ 48,190	\$ 26,466	\$ 24,104										\$ 98,759
Occupancy	86%	67%	70%										75%
ADR	\$ 188	\$ 224	\$ 185										\$ 196
STR	\$ 130,876	\$ 112,256	\$ 98,175										\$ 341,307
FY21 Actual	\$ 196,306	\$ 207,114	\$ 177,243	\$ 201,634	\$ 116,655	\$ 93,063	\$ 84,448	\$ 84,454	\$ 132,281	\$ 158,805	\$ 176,750	\$ 227,193	\$ 1,855,927
FY21 YTD	\$ 196,306	\$ 403,420	\$ 580,663										\$ -
Occupancy	77%	73%	72%										74%
ADR	\$ 170	\$ 176	\$ 170										\$ 172
STR	\$ 99,380	\$ 107,479	\$ 106,612										\$ 313,471

Notes:

- YTD stats vs. prior year: Occupancy Revenue (+22%), ADR (+14%), Hotel/Motel/Inn Occupancy (+1%), AirBnB Collections (9%).
- STR is a combination of lump sum payments from Airbnb/Homeaway/VRBO. Note that taxes are recorded by these third parties when funds are received, not necessarily at time of visit.

Transylvania County TDA - Revenue/Expenditures

For the Month of October, 2021

Revenue	Current Month		FY22 YTD		FY22 Budget		Variance		FY21 October		FY21 YTD		FY21 Budget	
	\$		\$		\$		\$		\$		\$		\$	
Occupancy Tax Revenue	213,885		709,681		1,862,700		(1,153,019)		164,245		573,222		646,000	
Penalties	432		432		1,500		(1,068)		-		77		1,098	
EDPNC CARES Allocation	N/A		N/A		N/A		N/A		-		-		-	
Advertising	-		-		30,000		(30,000)		-		18,580		26,000	
Map Sales	-		-		750		(750)		143		190		500	
Interest Income	-		48		2,000		(1,952)		-		-		2,000	
Fund Balance Appropriated	-		-		-		-		-		-		-	
Total Revenues	214,317.21		710,161.27		1,896,950.00		(1,186,788.73)		164,388.09		590,068.98		899,416.02	
Expenses	Current Month		FY22 YTD		FY22 Budget		Variance		FY21 October		FY21 YTD		FY21 Budget	
	\$		\$		\$		\$		\$		\$		\$	
Overhead														
County Admin Fee	-		-		28,627		(28,627)		-		-		18,123	
Chamber Contract Services	17,500		70,000		215,000		(145,000)		17,500		70,000		210,000	
Audit Contract Services	1,500		3,000		6,750		(3,750)		-		-		6,458	
Office Expense														
Supplies	378		458		5,000		(4,542)		134		513		2,500	
Telephone	737		1,185		5,000		(3,815)		378		1,185		4,500	
Postage	328		2,072		8,500		(6,428)		176		648		8,000	
Travel	36		36		2,200		(2,164)		-		63		1,250	
Dues, Subscriptions	-		-		1,200		(1,200)		-		375		750	
Promotional Items														
	-		-		7,500		(7,500)		-		-		2,500	
Advertising/Marketing														
	71,605		235,284		1,125,000		(889,716)		42,208		111,940		378,336	
Strategic Plan														
	-		21		244,873		(244,852)		-		-		30,000	
Transylvania Always														
	-		425		150,000		(149,575)		2,331		9,076		20,000	
EDPNC CARES Expense														
	N/A		N/A		N/A		N/A		-		-		-	
Grant & Partnership Funding														
Tourism Grant Program	-		3,500		27,500		(24,000)		-		-		5,000	
Partnership Funding	-		-		40,000		(40,000)		10,000		10,000		12,000	
Destination Infrastructure Grant	-		-		30,000		(30,000)		N/A		N/A		N/A	
Total Expenses	92,084.13		315,977.81		1,886,980.00		(1,569,972.19)		72,726.49		203,798.17		689,416.02	

Fund Balance

	Budget
Fund Balance (Beginning)	\$ 1,268,414
FY21 Overages/Underage	\$ -
Committed Funds (Eucusta Trail)	\$ 50,000
Fund Balance (Year-End)	\$ 1,218,414

Comments:

Revenues - Revenues continue to be up and selling new monthly records. Note that there was \$13,600 in late payments for August that came in as a part of the September returns. Those dollars have been added to the August totals on the monthly occupancy report, making August returns 13% over prior year instead of the 7% that was reported last month. Rethinking accurate overnight visitation based on occupancy returns is part of why the monthly occupancy report was originally created. STR returns are up, but not by as much as total returns, so we can assume that these revenues are being seen by traditional accommodations. ADR, which is based solely on information from traditional accommodations, is up significantly for the year, which explains at least part of why revenues are up.

Expenses - Expenses are in line at this point relatively early in the fiscal year. It is worth noting that no strategic plan dollars have been allocated or spent yet.



MARKETING REPORT

November 2021

The Adventurist, Field Notes & Blogs

At the beginning of the month, **The Adventurist** was sent to 20,503 recipients with an open rate of **20.2%**, which translates to **4,148 opens**. It generated **293 clicks** to explorebrevard.com, which represents top tier engagement for e-newsletters. **66%** of viewers were on desktop computers, **33%** were on mobile devices.

In early November, **Field Notes** featured **The Veterans History Museum of the Carolinas**, which was sent to **20,574 recipients** with an open rate of **20%**, which translates to **4129 opens**. It generated **145 clicks** through to explorebrevard.com. **67%** of viewers were on desktop computers, **33%** were on mobile devices. By Thanksgiving, a second **Field Notes** outlining **Brevard's charming downtown shops, events and more**, will be distributed just in time for the holidays.

Over the last month, a **new blog - Horsin' Around** - has been added to explorebrevard.com highlighting equestrian activities and opportunities in Transylvania County. Additional blogs featuring **Fly Fishing** and **Rainy Day Activities** are in the works.

On the November 10-11, a **press release** announcing TCTDA's and Transylvania Always' continuation of the **Leave It Better Clean-up Crew Campaign** was sent to **858 recipients** with an open rate of **22.3%**, which translates to **186 opens**. It generated 4 clicks through to explorebrevard.com. **88%** of viewers were on desktop computers, **12%** were on mobile devices.

Social Media

With **15,973 followers**, **Explore Brevard's Facebook efforts** reached **24,539 people** over the last month. Our Instagram fan page has grown to **17,500 followers**. Our twitter account audience has increased slightly to **2,490 followers**. **Explore Brevard YouTube channel** has grown to **241 subscribers** with **428,972 total views** among **55 videos**. Market Connections is currently working with MJ to craft a social media strategic and content plan, incorporating **T Always** campaigns and highlighting special events and seasonal activities.

Foot Traffic

A new analytic tracking program that is part of our platform this year with Media One. Media One is tracking viewers monthly who have seen Explore Brevard digital ads and made actual visits to and/or spent overnights in Brevard and Transylvania County. The program began tracking visitors with "pixels" in the last couple of weeks of August

4,272 People digitally tracked to Brevard

3,737 of those visited for one hour at least – **day trippers** – primarily from Charlotte, Raleigh/Durham, and Atlanta

535 of those visited/stayed at least 18 hours – **overnight visitors** – primarily Charlotte, Raleigh/Durham, and Atlanta

Transylvania destinations that were tracked/visited: 1. Pisgah, 2. Downtown, 3. Toxaway, 4. Oskar Blues, 5. Brevard Music Center

Digital Display Ads

A full suite of shoulder season (late summer/early fall) digital advertising, including paid search, re-targeted display, digital pre-roll, native, digital display, and YouTube, is currently running, highlighting the Heart of Adventure/Waterfalls, Lodging, Mountain Biking, Think Outside, and a wide variety of seasonal activities. Metrics continue to improve showing a rise in traffic across platforms.

Overall, digital traffic is up 48% over last year, same month, and top pages are waterfalls, lodging, food, Adventure Guide, and calendar. Top markets are Greenville (direct - TCTDA not advertising in this market), Charlotte, Raleigh, Atlanta and Nashville. Nashville continues to grow across platforms. New digital is producing results in Columbia and Charleston.

A suite of digital ads promoting the mountain biking scene are live on pinkbike.com. PinkBike has completed a second Travel Tuesday sweepstakes featuring Brevard which will provide a micro-targeted email list for our use with the new biking sub-brand roll-out in first quarter 2022.

Digital display advertising continues Blue Ridge Outdoors, the Blue Ridge Parkway official website, Romantic Asheville, Outside Online, and Visit North Carolina.

Public Relations

Press planning and creation of 2022 Explore Brevard press kits, including pitch sheets, FAQs, fact sheets and updated press lists, continue. Market Connections is working closely with the Visit NC Public Relations department to pitch and engage coverage from a variety of markets. Working together, Visit NC has selected three NC towns to be featured on Toronto's "The Morning Show," the Canadian equivalent to The Today Show in the US. On December 10, The Morning Show will broadcast live from Brevard highlighting our waterfalls, downtown, hiking and biking opportunities. VNC is currently pitching Brevard to Canadian markets for the winter season as Canadian citizens "love to travel south to WNC during that period for warmer weather."

Advertising

While digital and billboard placements continue, TCTDA also is also beginning it's holiday campaign with a full-page ad in Our State's December issue, plus a number of other co-op placements in regional publications.

Explore Brevard Think Outside TV spots are running on CBS Sunday Morning in Charlotte and Spartanburg aimed at launching the winter season. South Carolina I Heart channels will soon begin live DJ reads highlighting weather and activities in Brevard.

Partner Marketing Program

With several partners currently participating in various 2021 tourism partner opportunities, TCTDA has launched its 2022 Partner Marketing Program, featuring opportunities in the Adventure Guide, the new Stand-alone Regional Map, various print publications, Explore Brevard digital ad placements, and more. The Program was presented online through a zoom meeting and in person at the Depot. Partners are already contacting Corey to request placements for next year.

Adventure Guide & Stand-alone Map

The TCTDA staff is working closely with Market Connections to review and update information for a new Adventure Guide with waterfall map to be published in early January for 2022 distribution. In addition, an all new Stand-alone Map featuring Brevard's position in the region and highlighting special area points of interest will be produced and distributed.

New Creative Campaign Development

TCTDA's new "Be Cool" creative campaign will launch in January 2022 and capture lifestyle photos in the fall. Special emphasis during the shoot was placed on playing and staying in the area. The new overarching TCTDA creative campaign is targeted toward the following: Increasing shoulder season and mid-week stays, and responsible tourism.

Multi-Year Marketing Plan

Market Connections and Magellan Strategies (Chris Cavanaugh) are partnering to coordinate and produce a new multi-year marketing plan that includes a significant Market Research Study. Karen and Chris will be meeting with Clark in the next few weeks to finalize and recommend the process and budget. The process to complete the plan is estimated to take seven months from start date.

Transylvania Always - Clean-Up Crews - Leave It Better

Market Connections has launched a refreshed LIB Clean-Up Crew campaign designed to engage additional local groups in cleaning up our public lands. Currently, updated invitations and information about participation are available on the web, in social media, in the Transylvania Times, local news outlets, E-newsletters and more.



MARKETING UPDATE
NOVEMBER 2021



ONLINE SUCCESS

Foot Traffic Program

Insights:

- Total of 3,737 one hour visitors and 535 18 hour visitors
- Top DMA for 1 hour visitors is Charlotte with top visitor rate coming from Greenville DMA
- 1 hour visitors shows prospecting delivering more visitors and higher visitor rate
- 18 hours visitors are only tracked to Transylvania county
- Charlotte top DMA and Greenville DMA has best visitor rate
- Prospecting has the most visitors

Total Foot Traffic 1 Hour Visitors

3,737

DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1. Charlotte	539,028	1,775	0.33%
2. Raleigh/Durham	414,568	705	0.17%
3. Atlanta	276,979	646	0.23%
4. Greenville/Spartanburg/Asheville/Anderson	10,949	460	4.2%
5. Orlando/Daytona Beach/Melbourne	437,593	411	0.09%
Location	Exposed Visitors by Location		
1. Pisgah National Forest Transylvania	3,569		
2. Downtown Brevard NC	804		
3. Lake Toxaway	146		
4. Gorges State Park	69		
5. Rosman 28772	66		
6. Cedar Mountain 28718	48		
Grand total	4,760		

Total Foot Traffic 18 Hour Visitors

535

DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1. Charlotte	534,782	224	0.04%
2. Raleigh/Durham	411,164	106	0.03%
3. Atlanta	273,589	66	0.02%
4. Orlando/Daytona Beach/Melbourne	436,576	54	0.01%
5. Greensboro/High Point/Winston-Salem	243,810	42	0.02%
6. Greenville/Spartanburg/Ashville/Anderson	5,293	32	0.6%
7. Charleston-Sc	104,583	30	0.03%
8. Nashville	96,507	25	0.03%
9. Jacksonville-Brunswick	136,002	22	0.02%
10. Locations outside of DMA boundaries	29,859	19	0.06%

Tactic	Impressions	Exposed Visitors	CVR
1. prospecting	1,846,415	451	0.02%
2. retargeting	754,872	219	0.03%
- . . .	- - - - -	- - -	- - -

ONLINE SUCCESS

Google Paid Search

Top Paid Search Keywords

	Search Keyword	Impressions	Clicks	CTR
1.	brevard nc	2,511	377	15.01%
2.	things to do in North Carolina	5,421	190	3.5%
3.	hiking north carolina	5,107	172	3.37%
4.	Brevard waterfalls	1,552	166	10.7%
5.	Explore Brevard	827	164	19.83%
6.	waterfalls north carolina	3,774	140	3.71%
7.	things to do in north carolina	2,526	110	4.35%
8.	waterfalls in nc	659	69	10.47%
9.	brevard north carolina	268	46	17.16%
10.	outdoor activities north carolina	662	41	6.19%
11.	camping in north carolina	829	35	4.22%
12.	backpacking north carolina	605	30	4.96%
13.	places to visit in nc	369	28	7.59%
14.	camp grounds north carolina	642	27	4.21%
15.	things to do in brevard nc	142	24	16.9%
16.	north carolina waterfalls	180	19	14.62%
17.	western nc things to do	516	15	2.91%
18.	western nc attractions	433	14	3.23%
19.	hiking in nc mountains	120	14	11.67%
20.	waterfalls in north carolina	191	12	6.28%

Ad Copy Examples

Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
 (2) www.neighborland.com
 Planning your vacation? Discover the heart of adventure in Brevard, NC. Visit the 100 most beautiful places in the state. Visit the 100 most beautiful places in the state. Visit the 100 most beautiful places in the state.

Insights:

- Total clicks of 1,637 this month.
- Top performing landing pages are home page and great outdoor pages.
- Top clicks coming from brand and things to do searches.
- October results still very good at 46% bounce rate and 1:59 avg. session duration.

	Search Keyword	Impressions	Clicks	CTR
1.	Search - Brevard	5,303	755	14.24%
2.	Search - Outdoor Activities	13,948	619	4.44%
3.	Search - Things to do	9,759	396	4.06%
4.	Search - Local Brevard	0	0	0%
	Grand total	29,010	1,770	6.1%

	Landing Page	Sessions	Bounce Rate	Avg. Session Duration
1.	/the-great-outdoors/	570	45.61%	00:01:25
2.	/	568	31.69%	00:03:16
3.	/festivals-events/	388	59.28%	00:01:04
4.	/top-10-waterfalls/	48	83.33%	00:00:55
	Grand total	1,637	46%	00:01:59

	Month of Year	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session
1.	Oct 2021	1,637	46.0%	00:01:59	2.45
2.	Sep 2021	1,703	44.9%	00:02:08	2.47
3.	Aug 2021	1,453	48.9%	00:02:22	2.5
4.	Jul 2021	2,016	58.8%	00:02:10	2.38

Visit Brevard North Carolina | Plan Your Trip | The Heart of Adventure
 (2) www.neighborland.com
 Planning your vacation? Discover the heart of adventure in Brevard, NC. Visit the 100 most beautiful places in the state. Visit the 100 most beautiful places in the state. Visit the 100 most beautiful places in the state.

ONLINE SUCCESS

Outbound Link Clicks

Insights:

- "Event Action" shows outbound link clicked on and "Event Label" shows page user exited from
- Outbound link click volume is at 9,600...up 77% compared to last year.
- Top clicks coming from top 10 waterfalls and Halloweenfest event

	Event Action	Event Label	Total Events	% Δ
1.	https://goo.gl/maps/8B76e9xEb5q	https://explorebrevard.com/top-10-waterfalls/	380	155.0% ↑
2.	https://goo.gl/maps/CW13CHKY9q42	https://explorebrevard.com/top-10-waterfalls/	320	125.4% ↑
3.	https://goo.gl/maps/N45pgp61fgQ2	https://explorebrevard.com/top-10-waterfalls/	218	194.6% ↑
4.	https://www.facebook.com/events/321216125385420/	https://explorebrevard.com/halloweenfest-october/	188	291.7% ↑
5.	http://www.polkadotyournworld.com/content/TDA2020/	https://explorebrevard.com/	188	59.3% ↑
6.	https://www.facebook.com/corkysdawghouse	https://explorebrevard.com/businesses/corkys-dawg-house/	158	-
7.	https://goo.gl/maps/5D3E4PKjhcR2	https://explorebrevard.com/top-10-waterfalls/	125	166.0% ↑
8.	https://goo.gl/maps/6jEMFv3x8gu	https://explorebrevard.com/top-10-waterfalls/	124	110.2% ↑
9.	https://goo.gl/maps/KJhgEnroYz	https://explorebrevard.com/top-10-waterfalls/	115	202.6% ↑
10.	https://goo.gl/maps/KwMeYCKEWvH2	https://explorebrevard.com/top-10-waterfalls/	103	312.0% ↑
11.	https://www.facebook.com/twilighttourbrevard	https://explorebrevard.com/christmas-parade-twilight-tour-december/	103	635.7% ↑
12.	https://goo.gl/maps/8UUXoBcbgvc2	https://explorebrevard.com/top-10-waterfalls/	89	242.3% ↑
13.	https://goo.gl/maps/KwMeYCKEWvH2	https://explorebrevard.com/the-great-outdoors/waterfalls/	83	80.4% ↑
14.	https://earthshinenc.com/fodging/	https://explorebrevard.com/accommodation-specials/	79	-
15.	https://goo.gl/maps/DF3AMR2tbzD2	https://explorebrevard.com/the-great-outdoors/waterfalls/	76	1.3% ↑
Grand total			9,600	77.0% ↑



ONLINE SUCCESS

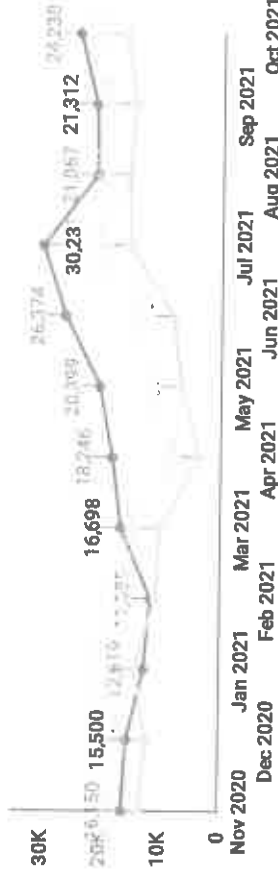
Google Analytics Top Metrics

MediaOne has paid search, display, and native in top 10.

- Traffic is up 48% compared to October 2021

Sessions
24,230
↑ 48.0%

— Sessions (previous year)



	Source/Medium	Sessions	%	Avg. Session Duration
1	google / organic	12,743	351.6% ↑	00:02:22
2	(direct) / (none)	4,238	-7.4% ↓	00:01:59
3	mediaone / google	1,637	15.4% ↑	00:01:59
4	mediaone / native	1,073	-4.9% ↓	00:00:44
5	mediaone / display	693	-46.9% ↓	00:00:25
6	visitnc.com / referral	649	-26.7% ↓	00:02:22
7	bing / organic	570	32.9% ↑	00:03:31
8	romanticashville.co...	460	-34.4% ↓	00:02:52
9	yahoo / organic	403	48.7% ↑	00:03:17
10	duckduckgo / organic	350	133.3% ↑	00:03:17

1 - 100 / 122

Top traffic sources minor drive markets then further out

	DMA	Users	Previous Year	% Change
1	Greenville-Spartanburg SC-Asheville NC-Anderson SC	4,227	1,350	213.1%
2	Charlotte NC	2,316	1,398	65.7%
3	Raleigh-Durham (Fayetteville) NC	1,542	1,205	28.0%
4	Atlanta GA	1,384	1,070	29.3%
5	Nashville TN	1,326	810	63.7%
6	Oriando-Daytona Beach-Melbourne FL	751	462	62.6%
7	Greensboro-High Point-Winston Salem NC	554	421	31.6%
8	Washington DC (Hagerstown MD)	481	270	78.1%
9	Knoxville TN	330	253	30.4%
10	Columbia SC	316	270	17.0%

Most pages are up in the top 10, elevated by paid and organic media.

	Page	Pageviews	%
1	/	9,158	61.9% ↑
2	/top-10-waterfalls/	4,266	177.0% ↑
3	/business-categories/eat-drink/	2,505	129.8% ↑
4	/events-calendar/	1,921	61.0% ↑
5	/business-categories/lodging/	1,804	4.5% ↓
6	/the-great-outdoors/waterfalls/	1,737	-6.6% ↓
7	/festivals-events/	1,226	319.9% ↑
8	/adventure-guide/	955	-61.6% ↓
9	/get-out-guide/	908	76.3% ↑
10	/the-great-outdoors/	883	-6.6% ↓

ONLINE SUCCESS

SEO - Landing Pages & Queries

Landing Pages

Reflects top landing pages last month, many of which have been optimized for SEO.

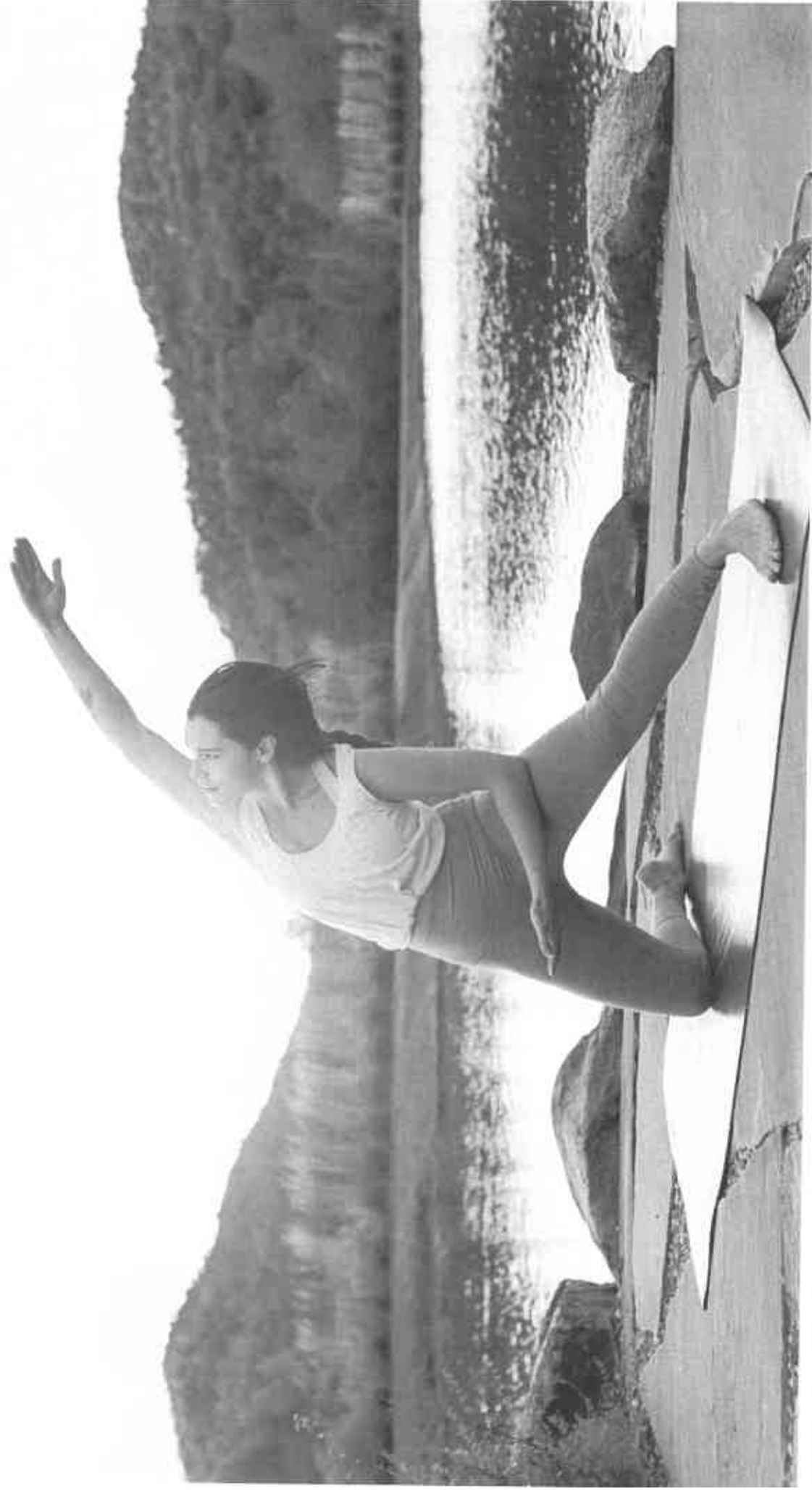
	Landing Page	Exposure	Δ
1.	/	3,896	254.2% ↑
2.	/top-10-waterfalls/	1,376	605.6% ↑
3.	/events-calendar/	824	145.2% ↑
4.	/event/6th-annual-pumpkinfest-at-silver...	628	-
5.	/business-categories/eat-drink/	599	1,771.9% ↑
6.	/downtown-brevard/	543	178.5% ↑
7.	/event/2021-halloween-fest-downtown-br...	407	-
8.	/businesses/corkys-dawg-house/	311	-
9.	/the-great-outdoors/waterfalls/	306	50.7% ↑
10.	/event/6th-annual-pumpkinfest-at-silver...	291	-
11.	/five-fabulous-fall-hikes/	280	1,066.7% ↑
12.	/festivals-events/	234	212.0% ↑
13.	/business-categories/lodging/	179	23.4% ↑
14.	/live-music/	149	101.4% ↑
15.	/the-great-outdoors/fly-fishing/	125	212.5% ↑
16.	/insider-tips-waterfalls/	115	538.9% ↑
17.	/arts-and-culture/downtown-brevard/	108	92.9% ↑
18.	/christmas-parade-twilight-tour-december/	108	5,300.0% ↑
19.	/the-great-outdoors/biking/	91	435.3% ↑
20.	/event/white-squirrel-cycling-classic/	87	-
21.	/event/6th-annual-pumpkinfest-at-silver...	84	-
22.	/event/2nd-saturdays-live-at-pilot-cove-a...	81	-
23.	/the-great-outdoors/camping/	73	7,200.0% ↑
	Grand total	14,087	281.2% ↑

Search Queries

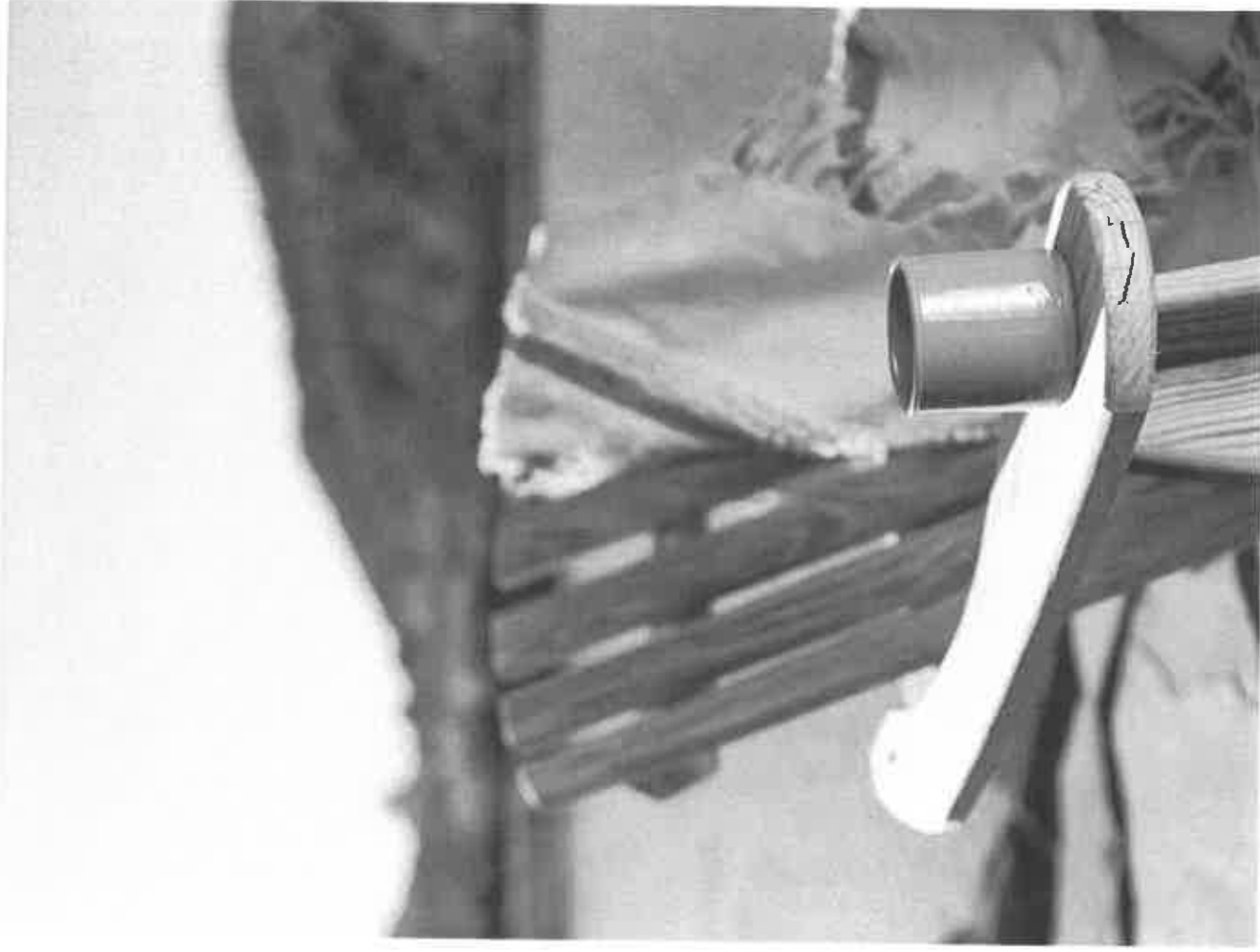
Search phrases driving the most traffic. Reflects the increase in traffic driving keyword usage of "Brevard," "Brevard NC," and "waterfalls".

	Query	Impressions	Clicks	% Δ	Site CTR	Average Position	Δ
1.	brevard nc	25,044	1,912	49.3% ↑	7.63%	2.8	-0.8 ↑
2.	brevard	8,817	353	19.3% ↑	4%	3.2	0.0 ↑
3.	brevard north carolina	3,828	317	44.7% ↑	8.28%	2.5	-1.0 ↑
4.	brevard, nc	1,833	158	64.6% ↑	8.62%	2.1	-1.0 ↑
5.	brevard waterfalls	447	152	49.0% ↑	34%	1.7	0.0 ↑
6.	downtown brevard nc	368	121	10.0% ↑	32.88%	1.7	-0.6 ↑
7.	brevard nc waterfalls	366	111	37.0% ↑	30.33%	1.6	0.1 ↑
8.	downtown brevard	380	108	20.0% ↑	28.42%	2.2	0.3 ↑
9.	waterfalls near brevard...	411	100	42.9% ↑	24.33%	1.5	-0.4 ↑
10.	brevard nc events	290	80	19.4% ↑	27.59%	2.0	-0.1 ↑
11.	corkys brevard nc	818	74	7,300.0% ↑	9.05%	3.5	-7.4 ↑
12.	brevard, north carolina	1,376	68	28.3% ↑	4.94%	2.3	-0.8 ↑
13.	silvermont pumpkin fe...	282	61	-	21.63%	2.6	-
14.	brevard nc restaurants	1,500	60	9.1% ↑	4%	3.9	-0.5 ↑
15.	explore brevard	90	59	22.9% ↑	65.56%	1.0	0.0
16.	brevard pumpkin fest	229	55	-	24.02%	3.1	-
17.	silvermont pumpkin fest	221	55	-	24.89%	2.1	-
18.	waterfalls in brevard nc	194	55	-3.5% ↑	28.35%	1.5	0.1 ↑
19.	waterfalls brevard nc	114	51	15.9% ↑	44.74%	1.5	-0.0 ↑
20.	restaurants brevard nc	1,328	47	27.0% ↑	3.54%	4.7	0.1 ↑
21.	restaurants in brevard -	1,744	44	10.0% ↑	2.52%	5.4	0.6 ↑
22.	brevard halloween 2021	559	40	48.1% ↑	7.16%	3.2	0.9 ↑
	Grand total	286,166	11,033	39.3% ↑	3.86%	17.7	-0.7 ↑

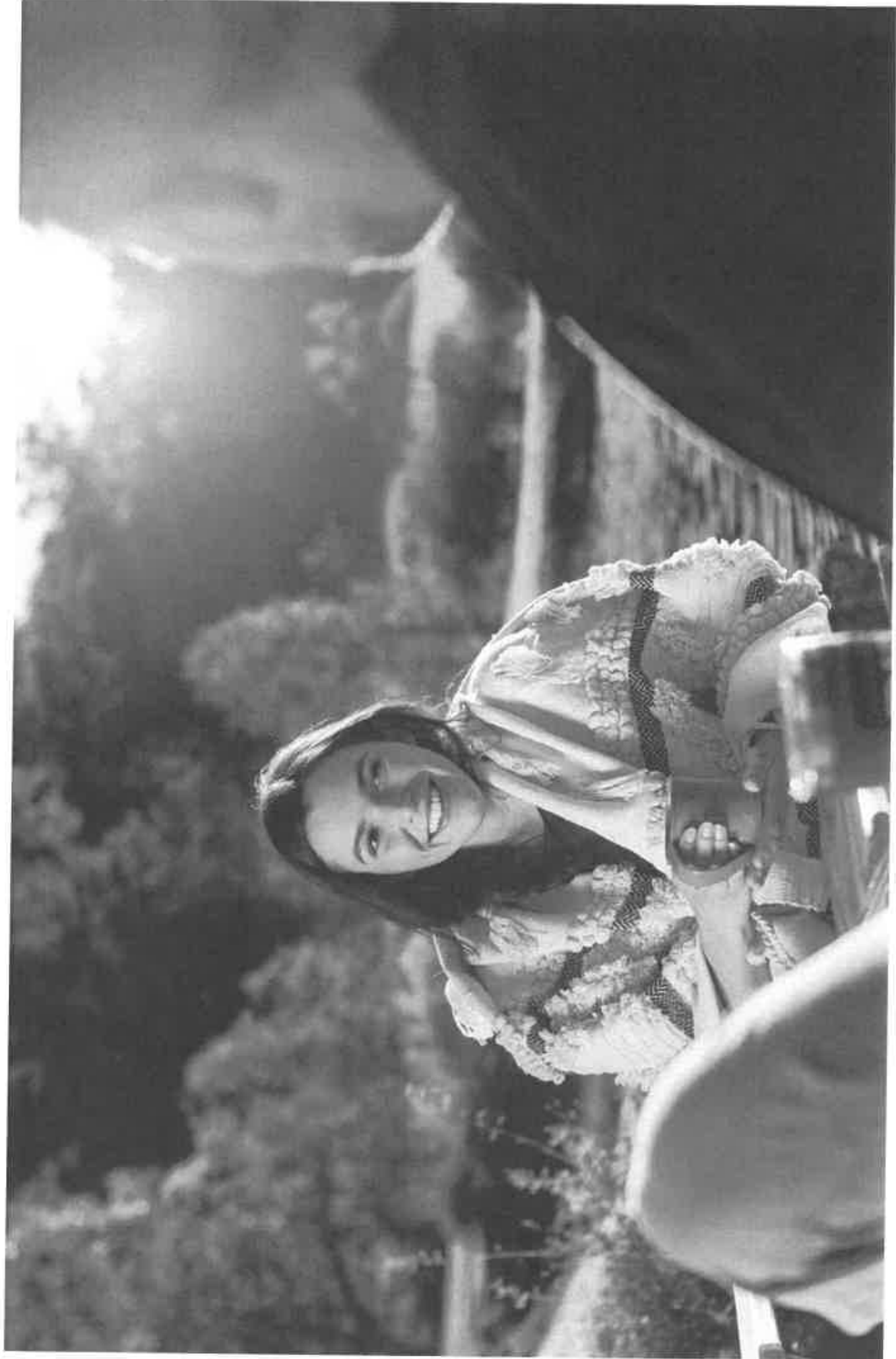
NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot

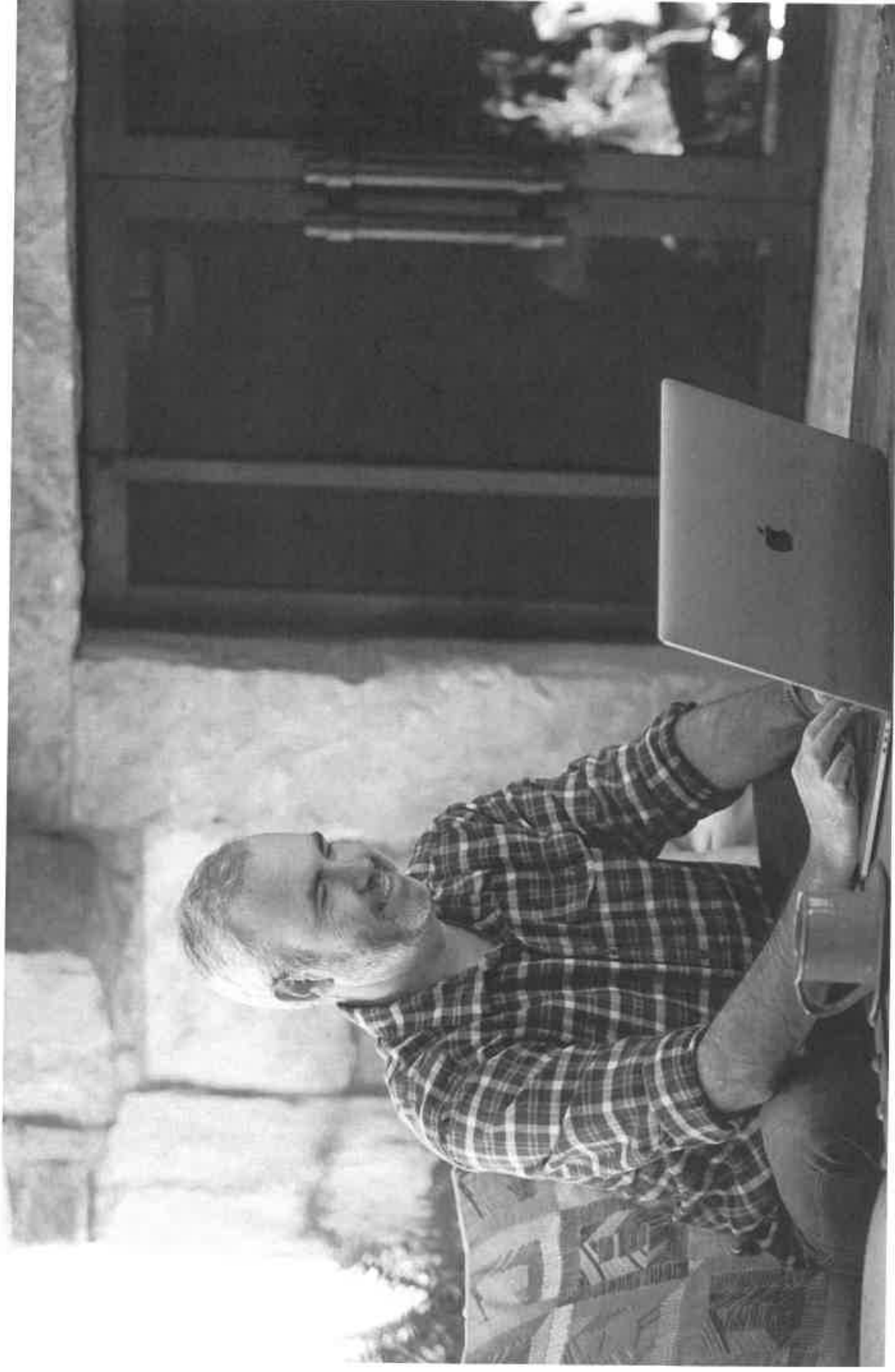


NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY

Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot



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Accommodations-Fall Shoot



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NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY

Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot



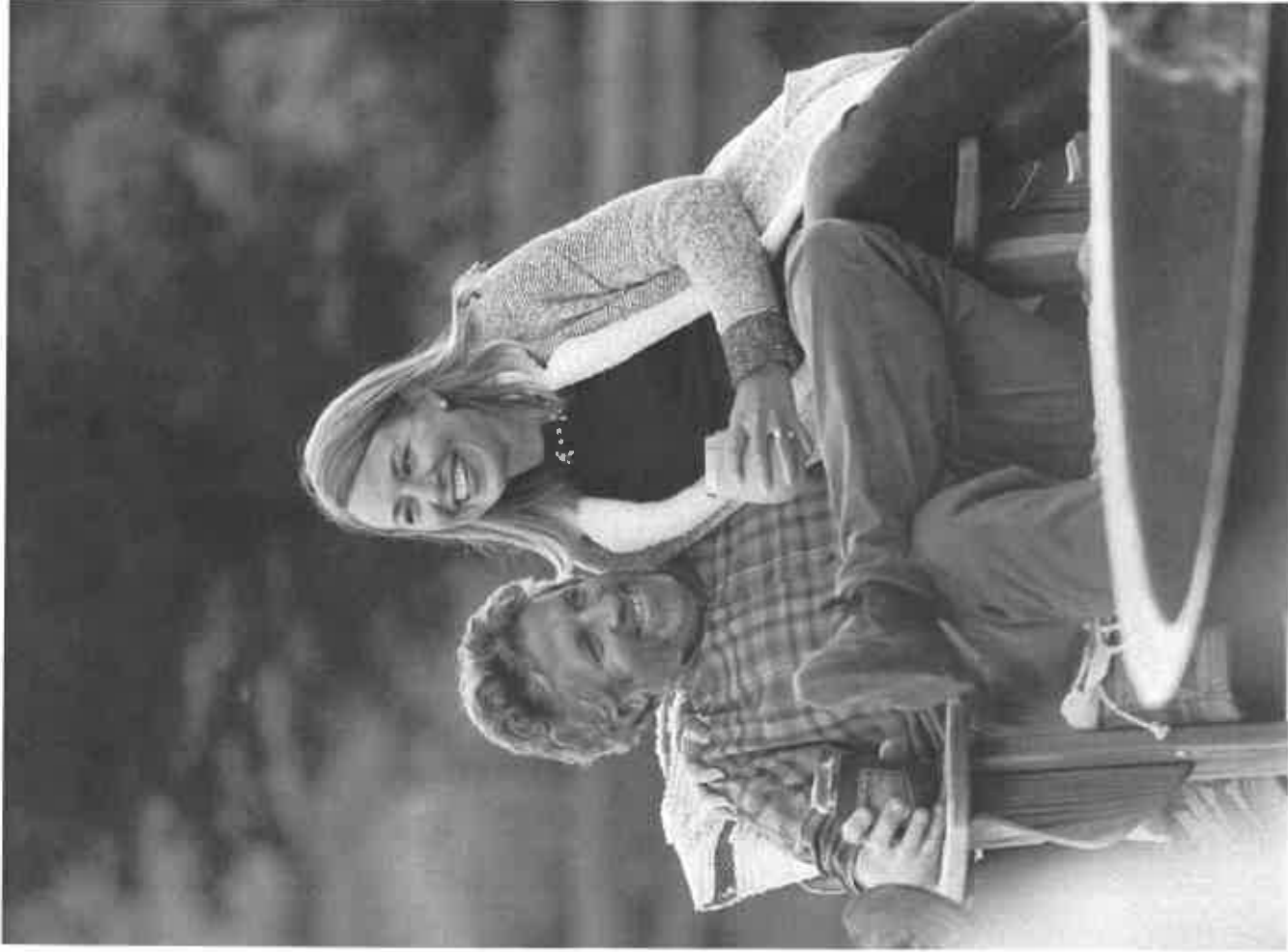
NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot



NEW PHOTOGRAPHY
Accommodations-Fall Shoot



RECENT PRINT ADS

Laurel of Asheville - Co-Op

Discover holiday magic in a town that knows a thing or two about making the season bright.

THEOPHILUS

New and completely reimagined on Brevard's Main Street, THEOPHILUS is a destination not to be missed. An unparalleled collection of apparel, gifts and home decor.

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Be Cool.



Be Cool.

The magic of this tagline is that it works on multiple levels and has several meanings, all positive. When we think, literally, about "being cool," it conjures all kinds of pleasurable associations, many of which are relevant to the experiences that Brevard promises: drinking a cold craft beer at a local brewery, taking a dip at a hidden swimming hole, going down Sliding Rock, enjoying ice cream at Dollies, etc.

"Being cool" is also a compliment and a state-of-mind. "Being cool" means being with it, being hip, being chill, being relaxed.

And finally, and perhaps most importantly, when we tell someone to "Be cool," we're asking them to do the right thing, to behave in a manner that is a credit to themselves and a benefit to others. Which is why "Be cool" is such a powerful call to action related to sustainability. We also believe that it could be a powerful mini-campaign that dovetails with or buttresses the "Leave it better" campaign.

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Be Cool.



Transylvania County Tourism Development Authority Minutes of 12/2/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Mac Morrow, Ali Lien, Jessica Whitmire

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Jonathan Griffin, Dana Antonuccio, Kate Hayes, Brian Farmer, Kieran Roe

Call to Order – Layton Parker

Layton Parker called the meeting to order at 8:30 AM. He introduced the guests attending and noted there will be time for public comments at the end. He thanked Grant Bullard for his dedicated service to the board for the past 2 terms, including two years as board chair and gave board members the opportunity to add their thanks.

Presentation of Minutes – Layton Parker

LP presented the minutes of the October 28, 2022 board meeting for review. Libby Freeman made a motion to approve minutes as presented. David Guice seconded. Motion passed unanimously.

Director's Report – Clark Lovelace

Financials – Sent out in the advance packet. TCTDA Revenues continue to be up, 22% over prior year. Unlike last year, STR are up by less (9%), meaning that most of the increase is being seen by traditional accommodations, likely due to increased ADR. It was noted that \$13,600 in August returns came with September collections. These have been added in the appropriate month on the monthly report, and shows why we do the monthly occupancy report. Expenses are in line, except for the Strategic Plan, which doesn't have any allocated expenditures. This is a topic for further discussion by the finance committee or at the Board retreat.

Office Report and Tourism Update – Clark asked if there were any questions about the advance report. There were none. It was noted that there will be two meetings in January, one on the 6th and the regularly scheduled meeting on January 27th. The update included a PR opportunity on the *Canadian Morning Show* on December 10th, which came through our excellent relationship with VisitNC.

Chair Report – Layton Parker

TCTDA Organizational Structure – Catapult, the HR consulting firm that the County hired has completed their evaluation and reported back to the County. The County is still awaiting some final information from them. This option would include staff fully integrated as County employees with the director reporting to the TCTDA board. It would be a similar set up to Soil/Water, DSS, and TCS. Jonathan Griffin will be making a presentation to the County commissioners at their December meeting on December 13. The Chamber is hoping to have their plan in place by the end of 2021. Their plan is currently slated to have a partnership with the TCTDA that includes management of the

New Business

The Morning Show In Canada will livestream a 5-6 minute segment on Transylvania County at the Brevard Music Center on Dec. 10. This exceptional PR opportunity was a result of our excellent relationship with Visit NC and our past work with them on their Canadian media missions. Dee Dee will be the spokesperson and there will be

Public Comment

Dana Antonuccio noted that there had been some talk about food trucks downtown on Sundays and wanted to make sure that sound regulators were required for any/all generators. She also expressed interest in sitting on the Destination Infrastructure Committee.

Meeting Adjourn

LP made a motion to adjourn the meeting at 10:00 AM

Minutes respectfully submitted by Corey Gafnea