



**TRANSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY  
FISCAL YEAR 21/22 ANNUAL REPORT**





## A MESSAGE FROM THE CHAIR



Another exciting and productive year has gone by for the Transylvania County Tourism Development Authority (TCTDA), and I am honored to have served alongside fellow board members and TCTDA support team. The TCTDA experienced several organizational changes to prepare for long-term tourism management and marketing efforts for visitors. This annual report will provide readers with an overview of this past year, along with statistical information to help describe the trending of our tourism market and the strategies of the TCTDA that our support team and marketing agency implemented to continue to market our beautiful area while balancing visitation impact on our assets and visitor safety. We value our partnership with Market Connections, Transylvania County Government, the Brevard/Transylvania Chamber of Commerce and other key organizations that assist us with these efforts and look forward to continuing these relationships for many years to come.

### TCTDA BOARD MEMBERS

Layton Parker, Chair  
Aaron Baker  
Ali Lien  
Dee Dee Perkins, Vice Chair  
Isaac Allen  
Jessica Whitmire  
Larry Chapman

### SUPPORT TEAM

Clark Lovelace  
Executive Director  
  
Mary Jo Gordon  
Marketing & Communications  
  
Virginia Watkins  
Operations & Outreach  
  
Market Connections  
Marketing & Advertising



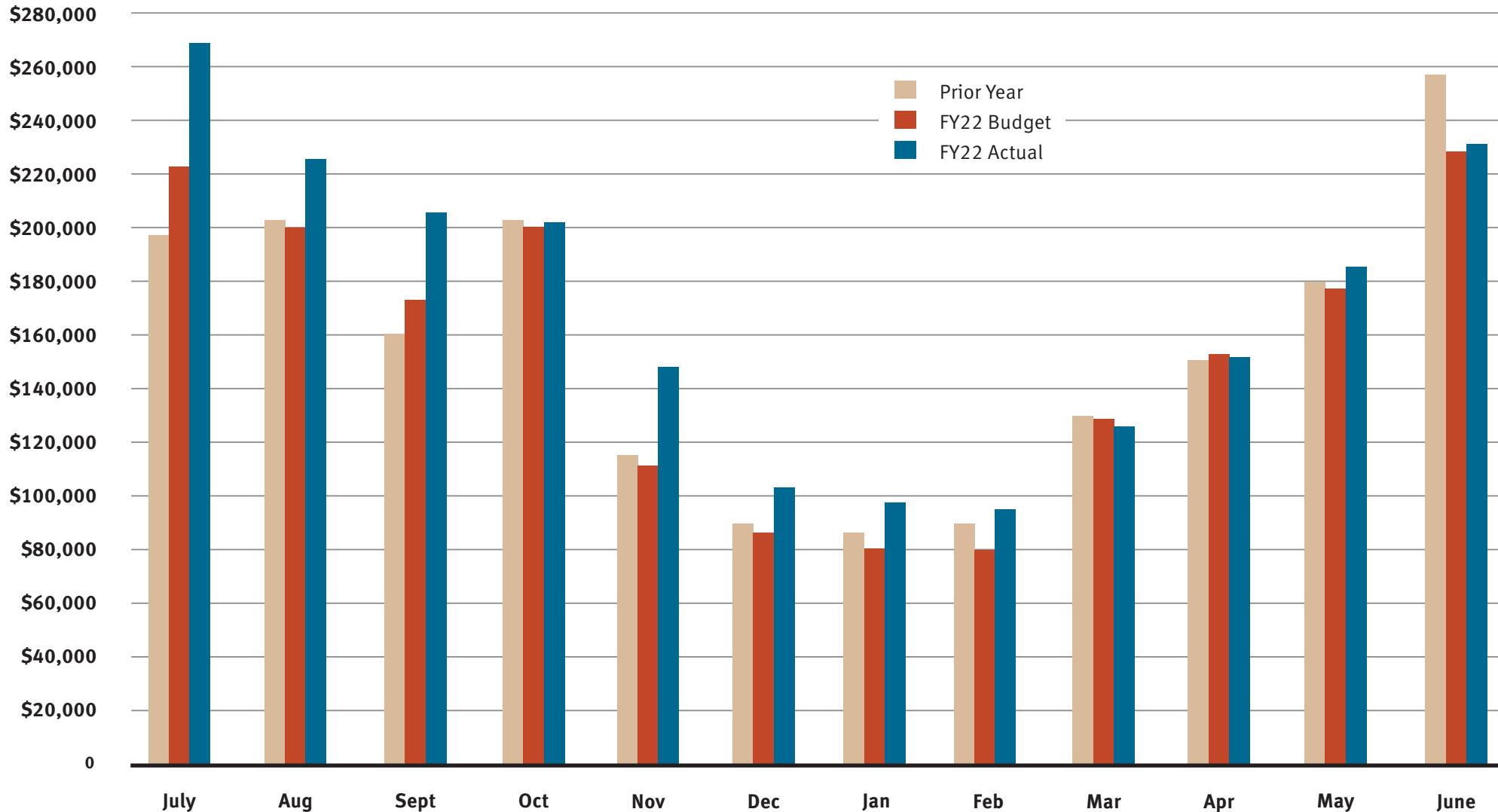
# HISTORIC METRICS





# OCCUPANCY TAX REVENUE

## FY22 vs Budget and Prior Year



### FY22 Total Occupancy Revenue

**\$2,077,690**

 **10%**  
OVER PRIOR YEAR

 **12%**  
OVER BUDGET

### Percent of Total Occupancy Revenue

	Traditional Accommodations	Short Term Rentals via third party operators
FY21	<b>47%</b>	<b>53%</b>
FY22	<b>48%</b>	<b>52%</b>



## SHORT TERM RENTAL DATA

### Transylvania County vs Prior Year

	Available Units	Occupancy	ADR
<b>FY21</b>	<b>1,343</b>	<b>66%</b>	<b>\$255</b>
<b>FY22</b>	<b>1,645</b>	<b>59%</b>	<b>\$274</b>
<b>Percent Change</b>	<b>22%</b>	<b>-11%</b>	<b>7%</b>

### Total Available Units vs Comp Markets

	Transylvania County	Buncombe County	Henderson County	Jackson County	Haywood County	Macon County
<b>FY21</b>	<b>1,343</b>	<b>5,959</b>	<b>1,398</b>	<b>1,230</b>	<b>1,688</b>	<b>1,385</b>
<b>FY22</b>	<b>1,645</b>	<b>6,754</b>	<b>1,665</b>	<b>1,505</b>	<b>2,250</b>	<b>1,623</b>
<b>Percent Change</b>	<b>22%</b>	<b>13%</b>	<b>19%</b>	<b>22%</b>	<b>33%</b>	<b>17%</b>

\*Data sourced from AirDNA for July 1, 2021 - June 30, 2022



# 2021 VISITOR IMPACT

## Transylvania County



**\$178.2 MILLION**  
in tourism revenue



**\$6 MILLION**  
in state tax revenue



**\$7.5 MILLION**  
in local tax revenue



**1,068**  
jobs



**\$44.1 MILLION**  
in payroll



**\$411.79**  
tax savings per  
Transylvania County  
resident

## North Carolina



**\$28.9 BILLION**  
in tourism revenue



**\$1.2 BILLION**  
in state tax revenue



**\$1.14 BILLION**  
in local tax revenue



**197,511**  
jobs



**\$7.7 BILLION**  
in payroll



**\$223.8**  
tax savings per  
North Carolina  
resident

## Visitor Spend in Transylvania County (in millions)

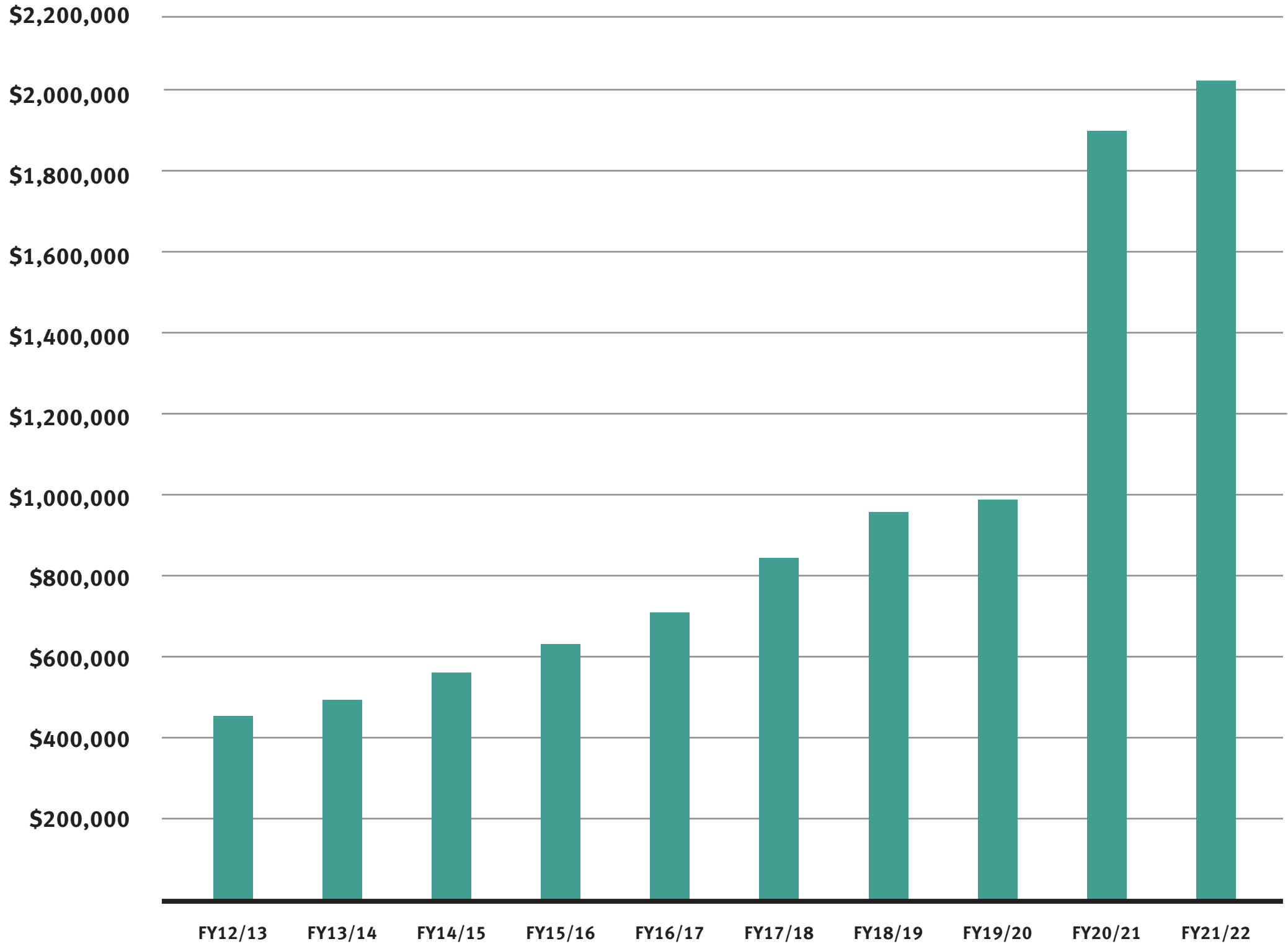
	Total Spend	Lodging	Food & Beverage	Recreation	Retail	Transport
2020	<b>\$131.30</b>	<b>\$32.20</b>	<b>\$42.20</b>	<b>\$18.20</b>	<b>\$13.10</b>	<b>\$25.60</b>
2021	<b>\$178.18</b>	<b>\$45.94</b>	<b>\$53.90</b>	<b>\$25.41</b>	<b>\$16.52</b>	<b>\$36.41</b>
Percent Change	<b>36%</b>	<b>43%</b>	<b>28%</b>	<b>40%</b>	<b>26%</b>	<b>42%</b>

\*Data sourced from Tourism Economics, who completed a study for all NC counties for Visit NC

\*\*Information is for calendar years



# ANNUAL OCCUPANCY TAX REVENUE





# OCCUPANCY INSIGHTS

Heading into the pandemic in March of 2020, Transylvania County had experienced a decade of consistent growth in occupancy tax collections with increases of 5% to 15% each year. The pandemic brought three consecutive months of never-before-seen immediate drop-off, with occupancy tax returns for March, April, and May of 2020 coming in at less than 50% of the prior year. Then, our destination experienced a dramatic shift as rural destinations with outdoor activities within a drivable range became the top vacation spot for U.S. travelers. Occupancy tax revenues almost doubled in FY21, with each month setting a new record for that month.

For the first eight months of FY22, this trend continued, with occupancy tax revenues exceeding the record months from the prior year by 17%. Beginning in March, this trend slowed down considerably, with returns for the last four months coming in with a 0% increase over the prior year and June at a decline of 10%. Likely factors are increased gas prices, increased inflation, and some of the new outdoor travelers seeking destinations like ours for the first time during the pandemic now returning to their normal travel patterns. The year still finished with a new record, with returns showing an increase of 10% over the prior year.

Of additional note, after years of the percentage of occupancy tax revenues from short-term rentals increasing substantially, those levels flattened out in FY22. Those statistics are challenging to track historically due to changes in tax collecting by online third parties, but FY21 appeared to be the first year with more returns via short-term rentals than traditional accommodations, with 53% of total occupancy tax returns. That figure was 52% in FY22.

\*The above insights are based on a comprehensive review of all available data, including the following sources: AirDNA, industry trend reports, monthly revenue reports, Visit NC, and more.





# FY22 HIGHLIGHTS





# MARKETING PRIORITIES & TACTICS

As FY22 began, visitation to Transylvania County was still experiencing some lingering effects of the pandemic. Travelers overall continued to seek “fresh air destinations.” Re-opened attractions, the charm and safety of a small town, and outdoor adventure escalated tourism revenue to an all-time high. The FY22 marketing plan budget of \$1,125,000 was almost double the prior year’s budget, which was conservative as it was set during the height of concern during the initial stages of the pandemic. This increase allowed the TCTDA to return advertising and promotion to normal levels and spend additional funds on efforts designed to do more than simply bring visitors to the destination, as reflected in the FY22 marketing goals.

In the end, TCTDA marketing efforts reached more than 110 million potential visitors in FY22.

## FY22 Marketing Goals

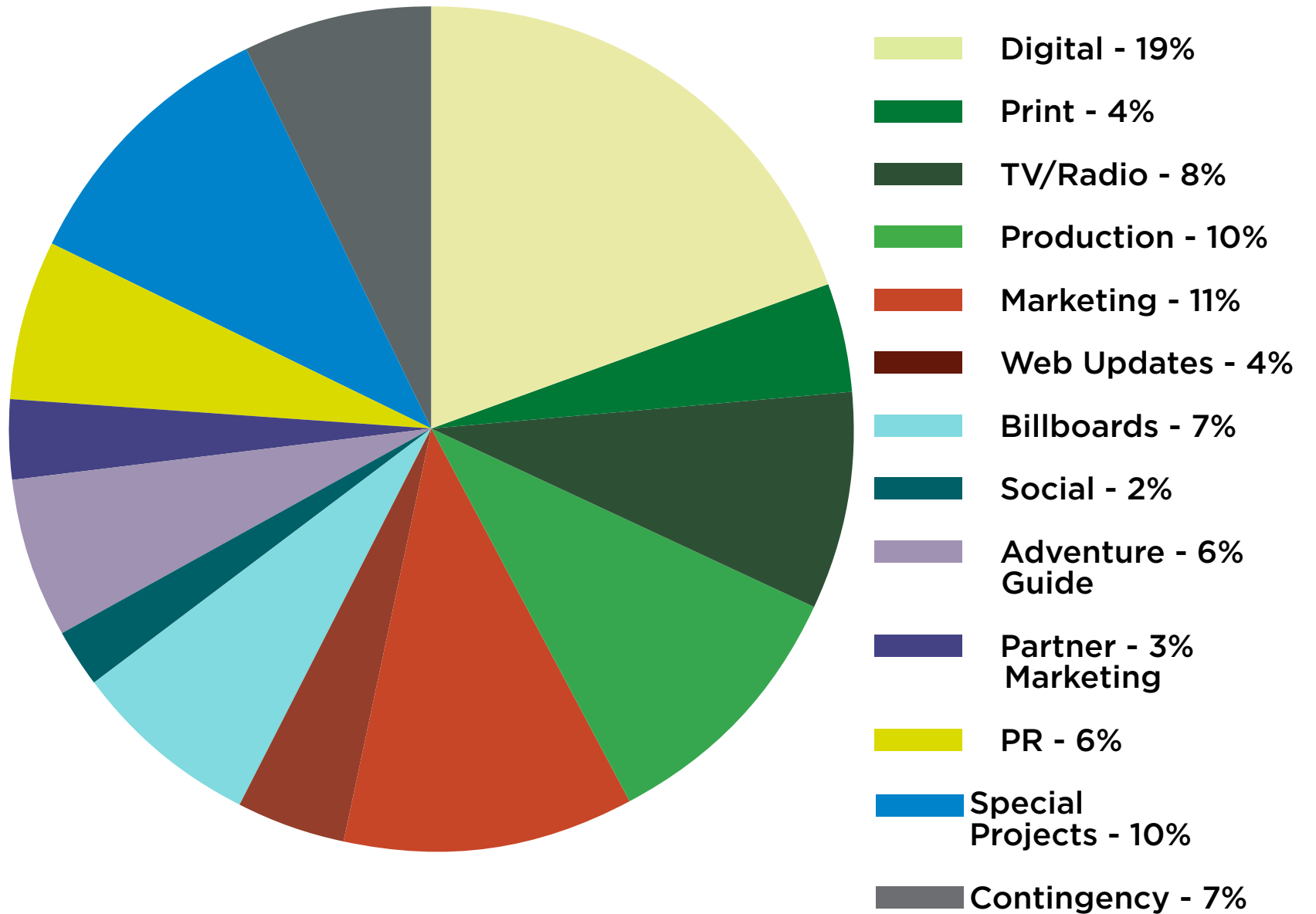
- Increase occupancy at Transylvania County accommodations during shoulder seasons (midweek in April, May, and September) and slow season (seven days a week in January, February, March, November, and December)
- Convert day trippers staying in other WNC areas and playing in Transylvania County to overnight stays in our destination
- Drive visitors to experience all that Transylvania County has to offer, not just the popular attractions
- Build awareness of and engage visitors in sustainable practices and responsible tourism that respects the community, its fragile natural advantages, its businesses, and its people
- Continue building regional and national awareness of Transylvania County and Brevard as a unique destination for nature, adventure, community, and culture
- Increase outreach to more diverse audiences and drive visitation from those audiences
- Increase promotion of non-outdoor recreation assets – arts, music, culture, and outlying communities (Cedar Mountain, Pisgah Forest, Towaway/Sapphire)

## FY22 Marketing Strategies

- Increase digital advertising to more targeted markets
- Stay nimble and timely with messaging
- Continue primary focus on drive-time visitation (150 to 250-mile radius)
- Expand into new markets: South, Mid-Atlantic, and Midwest
- Increase television advertisements to specific markets at strategic times
- Increase sponsored content creating an authentic connection with the audience
- Incorporate the sustainability work of the TCTDA into marketing efforts to our broader audience
- Expand billboards to create general brand awareness and encourage future visitors who will play in Transylvania County to stay in our destination
- Target visitors already in our destination to promote appropriate visitor behavior, convert day trippers into overnight visitors, and encourage visitation throughout Transylvania County
- Build photo and video library to better reflect all that Transylvania County has to offer, diverse travelers, and all four seasons



# FISCAL YEAR 2022



Total Budget \$1.125 M

Total - 100%



# MARKETING & ADVERTISING

## ADVERTISING

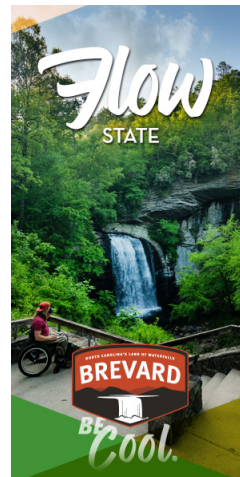
Every 12-24 months, the TCTDA, through our marketing partner agency Market Connections, refreshes our marketing and promotion efforts by creating a new campaign featuring a themed slogan, images, and style befitting our destination and our current objectives. The *Be Cool* campaign launched in January 2022 with new creative assets across digital, social, and print publications. This follows our COVID-focused micro campaign *Think Outside*, which was used in conjunction with our existing *Heart of Adventure* campaign. Prior to that was *Drink It In*.

We feel the *Be Cool* messaging fits well with our marketing objectives. The idea was to create a call to action that was aligned with our sustainability messaging while also maintaining a lighthearted, playful tone that could be applied to any of our marketing efforts. The versatility of *Be Cool* also lends itself to many interpretations. To *Be Cool* is to be relaxed or chill, to be trendy or hip. You can *Be Cool* in a secret swimming hole in Pisgah National Forest or at one of our local breweries in the summer. You can also *Be Cool* on the Blue Ridge Parkway in winter while enjoying the sunrise or fly fishing on the French Broad in early spring. Most importantly, when we tell someone to *Be Cool* we're encouraging them to act responsibly in our public lands and on our waterways.

The campaign showcases new, impactful imagery paired with headlines that support and reinforce the *Be Cool* mantra. All the headlines speak either directly or indirectly to aspects of “cool,” like “Stay on top of current trends,” or “Find a fresh hangout.”



Asheville airport end-cap poster



Garden & Gun digital ad



FY22 Adventure Guide



Southern Living print ad



## TV & RADIO

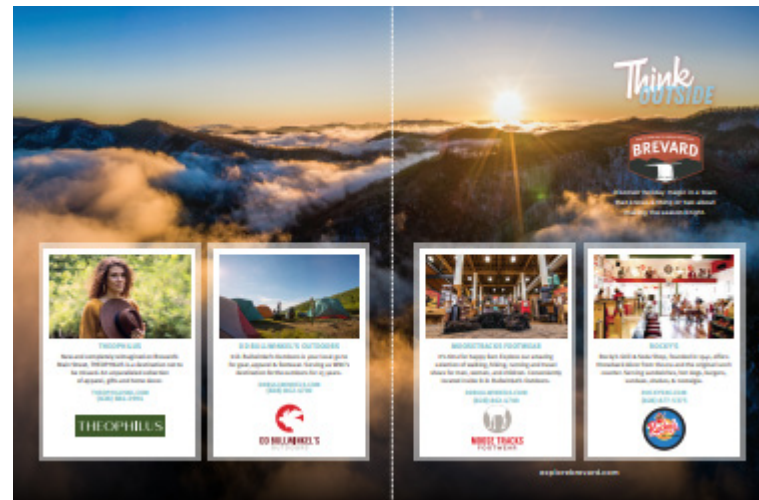
Campaign spots ran on *CBS Sunday Morning* in Charlotte, Raleigh, Atlanta, Birmingham, and Greenville/Spartanburg. Spots also ran on ESPN in Raleigh in Charlotte during March Madness. Additional campaign spots ran on *CBS Sunday Morning* in Charlotte and Greenville/Spartanburg to promote the winter season in Transylvania County. TV ads were delivered to audiences in the Charlotte market on their internet-connected devices, also known as Connected TV. In February, forecasts for weather that is sunny and warm for the season triggered the South Carolina iHeart stations (WNCW and WESC) to broadcast live DJ reads reporting good weather in Brevard and Transylvania County and promoting all that the destination has to offer.

## PRINT

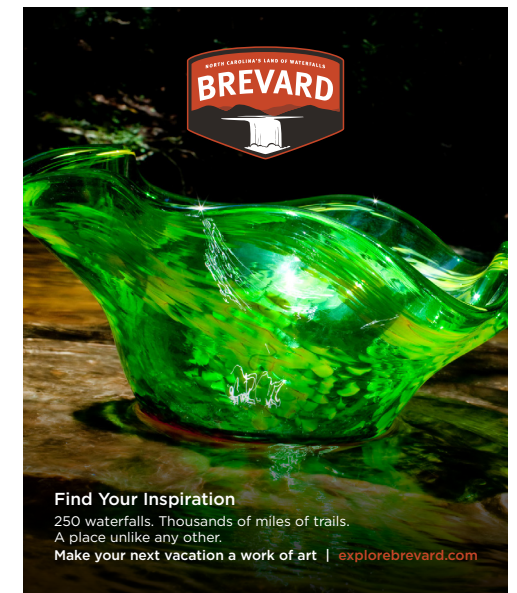
Print ads were placed in *Our State Magazine*, *AAA Go*, *The Southern Edge Magazine*, and *Southern Living*. Partner co-op advertising ran in *Blue Ridge Outdoors*, *The Laurel of Asheville*, and *WNC Magazine*. A full-page ad ran in *The North Carolina Birding Guide*, along with birding information specific to Transylvania County. In May, a full-page ad focused on sustainability and appropriate visitor behavior was placed in Brevard Music Center's *Overture Magazine*.



*Overture Magazine*



*The Laurel of Asheville* co-op ad



*The Southern Edge Magazine*



## DIGITAL

The full suite of digital display advertising continued to promote the *Heart of Adventure*, *Think Outside*, and *Be Cool* campaigns. Later in the fiscal year, new photography for our *Be Cool* campaign was used to highlight accessibility, adventure, waterfalls, lodging, arts & culture, and our *Leave It Better* campaign principles.

Digital advertising includes paid search, re-targeted display advertising, digital pre-roll, native advertising, and YouTube advertising. Digital ads were displayed on [blueridgeoutdoors.com](http://blueridgeoutdoors.com), [blueridgeparkway.org](http://blueridgeparkway.org), [romanticasheville.com](http://romanticasheville.com), [singletracks.com](http://singletracks.com), [outsideonline.com](http://outsideonline.com), [tripadvisor.com](http://tripadvisor.com), [accuweather.com](http://accuweather.com), and [visitnc.com](http://visitnc.com).

Digital ads promoting mountain biking ran on [pinkbike.com](http://pinkbike.com) and [singletracks.com](http://singletracks.com). The TCTDA also sponsored a digital “site takeover” on [singletracks.com](http://singletracks.com), which included a site wrap, a podcast, and a 2,500-word blog titled, “A Winter Mountain Biking Weekend in Brevard, NC” written by local rider Matthew Busche. A sponsored article titled, “8 Under the Radar Pisgah and DuPont Rides in Brevard, North Carolina” was written by the TCTDA for [singletracks.com](http://singletracks.com). The 2022 White Squirrel Weekend and Brevard Music Center Summer Festival were displayed on [visitnc.com](http://visitnc.com) as featured events in May and June.

Our digital media partner, Media One, ran a geofencing campaign, which targeted all of Transylvania County and key attractions in surrounding states. Geofencing is a feature in a software program that uses GPS to define geographical boundaries. An action is triggered when a device, like an iPhone, enters a set boundary. This means that when visitors enter Transylvania County or surrounding set destinations, an Explore Brevard ad is sent to their device. This enabled us to capture audiences while they are in Transylvania County or our surrounding boundaries. The campaign included Be Waterfall Wise display ads and pre-roll ads (a promo video that plays before the content the user has selected.)



Be Waterfall Wise digital ad



Digital display ad for [PinkBike.com](http://PinkBike.com)



Co-op advertising



Re-targeted display advertising



## E-NEWSLETTERS & BLOGS

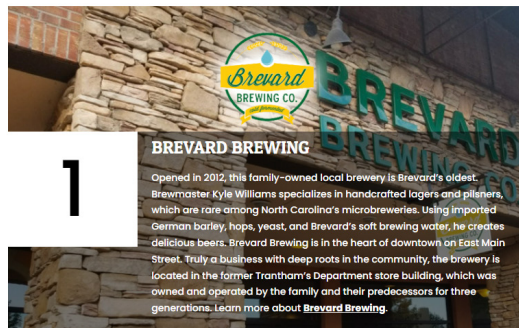
The Adventurist, our newsletter focused on events in Transylvania County, is sent out at the beginning of each month to a growing number of recipients (23,490 recipients by the end of June 2022). The Adventurist had an open rate of 32.7%, which is over twice the national average of 16%. Our other monthly email communication, Field Notes, is filled with timely stories and deep dives into varied, relevant topics. Eleven Field Notes were sent in FY22: “Canyoneering and River Snorkeling,” “A Dog’s Eye View of Brevard,” “The Amazing Story of DuPont State Recreational Forest,” “Celebrating Service at the Veterans History Museum of the Carolinas,” “Let Downtown Brevard Make Your Holiday Merry and Bright,” “Resolve to *Leave It Better*,” “The Road Less Traveled,” “Land of Waterfalls for All,” “Grin and Bear It,” “Five Fabulous Brevard Festivals,” and “Be Waterfall Wise.” Two Spotlight Field Notes (sponsored content) on SylvanSport and Brevard Music Center were sent in FY22. Spotlight Field Notes was a newly offered marketing opportunity to our partners in 2022. The opportunity allows any partner to pay a modest fee to highlight their business or organization to our audience.

Ten blogs were posted on [explorebrevard.com](https://explorebrevard.com) in FY22: “Tips for Traveling With Your Dog,” “Fun Facts About Summer Camps,” “Birds and Bees,” “Five Cool Things to Do in Rosman, Sapphire, and Toxaway,” “Horsin’ Around,” “Six Holiday Tips for Having a Cool Yule in Brevard,” “Four Ways to Be ‘One’ With Our White Squirrels,” “Winter Weather Checklist,” “Brevard Rocks,” and “Le Tour de Transylvania.”

### SOMETHING’S BREWING

#### What’s on tap at Brevard’s local breweries

The clean, clear and chilly water that runs down the mountains and fills Transylvania County’s streams, rivers and lakes has long been one of our greatest local resources. Water is also a critical component of excellent beer, which you can find on tap at all five of Brevard’s local breweries. These run the gamut in size, shape, and flavor profile, but all are must-stops for fans of a delicious pint, a welcoming atmosphere, and anyone curious to get a taste of what Brevard’s storied waters can do.



### THE Adventurist

ExploreBrevard.com

APRIL 2022



Dear Traveler,

The flowers are blooming. The sun is shining. The trees are just beginning to bud out. Even though there is still an occasional night to be spent in front of the fire, winter is yesterday’s news. A simple stroll down any trail in Brevard and Transylvania County will prove that spring is here, and we are nowhere near sprung out about it.

There are few seasons sweeter than this one in Brevard. While April showers bring May flowers, they also make our waterfalls even that much more beautiful. Now is a great time to get out and experience all flavors of adventure, from epic mountaintop treks to easy days enjoying beautiful art, cool tunes, and the breezy joy of a sunny afternoon. Go on. Get out there. It’s time to play.

Until next month,

-The Adventurist

### Field Notes

BY THE ADVENTURIST

ExploreBrevard.com



A Dog’s Eye View of Brevard

Dogs make great travel and trail buddies, and in Transylvania County, we’re particularly fond of Fido and all his furry friends. With Brevard’s new dog park getting all the tails wagging about our local bark-itecture, there’s no better time to plan a trip with the whole family, including your fur babies. So, we thought we’d throw you a bone and send you a guide to bringing your dog to the heart of adventure.





## BILLBOARDS

In FY22, three billboard ads were strategically selected to reach individuals as they travel to other locations in Western North Carolina. The billboards contributed to our “play and stay” efforts, which were designed to convert day trip visitors into overnight visitors.

**I-40 Billboard**



(facing east and catching westbound traffic heading toward Asheville)

**I-26 Billboard**



(facing east near the AVL airport)

**I-85 Billboard**



(facing east and catching westbound traffic heading toward the Kings Mtn exit)

## FOOT TRAFFIC PROGRAM

Foot Traffic is our analytic tracking program, which was introduced by Media One in August 2021. Through the program, Media One tracked visitors who were exposed to our digital ads on the internet and subsequently visited Transylvania County. Between August 2021, and June 30, 2022, 59,486 people were digitally tracked to Transylvania County. 7,146 of those people were identified as overnight visitors to the county. 52,340 were identified as day trip visitors to the county. See the following page for a detailed report.



# FOOT TRAFFIC PROGRAM

**Timeframe:** Started August 2021 - June 30, 2022

Foot Traffic tracks visitors monthly who see Explore Brevard digital ads and make actual visits to and/or spend overnights in Brevard and Transylvania County. The program tracks visitors with “pixels” when they view explorebrevard.com ads.

Tracks one-hour (daytripper) and 18-hour (overnight) visitors to specific points of interest, including Transylvania County as a whole, downtown Brevard, Pisgah National Forest, Rosman, Oskar Blues,

Toxaway, Brevard Music Center, Dupont State Forest, Gorges State Park, Cedar Mountain, etc.

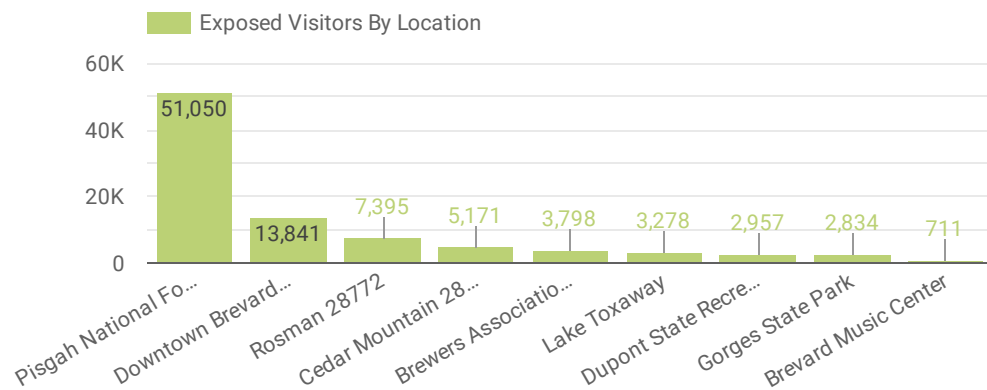
**Limitations:**

- Info tracked with cell phones that may have limited service in some local areas
- Some Google/Social ads may not be trackable because pixels not allowed

Total Foot Traffic 1 Hour Visitors

**52,340**

	DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1.	Charlotte	1,585,572	34,149	2.15%
2.	Greenville/Spartanburg /Asheville/Anderson	117,521	22,389	19.05%
3.	Raleigh/Durham	992,984	14,598	1.47%
4.	Atlanta	668,305	11,595	1.73%
5.	Orlando/Daytona Beach/Melbourne	1,212,699	8,186	0.68%
6.	Charleston-Sc	232,854	6,682	2.87%



	Tactic	Impressions	Exposed Visitors	CVR
1.	prospecting	4,545,775	79,914	1.76%
2.	retargeting	2,216,646	37,775	1.7%
	<b>Grand total</b>	<b>6,762,421</b>	<b>117,689</b>	<b>1.74%</b>

Total Foot Traffic 18 Hour Visitors

**7,146**

	DMA	Impressions	Exposed Visitors by Impression DMA	CVR
1.	Charlotte	1,585,572	3,959	0.25%
2.	Greenville/Spartanburg/Ashville/Anderson	17,999	1,900	10.56%
3.	Raleigh/Durham	992,984	1,769	0.18%
4.	Atlanta	668,305	1,197	0.18%
5.	Orlando/Daytona Beach/Melbourne	1,212,699	1,083	0.09%
6.	Charleston-Sc	232,854	803	0.34%
7.	Greensboro/High Point/Winston-Salem	637,278	746	0.12%
8.	Jacksonville-Brunswick	305,077	445	0.15%
9.	Locations outside of DMA boundaries	123,725	287	0.23%
10.	Nashville	250,674	287	0.11%

	Tactic	Impressions	Exposed Visitors	CVR
1.	prospecting	4,545,775	8,472	0.19%
2.	retargeting	2,216,646	4,729	0.21%
	<b>Grand total</b>	<b>6,762,421</b>	<b>13,201</b>	<b>0.2%</b>



## PUBLIC RELATIONS

During FY22, the TCTDA revived its public relations efforts, attending media missions in North Carolina and Nashville, TN, and hosting several travel writers to our area. These efforts resulted in significant press and online coverage. Public Relations continues to represent one of the best returns on investment for the TCTDA.

Notable coverage included stories in *Our State Magazine*, *Good Housekeeping*, *Fodor's Travel*, and Canada's "The Morning Show," which was broadcast live from Brevard. Our presentation in 2021 to Meredith Publishing, producers of the Visit NC Travel Guides, landed us the cover of the 2022 Visit NC Travel Guide for the mountains region. Featured on the cover is Oxbow River Snorkeling in Lake Toxaway. In April 2022, journalists representing *Good Housekeeping*, *Ebony*, *Redbook*, *Conde Nast*, *Fodors*, and *Outside Magazine* visited Transylvania County as part of a FAM trip, which was organized by Visit NC and the TCTDA. The trip was titled "Inner Peace and Outer Space" and focused on wellness travel and astrotourism. The journalists stayed at The Greystone Inn and visited PARI, Southern Highlands Reserve, and DuPont State Forest over the two-day visit.

### FY22 Editorial Highlights

- Several tourism partners were featured in the "Summer Eats" section in the June issue of *Our State Magazine*: Pisgah Fish Camp, Cardinal Drive-In, and Dolly's Dairy Bar & Gift Shop. This story was the result of a TCTDA familiarization (FAM) tour with *Our State Magazine* editor Elizabeth Hudson, who visited two years ago.
- *singletracks.com* featured a sponsored article "A Winter Mountain Biking Weekend in Brevard, North Carolina."
- *Southern Living* featured Transylvania County in "Escape to Brevard, North Carolina, for a Unique Mountain Getaway."
- *Thrillist* featured Transylvania County in "Most Beautiful Places to Visit in North Carolina."
- A photo from a TCTDA photoshoot in summer of 2021 was chosen for the March 2022 fly fishing issue of *Blue Ridge Outdoors*.
- Brevard was voted #10 in *Southern Living's* "The South's Best Mountain Towns 2022."
- *Our State Magazine* featured Gorges in "A Love Letter to Gorges State Park."
- *Travel & Leisure* featured Transylvania County in "13 Best Places to Travel in July."
- *Forbes* featured Transylvania County in "Discover North Carolina's Top 6 Outdoor Adventures."

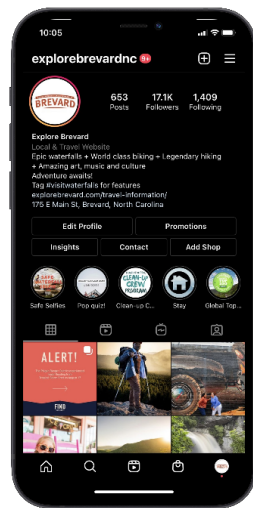
For a full list of articles and stories, visit [explorebrevard.com/press/recent-stories](https://explorebrevard.com/press/recent-stories).



# ELECTRONIC & DIGITAL

## INSTAGRAM

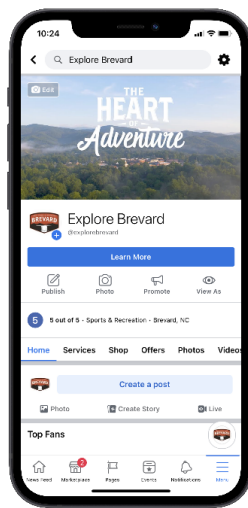
**18,527**  
FOLLOWERS



**8.3%**  
OVER PRIOR YEAR

## FACEBOOK

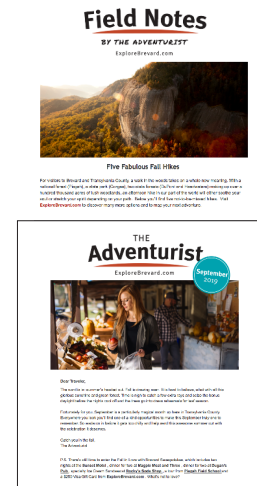
**16,666**  
FOLLOWERS



**6.4%**  
OVER PRIOR YEAR

## E-NEWSLETTERS

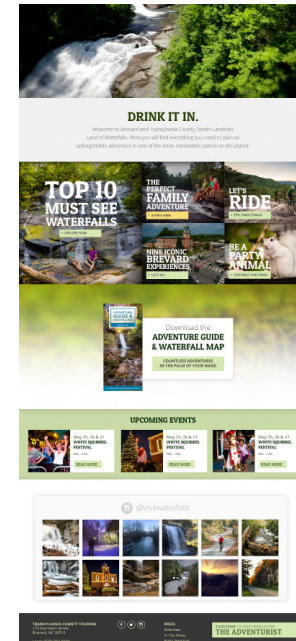
**23,490**  
SUBSCRIBERS



**2.2%**  
OVER PRIOR YEAR

## EXPLOREBREVARD.COM

**263,266**  
VISITORS

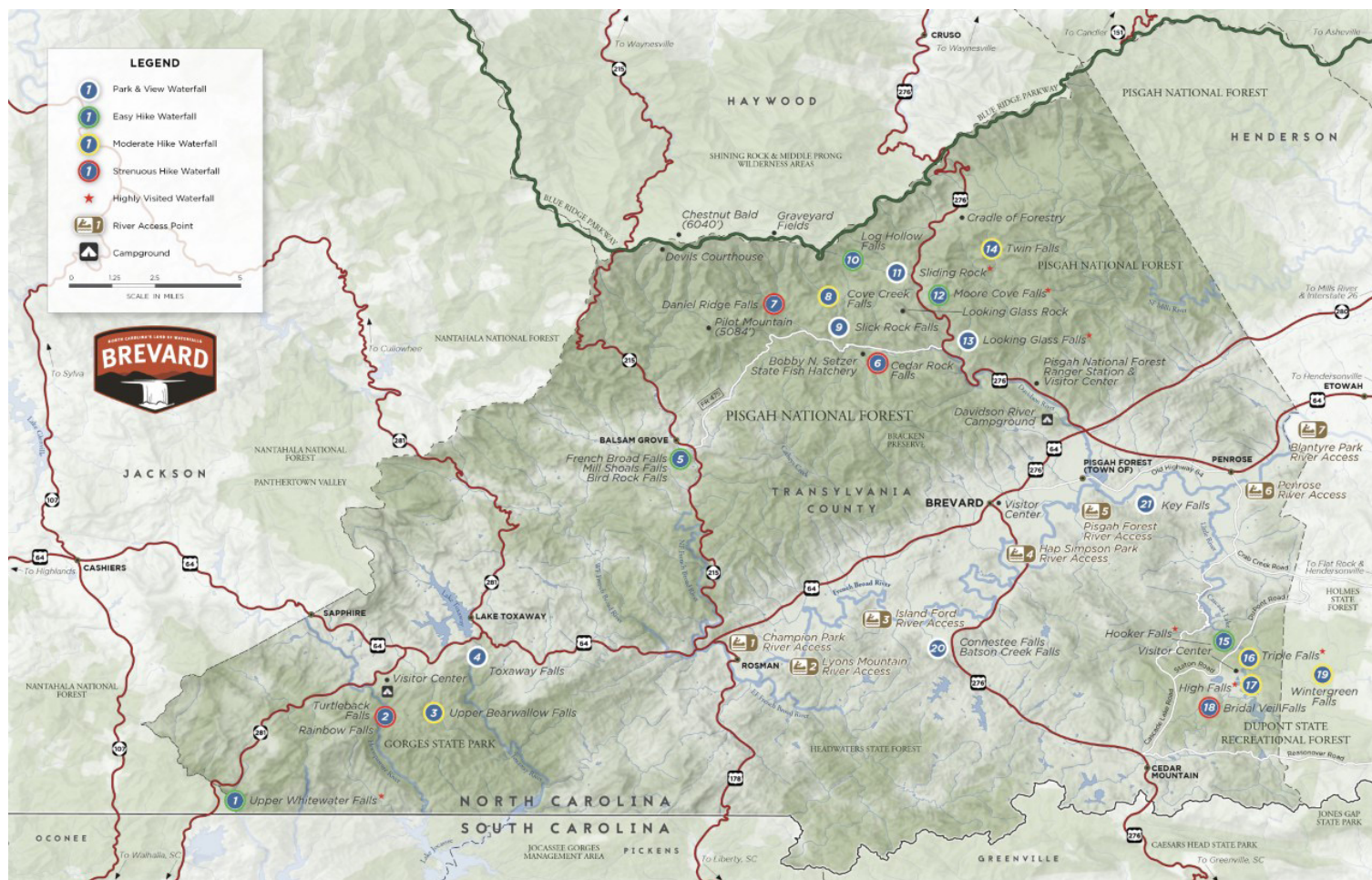


**75.9%**  
OVER PRIOR YEAR



# PRINT COLLATERAL

The Adventure Guide is the TCTDA's primary visitor brochure, and is produced annually and distributed locally, regionally and nationally throughout the year. The 52-page guide highlights everything a visitor can learn about Brevard and Transylvania County in order to plan their trip or discover last-minute ideas while they're here. In FY22, 90,000 copies were produced. The guide also includes a popular foldout waterfall map, which locates 22 of our most recognizable waterfalls with accompanying copy providing a description and directions, along with a photo.





# PRINT COLLATERAL

When a popular map of Transylvania County and our region went out of print, the TCTDA decided to create a map to fill this void. This new double-sided map features points of interest in Transylvania County on one side, and a regional map on the reverse side. The goal is to encourage visitation throughout all of Transylvania County to our many unique offerings and provide needed regional information to visitors who are travelling around WNC. 50,000 copies were printed for distribution primarily within Transylvania County.

**POINTS OF INTEREST & REGIONAL MAP**

**BREVARD**

TRANSYLVANIA COUNTY  
Western North Carolina

**MAP**

EXPLOREBREVARD.COM | 800-448-4823

**ROAD MILEAGE FROM BREVARD TO NEARBY LOCATIONS**

Asheville	24	Chimney Rock	38	Greenville, SC	48	Pisgah Valley	59
Beach Mountain	128	Flat Rock	20	Hendersonville	20	Salus	71
Blowing Rock	75	Fletcher	54	Highlands	38	Sandals	38
Boyan City	89	Galshing, TN	106	Hot Springs	47	Sparksburg, SC	73
Cashiers	28	Grandfather Mountain	102	Knoxville, TN	140	Swains River, SC	38
Charlotte	107	Great Smoky Mountains	77	Lake Lure	41	Tyler	47
Cherokee	86	Nat. Park (Oconaluftee)	77	Lake Junaluska	51	Waynesville	54

**LEGEND**

- Point of Interest
- Waterway
- Road in Progress

**VISITOR CENTER**  
175 E. MAIN ST. BREVARD  
explorebrevard.com  
800-448-4823

**LEAVE IT BETTER**  
explorebrevard.com/leave-it-better

**Waterfall Hunters Wanted**  
Report to the Brevard/Transylvania Visitor Center  
175 EAST MAIN STREET | BREVARD  
explorebrevard.com | 800-448-4823

**BE HERE for the music.**  
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SUMMER INSTITUTE & FESTIVAL  
brevardmusic.org | 828-882-2110

**BE WATERFALL WISE**  
explorebrevard.com/waterfall-safety

**BREVARD**

**LEGEND**

- Point of Interest
- Waterway
- Road in Progress

**Love this area? Call me today!**

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DOBULLWINKELS.COM

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**BLUE MOON GALLERY & FRAME**  
Local Art by Local Artists - Custom Framing  
24 East Main Street / Brevard, NC  
878-565-8131 (1566)  
BlueMoonGalleryAndFrame.com



# GRANT & PROJECT FUNDING

There are various ways the TCTDA accomplishes its strategic goals and objectives. Providing funding and other support to local tourism-related events and projects that are coordinated by dedicated and knowledgeable individuals/organizations can often make possible important efforts that the TCTDA could not engage in on their own and result in a high return on investment of the organization's tax dollars.

Project funding falls into three categories: Tourism Marketing, Transylvania Always, and Destination Infrastructure. Each path meets a different strategic objective. Tourism Marketing funds are designed for efforts that generate overnight visitation or add significant value to the visitor experience. Transylvania Always funding is aimed at projects that either address the impact of users on our natural resources or create safe and enjoyable use of our public lands and waterways. Projects funded through Destination Infrastructure must make a substantial impact on the tourism infrastructure of Transylvania County, with key areas of focus identified as cycling, the arts, downtown Brevard, entryways to our public lands, and outlying communities.

Funding is awarded by the TCTDA board or its assigned committees to organizations who submit an application that meets the criteria and objectives of one of the three funding paths. The below list of projects funded in FY22 is a reflection of those organizations who submitted applications. Any parties interested in applying for funding or learning more are encouraged to reach out to the TCTDA at 828-884-8900.

## Tourism Marketing

**Total \$37,430**

- Blue Ridge Community College/Transylvania Community Arts Council Business of Art Conference (\$500)
- Luft Wasser Porche celebration in support of their 4th annual event (\$730)
- Blue Ridge Bicycle Club's 2022 WNC Flyer cycling event (\$1,000)
- Cedar Mountain Business Group brochure printing and distribution (\$1,300)
- The Transylvania Heritage Museum Aluminum Christmas Tree Display (\$1,500)
- Conserving Carolina's 7th annual Upper French Broad Riverfest (\$2,000)
- Assault on the Carolinas' 22nd Annual bike ride (\$2,500)
- Friends of Silvermont's Pumpkinfest (\$3,000)
- Transylvania Community Arts Council's 4th Friday Gallery Walks (\$3,000)
- Transylvania Community Arts Council's July 4 Fine Arts & Crafts Showcase (\$3,000)
- City of Brevard Independence Day Celebration (\$4,000)
- Heart of Brevard's Tuesday Night Block Parties and Old Time Street Dances (\$5,000)
- Heart of Brevard marketing and programming efforts (\$9,900)

## Transylvania Always

**Total \$77,600**

- Devil's Courthouse Rover Program to clean up a popular location off the Blue Ridge Parkway (\$2,100)
- The Pisgah Conservancy's Pisgah Project Day (\$7,500)
- Friends of DuPont Share the Trails campaign (\$8,000)
- The Pisgah Conservancy's Courthouse Wildlife Habitat Project (\$30,000)
- The Pisgah Conservancy NEPA survey to re-route the Butter Gap Trail in Pisgah National Forest (\$30,000)

## Destination Infrastructure

**Total \$48,026**

- Heart of Brevard Downtown Traffic Switchbox Wraps (\$1,360)
- Annual three-year support of the Transylvania Community Appearance Initiative (\$20,000)
- Additional funding for increased expenses in the construction of a pedestrian bridge near the entryway of Pisgah National Forest (\$26,666)

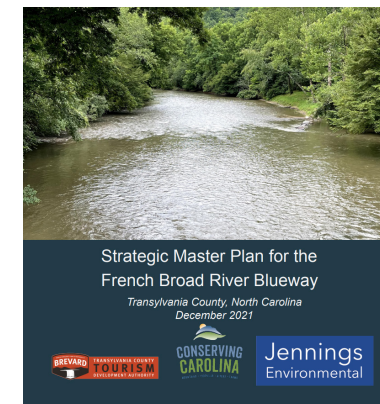
# TRANSYLVANIA ALWAYS

The TCTDA launched a sustainability campaign in 2017 named Transylvania Always (TA). Its mission is to be a leader in the effort to take care of Transylvania County's natural resources in order to create a safe and enjoyable user experience and ensure that these assets are here for future generations. TA is fully funded by the TCTDA with efforts coordinated by a committee made up of TCTDA board members and staff, along with select outdoor recreation enthusiasts and public land experts. One of the ways this committee is effective is by providing funding support to local partners to enable efforts that align with the TA mission (see prior page for details). The committee also initiates or coordinates campaigns or projects through TCTDA staff with committee oversight. These are highlighted below.

## Transylvania Always coordinated the following projects in FY22:

### French Broad River Strategic Master Plan

The TCTDA, through its Transylvania Always initiative, commissioned Conserving Carolina to create a Strategic Master Plan for the French Broad River Blueway. Conserving Carolina contracted with Jennings Environmental, PLLC, to build on existing studies to produce the plan. The plan has been completed with short, medium, and long-term recommendations. Conserving Carolina will be taking the lead in the implementation of the plan with the TCTDA providing continued support in various ways, including funding. The Transylvania Always Committee organized an event in April at Headwaters Outfitters to celebrate the completion of the Blueway Plan and to recruit new volunteers for Conserving Carolina's French Broad River Stewards.



### Be Waterfall Wise

New Be Waterfall Wise campaign materials were promoted ahead of the 2022 summer season to encourage waterfall safety in Transylvania County. In early May, *Blue Ridge Outdoors* promoted our campaign in a dedicated, sponsored e-newsletter to their audience of over 30,000 subscribers. Other waterfall safety messaging included a Field Notes e-blast to our audience in June, an ad placement in Brevard Music Center's *Overture Magazine*, digital display ads on [transylvaniatimes.com](http://transylvaniatimes.com), an e-blast to our tourism partners reminding of our available waterfall safety posters and other promotional materials, posts on social media highlighting rescue personnel and their stories, and pre-roll of a 30-second clip of our waterfall safety video, which was used in the geofencing campaign mentioned previously.



Fire Chief Bobby Cooper at Looking Glass



Captain Allison Taylor at Moore Cove



# TRANSYLVANIA ALWAYS

## Leave It Better Clean-up Crew Program

The *Leave It Better* Clean-up Crew program was created in February 2021 to enable and incentivize local businesses, organizations, and individuals to host a clean-up in our public lands. In November 2021, the TCTDA renewed the Clean-up Crew program with extended commitments and incentives. Updated invitations and information about participation were posted on [explorebrevard.com](http://explorebrevard.com), on our social media channels, in *The Transylvania Times*, and through our e-newsletters.

Full Page Ad



**BREVARD**

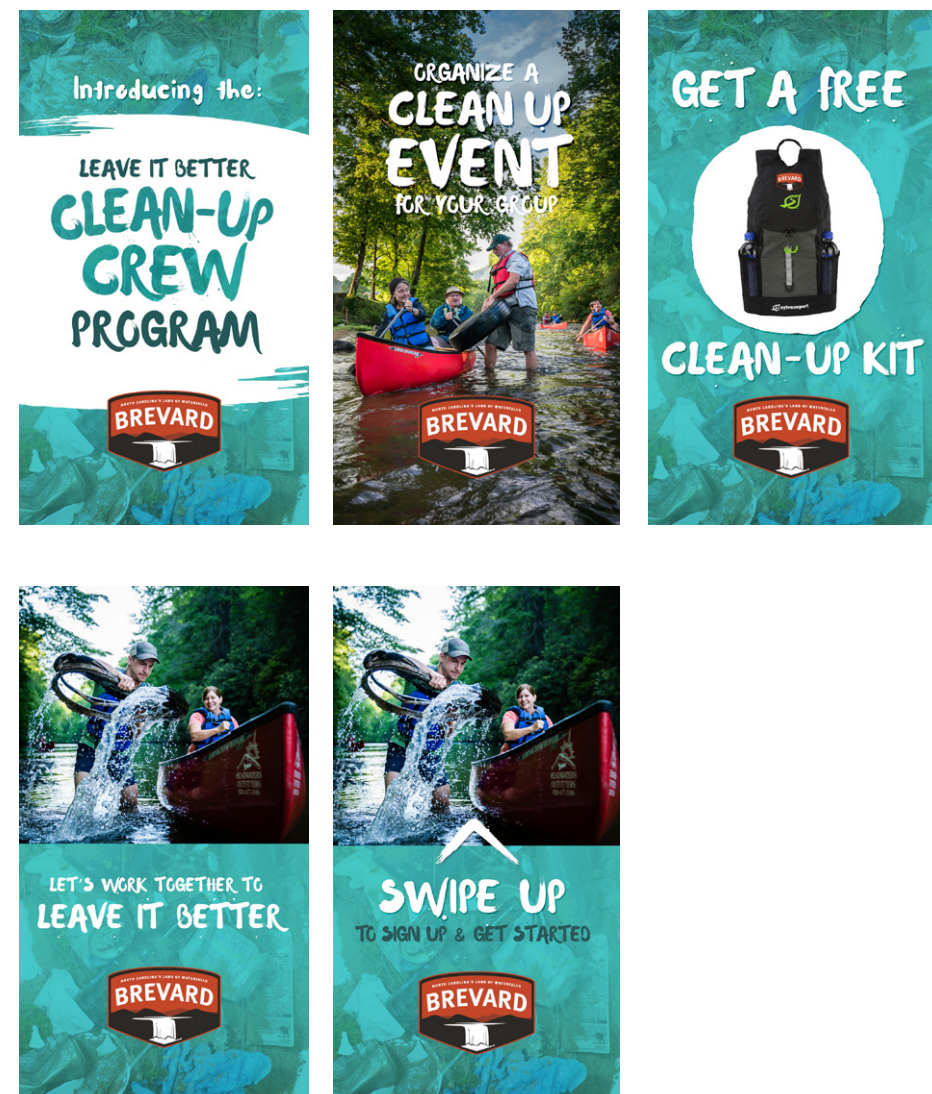
*Transylvania Always*

Transylvania County is a truly special place. Explore Brevard wants to make sure it stays that way for our children and grandchildren. That's why we created Transylvania Always, an initiative to raise awareness about and address sustainability in our woods and on our waterways. Through this effort we have established programs focused on waterfalls safety education and litter clean up in our public lands and provided funding to a wide variety of sustainability projects throughout Transylvania County.

Our newest effort, "Leave It Better," helps locals and visitors learn how to actively reduce the negative effects of public land use on nature and wildlife. Visit [explorebrevard.com/leave-it-better](http://explorebrevard.com/leave-it-better) for a checklist of actions to take next time you're out.

TO LEARN MORE GO TO [EXPLOREBREVARD.COM/SUSTAINABILITY](http://EXPLOREBREVARD.COM/SUSTAINABILITY)

Social Media Launch



Introducing the:

LEAVE IT BETTER  
**CLEAN-UP  
CREW  
PROGRAM**

**BREVARD**

ORGANIZE A  
**CLEAN UP  
EVENT**  
FOR YOUR GROUP

**BREVARD**

GET A FREE  
**CLEAN-UP KIT**

**BREVARD**

LET'S WORK TOGETHER TO  
**LEAVE IT BETTER**

**BREVARD**

**SWIPE UP**  
TO SIGN UP & GET STARTED

**BREVARD**



# LOOKING AHEAD





## LOOKING AHEAD

An important part of FY22 was a strategic look at the organization to determine the best path forward in the future, resulting in a number of key changes. As we look ahead, we hope that we have an entity that is set better than ever to support and enhance an ever-changing tourism landscape in Transylvania County. We will grow our efforts to manage and support this destination through a continued focus on sustainability of our public lands and waterways, enhancement of our tourism infrastructure, keeping our visitors informed, promoting visitor movement throughout Transylvania County, and much more. We are excited for a bright future for the tourism industry and Transylvania County.

