

1. Call to Order and Approval of Minutes – Darryl Whitehead, Chair
 - a. Motion to approve by Ashley Lynch. Debbie Pinchok Seconded. Approved.

2. Entertainment Zoning Discussion – Mark Shipley, Community Development Director
 - a. This area focuses around TOPGOLF (15.5 acres for venue alone). Farragut had been recruiting TOPGOLF since 2019; had discussions on what they needed as Farragut ordinances did not include something like this. Looked at future land use map and zoning map to figure out how to provide for something like TOPGOLF. Used a steering committee to look at Outlet Drive area which is mostly commercial/light industrial. Town strategic plan mentions attracting family entertainment venues. Committee and staff recommended changing zoning to “regional commercial” to allow for regional entertainment/employment. Has different provisions for architectural requirements (i.e. as low as 10% masonry required vs.75%)
 - b. Tommy’s Watersports is coming to that area to the west of TOPGOLF as well as a Skor Hotel (not affiliated specifically with TOPGOLF or Calloway, but they have designed them to look like it). Activity at old outlet mall; potentially a watersports venue and a furniture warehouse.
 - c. Not a lot of land is left to develop in this zone (Outlet Drive is also not a big road); much of it is in the county to the east. Also, there is a large sinkhole to the west of TOPGOLF’s property; we do not touch these; they provide for drainage.
 - d. New I-40/Campbell Station Road interchange coming in next five years. Need to discuss as it will create some complications for certain gas stations who will no longer be easily accessible. Pedestrian walkways will be part of this to go under the bridges. Highway expansion will start at Lovell Road, will have 4 lanes to Campbell Station, and go all the way to the 75-split. The current Campbell Station exit will not shut down; a totally new one will be built. Much bridgework is needed.
 - e. Need to work with county as Farragut expands its vision for this area to be on the same page.

3. Tourism Strategic Plan Update – Karen Tindal
 - a. Presented at Board of Mayor and Aldermen last week; well received.
 - b. Vision/Mission were edited a bit to be more focused on promoting Farragut as a premier regional retail/dining/entertainment destination.
 - c. Four Critical Success Factors in plan: (1) Promoting local retail, dining, entertainment, and hospitality revenues. (2) Leveraging our hotels to increase visitation. (3) VF website providing engaging and authentic user experience. (4) Engaging, educating, supporting, and promoting retail, dining, entertainment, and hospitality assets.
 - i. TOPGOLF has boosted not just Farragut hotels; everyone has seen a bump. Since August 2022.
 - ii. Priority to launch tours for frontline hospitality staff in March.
 - iii. Ensuring guests/visitors have the best experience (i.e. ice-scrapers in all hotels for winter mos).
 - iv. Need to bring everyone together, not just the hotels. All Farragut businesses need to communicate with each other. Will repeat the hospitality luncheon from last spring.
 1. Mobile Visitor Center ordered; could take up to a year to receive.
 2. Send anyone who loves Farragut to Karen; need to create ambassadors to go out to events.
 - v. P/T tourism assistant role is now a F/T Tourism Program Coordinator as of today (Hallie Riddle). Adding a P/T ARP funded Tourism Assistant role that will be a contract position renewed yearly until November 2026. Needs grant writing experience.
 - vi. Placemaking (instead of way-finding): Making existing areas in Farragut more friendly and welcoming to visitors, be it adding green space, art, etc. We don’t have that iconic imagery or themes yet.

4. Tourism Manager Report – Karen Tindal
 - a. Hotels: ADR has really rebounded for 2022/23 in post-COVID years; was an average of \$85 and is now healthily over \$100. October was much higher due to three home UTK football games. Comparisons to

Knoxville, Knox County and surrounding; we are second in the region. Rooms sold per month from July is neck in neck for 2022 vs 2021.

- b. Guest Spend: Average guest spend is \$12 outside of hotel room; pretty low. Opportunity to work on this.
- c. Day of Week: Sundays are the lowest occupancy which is normal. The industry average is 60-65%; we are exceeding this by about 10 points.

5. Digital Media Report – Hallie Riddle

- a. Everything is largely up on all social platforms. Light the Park photos were very popular.
- b. Reels continue to do well; Shines and Sips was most popular reel.
- c. Facebook is up overall in engagement and follows; reels not doing as well here but there is some growth.
- d. Shines/Sips: 17 total posts; tried one TikTok (still growing that platform). Digital map use was almost 5,000; good results for first time use of map. Total reach was 41,228.
- e. Jan/Feb: Not a lot of tourism related events in January. Songwriters in February. Focused on 2022 recap posts to start the year off. Fun in Farragut video series will continue into 2023. Live and Local moving to Instagram Stories and website.

6. Other Business

- a. Town Hall undergoing renovations starting this summer. Meetings in June/July will likely all move to the Community Center.
- b. Julia Barham from the Farragut Museum is taking a new position with Knox County Schools. Her farewell event is tomorrow from 4-6pm; please stop by.
- c. Darryl has started meeting with Karen after our committee meetings to help her and ensure there is committee follow-up with tasks/goals discussed every other month.
- d. Campbell Station Inn committee update (Trevor Hobbs): Hosted a couple meetings and toured the Inn. Have come up with ideas about realistic usage for the space. Trying to avoid competing with existing businesses and preserve the building's history (minimal renovation). The inn will be open to the public on Jan. 27th from 11am-4pm and 28th from 9am-12pm where individuals can see the specific spaces and comment on the committee's work via survey. Trevor will also make the space/survey available to those who cannot attend either day.
- e. Tennessee Football has 4 home games in September 2023, 1 in October, and 3 in November. Can we market in those towns via CVB's to help Farragut hotels book sooner? TOPGOLF will be reaching out to these teams to offer venue space/entertainment. Visit Farragut typically looks at the games in June.

Meeting Adjourned 9:47am.

TVAC Meeting Schedule

March 21, 2023 – 8:30am

May 16, 2023 – 8:30am