

1. Call to Order and Approval of Minutes – Darryl Whitehead, Chair
 - a. Motion to approve by Ron Pinchok. Bill McAdams Seconded. Approved.
2. Tourism Manager Report – Karen Tindal
 - a. Hotels: Farragut occupancy is the highest in our area. We compare to Knoxville, Oak Ridge, London, etc. Typical for the ADR to be under \$100 rate and then go over \$100 in spring. ADR overall is up year over year. Every month of this FY hoteliers have seen increases.
 - b. We have two open seats for hoteliers on this committee; they do not have to be a GM.
 - c. Comp Sets: Farragut had the highest occupancy in the area in January 2023.
 - d. Cumulative rooms sold: As of February 2023 we've sold 126K rooms for the fiscal year. Multiple this by the average \$12 spend per room = real money.
 - e. Hotel rooms sold per month: Jan. & Feb. are the highest sold months since 2018.
 - f. Farragut Day of Week Hotel Occupancy FY 23: We only started tracking this this year. Weekends still lead. Farragut rates exceed \$125/night on Fri/Sat; around \$100/night weekdays; \$95/night Sundays.
 - g. How to get more info on who is staying on different days of the week: Ambassadors and Mobile Visitor Center presence will be key. Face to face contact gets the most info right now.
 - h. TOPGOLF is likely influencing an increase of everyone's numbers for overnight stays (Oak Ridge and Loudon have all raised rates).
3. Digital Media Report – Hallie Riddle
 - a. Instagram: Over 50% increase in accounts reached. January was slower. Out of that 50%, over 2700 or 98% did not follow us already. Engagement was up 65%.
 - b. Facebook: Reached over 65K accounts.
 - c. New Daily Events Calendar: Takes live and local off a post. Features live music, happy hours, food specials, trivia and other events on the website. Sends a monthly spreadsheet to restaurants/businesses with a deadline of the 20th to be featured. Not on social, but easily accessible.
 - d. April/May: Forget Me Not 5K, Taco & Tequila Festival
4. Songwriters Showcase Wrap-Up – Hallie Riddle
 - a. 60+ Attendees signed in. Owner stated their business was triple the amount as usual.
5. ARP Funding Projects – Karen Tindal
 - a. Interviewed for p/t Tourism Asst. Role; all of their salary is reimbursed by the ARP grant. Candidate has accepted and starts tomorrow.
 - b. Will also use this to launch the ambassador program, "Certified Songbirds." They will be knowledgeable locals about places to go and see, amenities, and will help with the mobile visitor center.
 - c. RFQ for way-finding/placemaking assessment. Will look at how to improve signage to find where things are once a visitor exits the interstate and also create spaces of interest.
6. MVC update – Karen Tindal
 - a. Vehicle received February 15; procured three chamber member bids for wrap; selected FASTSIGNS.
 - b. Design phase in process; once approval is received, vehicle will be wrapped within 30 day window.
7. FAM Tour Updates – Karen Tindal
 - a. Familiarization tour held March 15. Had two lodging partners register but they did not attend. May create a video version of the tour for hoteliers.
 - b. Fam tours will be the cornerstone of ambassador training. Goal is to tour 6 times/year. Next one in May.
8. Hospitality Luncheon Update – May 23, 11:30-1:30 Farragut Community Center
 - a. Tucker LeTreu will speak on our hotel industry.

- b. Have also reached out to Tourism Commissioner.
- c. Motion by Darryl Whitehead to only meet on May 23 at the hospitality luncheon instead of twice on May 16 and May 23. Second by Ron Pinchok. Approved.
- d. Karen would like TVAC members to sit strategically at the event, one per table.

9. Other Business - None

Meeting Adjourned 9:07am.

TVAC Meeting Schedule

May 23, 2023