

1. Call to Order and Approval of Minutes – Darryl Whitehead
 - a. Motion to approve. Seconded. Approved.

2. Tourism Manager Report – Karen Tindal
 - a. Vision and mission review. Originally written summer 2018. Committee may revisit these this year.
 - b. Hotel Occupancy: Hotels stayed at 75% or higher Jun-Aug. Typical shifts for the south which reflect start of school. Anything above 65% is considered good. Have been getting STAR reports since 2018; increased budget to get more data/reports. Day of Week (DOW) Occupancy reports show similar occupancy percentages for July 2022 vs August 2022 with July being slightly higher. Weekend days are 80% (July) and 74% (Aug) vs 72% (July) and 69% (Aug) during the weekdays (speaks to point of Farragut typically being driven by more business travel). Review of hotel rooms sold bar graph from 2018 to 2022. Hotels are healthy coming out of pandemic.
 - c. Tourism is Real Money for our county: Tennessee outperformed the nation with a record 24.2B in domestic travel spend in 2021. Travelers here spent estimated 66M per day. Nine counties experienced over 40% growth year over year including Knox, Hamilton, and others. Knox County visitor spending increased 42% over 2020 to 1.6M. Visitors to county generated 131.4M in state and local taxes. Equates tax savings of \$693/Knox County household.
 - d. TDTD Marketing Grant: Received \$6000 matching grant in Aug. for gateway advertising at McGhee Tyson Airport for a 30 second video added to a 3-minute loop playing 24/7/365. Also, for a Rack Card advertising in baggage claim kiosk.
 - e. ARP Tourism Funds = TN Tourism & Hospitality Recovery Fund Program. This is a separate bucket of federal money that must be used for specific “transformational” tourism projects. All 95 counties were selected to receive funds. Farragut selected to get \$237,500 to be used over 5-year period (as a reimbursement). Year 1 = 25% . Year 2 = 25%. Years 3-5 = 50% (\$118,750). Should have rolled out 9 months ago. Staff will be learning what paperwork and other things are required to utilize this money. Be thinking about what projects we’ve “dreamed” of (i.e. shuttle, way-finding signage, etc) FYI: It can not replace anything currently budgeted.
 - f. Happening Now:
 - i. TN State Vacation Guide contract gos to BOMA on Sept. 22. Travel writer will come write a story on Farragut that will live on TN Vacation website.
 - ii. Visit Knoxville Visitors Guide: Co-op page again this year. Allows smaller businesses to advertise who may not be able to otherwise.
 - iii. Wrapping up Tourism Audit and Assessment with Chandler Thinks
 - iv. Tourism Strategic Plan
 - v. Joint Economic Development Plan
 - g. Hotel Lobby Help needed: 9/23 (FL), 10/14 (AL), 10/21 (Homecoming), 11/11 (MS). Need people in hotel lobbies welcoming guests and giving away swag.

3. Digital Media Plan – Hallie Riddle
 - a. Media Audit Takeaways: Looked at competitors like Knoxville, Oak Ridge, Franklin
 - i. None of our competitors use TikTok as an application; most use it to make the video. Having a strong TikTok could help us stand out.
 - ii. Most are not using hashtags in a way that makes sense
 - iii. Video content performs well overall
 - iv. About 27 likes is only 1% of our followers; need to increase content engagement. Large portion of our posts do not get this amount of engagement.
 - v. Current audience: Mostly 35-55 and women. Mostly within 30 miles away. Need to increase to 30-50 miles away.
 - vi. Target audiences review (three total profiles).

- vii. Overall campaign goal is to spread awareness of Farragut sales tax producing businesses to an audience ranging between 30-50 miles away. Chosen to target those people who can drive here, do more than one thing and leave.
- viii. Strategies:
 - 1. Organically increase our algorithmic presence with strategic hashtags/location tags and create more engagement with other accounts.
 - 2. Use post boosting to increase our reach.
 - 3. Gain a presence on TikTok and use as promotional platform, not just a tool.
 - 4. Reach a broader audience on TikTok and reach local/regional micro-lifestyle influencers.
 - 5. Create a vital passport to drive visitors (NOT social media; i.e. feature rotating business so visitors let tourists check in at each location, and win a prize for completion)
 - 6. Increase post boosting in areas outside Knoxville/Farragut.
- ix. Evaluation: Did we increase post interactions by 20% on at least 30% of posts? Other metrics reviewed.
- x. August Social Media Report review
- xi. Social Media Series: Fun in Farragut (video), What's up Weeknd (transition to video), Live and local, dog friendly Farragut, Museum Monday, Walk in Park videos.
- xii. Upcoming events: Oktoberfest 9/30-10/2, Taste of Turkey Creek 10/8, Freaky Friday 10/28, HarvestFest 10/30. November: Veterans Salute, Light the Park, All is Bright, Hot to Trot.

4. Tourism Audit & Assessment Plan – Karen Tindal

- a. Review of Chandler Thinks goals/recommendations based on their study. Final version coming next week.
- b. Goal 1: Farragut tourism efforts sold be primarily focused on growing tourism-generated sales tax revenue in shopping, dining and entertainment, not heads in beds. (Visit Knoxville is filling our hotels, own our strength of “the BEST shopping in East Tennessee”)
- c. Goal 2: Establish tourism as a trusted Town of Farragut economic asset. (Educate community and elected officials, tenacious measuring and reporting, evaluate increase of staff, Mobile Visitor Center)
- d. Goal 3: The marketing promotion of Farragut needs to adjust its resource to speak to visitors versus residents. Be more outwardly focused than community focused. (Placemaking Taskforce for wayfinding signs/landscaping, get existing visitors to stay longer, re-evaluate brand to speak better to visitors)
- e. Goal 4: Recommend creating a Sports Commission and considering a sports facility feasibility study to determine if Farragut can support a new facility. (This is a large financial decision; cannot be taken lightly)

5. Committee Goals – Darryl Whitehead

- a. Need to revisit prior year goals and decide if the committee agrees with goals recommended by Chandler Thinks. Karen will send prior goals.
- b. There are two different visions between TVAC (tourism) and Parks/Rec and Athletics council (more resident focused); suggest a meeting between committees, ideally before November meeting. Karen and Sue can coordinate this meeting.
- c. Education is key; making sure hotel staff and others know about all our sales tax producing assets; create buy in.
- d. Other counties/areas have private entities that run sports facilities; this is not the case here.

6. Other Business

- a. Complete Title VI committee survey for HR
- b. Upcoming Dates: FWKCC Auction 9/29 (few tickets left), Pinnacle - Taste of Turkey Creek 10/8, Farragut Parks/Rec - Freaky Friday 10/28, Shop Farragut - Countdown to Light the Park 11/21, VF - Hospitality Lunch 5/23/23
- c. Short one committee member. Need a lodging member per by-laws. Representative from TOPGOLF is interested. Can change by-laws to allow for “Lodging/Attraction” members instead of Lodging and Attraction. Lodging rep is difficult to acquire due to their staffing issues.
- d. Motion to modify charter to increase from 11 to 13 members on committee. Seconded. Motion passes.

- e. Change of meeting time discussion. Suggest to wait until end of fiscal year to ensue current student reps can continue to participate. Time of current meeting may be hard for lodging reps. Need to find out what times work for hoteliers.

Meeting Adjourned 10:02am.

TVAC Meeting Schedule

November 15, 2022 – 8:30am

January 17, 2023 – 8:30am

March 21, 2023 – 8:30am

May 16, 2023 – 8:30am