

This meeting can be viewed live on the Farragut YouTube Channel, www.townoffarragut.org/livestream, Charter Channel 193, and TDS Channel 3. The meeting will be held virtually, authorized by Governor Lee's executive orders regarding the COVID19 pandemic. Meeting comments may be emailed to comments@townoffarragut.org and must be received by 12:00 p.m. (the day before the meeting) to be included in the record of the meeting. Anyone who wishes to provide comments must include their name and address. For questions, please e-mail Karen Tindal at ktindal@townoffarragut.org. Agenda.

1. Call to Order and Approval of Minutes—Candace Vioxx—at 8:15am.

- a. Motion to accept and approve the November meeting minutes. Seconded. Approved.

2. Tourism Coordinator Report—Karen Tindal

- a. Review of hotel occupancy ADR (2019 vs 2020); sourced from Town of Farragut STR Subscription.
 - i. December 2019 numbers not yet available. Numbers much lower than expected versus 2019.
 - ii. Everything is up in the air still per hotel reps; have heard rebound will take longer than anyone expects. Cannot tell if spring will make a difference at this time.
 - iii. Distributed branded masks to all 9 hotels in December (from CARES Act funds). First 2021 Quarterly Happenings in process of being delivered.
- b. Longwoods Travel Sentiment Study: Done weekly to see how people feel about travel.
 - i. 63% of travelers are planning some trip in next 6 months. 26% of travelers first trip will be by car within 200 miles; 15% will travel over 200 miles (destination: visit family/friends). 9% have no 2021 plans.
 - ii. 41% support opening their area to visitors; 46% feel safe going outside their area; 47% feel safe dining out or shopping in their area; 27% interacted with short online travel videos.
- c. Social Media Platforms (11/11/20-01/12/21)
 - i. Facebook follower increase: 30%. Instagram follower increase: 5.89%.
- d. 2021 1st Quarter: History, Hops & Hometown Feels campaign
 - i. Social focus both organic/paid. Advertising focus in TN Visitors Guide and Visit Knoxville Visitors Guide/Relocation Guide.
 - ii. Outdoor activities focus as we move into Spring.
- e. New “Kids” In Town to go visit
 - i. (Open) Mayor McGill Plaza, 35 North, Brickhouse Collectibles; Euphoric Cheese (coming soon)

3. Update on RFQ Submissions –Wendy Robinson

- a. Received answers back from all firms; narrowed choices down to two firms. Asked for references.
- b. Now working through a contract; hope to bring the proposal to the Board of Mayor and Alderman soon.

4. Wrap-Up report Light the Park –Karen Tindal

- a. Six Weeks of Wonder; calendar of giveaways maintained on VisitFarragut.org; 45 time slots filled with businesses or groups doing giveaways; 7 caroling groups; 3 storybook trails (2 wks each). Parks & Rec staff worked hard nightly. Other communities reached out to learn to replicate the storybook trails.
- b. Santa Mail: Letters doubled from 2019. 32% Farragut, 65% other TN zips; 2% out of state zips.
- c. #FarragutShines2020: Lots of user generated content and photos on social media.
- d. Website site sessions increased 158%; unique visitors increased 144%. Facebook was top referral site.
- e. For the Love of Farragut: shot an ad with Visit Knoxville Dec. 1, complementing theirs and the Travel Safe TN campaign. Worked a significant media buy 12/15-12/30 in 11 major drive markets (Atlanta, Charlotte, Louisville, Indianapolis). Commercial was viewed in full 467,104 times. (Video link in presentation)
- f. Much of the 2020 expansion for this was brought by the CARES Act DMO funding; extensive paperwork involved (submitted and approved, all). Total expenditures approximately \$76K. Expect reimbursement of \$61,252.20. Coming through Visit Knoxville in next week or two.
- g. 2021 Plans: Staff working on improvements. TVAC opportunity to complete intercept interviews and opportunity to coordinate businesses getting more involved in the multi-week event.
- h. No plans for 2021 billboards for this event right now; website needs updating/addition (now a Wix site which is limited) and other targeted marketing (will ask for the future consultant's recommendations on this).

5. Other Business (none)

Meeting adjourned 8:57am