

1. Call to Order and Approval of Minutes – Candace Viox – at 8:30am

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

2. Tourism Coordinator Report – Karen Tindal

- a. Review of hotel occupancy:
 - i. Football season has been very good to us and our hotels; had hotel sellouts for UTK vs. Georgia game last weekend and those hotels anticipate a sellout for UTK vs. Vanderbilt on 11/27.
 - ii. YTD Occupancy is at 51%.
 - iii. 2021 occupancy for rooms sold per month in Farragut is back on a par with 2018 numbers. We are very healthy now compared to other areas of the country.
- b. Travel Sentiments & Longwoods Travel Study:
 - i. U.S. Travel Impact Summary has rolled out a new dashboard. In the U.S., travel spending is down just 9% for September 2021 vs September 2019. Outdoor assets in our state, plus other attractions help us to only be 1% down overall from 2019.
 - ii. Travel Sentiment: 86% of people feel good about travel now.
 - iii. U.S. Hotel Insights/Forecasts: “Peak” recovery figures are returning to be the majority again as of Sept. 2021 vs nearly no Peak figures in Jan. 2021.
 - iv. Long woods Travel Study: Concern over COVID-19 is still over 50% but concern over finances and travel costs have risen 10% since spring 2021. 70% of travelers for the holidays plan to see family, 64% plan to shop, and 45% want to see lights.
- c. Light the Park Holiday Brochure: Will be available at all hotels, community center, town hall and in the Pinnacle shopping center.
- d. Rack Cards: Distribution continues at five TN Welcome centers. As of January 1, we will be adding a 101 area hotel distribution route.
- e. 2022 Advertising Campaign
 - i. Theme is “Farragut: Knoxville’s beautiful backyard.” Encourages both visitation and relocation.
 - ii. P38 produced the 30 second video highlighting the beauty of our community using staff’s backyard.
- f. Co-op ad with Visit Knoxville: Four businesses participated. Visit Knoxville was thrilled with the layout / section; looking to see it grow.
- g. Social Media: Facebook increased reach 15.1%. Instagram increased 102.6%. Paid reach increased over 40%. Blue Cross Blue Shield playground post has been very popular as well as a post on getting outside now that summer heat is over.
- h. WEBSITE Analytics: Site visitors increased 56.7%. Sessions increased 58%. Bounce rate decreased 13.2%. Session duration increased 63% (sessions are over 1 minute which is excellent). Top referral sites are Visit Knox, Town of Farragut, Knoxville Moms and others. Majority of users are from TN, GA and CA.
- i. USS FARRAGUT REUNION
 - i. Had a great time; shopped extensively; tailgated at FHS.
 - ii. Have been recommended/planning to come back in 4 years (normally they reunite every 2 years).
- j. New Assets coming soon:
 - i. Summer Moon coming to 35 North. Specialty coffee shop. Couple who owns it are out of TX; wife was a long-time resident.
 - ii. Steel going up for Top Golf.

3. Charter Review – Committee

- a. Review of Charter. No changes suggested.

4. Tourism Survey Report – Debbie Pinchok (Committee goal/requested)

- a. Easy/fun task to do. Only asked people for zip code.
- b. Did 100 surveys at Lawn Chair Concert; all but 1-2 approached were glad to take the survey for a free item. 66% were from Farragut; 25% Knox Co; 7% from outside Knox within a 50 mile radius.
- c. Did 67 surveys at HarvestFest. 51.5% from Farragut; 26.5% from Knox Co; 22% from outside of Knox Co.

- d. Karen: Goal is to do iPad surveys in hotels during Spring Break 2022.

5. Other Business

- a. Marianne McGill: Farragut was voted in top 3 places to live in TN. Saw on Facebook; unsure of original web source.
- b. Pad for Aldi's is in place at the old Kroger site; steel to come soon.
- c. Working on In & Out Burger coming here.
- d. Next Monday is Countdown to Light the Park from 5-7pm. Lights go on at 6:30pm. Parking is at Community Center, Church across street, Holy Cross Anglican. Do not have official permission to park at Farragut Primary School. Lights continue at parks through Jan. 2nd. Most nights between next Tuesday and Dec. 23 there will be a group giving out cookies, crafts, etc. Check the Calendar on the Parks and Rec site. One night in the 2nd week of December will have 5-minute carriage rides; already sold out at \$5 each. Can get on a waiting list or show up that night to see if there is a no-show, but openings seem unlikely.
- e. First Parks and Rec Master Plan Public Meeting is at 10am here today and also tonight and on Dec. 8. Stop by to vote on your favorite projects.
- f. Management change at Pinnacle Turkey Creek (now Crawford Square). Their tree lighting is delayed until Dec. 10.
- g. Send Seniors Christmas Love has a 2021 goal of 5,000 seniors (last year was 1,250). Linked off the [SendSeniorCitizensLove.org](https://www.sendseniorcitizenslove.org) site. All Knoxville TVA Employee Credit Unions across the area and beyond are drop-off sites for gifts.

Adjourned 9:23am.

Next TVAC Meetings (now starting at 8:30am):

January 18, 2022

March 15, 2022

May 17, 2022