

Town of Franklin Tourism Development Authority Joint Meeting with the Tourism Development Commission

May 8, 2013

TDA members present: Matt Bateman, Mike Grubermann, Cheryl Pullium, Leland Rykse, Vickie Springer and Summer Woodard (designated by Warren Cabe.)

TDA members absent: Chair Candy Presley and Josh Drake

TDC members present: Chair Mike Grubermann, Judy Chapman, Ron Haven, Katie LaFlamm, Gary Shields, Vince West, Summer Woodard and Linda Harbuck (ex-officio member.)

TDC members absent: Kristine Flaig and Laurie Richards

Guests: Tony Angel, Nikki Corbin and Scotty Corbin

TDA Vice Chair Summer Woodard called the meeting to order at 5:30 p.m.

Discussion

Joint sponsorship opportunities for the Smoky Mountain Center for the Fine and Performing Arts

Nikki and Scotty Corbin presented sponsorship opportunities on behalf of the Smoky Mountain Center for the Fine and Performing Arts.

The Smoky Mountain Center provides numerous music concerts, musicals, plays and much more Franklin. The theater does heavy advertising in the Florida, Georgia, North Carolina, South Carolina and Tennessee. Over seventy five percent of people attending shows at the theater are from out of Town. The theater has several advertising opportunities available from sponsorship of a specific show to buying a space in our show booklet. However, the best way the TDA and TDC could help the theater would be to sponsor a specific season or commit to a certain amount of funding to be used towards advertising. The TDA could sponsor the spring and summer season and the TDC could sponsor the fall and winter season. The TDA and TDC could also pool their funding and allot a specific amount to the theater to be spent towards advertising. The theater would like to be granted \$50,000.00. Both boards could commit to \$25,000.00 each. The theater could do a lot of advertising for \$50,000.00. However, we are aware that both boards are tightening up their budgets. The theater could do some advertising for \$30,000.00. Both boards could commit to \$15,000.00 each. However, please keep in mind the theater would be grateful for any amount from the TDA and TDC.

Joint sponsorship opportunities for Comcast cable television and WLOS television

Tony Angel presented options for cable television advertising for Comcast and WLOS.

Comcast targets the Atlanta, Georgia market. Comcast is ranked 9th in television market in the United States. Comcast reaches 2,407,080 television households. The TDA committed \$50,000.00 to Comcast last year. Advertising spots focused on festivals, local attractions, lodging, shopping and dining in Franklin, North Carolina.

May 8, 2013 meeting continued

All of the spots appeared on various Comcast channels. The National Geographic channel, Golf channel, Life Time Movie channel and the Travel channel are a few of the channels that featured segments of Franklin, NC. The proposal I have before you includes 18 spots per week on the National Geographic channel, Golf channel, Life Time Movie channel and the Travel channel. The length of each spot will be 30 seconds. The average cost per spot is \$131.94 (please see attachment.)

WLOS targets Georgia, North Carolina and South Carolina. WLOS is ranked 37th in television market in the United States. WLOS reaches 846,030 television households. The spots will appear on First News/ News 13, Good morning America, Wheel of Fortune and Jeopardy. The proposal I have before you include spot lengths of 15 seconds. The average cost per spot is \$150.45 (please see attachment.)

Items from the Boards

Gary Shields- I would like to see both boards work together on sponsoring advertising opportunities with the Smoky Mountain Theater.

Vince West- I would like to see both boards commit advertising dollars to the Smoky Mountain Theater. Over seventy five percent of people attending shows at the theater are from out of Town.

Ron Haven- I would like to see the theater look at dates to bring people from out of Town in to Franklin throughout the year. Many of the events at the theater are scheduled around holidays when people are already visiting the Franklin area.

Linda Harbuck- Judy Chapman, Mike Grubermann, and I attended an event hosted by the Smoky Mountain Host. The Smoky Mountain host presented various print and non-print advertising opportunities for the upcoming year.

Mike Grubermann- The TDA board does a lot of non-print advertising and the TDC board does a lot of print advertising. I believe both boards are doing a great job in not duplicating advertising dollars.

Matt Bateman- How does the board feel about the U-Go tour mobile app?

Ron Haven- I am very disappointed in the app. I would like to see the money refunded.

Judy Chapman- The app does not work correctly. It is hard to pull up online.

Matt Bateman- I would like to see if the Town attorney will look into this further. I would like to get the videos that were produced for this app.

Summer Woodard- I will look into to this.

Matt Bateman- I would like to see both boards work together on branding Franklin. Franklin and Macon County have numerous natural assets. We need to look at ways to promote the natural assets our community has to offer.

May 8, 2013 meeting continued

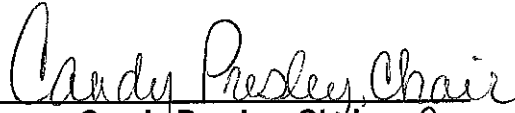
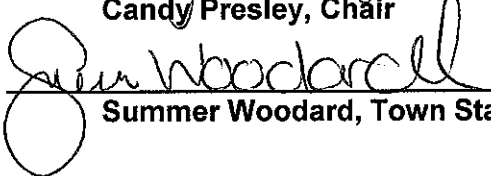
Vince West- I agree. I would like to see something done to promote river activities along the Little Tennessee.

Mike Grubermann- The Town looked at river activities along the Little Tennessee. Duke energy has worked on cleaning up the put-ins along the river.

Summer Woodard- I am glad to see both boards working together.

Adjournment

There being no further business, Gary Shields motioned to adjourn and it was seconded by Vince West. The meeting adjourned at 7:00 p.m.


Candy Presley, Chair

Summer Woodard, Town Staff