



Haywood County Tourism Development Authority

MARKETING COMMITTEE GUIDELINES

The marketing committee supports Haywood County Tourism Development Authority (HCTDA) in developing marketing strategies and campaigns that inspire travel to Haywood County.

COMMITTEE MEMBER REQUIREMENTS

- The Marketing Committee shall consist of 2-4 HCTDA Board of Directors and additional community members from each of the Haywood County zip codes.
- All Marketing Committee members shall sign the Marketing Committee Guidelines and shall serve for a term of two (2) years. Committee members can serve no more than two consecutive terms unless there's no other willing participants.
- Committee members must have a marketing & communications background or expertise (does not have to be tourism related).
- Committee members must show a commitment to showing up to scheduled committee meetings.

COMMITTEE ROLES

- The Marketing Committee serves as an advisory panel supporting staff marketing initiatives.
- The Marketing Committee shall work with staff to prepare and submit to the HCTDA Board of Directors for its approval an annual marketing program to advertise and promote tourism for Haywood County.
- The Marketing Committee shall act as ambassadors in fostering industry understanding of Visit NC Smokies' brand, goals & objectives.
- The Marketing Committee shall help recommend which agencies the HCTDA will work with to leverage our marketing efforts.
- The Marketing Committee can make financial recommendations but any recommendations have to be approved by the HCTDA Board of Directors.

APPLICATION PROCESS

- Applicants will fill out the "Application for Appointment" form (attached) to be reviewed and voted on by the current HCTDA Marketing Committee.

Signature of Applicant