

**Are you interested in serving as a
Bertie County
Tourism Development Authority (TDA) Board Member?
Candidates names will be collected up until February 3, 2025**

TDA Board Members must be currently involved in either of these businesses/activities:

- 3 members from **lodging industry (AIRBNB, VRBO, rental cottages, hotel, motel, cabins)**
- 3 members involved in **tourism promotion in Bertie County, including but not limited to retail, food and beverage, downtown organizations, nature-based education and exploration, and outdoor recreation including but not limited to hunting, fishing, kayaking, hiking, equestrian activities, camping, and guide services.**
- 1 member from the Bertie County Chamber of Commerce

The Bertie County Finance Officer shall be the ex officio finance officer.

TDA Member Duties will include

For the First Year—Establish the foundation of the TDA structure:

- Bylaws
- Utilize Destination Bertie Travel & Tourism Master Plan and Branding Guide
- Outline duties and best practices of an effective TDA – ensure these duties align with Bertie County's long term marketing plan.
- Educate prospective TDA members on what a TDA can do and their responsibilities.
- Identify all avenues for Bertie TDA roles/purpose
- Develop scope for part-time TDA Director & job description.
- Provide guidance on funding for festivals
- Define outreach strategies citizens and existing tourism entities.
- Define potential uses of TDA funds looking at existing Bertie Tourism Plan
 - ◇ Advertising
 - ◇ Promotional Materials
 - ◇ Signage
 - ◇ Website

The TDA Board will work with Chris Cavanaugh Magellan Strategies to create the structure. Uplift Tourism is paying for Mr. Cavanaugh's services.

BCTDA Board has fiduciary duty to ensure tax dollars are spent in accordance with specific legislation and policies governing their use.



**The members and chair shall be appointed by the
Bertie County Commissioners from a list of candidate responses.**

To Read More: <http://www.co.bertie.nc.us/>

**To add your name or for Questions Please Call (252) 588-2318
Or email robin.payne@bertie.nc.gov**