



**Haywood County Tourism Development Authority
Board of Directors Meeting**

HCTDA Office: 1110 Soco Road Maggie Valley, NC 28751

Date: February 26th, 2020

Time: 2:00PM

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- I. Call to Order – Chairman Lowe**
 - II. Introductions**
 - III. Adjustment of Agenda**
 - IV. Public Comment Session (12 minutes total, limit 3 minutes per person)**
 - V. Board Comments**
 - VI. Presentation by Bill Holman, NC State Director of The Conservation Fund**
 - VII. Consent Agenda**
 - a. Request Approval of Minutes – January 29th, 2020
 - b. Request Approval of Budget Amendment – Attachment 1
 - VIII. Administrative/Committee Reports**
 - a. January Financial Report – Julie Davis
 - b. 3%, 1% & 4% Net Occupancy Tax Reports – Chris Corbin
 - c. Penalty Report – Chris Corbin
 - d. STR & AirDNA Reports – P. Shah
 - IX. New Business – Chairman Lowe**
 - a. Request Approval of 20/21 Grant Guidelines – Lynn Collins & Ben Wilder
 - b. Request Approval of RMEF Donation – Chairman Lowe
 - c. Request Approval of Budget Amendment for RMEF Donation – Chairman Lowe
 - d. Request Approval of Letter of Support for Maggie Valley Urgent Care – Chairman Lowe
 - e. Revised 2020 Budget Schedule & HCTDA Board Meeting Schedule
 - X. Old Business**
 - a. Revisit TDA Board Meeting Time – Chairman Lowe
 - XI. Adjournment**
 - XII. 10 Minute Media Communication Schedule**

**HCTDA Board Meeting Minutes
January 29th, 2020
TDA Office, Maggie Valley**

Members Present: Lyndon Lowe, Colleen Davis, Julie Davis, Mike Eveland, P. Shah, Chris Corbin, Katy Gould, Dave Angel, Kirk Kirkpatrick, Rob Huckaby, Gail Mull, David Francis

Members Absent: Amie Owens, Becky Seymour

Chairman Lyndon Lowe called the meeting to order at 2:03pm and welcomed the newly appointed TDA Board members; Rob Huckaby, Colleen Davis and Becky Seymour. Chairman Lowe also announced Katy Gould's reappointment as the Clyde Municipal representative.

Introductions

Adjustments to Agenda

- One adjustment to the agenda – there will not be a financial report presented today.

Public Comment

- No public comment.

Board Comments

- Chairman Lowe thanked Lake Junaluska for hosting the TDA Board meetings for the past several years.

Consent Agenda

- Dave Angel made a motion to approve the Consent Agenda which includes the minutes from the December 4th, 2019 TDA Board Meeting and a budget amendment reviewed by Executive Director Collins.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the November numbers are 13% ahead of Budget and 10% ahead of the previous year which is very good considering we budgeted flat for the year. The 1% report shows all zip codes are up double digits except for Canton and that has to do with inflated numbers for one month from the

previous year. Finance Chairman Corbin stated that the 4% accounts are still growing. He went on to state that in November the Vacation Rentals exceeded Hotel/Motel stays and that we normally see a boost in Vacation Rentals in the winter. The Penalty report appears to be pretty standard and we continue to work on delinquent accounts.

STR & AirDNA Reports

- P. Shaw presented the STR and the AirDNA reports and pointed out that on the STR report year to date through December occupancy is up 1%. ADR is flat and RevPAR show a slight increase.
- On the AirDNA report it reflects that the comparison between Dec. 18 and Dec. 19 shows a 30% increase. He went on to state that we should probably start taking a look at Vacation Rentals versus which of those could be used for housing.
- The increase in occupancy is 4% and the increase in entire houses is 25%.
- Chris Corbin asked if new vacation rentals show up on our books as one account?
- Director Collins replied that it depends if it is a single owner reporting taxes or if it is listed with a Property Management Company.
- P. Shaw asked if the Property Management Companies give us a listing of accounts.
- Discussion ensued about how we know if they are paying and if we should be doing something to follow up on these accounts. If we start seeing our trends change, we may need to address this.

New Business

- Chairman Lowe presented the Finance Committee recommendation to approve a 4% increase over FY 18/19 actual occupancy tax collections for the FY20/21 budget.
- P. Shah made a motion to approve the 4% increase as recommended by the Finance Committee.
- Dave Angel seconded the motion.
- Motion passed unanimously.
- Chairman Lowe presented the 1% Grant Recommendations for 28716 (Canton) in the amount of \$12,395.
- Chris Corbin made the motion to approve the recommendations as presented.
- Rob Huckaby seconded the motion.
- Gail Mull recused herself from the vote.
- Motion passed.
- Chairman Lowe presented the 1% Grant Recommendations for 28745 (Lake Junaluska) in the amount of \$12,675.
- Mike Eveland made the motion to approve the recommendations as presented.
- Dave Angel seconded the motion.
- Rob Huckaby recused himself from the vote.
- Motion passed.
- Chairman Lowe presented the 1% Grant Recommendations for 28751 (Maggie Valley) in the amount of \$41,471.
- Dave Angel made the motion to approve the recommendations as presented.

- Chris Corbin seconded the motion.
- Mike Eveland recused himself from the vote.
- Motion passed.
- Chairman Lowe presented the 1% Grant Recommendations for 28785/86 (Waynesville) in the amount of \$24,524.
- P. Shah made the motion to approve the recommendations as presented.
- Dave Angel seconded the motion.
- Colleen Davis recused herself from the vote.
- Motion passed.

- Chairman Lowe requested approval of a Bylaws Amendment recommended by the HCTDA Executive Committee for Article III, Section 1 as follows: The officers of the Authority shall be a Chairman, a Vice Chairman, a Secretary and a Treasurer. The Chairman and the Vice Chairman shall be elected by the Authority. The term of the Chairman shall be a two (2) year term of office. The term of the Vice Chairman shall be a one (1) year term of office. The Executive Director of the Authority shall serve as the Secretary and the Haywood County Finance Officer shall serve as the Treasurer. HCTDA Board members cannot serve in an officer position until serving at least one year on the HCTDA Board.
- Colleen Davis made the motion to approve the Bylaws Amendment as presented.
- Mike Eveland seconded the motion.
- Motion passed unanimously.
- Chairman Lowe requested approval of a Letter of Agreement with Beth Gilmore for PR Writing Services not to exceed the amount of \$2,500 by June 30th, 2020.
- Dave Angel made a motion to approve the Letter of Agreement for PR Writing Services as presented.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
- Chairman Lowe turned the meeting over to Executive Director Collins for the Election of Officers.
- Director Collins presented the slate of officer nominations presented by the Executive Committee as follows:
 - Lyndon Lowe nominated to serve a two (2) year term as HCTD Chairman
 - Chris Corbin nominated to serve a one (1) year term as HCTD Vice Chairman
- Director Collins opened the floor to accept other nominations for Officers. With there being none, she closed the floor for nominations.
- Dave Angel make a motion to accept the nomination of Lyndon Lowe as Chairman and Chris Corbin as Vice Chairman as presented by the Executive Committee.
- Katy Gould seconded the motion.
- Motion passed unanimously.

- Chairman Lowe informed the board that included in the agenda packet is a 2020 Committee Sign-up sheet for the TDA standing committees and encouraged everyone to participate in at least one committee. He then asked the board member to complete the Committee sign-up sheet and turn in before leaving the meeting.
- Chairman Lowe announced that also included in the packet is the 2020 TDA Board Meeting Schedule, the 2020 Budget Schedule and the 2020 TDA Board Contact List.

Old Business

- Director Collins gave a response to an audit question that P. Shah asked during the December meeting. She gave the breakdown of the advertising sales line item in the budget to explain the negative variance.

Staff Reports

- Staff presented brief updates on status of programs. Reports are on file at haywoodtda.com.

Adjournment

- Chairman Lowe adjourned the meeting at 3:22pm.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2019 -2020

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 30 2020

Section 1. To amend the General Fund the Revenues are to be decreased as follows:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
TOTAL				

Expenditures		Current Budget	Increase (Decrease)	Amended Budget
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
3% Events/Festivals Promo	568101	6,250	(6,250)	-
Liability Insurance	545101	6,575	200	6,775
Rent	541301	21,973	8,000	29,973
Sponsorship	537901	1,000	(1,000)	-
Education	537401	15,840	(3,000)	12,840
Non Expendable Office Supplies	529901	1,000	2,050	3,050
Utilities	570102	4,841	2,500	7,341
Quilt Trail Expense	521001	4,000	(2,500)	1,500
		61,479	-	61,479

which will result in a net increase (decrease) of \$0 in the expenditures of the General Fund.

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 26th day of February 2020.

Chairman
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explanation:

Budget Amendment Explanations

January 2020

Expenditures

- 3% Festivals & Events – we funded an event that did not take place
- There was a slight increase in liability insurance
- An error was made in the budget on the rent calculation
- No sponsorships are currently committed
- Staff is not doing as many education conferences as in past years
- The need to purchase a new safety ladder for the Visitor Center and several smaller items have been replaced
- An error was made in the budget on the utility calculation
- We have not had time to focus on selling quilt blocks this year

Haywood County Tourism Development Authority

Financial Statement January 2020



Haywood County TDA
Statement of Financial Position
As of January 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
100001 1% Cash in Bank - 1st Citizens	68,628.19
100002 3% Cash in Bank - 1st Citizens	158,732.92
111501 NCCMT - 9152 3% General Investment	476.37
111502 NCCMT - 1598 3% General Term	633,104.04
111503 NCCMT - 9863 1% General Investment	65.41
111504 NCCMT- 1788 1% General Term	129,354.20
119100-Payroll Clearing	1,161.68
Total Bank Accounts	\$ 991,522.81
Other Current Assets	
119000 Petty Cash - TDA	100.00
119001 Petty Cash - VC	100.00
Total Other Current Assets	\$ 200.00
TOTAL ASSETS	\$ 991,722.81
LIABILITIES AND NET POSITION	
231800 Sales Tax Payable	-315.52
Federal Taxes (941/944)	2,540.19
NC Income Tax	895.00
NC Pension Payable	3,571.75
Total Other Current Liabilities	\$ 7,006.94
Total Liabilities	\$ 6,691.42
329300 Net Assets as July 1	871,802.58
Net Revenue	113,228.81
Total Net Position	\$ 985,031.39
Total Liabilities and Net Position	\$ 991,722.81

Haywood County Tourism Development Authority

Budget vs Actuals

January 2020

	Jan 20	Jul '19 - Jan 20	Annual Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	111,386.93	701,180.33	1,167,748.00	60.05%
427012 · 1% Net 28716 Occupancy Tax	2,724.71	17,442.33	27,010.00	64.58%
427013 · 1% Net 28721 Occupancy Tax	1,445.42	7,049.36	10,908.00	64.63%
427014 · 1% Net 28745 Occupancy Tax	3,996.52	26,754.04	46,360.00	57.71%
427015 · 1% Net 28751 Occupancy Tax	16,018.01	97,346.72	181,828.00	53.54%
427016 · 1% Net 28785/28786 Occupancy Tx	13,616.69	86,467.98	119,763.00	72.2%
427112 · Appropriation of Fund Balance 2	0.00	0.00	14,448.00	0.0%
427113 · Appropriation of Fund Balance	0.00	0.00	11,134.00	0.0%
427114 · Appropriation of Fund Balance 0	0.00	0.00	1,633.00	0.0%
427115 · Appropriation of Fund Balance 1	0.00	0.00	2,488.00	0.0%
427116 · Appropriation of Fund Balance 3	0.00	0.00	3,580.00	0.0%
432001 · Quilt Trail	0.00	900.00	4,000.00	22.5%
449201 · Product Sales	371.49	14,781.86	30,000.00	49.27%
449810 · Visitor Guide Ad Sales	2,000.00	25,795.00	40,000.00	64.49%
449910 · Internet Ad Sales	0.00	0.00	5,000.00	0.0%
451101 · Elk Fest Revenue	225.00	50,213.50	50,500.00	99.43%
460101 · Sponsorships	0.00	8,420.20	2,000.00	421.01%
483491 · Investment Earnings 3%	934.37	5,918.84	10,000.00	59.19%
483492 · Investment Earnings 1%	190.87	1,100.87	2,000.00	55.04%
483831 · Net Occupancy Tax Penalties 3%	1,995.22	3,979.05	7,500.00	53.05%
499990 · Fund Balance Appropriation 3%	0.00	0.00	150,000.00	0.0%
Total Income	154,905.23	1,047,350.08	1,887,900.00	55.48%
Expense				
512101 · Salaries-Admin-Promo	8,935.38	66,821.19	122,698.00	54.46%
512110 · NC State Retirement - Promo	2,138.33	14,732.01	28,476.00	51.74%
512201 · Salaries-Visitor Center	3,141.54	26,320.92	52,285.00	50.34%
512221 · FICA Visitor Ctr	240.33	2,041.23	4,051.00	50.39%
512232 · Temporary Labor - Visitor Ctr	0.00	0.00	500.00	0.0%
517001 · Board Members-Promo	66.83	837.96	3,000.00	27.93%
518101 · FICA Admin	683.55	4,456.95	9,473.00	47.05%
518201 · Salaries Marketing	11,815.10	87,617.89	163,637.00	53.54%
518202 · FICA Marketing	903.85	6,656.86	12,655.00	52.6%
518301 · Group Health Insurance - Promo	3,676.67	26,705.47	43,382.00	61.56%
518601 · Worker's Comp-Promotional-Promo	0.00	1,118.00	1,703.00	65.65%
519101 · Accounting Services-Promo	0.00	4,462.50	5,950.00	75.0%
519201 · Professional Svcs-Legal Fee-Pro	0.00	0.00	2,000.00	0.0%
519204 · Profess Svcs / Contrct Svcs - P	6,150.00	36,900.00	92,300.00	39.98%
521001 · Quilt Trail Expense	0.00	352.70	4,000.00	8.82%
526001 · Office Supplies-Promo	323.30	1,776.34	3,500.00	50.75%
526101 · Visitor Center Supplies	-67.31	1,969.45	3,500.00	56.27%
527001 · Purchases/Resale-Promo	0.00	7,423.63	15,000.00	49.49%
529901 · NonExpendable Office Supp-TR	0.00	2,440.96	1,500.00	162.73%

Haywood County Tourism Development Authority

Budget vs Actuals

January 2020

	Jan 20	Jul '19 - Jan 20	Annual Budget	% of Budget
531101 · Travel-Local-Promo	0.00	0.00	1,300.00	0.0%
531201 · Travel-NonLocal-Promo	50.00	1,489.82	5,925.00	25.15%
531301 · Fuel-T Related	79.81	362.52	1,400.00	25.89%
532101 · Telephone-Promo	376.52	3,418.32	6,879.00	49.69%
532201 · Postage-Promo	713.34	5,231.83	14,000.00	37.37%
534901 · Print & Bind-Promo	0.00	4,666.40	11,250.00	41.48%
535201 · Repair & Maintenance-Promo	800.00	5,418.74	10,111.00	53.59%
537101 · Marketing-Promo	1,874.33	5,596.02	22,200.00	25.21%
537221 · Advertise-PR/Internet/Billboard	30,942.03	239,154.59	413,750.00	57.8%
537301 · Visitor Guide Ads-Promo	0.00	35,625.00	40,000.00	89.06%
537401 · Education-Promo	0.00	750.00	15,840.00	4.74%
537502 · Wayfinding	0.00	0.00	125,000.00	0.0%
537701 · Public Relations/Comm-Promo	0.00	1,386.67	7,500.00	18.49%
537802 · Group Sales Marketing	0.00	1,000.00	10,000.00	10.0%
537803 · Group Sales Trade Shows	2,190.00	12,337.49	9,994.00	123.45%
537804 · Group Sales Travel out of Count	824.70	4,314.96	10,740.00	40.18%
537805 · Group Sales Advertising	1,200.00	7,160.70	20,000.00	35.8%
537806 · Group Sales Dues & Subscription	1,995.00	3,490.00	3,655.00	95.49%
537901 · Sponsorship - Promo	0.00	0.00	1,000.00	0.0%
541301 · Rent-Promo	2,511.61	20,072.88	21,973.00	91.35%
543201 · Equipment Lease-Promo	744.91	9,137.02	16,209.00	56.37%
545101 · Liability Insurance-Promo	0.00	6,663.00	6,575.00	101.34%
549101 · Dues & Subscriptions-Promo	313.76	17,843.88	21,649.00	82.42%
549902 · Bank Charges-Promo	156.50	1,890.03	2,000.00	94.5%
549903 · Property Tax	0.00	386.82	450.00	85.96%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-19,293.00	0.0%
549910 · 28716 (Canton) Promo	0.00	15,703.00	26,738.00	58.73%
549911 · 28716 - Canton - Tourism	480.00	11,920.00	13,369.00	89.16%
549912 · 28721 (Clyde)	0.00	1,000.00	14,331.00	6.98%
549913 · 28721 - Clyde - Tourism	0.00	700.00	7,166.00	9.77%
549914 · 28745 (LJ)	0.00	16,291.09	30,450.00	53.5%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,225.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	5,325.00	50,145.13	116,817.00	42.93%
549917 · 28751 - Maggie Valley - Tourism	0.00	33,704.17	58,408.00	57.71%
549918 · 28785/86 (Waynesville)	4,406.00	41,767.88	78,237.00	53.39%
549919 · 28785/86 - Waynesville -Tourism	1,118.36	10,468.36	39,118.00	26.76%
549921 · Canton- Admin	0.00	0.00	1,351.00	0.0%
549922 · Clyde- Admin	0.00	0.00	545.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	2,318.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	9,091.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	5,988.00	0.0%
551001 · Capital Outlay Promo	0.00	2,197.61	4,753.00	46.24%
551002 · Capital Outlay - Tourism	0.00	1,793.90	3,537.00	50.72%
568101 · 3% Events/Festivals/Special-Pro	0.00	0.00	6,250.00	0.0%

Haywood County Tourism Development Authority **Budget vs Actuals** January 2020

	Jan 20	Jul '19 - Jan 20	Annual Budget	% of Budget
569101 · Elk Fest Expenses-Promo	0.00	37,286.93	52,650.00	70.82%
569102 · Elk Fest Expenses-TR	0.00	11,768.79	12,000.00	98.07%
569921 · Folkmoot USA - Promo	0.00	10,000.00	20,000.00	50.0%
570102 · Utilities	650.57	4,134.41	4,841.00	85.4%
599101 · Contingency	0.00	0.00	15,000.00	0.0%
Total Expense	94,760.01	928,912.02	1,887,900.00	49.2%
Net Ordinary Income	60,145.22	118,438.06	0.00	100.0%
Other Income/Expense				
Other Expense				
60000 · Adjustments for Prior Year	0.00	5,209.25	0.00	0.00
Total Other Expense	0.00	5,209.25	0.00	0.00
Net Other Income	0.00	-5,209.25	0.00	100.0%
Net Income	60,145.22	113,228.81	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2019-2020

	A	B	C	D	E	F	G	H
1		2019-2020	2019-2020	2019-2020	% Change	2018-2019	2018-2019	% Change
2		Occupancy	Occupancy	Penalties	Compared	Occupancy	Penalties	Compared
3		Tax	Tax	Interest	To	Tax	Interest	To
4		Projections	Actual		Budget	Actual		Previous
5								Year
6								
7	July	\$147,351	\$155,055	\$735	5%	\$148,380	\$354	4%
8	August	\$120,666	\$133,405	\$408	11%	\$123,380	\$1,437	8%
9	September	\$116,025	\$131,589	\$589	13%	\$113,828	\$419	16%
10	October	\$153,153	\$169,745	\$251	11%	\$159,349	\$502	7%
11	November	\$83,925	\$111,387	\$1,995	33%	\$90,553	\$326	23%
12	December	\$71,355	\$78,487	\$852	10%	\$72,016	\$1,776	9%
13	January	\$50,278				\$57,143	\$648	
14	February	\$44,089				\$50,616	\$553	
15	March	\$58,012				\$62,855	\$118	
16	April	\$68,455				\$72,309	\$304	
17	May	\$104,229				\$111,430	\$245	
18	June	\$142,710				\$146,321	\$219	
19								
20	Total Proj.	\$1,160,248				\$1,208,180	\$6,901	
21								
22	YTD	\$692,475	\$779,668	\$4,830	13%	\$707,506	\$3,038	10%

**2019/2020
1% NET OCCUPANCY TAX REPORT**

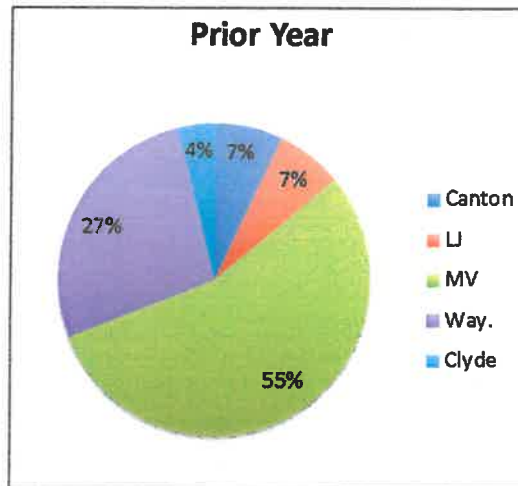
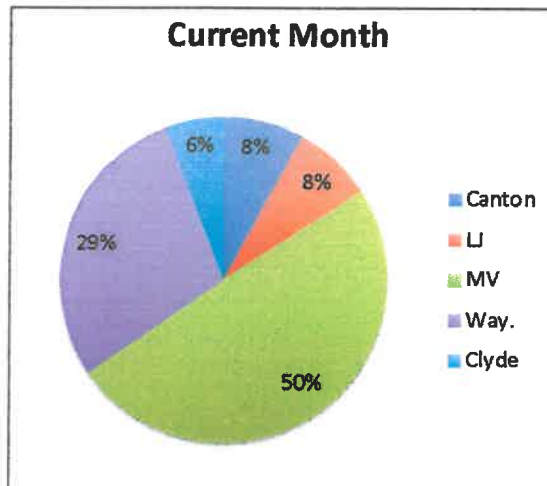
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	PROJECTED	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY			
	19/20	19/20	18/19	19/20	19/20	18/19	19/20	19/20	18/19	19/10	19/20	18/19	19/20	19/20	18/19
July 2019 Received September 2019	\$3,628	\$2,827	\$3,201	\$1,445	\$1,075	\$1,250	\$5,719	\$7,259	\$6,198	\$27,434	\$25,401	\$24,313	\$13,704	\$14,088	\$14,616
August 2019 Received October 2019	\$3,328	\$2,943	\$2,946	\$1,324	\$875	\$1,170	\$5,314	\$5,361	\$4,570	\$20,884	\$18,981	\$20,003	\$13,754	\$13,220	\$12,915
September 2019 Received November 2019	\$3,885	\$3,106	\$5,431	\$1,394	\$932	\$606	\$5,298	\$4,691	\$3,631	\$20,685	\$20,095	\$17,945	\$12,798	\$12,351	\$10,469
October 2019 Received December 2019	\$3,876	\$3,276	\$3,921	\$1,441	\$1,340	\$1,595	\$6,427	\$6,160	\$4,690	\$26,056	\$24,075	\$25,406	\$18,865	\$15,933	\$17,673
November 2019 Received January 2020	\$2,725	\$2,118	\$2,861	\$1,445	\$854	\$1,100	\$3,997	\$3,064	\$2,920	\$16,018	\$10,969	\$13,373	\$13,617	\$9,467	\$10,039
December 2019 Received February 2020	\$1,974	\$1,523	\$1,906	\$1,589	\$958	\$877	\$1,980	\$1,916	\$1,706	\$13,077	\$13,020	\$13,492	\$7,837	\$7,000	\$6,616
January 2020 Received March 2020		\$918	\$1,637		\$966	\$1,313		\$909	\$1,314		\$7,900	\$9,697		\$4,495	\$5,303
February 2020 Received April 2020		\$1,002	\$1,800		\$468	\$895		\$676	\$1,379		\$6,754	\$8,240		\$4,224	\$4,743
March 2020 Received May 2020		\$1,956	\$2,203		\$786	\$948		\$1,524	\$3,043		\$8,385	\$8,888		\$5,996	\$5,909
April 2020 Received June 2020		\$1,753	\$2,451		\$728	\$670		\$2,607	\$2,193		\$9,576	\$11,001		\$7,483	\$7,890
May 2020 Received July 2020		\$2,501	\$3,010		\$916	\$886		\$4,667	\$5,010		\$14,288	\$16,682		\$11,207	\$11,692
June 2020 Received August 2020		\$3,087	\$4,408		\$1,010	\$984		\$7,526	\$7,660		\$22,384	\$22,622		\$14,299	\$13,258
Total Received After Year End (Unavailable)		\$5,588	\$7,418		\$1,926	\$1,870		\$12,193	\$12,670		\$36,672	\$39,304		\$25,506	\$24,950
YTD	\$19,416	\$15,793	\$20,266	\$8,638	\$6,034	\$6,598	\$28,735	\$28,451	\$23,715	\$124,154	\$112,541	\$114,532	\$80,575	\$72,059	\$72,328
Total 19/20 Projections		\$27,010	\$35,775		\$10,908	\$12,294		\$46,360	\$44,314		\$181,828	\$191,662		\$119,763	\$ 121,123
TOTAL of 19/20 1% Projections	\$385,869														
Comparison to Budget YTD	30%			66%			3%			1%			12%		
Comparison to December 2018	4%			81%			16%			-3%			18%		
YTD Comparison with FY 18/19	-4%			31%			21%			8%			11%		
% of YTD Collections	7%			3%			11%			48%			31%		

**Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
December 2019**

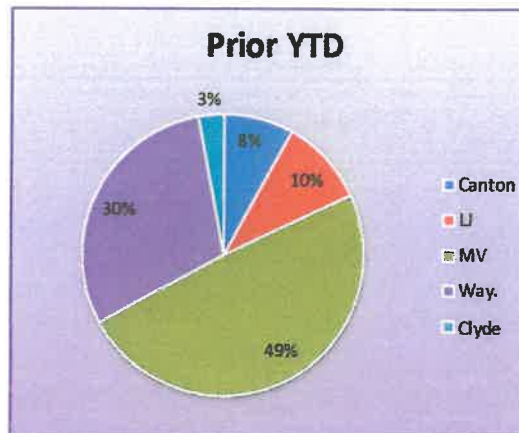
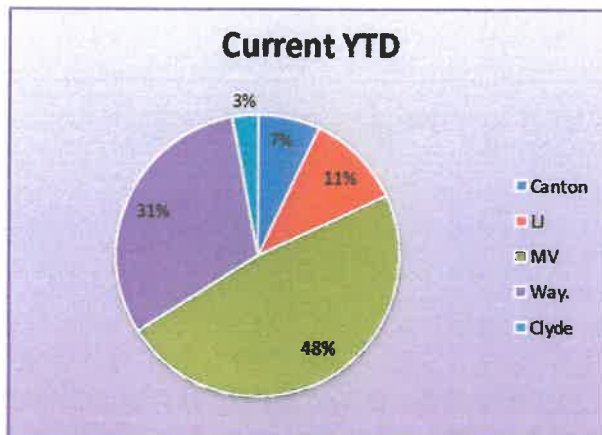
Active Account Performance			Variance
	December 2019	December 2018	
Canton	37	37	0%
Clyde	22	20	10%
Lake Junaluska	20	15	33%
Maggie Valley	198	195	2%
Waynesville	133	118	13%
Total	410	385	6%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$78,487.34	Remittance Type	Distribution
Distribution Previous Year	\$72,016.28	Taxes Remitted for Period 4%	\$105,706.85
Difference	\$6,471.06	Penalties	\$1,194.22
Variance	9%	Sub Total	\$106,901.07
		Fee to County	(\$1,069.01)
		Total Distribution 4%	\$105,832.06

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

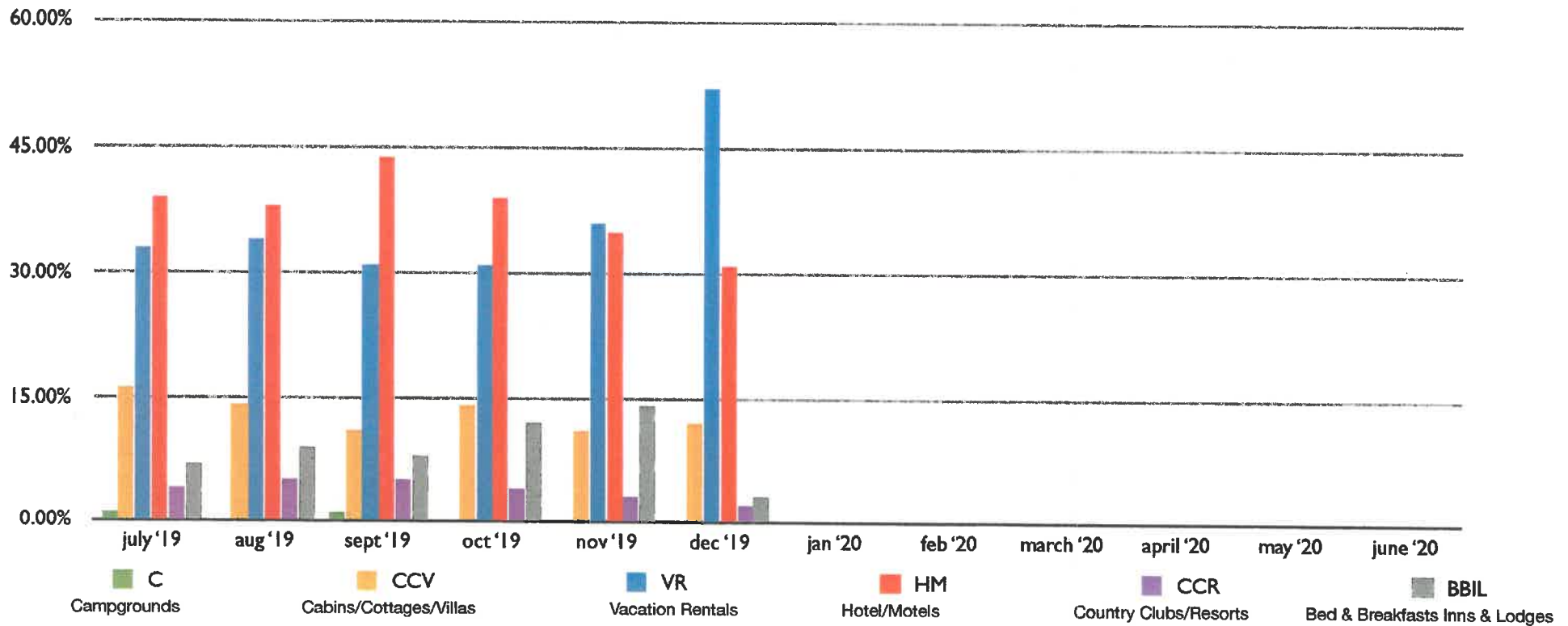


19/20 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2019 - JUNE 2020

TYPE	JULY '19	AUG '19	SEPT '19	OCT '19	NOV '19	DEC '19	JAN '20	FEB '20	MARCH '20	APRIL '20	MAY '20	JUNE '20
C	1.00%	0.00%	1.00%	0.00%	0.00%	0.00%						
CCV	16.00%	14.00%	11.00%	14.00%	11.00%	12.00%						
VR	33.00%	34.00%	31.00%	31.00%	36.00%	52.00%						
HM	39.00%	38.00%	44.00%	39.00%	35.00%	31.00%						
CCR	4.00%	5.00%	5.00%	4.00%	3.00%	2.00%						
BBIL	7.00%	9.00%	8.00%	12.00%	14.00%	3.00%						

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



**HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE**

**AS OF THE MONTH ENDED
DECEMBER RECEIVED IN JANUARY 2020**

ID #	Business Name	no statement	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
			Tax	Penalty	Appealed			
623	Angel Puppy Cabin owes penalty aug- nov 2019			16.26		16.26		16.26
905	Bear Run Log Cabins owes sept penalty			20.04			20.04	20.04
622	Big View Cabin owes april-dec 2019			275.98			275.98	275.98
424	Cataloochee Mountain Cabin owes nov penalty			6.40		6.40		6.40
906	Crooked Oak Cottages owes penalty on check not received for Nov			5.00		5.00		5.00
854	David's Dream owes july penalty			13.20			13.20	13.20
976	Elk Ridge Cabin owes july & aug penalties			56.14			56.14	56.14
717	Judge Franks filed all zero's thru DEC 2019 Penalties from Oct-Dec 2016 TDA SENT A 90 DAY DELINQUENT LETTER DUE AUG 16			78.35			78.35	78.35
328	Lake Logan Conference Center owes dec penalties			7.07		7.07		7.07
878	LMW Services(Pat's Mountain) owesdec penalty			10.86		10.86		10.86
466	Lucky Cat (Hearth & Home) owes may penalty short on June tax & july penalty. Account not filing LIEN HAS BEEN FILED		0.60	123.38			123.98	123.98
903	Maggie Valley Chalet owes Aug-October 2019 penalty			20.52			20.52	20.52
634	Manor Ridge owes part of Oct penalty			13.40		13.40		13.40
692	Master's View filed up to date coupons- & paid old penalties owes May 17-July 19 penalties			309.86			309.86	309.86
862	Oak Chalet on Love Lane owes bal of Feb penalty& oct-Nov penalty			17.00		17.00		17.00
978	Rohanna Hotels Maggie Valley Inn owes oct penalty			378.37			378.37	378.37
303	Rudra H LLC America Best Inn owes dec penalty			143.06		143.06		143.06
851	Serenity Cabin owes june-Aug penalties applied overpay			8.33		8.33		8.33
1001	Southern Firefly (Red Wolf) owes nov penalties			9.75		9.75		9.75
616	Starr Cozy Cabin owes part of nov penalty			3.77		3.77		3.77
654	The Blue Moon Lodge owes aug-dec penalties applied credit			34.10		34.10		34.10
678	The Light House owes tax for Sept short paid on payment applied overpay for oct Filed out of business		127.60				127.60	127.60
671	The PineCone owes october penalty			13.91			13.91	13.91
672	The Rucker House owes part penalty nov <u>no statement</u>			1.50		1.50		1.50
951	The Starnes House owes part de penalty			5.63		5.63		5.63
936	The Shierenvaser House owes bal of oct tax <u>no statement</u>		4.00				4.00	4.00
962	Top of Trees owes oct penalties <u>no statement may appeal</u>			6.19			6.19	6.19
818	Tranquility Cabin owes dec penalty			22.08		22.08		22.08
1011	Waynesville Executive Retreat Cabin owes years 2017-2019 penalties			155.99		155.99		155.99
32	Woodyear Properties Meadowlark Motel owes nov penalty			146.15			146.15	146.15
TOTAL			132.20	1,902.29	0.00	460.20	1,574.29	2,034.49

		no statement		AMOUNT OWED TO TDA			PAID PENALTY IN January & (prior penalties)		
ID #	Business Name			Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed
PAID PENALTY IN January & (prior penalties)									
Name		Penalty							
ANGEL PUPPY CABIN		48.62							
HARLEY HAVEN		6.94							
INN ON LOVE LANE		1034.03							
MANOR RIDGE		13.40							
RIVER ROOST		6.43							
SOUTHERN FIREFLY		37.96							
STARR COZY CABIN		2.26							
SUMMIT BLISS SERVICES		8.19							
THE STARNES HOUSE (starstorm mtn apt)		1.31							
V SHINE THE 28 LINKS HOUSE		22.05							
THE WREN COOTAGE @ BALSAM		13.04							
		1194.22							

Below Accounts Not Filing or paying past due amounts

(X) -accounts are not filing- no penalty amount assessed.

511	Elk View Lodge (PAID OLD PENALTIES)						X	
	NOT FILING OWES SEPT 14-DEC 2015 AND YEAR 2016							
504	M&M China Investments filed coupons for 2013-2014 year penalties for each 13-dec 14 acct			180.87			180.87	
	NOT FILING OWES JAN15-DEC 2016 Lynn sent a 30day letter has till July 23 THIS ACCOUNT HAS NOT PAID OR FILED ACCT TO TAX FOR COLLECTION							
	This account M&M China has been turned over to Avelene My Lodge							
461	Jesse Caraway due Maggie Valley Chalet						X	
	NOT FILING OWES MAR13- DEC 2016							
648	Twin Maples owes for Mar-Dec 2014 went to long term in 2015						X	
	I have requested the year of 2014 to be filed and out of business if no longer short term							
383	Laxmi B Hotel(new owners/name CLOSED owes June 15 penalty			35.71			35.71	35.71
			Tax	Penalty	PAID	Waived	Total	
	These accounts have been turned over to Tax Collector							
	statements need updated- accounts not filing							
493	Blue Martin/Myers Mountain Homes	there De 2017 correct property sold p	15,895.12	4,863.36	avoid new penalties	5,765.75		14,992.73
404	Meadowbrook Resort Paid Bal- Jan 31, 2017	update EST MADE 1 PMT	24,953.07	8,733.57	ESTIMATES	33,686.64		0.00
38	SunSet Inn WAGES GARNISHMENT PLACED	FOR SALE	1,054.80	292.21	old tax/penalties			1,347.01
	TOTAL		41,902.99	13,889.14		39,452.39		16,339.74

Information on above accounts

Blue Martin/Myers Mountain Homes- Tax Collector is collecting- Is not making payments or filing, amt showing is estimates still owes balance. Need a good address-NOT MAILING PROPERTY WAS SOLD PER LYNN- Meadowbrook Resort not filing- PREPARED AN ESTIMATE STATEMENT- Paid in full- LYNN NEEDS TO get new data from on line travel figures.

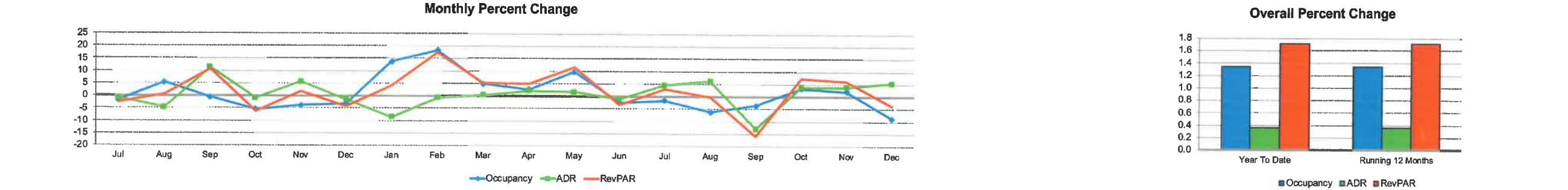
SunSet Inn owes balance, has prmt plan but is not making prmts. Property for sale, lien on property- NOT FILING ZERO'S has not filed since June 2012- Tax Collector acct) NOT MAILING Garnishment on Wages on Sunset

ID #	Business Name	no statement	AMOUNT OWED TO TDA				under 90 days	over 90 days	Bal Owed
Information Only									
481	Nakon Inc. Super 8 Motel Jan penalty \$60.32 & July penalty \$225.69 Court Appointed Receiver Magnum Management for collections Owner-responsible for \$286.01 Note penalties were paid by receiver- waiting on request for refund -will be unable to collect from prev owner this property has new owners					286.01			
589	BarBar BB Andon Reid Inn overpaid if gross correct FILED an out of business		(32.62)	owners moved never requested refund.			(32.92)		
667	Windsong Vista overpay on acct no statement out of business filed		(1.92)	do not have a good address to send overpay acct closed			(1.92)		(1.92)
845	West Cottage of Haywood County overpay on acct filed out of business		(10.00)	do not have a good address to send overpay acct closed			(10.00)		(10.00)
715	Mapa Property Holdings owes July penalty filed out of business		13.70	do not have a good address to send overpay acct closed			13.70		
383	Laxmi B Hotel(new owners/name CLOSED owes June 15 penalty			closed			35.71		35.71
Providence Lodge (old account) penalties was paid in Aug 2019 \$ 223.95									
86	The Chalet went into foreclosure Nov 6, 2019 - This account has been removed from filing status								
824	Alamo Motel filed sept-dec 2018 may need amended return		(185.43)	this account has moved to different owner will not refund- not sure if due never heard back from owner - see file for details					
481	Riddhi Hospitality owes July penalties & aug penalties BUSINESS SOLD Do not have an address to send statement to			342.47			342.47		342.47
874	The Yellow House owes may-oct penalties BUSINESS SOLD send statement to last address no response			1,438.82			1,438.82		1,438.82

Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority
For the Month of December 2018

Currency: USD - US Dollar



Occupancy (%)	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	70.0	65.4	63.6	67.1	52.9	46.6	35.2	42.0	48.7	53.9	60.8
	Last Year	71.2	62.1	64.0	71.0	54.9	48.1	30.9	35.5	46.4	52.5	55.3
Percent Change	-1.7	5.5	-0.6	-5.5	-3.8	-3.1	13.8	18.4	5.0	2.7	9.8	-2.5

ADR	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	112.98	108.92	126.40	120.34	104.72	98.12	83.19	93.00	94.66	99.01	106.99
	Last Year	113.97	114.22	113.46	121.36	99.06	99.48	90.96	93.71	94.33	96.89	105.13
Percent Change	-0.9	-4.6	11.4	-0.9	5.7	-1.4	-8.5	-0.8	0.4	2.2	1.8	-1.0

RevPAR	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	79.08	71.28	80.34	80.75	55.37	45.74	29.24	39.03	46.14	53.32	65.04
	Last Year	81.19	70.89	72.58	86.17	54.43	47.87	28.09	33.22	43.80	50.82	58.18
Percent Change	-2.6	0.6	10.7	-6.3	1.7	-4.4	4.1	17.5	5.3	4.9	11.8	-3.4

Supply	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	53,444	53,444	51,720	53,444	47,010	47,182	46,438	41,944	48,298	50,340	53,444
	Last Year	53,444	53,444	51,720	53,444	47,010	47,182	46,438	41,944	48,298	50,340	53,444
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	37,407	34,975	32,874	35,863	24,856	21,995	16,323	17,602	23,541	27,112	32,488
	Last Year	38,070	33,167	33,088	37,943	25,828	22,703	14,340	14,870	22,428	26,406	29,579
Percent Change	-1.7	5.5	-0.6	-5.5	-3.8	-3.1	13.8	18.4	5.0	2.7	9.8	-2.5

Revenue	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	4,226,165	3,809,303	4,155,385	4,315,583	2,602,931	2,158,164	1,357,836	1,637,015	2,228,383	2,684,348	3,475,907
	Last Year	4,339,014	3,788,398	3,754,036	4,605,478	2,558,541	2,258,499	1,304,378	1,393,542	2,115,576	2,558,416	3,108,603
Percent Change	-2.6	0.6	10.7	-6.3	1.7	-4.4	4.1	17.5	5.3	4.9	11.8	-3.4

Census %	2018						2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	Census Props	41	41	41	41	35	34	33	33	35	39	41
	Census Rooms	1724	1724	1724	1724	1567	1522	1498	1498	1568	1678	1724
% Rooms Participants	22.8	22.8	22.8	22.8	25.1	25.8	26.2	26.2	25.2	23.4	22.8	22.8

A blank row indicates insufficient data.

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Data pulled up to

	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
140389 - Haywood County													
Total Available Listings													
Entire Place	917	806	742	838	918	953	994	978	1,018	1,102	1,184	1,148	1,114
Private Room	63	62	61	63	63	72	66	69	78	77	84	89	82
Shared Room	0	1	0	0	0	0	0	0	0	0	0	0	0
Booked Listings													
Entire Place	792	670	468	612	718	840	902	930	936	1,023	1,129	1,103	1,050
Private Room	61	51	45	49	44	61	54	64	68	71	81	84	80
Shared Room	0	1	0	0	0	0	0	0	0	0	0	0	0
Room Nights - Entire Place													
Total Available	62,808	52,617	34,233	46,306	55,479	65,582	67,219	69,813	69,133	74,169	82,376	81,542	81,587
Booked	27,961	19,185	11,210	20,063	22,874	28,230	37,238	45,851	36,750	37,368	53,218	42,815	42,943
Room Nights - Hotel Comparable													
Total Available	2,923	2,472	1,965	2,719	2,937	3,671	3,818	4,080	4,053	4,001	4,319	4,211	4,762
Booked	1,460	777	671	1,111	1,273	1,562	1,905	2,336	1,990	2,130	2,798	2,467	2,543
Listing Nights - Entire Place													
Available	22,447	18,627	12,356	16,947	20,147	24,115	24,608	25,332	25,297	26,750	30,053	29,482	29,918
Booked	10,122	6,758	4,216	7,531	8,591	10,514	13,356	16,577	13,510	13,701	19,772	15,693	15,751
Occupancy													
Entire Place	45.1%	36.3%	34.1%	44.4%	42.6%	43.6%	54.3%	65.4%	53.4%	51.2%	65.8%	53.2%	52.6%
Hotel Comparable	49.9%	31.4%	34.1%	40.9%	43.3%	42.5%	49.9%	57.3%	49.1%	53.2%	64.8%	58.6%	53.4%
ADR													
Entire Place	\$214.03	\$216.89	\$192.18	\$194.74	\$200.91	\$194.41	\$202.79	\$207.05	\$209.73	\$202.42	\$202.72	\$235.25	\$213.30
Hotel Comparable	\$121.94	\$125.13	\$120.09	\$120.37	\$120.37	\$114.84	\$112.47	\$115.80	\$119.65	\$117.0	\$120.01	\$138.44	\$118.47
RevPAR													
Entire Place	\$96.51	\$78.69	\$65.57	\$86.54	\$85.67	\$84.76	\$110.06	\$135.49	\$112.01	\$103.68	\$133.37	\$125.22	\$112.29
Hotel Comparable	\$60.91	\$39.33	\$41.01	\$49.18	\$52.17	\$48.86	\$56.12	\$66.30	\$58.75	\$62.29	\$77.75	\$81.10	\$63.27



1% Grant Funding Cycle



HCTDA receives the 1% collections and breaks them out by zip code adding any carryover balance to the starting amount



Five percent of the 1% collections will be used for Administrative Expenses related to management of the grant program



The remaining funds are then divided into 1/3 Tourism Related and 2/3 Advertising, Promotion & Sponsorship



Any unspent grant funds are then recycled back into the starting balance of the appropriate zip code for the next round of grants



Grant Categories

The HCTDA grants are broken up into the following categories Tourism Related, Advertising & Promotion and Sponsorship. When submitting a grant, the applicant will need to select one category. Each category is defined below:

Tourism Related

This grant category is for **CAPITAL** expenditures, which enhance to tourism experience long term. An example of a capital expenditure is building a new park, shelter or park bench. This grant could also be a new art instillation or mural. Grant matching is another option, assisting with planning projects for capital improvements. This grant category is not meant for event sponsorships or promotion-based advertising. *

Advertising & Promotion

This grant category is for **MARKETING** campaigns related to destination advertising and promotion. An example of this is creating a blog (story) that can be promoted in e-blast or digital campaigns. Purchasing a series of print ads to promote the destination seasonally. Primary benefit of campaign must be to enhance and impact your community and Haywood County. This grant category is not meant for sponsorships or tourism related expenditures. *

Sponsorship

This grant category is for **SPONSORSHIP** of an event or project that have the potential to increase overnight visitation to Haywood County. An example of this would be a running event, festival or series of events. Another example would be short-term enhancements to an area for fall or winter decorations. The grant would be used for marketing this specific event or project, enhancing the experience or visualization of event or project. This grant category is not meant for Tourism Related or Advertising & Promotion campaigns. *

Staff contact(s) for questions on which grant to apply for:

Lynn Collins
Executive Director
Lynn@visitncsmokies.com
828.944.0761

Ben Wilder
Assistant Executive Director
Ben@visitncsmokies.com
828.944.01

** All examples are just examples and not the only items approved in each grant category*



Haywood County Tourism Development Authority
1% Tourism Related Grant Guidelines
FY 2020-2021 Funding Cycle

All awarded 1% grants must be used between July 1, 2020 and June 30, 2021

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to build or enhance a project that caters to visitors and produces economic/destination impact as well as creating sustainability.

For-profit organizations seeking to build or enhance a well-defined tourism- oriented project that caters to visitors and produces economic/destination impact as well as creating sustainability. For-profit organizations must match grant award dollar for dollar.

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Projects

- Development of Plans/Studies that support the tourism industry
- Greenway Projects
- Facility Enhancement
- Parks & Outdoor Recreation Development

- Art, Historical or Culturally Based Attractions
- Other projects that will expand, strengthen and sustain local TOURIM

Application Timeline:

- 1) All applicants must attend a mandatory Grant Workshop on February 27, 2020.
- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Send completed application to lynn@visitncsmokies.com by no later than 5:00pm, March 27, 2020.
 - a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
 - b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- 4) All applications will be reviewed by the 1% Zip Code Subcommittees. They will then provide funding recommendations for consideration to the HCTDA Board at the April 29, 2020 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the April 29, 2020 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Final Evaluation Report must be completed in order to move forward with the payment process. This form will require you to submit a final overview of completed project detailing any successes.

Payment Request Form must be submitted within 60-days of completed project and requires copies of paid invoices in order to receive grant funds. The exception to this rule is if a project takes place in May or June the deadline for submitting a payment request is June 30, 2021.

Submitted Payment Request Form to: Attn: Lynn Collins, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive 1% HCTDA funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject any application and award funding to the applicant(s), to whom in their consideration and consultation with the 1% Zip Code Subcommittees, submit requests.



Tourism Related 1% Tourism Grant Application

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Lynn Collins or Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):		
2. For Profit or Not For Profit Organization (check one):	☐ For Profit	☐ Not For Profit
3. Name of Event/Project:		
4. ZIP Code for Event/Project:		
5. Date(s) of Event/Project:		
6. Website (if applicable):		
7. Event/Project Location:		
8. Mailing Address:		
9. Contact Person:		
10. Telephone Numbers:	Office:	Cell:
11. Email Address:		
12. Grant Amount Requested:		

13. Overview of Tourism Related Project:

14. Timeline of Tourism Related Project: What is the start date and completion date?

15. How will this Tourism Related Project impact business in Haywood County and why?

16. How will the Tourism Related Project benefit Haywood County residents?

17. What other funding source(s) are there for this Tourism Related Project? Do you plan to apply again for HCTDA funds for this project?

18. A budget is required by all applicants. Please fill out the fields below. If more space is needed, please submit a detailed budget as an attachment. Note that the TDA cannot be your sole provider of funds. In kind donations do not apply.

Income

TDA Grant Requested:

Other Funding:

Total Income:

Expenses

Project Expenses:

Other Expenses:

Total Expenses:

Net Income:

Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:

Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

Sole Direction:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to:
lynn@visitncsmokies.com

Applicant Signature

Date

Applicant Printed Name



Haywood County Tourism Development Authority
1% Advertising & Promotion Grant Guidelines
FY 2020-2021 Funding Cycle

All awarded 1% grants must be used between July 1, 2020 and June 30, 2021

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to promote the zip code area, a tourism-oriented festival or event that caters to visitors and produces economic/destination impact as well as creating sustainability.

For-profit organizations seeking to promote the zip code area, a tourism oriented festival or event that caters to visitors and produces economic/destination impact as well as creating sustainability. For-profit organizations must match grant award dollar for dollar.

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Highlight more than one specific event or initiative
- Seasonal or year-round impact
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Projects

- Marketing Campaigns for zip code destination advertising
- Advertising promoting tourism related festivals & events

Application Timeline:

- 1) All applicants must attend a mandatory Grant Workshop on February 27, 2020.
- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Send completed application to lynn@visitncsmokies.com by no later than 5:00pm, March 27, 2020.
 - a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
 - b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- 4) All applications will be reviewed by the 1% Zip Code Subcommittees. They will then provide funding recommendations for consideration to the HCTDA Board at the April 29, 2020 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the April 29, 2020 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Final Evaluation Report must be completed in order to move forward with the payment process. This form will require you to submit a final overview of completed project detailing any successes.

Payment Request Form must be submitted within 60-days of completed project and requires copies of paid invoices in order to receive grant funds. The exception to this rule is if a project takes place in May or June the deadline for submitting a payment request is June 30, 2021.

Submitted Payment Request Form to: Attn: Lynn Collins, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

- Grant recipient must display the designated Visit NC Smokies logo on printed materials, ads and signage as available. The applicant will provide the HCTDA with a copy confirming the correct was used.
- Grant recipient must have a "Plan Your Trip" link on the homepage of their website using the following web link <https://visitncsmokies.com/>
- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive 1% HCTDA funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject any application and award funding to the applicant(s), to whom in their consideration and consultation with the 1% Zip Code Subcommittees, submit requests.



Advertising & Promotion

1% Tourism Grant Application

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Lynn Collins or Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):
2. For Profit or Not For Profit Organization (check one): ☐ For Profit ☐ Not For Profit
3. Name of Event/Project:
4. ZIP Code for Event/Project:
5. Date(s) of Event/Project:
6. Website (if applicable):
7. Event/Project Location:
8. Mailing Address:
9. Contact Person:
10. Telephone Numbers: Office: Cell:
11. Email Address:
12. Grant Amount Requested:

13. Overview of Event/Project:

-

14. How many people do you expect to attend your event/project? Please include total attendance and daily attendance projections.

15. Is this an existing Event/Project? Describe how long has Event/Project occurred, has it changed over time? Are there any major changes to Event/Project associated with this grant application?

16. Is this a new Event/Project? Describe how it will become self-sustaining over time? How often will it happen? Do you plan to apply again for HCTDA funds in the future for this Event/Project?

17. How will this Event/Project impact business in Haywood County and why?

18. How will this Event/Project benefit Haywood County residents?

19. Describe your marketing plans. Will there be a social media presence, any paid ads, collateral or media partners? How do you plan to reach people outside of Western North Carolina?

20. What is your target market for this event? What destination(s) outside of Western North Carolina do you expect to attend and why?

21. What other funding source(s) are there for this Event/Project? Do you plan to sell tickets or registrations? Are there other sponsors already committed?

22. A budget is required by all applicants. Please fill out the fields below. Please submit a detailed and itemized budget as an attachment. Note that a minimum of 25% of the Event/Project budget must be provided through other funding sources. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

Income

TDA Grant Requested:

Other Funding:

Total Income:

Expenses

Marketing/Advertising:

Other Expenses:

Total Expenses:

Net Income:

Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:

Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

Sole Direction:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to: lynn@visitncsmokies.com

Applicant Signature

Date

Applicant Printed Name



Haywood County Tourism Development Authority
1% Sponsorship Grant Guidelines
FY 2020-2021 Funding Cycle

All awarded 1% grants must be used between July 1, 2020 and June 30, 2021

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to produce & promote a well-defined tourism-oriented festival, event or project that caters to visitors, producing economic/destination impact and creating sustainability.

For-profit organizations seeking to produce & promote a well-defined tourism-oriented festival, event or project that caters to visitors, producing economic/destination impact and creating sustainability. For-profit organizations must match grant award dollar for dollar

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Events planned during off-peak times (November - April) and mid-week
- Multiple day or first-time events/activities
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Projects

- Well-defined tourism-oriented festival, event or project
- Multi-day series of similar events or projects

Application Timeline:

- 1) All applicants must attend a mandatory Grant Workshop on February 27, 2020.
- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Send completed application to lynn@visitncsmokies.com by no later than 5:00pm, March 27, 2020.
 - a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
 - b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- 4) All applications will be reviewed by the 1% Zip Code Subcommittees. They will then provide funding recommendations for consideration to the HCTDA Board at the April 29, 2020 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the April 29, 2020 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Payment Request Form can be submitted up to 60-days in advance of event or project and requires completion of Sponsorship Checklist by HCTDA staff. The exception to this rule is if a project takes place in July or August the advance payment request cannot happen before July 1, 2020. All payment request must be submitted with 60-days of completed event or project in order to receive grant funds.

Final Evaluation Report must be completed in order to be eligible for any future funding. This form will require you to submit a final overview of completed project detailing any successes.

Submitted Payment Request Form to: Attn: Lynn Collins, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

- Grant recipient must display the designated Visit NC Smokies logo on printed materials, ads and signage as available. The applicant will provide the HCTDA with a copy confirming the correct was used.
- Grant recipient must have a "Plan Your Trip" link on the homepage of their website using the following web link <https://visitncsmokies.com/>
- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive 1% HCTDA funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject any application and award funding to the applicant(s), to whom in their consideration and consultation with the 1% Zip Code Subcommittees, submit requests.



Sponsorship

1% Tourism Grant Application

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Lynn Collins or Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):
2. For Profit or Not For Profit Organization (check one): ☐ For Profit ☐ Not For Profit
3. Name of Event/Project:
4. ZIP Code for Event/Project:
5. Date(s) of Event/Project:
6. Website (if applicable):
7. Event/Project Location:
8. Mailing Address:
9. Contact Person:
10. Telephone Numbers: Office: Cell:
11. Email Address:
12. Grant Amount Requested:

13. Overview of Event/Project:

14. How many people do you expect to attend your event/project? Please include total attendance and daily attendance projections.

15. Is this an existing Event/Project? Describe how long has Event/Project occurred, has it changed over time? Are there any major changes to Event/Project associated with this grant application?

16. Is this a new Event/Project? Describe how it will become self-sustaining over time? How often will it happen? Do you plan to apply again for HCTDA funds in the future for this Event/Project?

17. How will this Event/Project impact business in Haywood County and why?

18. How will this Event/Project benefit Haywood County residents?

19. Describe your marketing plans. Will there be a social media presence, any paid ads, collateral or media partners? How do you plan to reach people outside of Western North Carolina?

20. What is your target market for this event? What destination(s) outside of Western North Carolina do you expect to attend and why?

21. What other funding source(s) are there for this Event/Project? Do you plan to sell tickets or registrations? Are there other sponsors already committed?

22. A budget is required by all applicants. Please fill out the fields below. If more space is needed, please submit a detailed budget as an attachment. Note that a minimum of 25% of the Event/Project budget must be provided through other funding sources. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

Income

TDA Grant Requested:

Sponsorships:

Tickets Sales/Registrations:

Other Income:

Total Income:

Expenses

Operational:

Marketing/Advertising:

Total Expenses:

Net Income:

Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:

Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

Sole Direction:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to:

lynn@visitncsmokies.com

Applicant Signature

Date

Applicant Printed Name



Haywood County Tourism Development Authority
1% Sponsorship Checklist for Allocation of Funds
FY 2020-2021 Funding Cycle

Sponsorship Grant recipients must have the following approved by HCTDA in order to receive funds 60 days in advance of sponsored event or project. All steps must be completed and approved by a HCTDA staff member. Once all steps have been completed and approved grant recipient will be eligible to receive funds up to 60 days in advance of event or project date.

Step 1:

Proof that event/project has a rental contract for venue or approval from town/county.

HCTDA Staff Initials: _____ Date: _____

Step 2:

Proof that event/project website or social media page is up-to-date and active.

HCTDA Staff Initials: _____ Date: _____

Step 3:

Submit to the HCTDA a printed poster, flyer or rack card promoting event/project.

HCTDA Staff Initials: _____ Date: _____

Step 4:

Submit press release information to the HCTDA in a type word document.

- ☐ Name of Event
- ☐ Date of Event
- ☐ Location of Event
- ☐ Cost to Attend Event
- ☐ Main Contact & Contact Info
- ☐ Short Paragraph About Event

HCTDA Staff Initials: _____ Date: _____



HCTDA 1% Grant Funding

Request For Payment Form

July 1, 2020 - June 30, 2021

Note: Please provide one original copy of this form and all supporting documentation. Incomplete requests will cause delay in the payment process. A completed Final Evaluation Report must be submitted with the final payment request.

Applicant Name (Organization):

Name of Event/Project:

Authorized Contact:

Phone Number:

Make Check Payable To:

Item/Description	Amount Requested
Total Amount Requested	

Note: Furnishing false information may constitute a violation of applicable State and federal laws.

Certification of Financial Officer: I certify that the above data is correct based on this organization's official accounting system and records, consistently applied and maintained, and that the costs shown have been made for the purpose of, and in accordance with the terms of the HCTDA 1% Funding application. The funds requested are for payment of actual costs made during this time period.

Applicant Signature:

Title:

Applicant Printed Name:

Date:



HCTDA 1% Grant Funding

Final Evaluation Report

July 1, 2020 - June 30, 2021

Applicant Name (Organization):

Name of Event/Project:

Date(s) of Event/Project:

Event/Project Manager:

Address:

Phone Number:

Email Address:

1. Provide a detailed overview of the event/project? Detail any success stories that occurred.

2. Provide a recap of any advertising outside a fifty (50) mile radius of Haywood County?

3. Did your event/project receive media coverage? Please provide a link to article(s).

4. Provide estimate of the following and explain how you arrived at these figures:

Total attendance:

Daily average attendance:

Out-of-town Percentage:

Total room nights:

Explanaiton:

I certify that the above information is true and accurate to the best of my knowledge.

Applicant Signature:

Applicant Printed Name:

Date:

Failure to submit the Fimnal Evaluation Report within 60 days of the end of the event/project will result in disqualification for future

Finance Committee Recommendation for RMEF Great Smoky Mountain Chapter

Brenda O'Keefe, former owner of Joey's Pancake House, donated a painting of Cataloochee Valley to the Great Smoky Mountains Chapter of the RMEF to utilize for a fund-raising effort for the Chapter. Brenda had the painting commissioned and painted by Christopher Holt.

Members of the local RMEF Chapter thought the painting should go to the HCTDA to be displayed in the Visitor Center. The Chapter has raised \$3,500 of their \$5,000 goal to go towards securing the painting for the Visitor Center.

Since the RMEF Chapter members felt so strongly that the painting should go to the HCTDA, they requested that the HCTDA make a donation towards the effort to secure the painting. The HCTDA Finance Committee is recommending a \$1,500 donation to go towards the painting and to assist with RMEF efforts in Haywood County.

Please see attached photo of the painting. Approximate measurement of the painting is 5' x 6'.



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2019 -2020

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 30 2020

Section 1. To amend the General Fund the Revenues are to be decreased as follows:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
TOTAL				

Expenditures		Current Budget	Increase (Decrease)	Amended Budget
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Marketing	537101	22,200	1,500	23,700
Contingency	599101	15,000	(1,500)	13,500
		37,200	-	37,200

which will result in a net increase (decrease) of \$0 in the expenditures of the General Fund.

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 26th day of February 2020.

ATTEST:

Secretary to the Board

Chairman
Haywood County Tourism Development Authority

Explanation:

Donation to RMEF Great Smoky Mountains Chapter for painting of Cataloochee Valley

2020/2021 Revised HCTDA Budget Calendar

January 29th – TDA Board determines 20/21 Projected Revenue

February 5th – Mandatory Workshop for the 3% & 1% Partnership Funding

March 27th – Deadline for the 1% Partnership Funding applications to be submitted to the TDA

April 1st – 17th – 1% Subcommittees meet to review 1% applications and make recommendations for funding

April 9th – Deadline for the 3% Partnership Funding applications to be submitted to the TDA Executive Director

May 1st – Deadline for 1% Subcommittees to submit recommendations for the TDA Executive Director

April 22nd– TDA Finance Committee to review 3% & 1% recommendations and make TDA recommendations on funding. Finance Committee will also be reviewing the Draft 20/21 HCTDA Budget and making a recommendation for approval.

April 29thth – TDA Board meets for Annual Budget Forum to review Proposed 20/21 HCTDA budget including the 3% & 1% recommendations and then moves into regularly scheduled TDA Board meeting to approve the 20/21 HCTDA budget including the 3% & 1% funding

April 30th & May 1st - 3% & 1% Partnership Funding Applicants are notified of approved funding allocations

Revised 01/11/20



VISITNC MOUNTAINS SMOKIES

Marketing Report

Website

January Year Over Year

- Overall Sessions are up 0.78%
- Organic is up 4.76%
- Paid Search is up 22.85%
- Social is up 13.24%
- Referral is up 3.92%
- Direct is up 26.94%
- Email is down 94.06% (the Waynesville & Maggie Valley c-op did not have e-news sent)

Blogs

- 14,975 pageviews in January
- Ski at Cataloochee: 4,740 pageviews
- 6 Ways to Stay in Haywood: 1,822 pageviews
- 7 Wonders of Winter Hiking: 1,437 pageviews
- How to Plan a Romantic Getaway: 789 pageviews

Paid Social

- 525 Newsletter Signups @ \$0.65 per signup
- 1,630 Page Likes @ \$0.19 per like
- 9,060 Landing Page views from traffic ads @ \$0.26 per view
- 371 Visitor Guide Downloads @ \$1.11 per download

Digital Media

YouTube

Winter Campaign CPV (Cost Per View)

- 22,204 Impressions
- 35 Clicks
- 92.73% View Rate
- \$.01 Cost Per View
- Snowboarding performed best with 17,016 views

OTT

Winter Campaign: 3 of 3 Flights (11/19 – 12/1; 12/18 – 12/31; 1/13/20 – 1/26/2020)

- 282,471 Impressions overall
- 263,648 Completions Overall
- 95% Completion Rate

HCTDA Revised Meeting Dates 2020

January 29th – Organizational Meeting & Election of Chair & Vice Chair

February 26th – Regular Meeting

March 25th – Regular Meeting

April 29th – Annual Budget Forum & Budget Approval including 3% & 1% Partnership Funding Allocations

May – No Meeting

June 24th – Last chance to do budget amendments for 2020 budget

July – No Meeting

August 26th – Regular Meeting

September 30th – Regular Meeting, report on year end numbers

October – No Meeting

November – because of the Thanksgiving Holiday the Nov. meeting will be pushed to the first week of December

December 2nd – Regular Meeting

December 10th ???? - Holiday Event