

Haywood County Tourism Development Authority
Agenda
Wednesday, January 30th, 2019
Gaines Auditorium, Bethea Welcome Center
Lake Junaluska
2:00 p.m.

- I. Call to Order – Chairman Lyndon Lowe**
- II. Welcome Reappointed & New TDA Board Members – Chairman Lowe**
Reappointed – Mike Eveland & Pratik Shah
New – Dave Angel, David Francis & Commissioner Kirk Kirkpatrick
- III. Introductions**
- IV. Adjustment of Agenda**
- V. Public Comment Session (12 minutes total, limit 3 minutes per person)**
- VI. Board Comments**
- VII. Consent Agenda**
 - 1. Request Approval of Minutes – December 5th, 2018**
 - 2. Request Approval of Budget Amendment – Attachment 1**
- VIII. Administrative /Committee Reports**
 - A. December Financial Report – Julie Davis**
 - B. 3%, 1% and 4% Net Occupancy Tax Reports – Mike Eveland**
 - C. Penalty Report – Mike Eveland**
 - D. Finance Committee Penalty Waiver Decision – Mike Eveland – Attachment 2**
 - E. STR & Air DNA Reports – P. Shah – Attachments 3 & 4**
- IX. New Business – Chairman Lowe**
 - A. Request Approval of 19/20 Occupancy Tax Projections Recommendation by the TDA Finance Committee – Lyndon Lowe – Attachment 5**
 - B. Request Approval of 1% Grant Recommendations – Lyndon Lowe Attachment 6**
 - C. Smoky Mountain Elk Fest Update - Lynn Collins**

D. Election of Officers – Lynn Collins

1. Slate of Officer Nominations by Executive Committee – Lynn Collins

E. Committee Sign-ups – Lynn Collins

F. 2019 TDA Board Meeting Schedule

G. 2019 Budget Schedule

H. 2019 HCTDA Board Contact List

X. Old Business – Lynn Collins

A. Update on Wayfinding Project

XI. Staff Reports –

Marketing – Ashley Rice

Social Media/Communications – Brindley Faile

Sales – Ben Wilder

Directors Report – Lynn Collins

XII. Adjournment

XIII. 10 Minute Media Communication Session

ADDENDUM TO AGENDA

Attached for your information are the following reports:

3%, 1% & 4% Occupancy Tax Reports

Penalty Report

STR & AirDNA Reports

Activity Reports

**HCTDA Board Meeting Minutes
December 5thth, 2018, 2:00pm
Bethea Welcome Center**

Members Present: Lyndon Lowe, Mike Graham, Amie Owens, Tammy Wight, Chris Corbin, Julie Davis, Kivanc Senocak, David Francis, Ken Howle, P. Shah

Members Absent: Chris Bates, Katy Gould, Gail Mull, Mike Eveland

Chairman Lyndon Lowe called the meeting to order at 2:02pm.

Adjustments to Agenda

- Chairman Lowe stated that there is a corrected budget amendment at everyone's seat.

Public Comment

- No public comment.

Board Comments

- Chairman Lowe welcomed David Francis to the Board and welcomed Joretta Ezell as the new TDA Administrative Assistant.

Consent Agenda

- Tammy Wight made a motion to approve the Consent Agenda as presented which includes the minutes from the September 19thth, 2018 TDA Board Meeting, a Resolution of Surplus Property and a Budget Amendment in the amount of \$24,000.
- Kivanc Senocak seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Penalty Report

Chairman Lowe reported that the Finance Committee had received three (3) Penalty Waiver Requests. The Finance Committee approved the request from Beary Cozy in the amount of \$9.60; denied the request from Springdale Country Club in the amount of 307.41 and denied the request from Cataloochee Ranch in the amount of \$673.22. Any Penalty Waiver Request over \$200.00 is sent to the County Commission for consideration. The requests for Springdale Country Club and Cataloochee Ranch will be sent to the County Commission with the recommendation to deny the requests from the TDA.

Ken Howle gave a brief report from the Group Sales Committee. The Activity report was included in the agenda packet.

Old Business

- No old business.

New Business

- Government Relations Chair Amie Owens presents changes to the HCTDA Bylaws and made a motion to approve the changes as presented. Chris Corbin seconded the motion and the motion passed unanimously.
- Chairman Lowe presented an MOU from the NC Department of Commerce and requested approval of the MOU. The MOU is in regard to the temporary closing of the I-40 Welcome Center and the staff relocating to the TDA Visitor Center through July 31st, 2019.
- Tammy Wight made a motion to approve the MOU as presented.
- Kivanc Senocak seconded the motion.
- The motion passed unanimously.
- **Adjournment**
- Chairman Lowe adjourned the meeting at 2:25pm.
- Lynn Collins, Recorder

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2018-2019

Attachment 1

PER: _____
JNL: _____

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, 2019.

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	AC No.	Current Budget	Increase (Decrease)	Amended Budget	
<u>General:</u>					
518601 Worker's Comp Insurance - Promo		1,848	(575)	1,273	
545101 Liability Insurance - Promo		6,000	575	6,575	6,575
517001 Board Members - Promo		1,905	595	2,500	2,500
518301 Group Health Insurance		45,919	(595)	45,324	
569101 Elk Fest		-	25,000	25,000	
		55,672	25,000	80,672	

which will result in a net increase (decrease) of \$ 25,000 in the expenditures of the General Fund.

To provide the additional revenue for the above, the following revenues will be increased as the money has been received:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
<u>Occupancy Tax (net):</u>				
<u>Other Financing Sources:</u>				
451000 Appropriation of 3% Fund Balance to Elk Fest		-	25,000	25,000
			25,000	

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

Adopted this 30th day of January, 2019.

Chairman
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explanation:
To balance insurance line items
To add seed money for the Elk Fest

Haywood County Tourism Development Authority

Financial Statements

December 2018



Haywood County TDA

Statement of Financial Position

December 31, 2018

ASSETS

Current Assets

Bank Accounts

100001 1% Cash in Bank - 1st Citizens	45,364.52
100002 3% Cash in Bank - 1st Citizens	154,600.82
111501 NCCMT - 9152 3% General Investment	458.93
111502 NCCMT - 1598 3% General Term	515,985.57
111503 NCCMT - 9863 1% General Investment	61.94
111504 NCCMT - 1788 1% General Term	111,903.84
Total Bank Accounts	\$ 828,375.62

Other Current Assets

Accounts Receivable	1,500.00
119000 Petty Cash - TDA	100.00
119001 Petty Cash - VC	100.00
Total Other Current Assets	\$ 1,700.00

TOTAL ASSETS

\$ 830,075.62

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

231800 Sales Tax Payable	431.98
232000 Accrued Salaries-Salary	5,107.15
232005 Accrued Salaries-FICA	390.84
232010 Accrued Salaries-LGERS	377.33

Payroll Liabilities

Federal Taxes (941/944)	2,723.28
NC Income Tax	957.00
NC Pension	559.73
NC Pension Co. Match	782.09

Total Liabilities	\$ 11,329.40
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Net Position

32000 Net Assets	822,852.11
Net Revenue	-4,105.89
Total Net Position	\$ 818,746.22

TOTAL LIABILITIES AND NET POSITION	\$ 830,075.62
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Haywood County TDA

Statement of Activities-Actual vs. Budget

	December 2018	July-December 2018	Annual Budget	% of Budget
Revenue				
427011 3% Net Occupancy Tax	159,850.97	545,438.86	1,160,248.00	47.01%
427012 1% Net 28716 Occupancy Tax	3,920.59	15,488.84	27,011.00	57.38%
427013 1% Net 28721 Occupancy Tax	1,594.57	4,620.17	7,717.00	59.87%
427014 1% Net 28745 Occupancy Tax	4,689.89	19,084.28	46,304.00	41.22%
427015 1% Net 28751 Occupancy Tax	25,406.15	87,576.84	185,218.00	47.28%
427016 1% Net 28785/28786 Occupancy Tx	17,672.66	55,629.90	119,619.00	46.51%
427112 Appropriation of Fund Balance 28716	0.00	0.00	22,622.00	0.00%
427113 Appropriation of Fund Balance 28721	0.00	0.00	11,221.00	0.00%
427114 Appropriation of Fund Balance 28745	0.00	0.00	21,771.00	0.00%
427115 Appropriation of Fund Balance 28751	0.00	0.00	14,999.00	0.00%
427116 Appropriation of Fund Balance 28785/86	0.00	0.00	13,879.00	0.00%
431002 Group Sales Income	0.00	0.00	2,500.00	0.00%
432001 Quilt Trail	0.00	0.00	4,000.00	0.00%
449201 Product Sales	872.66	13,761.62	30,000.00	45.87%
449810 Visitor Guide Ad Sales	0.00	23,615.00	40,000.00	59.04%
449910 Internet Ad Sales	0.00	0.00	5,000.00	0.00%
460101 Sponsorships	0.00	0.00	2,000.00	0.00%
483491 Investment Earnings 3%	1,088.81	5,287.10	12,500.00	42.30%
483492 Investment Earnings 1%	238.23	862.90	3,750.00	23.01%
483831 Net Occupancy Tax Penalties 3%	0.00	1,791.51	7,500.00	23.89%
499990 Fund Balance Appropriation 3%	0.00	0.00	130,000.00	0.00%
Total Revenue	\$ 215,144.33	\$ 773,167.12	\$ 1,867,859.00	41.39%
Expenditures				
512101 Salaries-Admin-Promo	10,223.44	58,132.64	119,350.00	48.71%
512110 NC State Retirement - Promo	1,706.58	11,499.36	23,613.00	48.70%
512201 Salaries-Visitor Center	3,600.50	23,918.20	53,680.00	44.56%
512220 FICA Admin	625.28	4,516.90	9,130.00	49.47%
512221 FICA Visitor Ctr	275.44	1,829.74	4,107.00	44.55%
517001 Board Members-Promo	0.00	994.95	1,905.00	52.23%
518201 Salaries Marketing	11,539.94	75,189.63	154,686.00	48.61%
518202 FICA Marketing	882.79	5,751.99	11,833.00	48.61%
518301 Group Health Insurance - Promo	2,442.26	21,119.45	45,919.00	45.99%
518601 Worker's Comp-Promotional-Promo	0.00	1,174.00	1,848.00	63.53%
519101 Accounting Services-Promo	0.00	4,350.00	5,800.00	75.00%
519201 Professional Svcs-Legal Fee-Pro	0.00	0.00	2,000.00	0.00%
519203 Prof. Svcs - Temporary Labor	75.00	75.00	1,814.00	4.13%
519204 Profess Svcs / Contrct Svcs - Promo	0.00	30,550.00	93,000.00	32.85%
519205 Contract Services	6,150.00	6,150.00	0.00	0.00%
521001 Quilt Trail Expense	0.00	270.00	2,000.00	13.50%
526001 Office Supplies-Promo	0.00	856.32	2,700.00	31.72%
526101 Visitor Center Supplies	0.00	493.19	3,500.00	14.09%
527001 Purchases/Resale-Promo	0.00	5,808.73	15,000.00	37.39%
529701 Miscellaneous-Promo	0.00	1,323.12	0.00	0.00%
529901 NonExpendable Office Supp-TR	0.00	144.00	1,000.00	14.40%

Haywood County TDA

Statement of Activities-Actual vs. Budget

	December 2018	July-December 2018	Annual Budget	% of Budget
531101 Travel-Local-Promo	0.00	17.00	900.00	1.89%
531201 Travel-NonLocal-Promo	0.00	3,647.13	5,417.00	67.33%
531301 Fuel-T Related	0.00	383.22	600.00	63.87%
532101 Telephone-Promo	534.37	3,303.83	7,159.00	46.15%
532201 Postage-Promo	69.01	3,835.49	16,000.00	23.97%
534901 Print & Bind-Promo	1,139.52	2,762.01	13,400.00	20.61%
535201 Repair & Maintenance-Promo	600.00	4,644.15	11,300.00	41.10%
537101 Marketing-Promo	290.70	4,613.41	22,200.00	20.78%
537221 Advertise-PR/Internet/Billboard	33,245.20	210,727.39	426,200.00	49.44%
537301 Visitor Guide Ads-Promo	0.00	35,175.00	40,000.00	87.94%
537401 Education-Promo	0.00	1,320.51	8,420.00	15.68%
537502 Wayfinding	0.00	0.00	115,250.00	0.00%
537701 Public Relations/Comm-Promo	0.00	282.77	1,000.00	28.28%
537802 Group Sales Marketing	0.00	4,828.27	10,400.00	46.43%
537803 Group Sales Trade Shows	2,960.00	8,145.00	11,260.00	72.34%
537804 Group Sales Travel out of County	0.00	2,101.12	8,160.00	25.75%
537805 Group Sales Advertising	3,695.00	8,689.78	20,000.00	43.45%
537806 Group Sales Dues & Subscriptions	790.00	2,435.00	4,380.00	55.59%
537901 Sponsorship - Promo	0.00	0.00	1,000.00	0.00%
541301 Rent-Promo	2,536.16	16,321.79	27,988.00	58.32%
543201 Equipment Lease-Promo	514.67	6,274.60	10,988.00	57.10%
545101 Liability Insurance-Promo	2,792.00	6,574.00	6,000.00	109.57%
549101 Dues & Subscriptions-Promo	1,715.00	12,211.29	14,308.00	85.35%
549902 Bank Charges-Promo	147.50	1,187.45	2,250.00	52.78%
549903 Property Tax	0.00	359.75	360.00	99.93%
549910 28716 (Canton)	0.00	20,540.00	32,349.00	63.50%
549911 28716 - Canton - Tourism	0.00	5,760.00	15,933.00	36.15%
549912 28721 (Clyde)	0.00	0.00	11,605.00	0.00%
549913 28721 - Clyde - Tourism	0.00	2,210.90	6,947.00	31.83%
549914 28745 (LJ)	9,524.00	12,524.00	44,059.00	28.43%
549915 28745 - Lake Junaluska -Tourism	0.00	7,500.00	21,701.00	34.56%
549916 28751 Maggie Valley (MV) Promo	12,563.38	61,269.26	135,311.00	45.28%
549917 28751 - Maggie Valley - Tourism	653.75	9,021.75	55,645.00	16.21%
549918 28785/86 (Waynesville)	9,045.53	46,300.67	94,146.00	49.18%
549919 28785/86 - Waynesville -Tourism	442.00	4,942.00	33,371.00	14.81%
549921 Canton- Admin	0.00	0.00	1,351.00	0.00%
549922 Clyde- Admin	0.00	0.00	386.00	0.00%
549923 Lake Junaluska - Admin	0.00	0.00	2,315.00	0.00%
549924 Maggie Valley - Admin	0.00	0.00	9,261.00	0.00%
549925 Waynesville - Admin	0.00	0.00	5,981.00	0.00%
551001 Capital Outlay	0.00	3,048.00	4,000.00	76.20%
568101 3% Events/Festivals/Special-Promo	0.00	0.00	19,900.00	0.00%
568102 3% Events/Festivals/Special-T Rel	0.00	7,898.00	15,898.00	49.68%
570102 Utilities	668.56	2,471.35	4,875.00	50.69%
599101 Contingency	0.00	0.00	15,000.00	0.00%
Total Expenditures	\$ 121,445.58	\$ 777,273.01	\$ 1,867,859.00	41.61%
Net Operating Revenue	\$ 93,698.75	-\$ 4,105.89	\$ 0.00	0.00%

Haywood County 3% Net Occupancy Tax 2018-2019

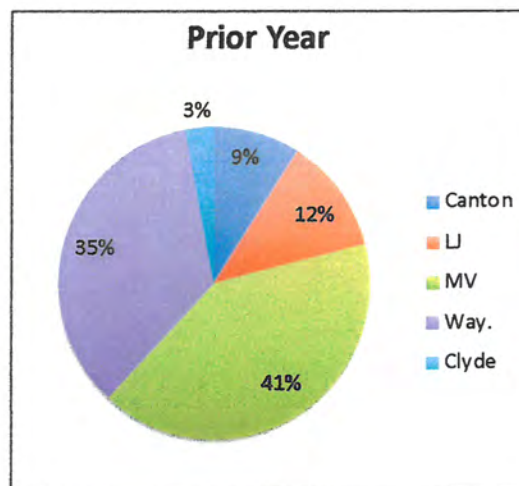
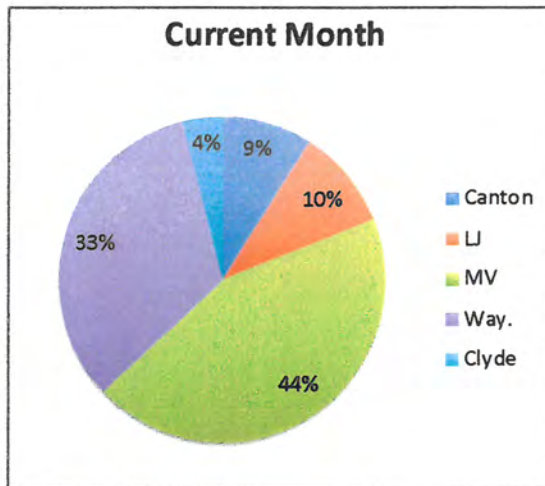
	2018-2019 Occupancy Tax Projections	2018-2019 Occupancy Tax Actual	2018-2019 Penalties Interest	% Change Compared To Budget	2017-2018 Occupancy Tax Actual	2017-2018 Penalties Interest	% Change Compared To Previous Year
July	\$155,821	\$148,380	\$354	-5%	\$151,475	\$382	-2%
August	\$125,307	\$123,380	\$1,437	-2%	\$123,611	\$674	0%
September	\$110,572	\$113,828	\$419	3%	\$123,344	\$596	-8%
October	\$163,129	\$159,349	\$502	-2%	\$152,179	\$656	5%
November	\$78,549	\$90,553	\$326	15%	\$79,190	\$409	14%
YTD	\$633,378	\$635,490	\$3,038	0%	\$629,799	\$2,717	1%
December	\$70,775				\$72,777	\$317	
January	\$45,250				\$44,539	\$717	
February	\$49,543				\$39,053	\$409	
March	\$47,222				\$55,745	\$490	
April	\$64,626				\$66,491	\$116	
May	\$101,754				\$100,723	\$175	
June	\$147,700				\$144,365	\$640	
Total Proj.	\$1,160,248				\$1,153,492	\$5,581	

**Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
November 2018**

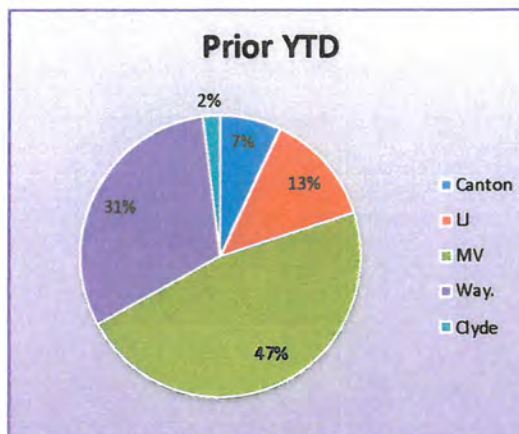
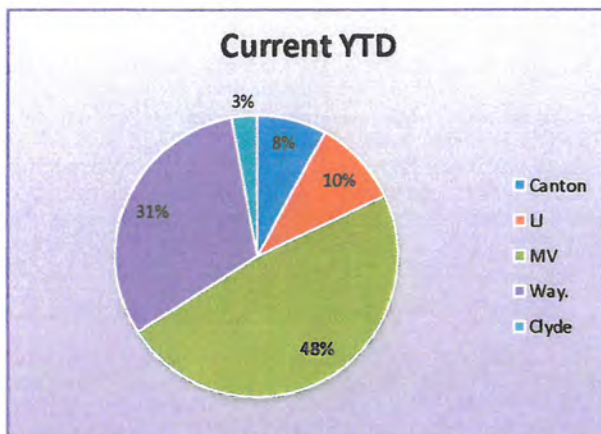
Active Account Performance			Variance
	November 2018	November 2017	
Canton	38	36	6%
Clyde	20	18	11%
Lake Junaluska	15	14	7%
Maggie Valley	197	186	6%
Waynesville	118	114	4%
Total	388	368	5%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$90,553.10	Remittance Type	Distrubution
Distribution Previous Year	\$79,190.50	Taxes Remitted for Period 4%	\$121,957.04
Difference	\$11,362.60	Penalties	\$439.07
Variance	14%	Sub Total	\$122,396.11
		Fee to County	(\$1,223.96)
		Total Distribution 4%	\$121,172.15

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

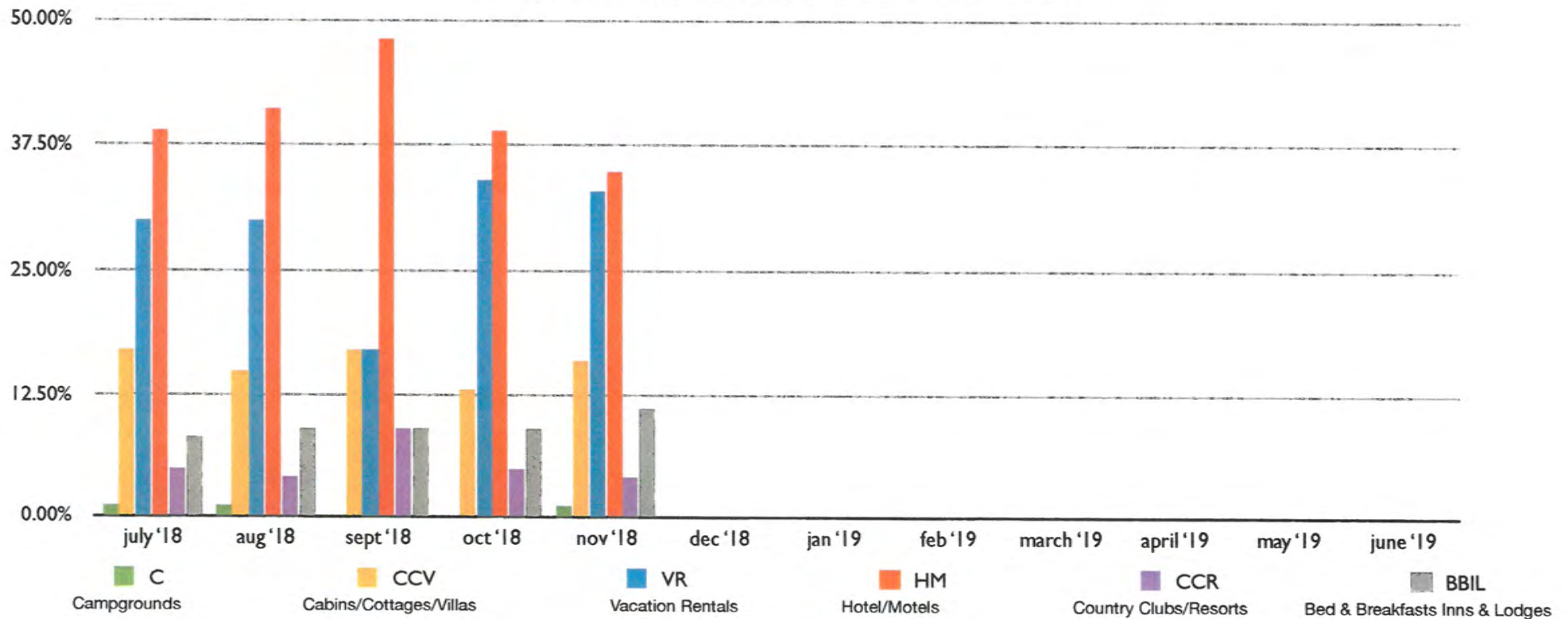


18/19 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2018 - JUNE 2019

TYPE	JULY '18	AUG '18	SEPT '18	OCT '18	NOV '18	DEC '18	JAN '19	FEB '19	MARCH '19	APRIL '19	MAY '19	JUNE '19
C	1.00%	1.00%	0.00%	0.00%	1.00%							
CCV	17.00%	15.00%	17.00%	13.00%	16.00%							
VR	30.00%	30.00%	17.00%	34.00%	33.00%							
HM	39.00%	41.00%	48.00%	39.00%	35.00%							
CCR	5.00%	4.00%	9.00%	5.00%	4.00%							
BBIL	8.00%	9.00%	9.00%	9.00%	11.00%							

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



Copy 2

TDA

HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED

NOVEMBER RECEIVED IN DECEMBER 2018

ID #	Business Name	AMOUNT OWED TO TDA				under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed				
824	Alamo Motel owes june & july balance of penalties		8.39				8.39	8.39
603	Alice's Place owes aug penalties	(0.42)	36.78				36.36	36.36
179	Bear Run Log Cabins July penalty & Aug-Nov penalty		66.29			66.29	0.00	66.29
622	Big View Cabin owes oct-dec 17 penalties		36.68				36.68	36.68
598	Buck Hork Lodge owes sept penalties		6.88				6.88	6.88
5	Cataloochee Ranch owes aug penalty <u>APPEAL DENIED PER boc meeting 1/7/2019</u>		673.22				673.22	673.22
811	Creeside Cabin owes oct penalty		7.09			7.09		7.09
359	Four Season Inn overpay fr Nov 12 never took credit leave on acct shortage on payment from nov	232.60				232.60		232.60
488	Grandview B&B owes aug penalty & sept penalty		231.67			107.63	124.04	231.67
810	Heaven's Balcony owes bal of oct penalty		5.99			5.99		5.99
370	Holden House nov penalty		6.91			6.91		6.91
717	Judge Franks owes oct16-dec 16 penalties filed current all for 2017 were zero went thru airbnb **delinquent letter mailed from TDA		78.35				78.35	78.35
328	Lake Logan owes aug penalty & oct penalty		486.61			257.41	229.20	486.61
466	Lucky Cat (Hearth & Home) owes may penalty short on June tax & July penalty	0.60	123.38				123.98	123.98
738	Maggie's Hope nov penalty		6.24			6.24		6.24
634	Manor Ridge owes sept, oct penalty		11.80			11.80		11.80
692 FL	Master's View owes may 17 penalties		7.68				7.68	7.68
584	Misty Mountain nov penalty balance		0.80			0.80		0.80
726	Owl Vacation Home oct bal of penalty due		1.29			1.29		1.29
802	Paradise in the Mountains aug penalty		7.12				7.12	7.12
917	Springdale Golf Partners owes April-Sept penalties <u>APPEAL DENIED per BOC MEETING 1/19</u>		1,090.12				1,090.12	1,090.12
795	Station 451 sept-nov penalty 2018 penalty		1.98			1.98		1.98
919	Stony Creek Lodge owes oct penalty		98.05				98.05	98.05
783	The Birds Nest Cabin owes sept penalty		19.31				19.31	19.31
772	The Runaway Chalet owes july & aug penalty		42.84				42.84	42.84
899	TreeTop owes oct 19 penalty		10.42			10.42		10.42
401	Turkey Creek owes july penalty & sept-nov penalty		5.96			5.96		5.96
923	Valley View Vacation Rentals owes July17-Aug 18 penalties <u>FILED APPEAL</u>		150.76			150.76		150.76
32	Woodyear McElroy Properties(meadowlark motel) owes nov penalty		105.39			105.39		105.39
TOTAL		233.20	3,282.83	0.00		978.56	2,537.47	3,516.03

PAID PENALTY IN DECEMBER 2018 & (prior penalties)

Name	Penalty
Bear Run Log Cabin	53.97
Carolina Country Cabin	10.71
Cataloochee Mtn Cabin	6.71
Heavens Balcony	11.98
Manor Ridge	3.70
Martha's Cabin	10.48
Misty Mountain	5.00
Owl Vacation Home	5.00
Station 451	29.90
The Emerald Gate	12.30
The 28 Links Lane House	244.20
TreeTop	5.20
Turkey Creek Cove	27.94
Whispering Winds	11.98
Total	439.07

The below listed items are information only

316	Faith in Fellowship- dba Providence Lodge owes Feb-Oct penalties **this account moved to Avalara My Lodge for November filings	223.95	223.95	223.95
Total not collected due to account closing- see detail			223.95	223.95

Below Accounts Not Filing or paying past due amounts

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

611	Elk View Lodge (PAID OLD PENALTIES) NOT FILING OWES SEPT 14-DEC 2015 AND YEAR 2016			X	
504	M&M China Investments filed coupons for 2013-2014 year penalties for sept13-dec 14 acct 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 Avalara My Lodge	180.87		180.87	
461	Jesse Caraway dba Maggie Valley Chalet NOT FILING OWES MAR13- DEC 2016			X	
648	Twin Maples owes for Mar-Dec 2014 went to long term in 2015 I have requested the year of 2014 to be filed and out of business if no longer short term			X	
	Tax	Penalty	PAID	Waived	Total
These accounts have been turned over to Tax Collector statements need updated- accounts not filing					
493	Blue Marlin/Myers Mountain Homes thru Dr EST FILING not later	15,895.12	4,863.36	revised new penalty	14,992.73
404	Meadowbrook Resort Paid Bal- Jan 31, 2017 update EST MADE 1 PMT	24,953.07	8,733.57	ESTIMATES	0.00
38	SunSet Inn 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 Marlin/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
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 pmt plan but is not making pmts. Property for sale, lien on property- NOT FILING ZERO'S has not filed since June 2012- Tax Collector acct) NOT MAILING

Information Only

481	Nakon Inc. Super 8 Motel Jan penalty \$50.32 & July penalty \$225.69	286.01	286.01	
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				
589	BarBar BB Andon Reid Inn overpaid if gross correct FILED an out of business	(32.92)	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)
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)
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
363	Laxmi B Hotel(new owners/name CLOSED owes June 15 penalty		do not have address closed	35.71

Haywood County TDA

Occupancy Tax Penalty Waiver Request

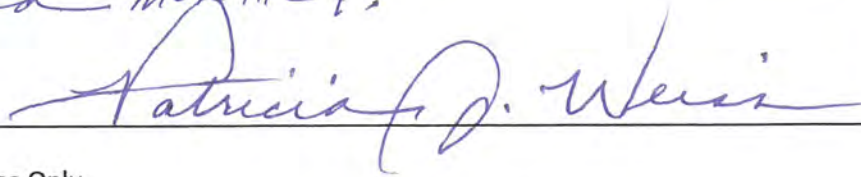
Date of Request:	01/03/2019	Amount of Penalty:	\$150.76
Name of Property:	VALLEY VIEW VACATION RENTAL		
Address:	40 OAK DR., MAGGIE VALLEY, NC 28751		
Name of Person Filing Waiver:	PATRICIA WEISS		

Reason For Penalty Waiver Request:

To be honest, I was to the understanding that these collected taxes were required to be submitted at the time of tax reporting in the following year (before April 15).

I truly did not realize that they were to be dispersed MONTHLY.

Signature:



For HCTDA Use Only

Date Received:	1-3-19	TDA/BOCC Board Meeting Date:	TDA - Jan. 30 th
Penalty Waived:		Authorized By:	
Penalty Waiver History:			

From: **Vickie Cagle** Vickie.Cagle@haywoodcountync.gov
Subject: RE: Penalty Waiver Request
Date: January 3, 2019 at 4:47 PM
To: Lynn Collins lynn@visitncsmokies.com



Patricia Weiss came into my office several different times- and I explained this to her- She filed coupons for 2017 and 2018 all at once. When she called to set up account- she said she needed to file coupons for year of 2017 and 2018? I gave her coupon books for both- years. I am not sure how she would understand they were not due till April 15 ? She filed mostly zero for year of 2017.

From: Lynn Collins [mailto:lynn@visitncsmokies.com]
Sent: Thursday, January 03, 2019 4:17 PM
To: Vickie Cagle <Vickie.Cagle@haywoodcountync.gov>
Subject: Penalty Waiver Request

FYI - see below.

Lynn Collins

Executive Director

Visit NC Smokies | Haywood County

p: 800.334.9036 e: lynn@visitncsmokies.com

a: 1110 Soco Rd, Maggie Valley, NC 28751

Pursuant to North Carolina General Statutes Chapter 132, Public Records, this electronic mail message and any attachments hereto, as well as any electronic mail message(s) sent in response to it, may be considered public record and as such are subject to request and review by anyone at any time.



visitncsmokies.com | [Facebook](#) | [Instagram](#) | [Twitter](#)

Begin forwarded message:

From: abecopier@gmail.com
Subject: Message from KM_C308
Date: January 3, 2019 at 4:13:08 PM EST
To: lynn@visitncsmokies.com
Reply-To: abecopier@gmail.com

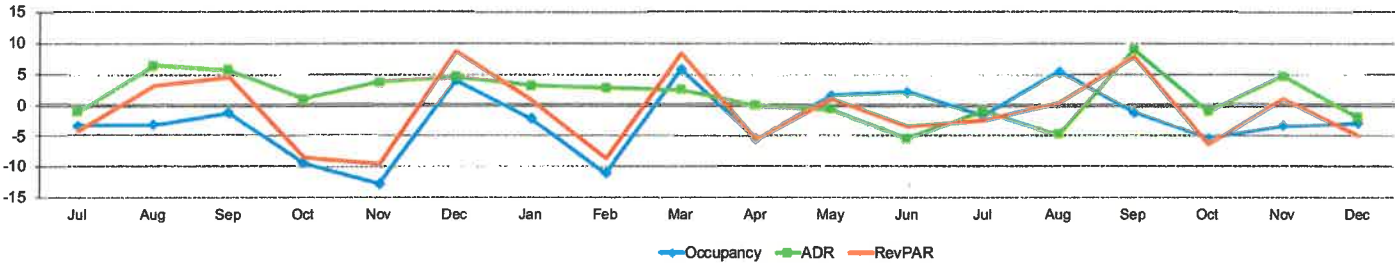
Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority
For the Month of December 2018

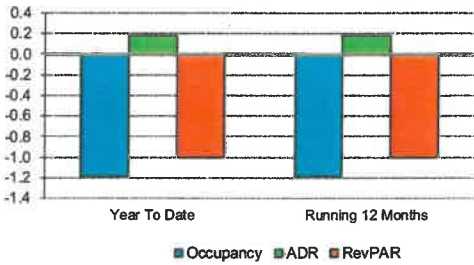
Currency: USD - US Dollar

Attachment 3

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	71.4	62.3	64.3	71.3	55.1	48.4	31.1	35.8	46.7	52.9	55.5	66.9	70.3	65.7	63.6	67.4	53.3	47.0
Last Year	73.8	64.3	65.1	78.6	63.2	46.5	31.8	40.3	44.1	55.9	54.7	65.5	71.4	62.3	64.3	71.3	55.1	48.4
Percent Change	-3.2	-3.1	-1.2	-9.3	-12.7	4.0	-2.2	-11.0	5.8	-5.5	1.6	2.1	-1.6	5.5	-1.1	-5.4	-3.4	-3.0

ADR	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	113.77	114.08	113.46	121.28	99.03	99.44	90.97	93.79	94.17	96.86	104.87	104.01	112.77	108.73	123.66	120.01	103.68	97.45
Last Year	114.94	107.14	107.30	120.09	95.46	95.05	88.22	91.24	91.92	96.92	105.50	109.86	113.77	114.08	121.28	99.03	99.44	99.44
Percent Change	-1.0	6.5	5.7	1.0	3.7	4.6	3.1	2.8	2.4	-0.1	-0.6	-5.3	-0.9	-4.7	9.0	-1.0	4.7	-2.0

RevPAR	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	81.28	71.03	72.98	86.42	54.61	48.12	28.29	33.61	43.96	51.21	58.24	69.58	79.29	71.41	78.68	80.91	55.24	45.77
Last Year	84.84	68.87	69.83	94.36	60.31	44.24	28.04	36.75	40.56	54.20	57.68	71.96	81.28	71.03	72.98	86.42	54.61	48.12
Percent Change	-4.2	3.1	4.5	-8.4	-9.5	8.8	0.9	-8.5	8.4	-5.5	1.0	-3.3	-2.5	0.5	7.8	-6.4	1.2	-4.9

Supply	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	53,072	53,072	51,360	53,072	46,650	46,810	46,066	41,608	47,926	49,980	53,072	51,360	53,072	53,072	51,360	53,072	46,650	46,810
Last Year	53,165	53,165	51,450	53,165	46,740	46,903	46,159	41,692	48,019	50,070	53,072	51,360	53,072	53,072	51,360	53,072	46,650	46,810
Percent Change	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	37,916	33,046	33,034	37,819	25,723	22,653	14,325	14,909	22,374	26,424	29,475	34,360	37,315	34,858	32,679	35,782	24,853	21,984
Last Year	39,243	34,173	33,484	41,775	29,531	21,831	14,672	16,792	21,187	27,999	29,015	33,640	37,916	33,046	33,034	37,819	25,723	22,653
Percent Change	-3.4	-3.3	-1.3	-9.5	-12.9	3.8	-2.4	-11.2	5.6	-5.6	1.6	2.1	-1.6	5.5	-1.1	-5.4	-3.4	-3.0

Revenue	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	4,313,859	3,769,822	3,748,099	4,586,564	2,547,372	2,252,540	1,303,090	1,398,356	2,107,011	2,559,465	3,091,170	3,573,841	4,207,912	3,790,066	4,040,943	4,294,196	2,576,857	2,142,441
Last Year	4,510,749	3,661,257	3,592,872	5,016,822	2,819,033	2,075,042	1,294,314	1,532,121	1,947,806	2,713,733	3,061,171	3,695,704	4,313,859	3,769,822	3,748,099	4,586,564	2,547,372	2,252,540
Percent Change	-4.4	3.0	4.3	-8.6	-9.6	8.6	0.7	-8.7	8.2	-5.7	1.0	-3.3	-2.5	0.5	7.8	-6.4	1.2	-4.9

Census %	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	40	40	40	40	35	33	32	32	34	38	40	40	40	40	40	40	35	33
Census Rooms	1712	1712	1712	1712	1555	1510	1486	1486	1546	1666	1712	1712	1712	1712	1712	1712	1555	1510
% Rooms Participants	24.1	24.1	24.1	24.1	26.6	26.0	26.4	26.4	25.4	23.6	23.0	23.0	23.0	23.0	23.0	23.0	25.3	26.0

A blank row indicates insufficient data.

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AirDNA
1523 15th Street
Suite 200
Denver, CO 80202
+1 (720) 372-2318
hello@airdna.co

Attachment 4

Data pulled up to Dec-18

140389 - Haywood County

Total Available Listings

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16
Entire Place	49	52	50	51	52	63	61	72	70	63	68	70	72	84	81	84
Private Room	7	6	6	7	7	11	12	14	13	13	17	11	10	9	17	19
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

Booked Listings

Entire Place	22	23	19	18	17	20	16	20	32	34	35	33	55	67	63	60
Private Room	3	1	1	0	2	0	2	8	5	7	6	6	7	4	7	7
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Room Nights - Entire Place

Total Available	1,426	1,346	1,195	1,918	1,201	1,828	1,044	1,572	2,408	2,201	2,244	2,524	3,506	4,579	4,842	4,863
Booked	588	476	419	358	300	421	251	437	743	965	816	570	1,216	1,202	1,660	1,100

Room Nights - Hotel Comparable

Total Available	0	14	15	0	21	19	0	5	9	0	24	60	95	194	182	145
Booked	0	8	5	0	4	2	0	3	4	0	5	23	34	36	44	31

Listing Nights - Entire Place

Available	502	518	428	504	405	451	350	413	607	590	665	746	1,063	1,547	1,612	1,632
Booked	207	183	135	108	114	120	82	116	226	273	248	199	383	388	538	392

Occupancy

Entire Place	41.2%	35.3%	31.5%	21.4%	28.1%	26.6%	23.4%	28.1%	37.2%	46.3%	37.3%	26.7%	36.0%	25.1%	33.4%	24.0%
Hotel Comparable	0	57.1%	33.3%	0	19.0%	10.5%	0	60.0%	44.4%	0	20.8%	38.3%	35.8%	18.6%	24.2%	21.4%

ADR

Entire Place	\$163.84	\$159.05	\$184.39	\$172.97	\$153.26	\$187.58	\$162.47	\$166.46	\$175.48	\$170.46	\$166.82	\$153.97	\$195.34	\$175.32	\$193.85	\$192.43
Hotel Comparable	0	\$150.0	\$170.0	0	\$175.0	\$200.0	0	\$183.33	\$191.75	0	\$75.0	\$83.70	\$104.38	\$120.61	\$128.78	\$143.89

RevPAR

Entire Place	\$67.56	\$56.19	\$58.16	\$37.07	\$43.14	\$49.91	\$38.06	\$46.75	\$65.33	\$78.87	\$62.21	\$41.07	\$70.38	\$43.97	\$64.70	\$46.22
Hotel Comparable	0	\$85.71	\$56.67	0	\$33.33	\$21.05	0	\$110.0	\$85.22	0	\$15.63	\$32.08	\$37.36	\$22.38	\$31.13	\$30.76

Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17
83 16 0	93 16 0	111 16 0	124 19 0	135 25 0	136 27 0	144 33 1	163 38 2	171 44 2	167 43 2	160 39 2	249 39 2	306 35 2	391 39 2	417 40 2	495 48 2	780 51 2	781 51 2	818 64 5	828 60 4	886 53 3
56 4 0	57 5 0	59 6 0	78 10 0	90 13 0	104 22 0	97 20 0	118 29 1	137 39 2	143 29 1	140 26 1	212 20 1	269 17 0	331 16 0	372 22 2	459 40 1	613 42 1	691 45 1	712 52 5	697 50 1	811 49 3
3,759 1,115	4,537 1,084	4,671 1,017	6,194 1,545	6,225 2,529	7,415 3,462	6,790 2,870	8,351 2,553	9,946 4,342	10,944 3,286	10,914 4,355	11,415 3,525	20,715 6,308	27,690 10,275	29,435 9,506	37,653 13,306	45,416 18,512	54,375 27,175	58,120 29,358	55,329 24,805	65,069 31,926
191 47	237 40	216 41	397 96	451 154	530 206	516 182	712 256	873 390	711 250	659 225	499 180	811 283	1,103 389	1,172 452	1,662 665	1,946 856	2,350 1,105	2,551 1,234	2,333 978	2,852 1,473
1,400 413	1,588 399	1,607 367	2,254 581	2,341 950	2,832 1,323	2,599 1,074	3,197 1,042	3,749 1,716	3,935 1,255	3,863 1,551	4,030 1,287	7,259 2,300	9,771 3,716	10,601 3,502	13,630 4,942	16,125 6,591	19,415 9,665	20,650 10,436	19,691 8,828	23,371 11,613
29.5% 24.6%	25.1% 16.9%	22.8% 19.0%	25.8% 24.2%	40.6% 34.1%	46.7% 38.9%	41.3% 35.3%	32.6% 36.0%	45.8% 44.7%	31.9% 35.2%	40.2% 34.1%	31.9% 36.1%	31.7% 34.9%	38.0% 35.3%	33.0% 38.6%	36.3% 40.0%	40.9% 44.0%	49.8% 47.0%	50.5% 48.4%	44.8% 41.9%	49.7% 51.6%
\$188.56 \$139.72	\$174.60 \$144.05	\$180.17 \$102.01	\$170.23 \$99.21	\$160.15 \$117.04	\$159.31 \$112.68	\$161.11 \$100.60	\$158.93 \$102.65	\$169.43 \$110.13	\$177.35 \$109.80	\$230.38 \$127.04	\$192.39 \$116.90	\$209.48 \$126.79	\$201.03 \$123.49	\$199.48 \$126.93	\$185.11 \$114.99	\$191.87 \$112.26	\$192.03 \$119.22	\$189.81 \$118.76	\$193.19 \$128.83	\$193.34 \$127.54
\$55.63 \$34.38	\$43.87 \$24.31	\$41.15 \$19.36	\$43.88 \$23.99	\$64.99 \$39.97	\$74.42 \$43.79	\$66.58 \$35.48	\$51.80 \$36.91	\$77.55 \$49.20	\$56.56 \$38.61	\$92.50 \$43.38	\$61.44 \$42.17	\$66.37 \$44.24	\$76.45 \$43.55	\$65.90 \$48.95	\$67.12 \$46.01	\$78.43 \$49.38	\$95.60 \$56.06	\$95.92 \$57.45	\$86.61 \$54.0	\$96.07 \$65.87

Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
905	900	892	868	900	926	936	985	1,002	1,024	1,017	1,078	1,074	1,056
55	48	49	47	52	56	60	68	74	74	74	73	72	67
3	3	4	6	6	6	6	6	3	3	2	3	1	0
808	775	686	590	640	674	772	869	927	935	910	1,020	975	701
45	38	36	28	32	38	46	58	60	65	65	69	67	64
2	2	2	2	2	4	5	3	1	2	1	3	1	0
64,891	64,498	56,041	44,697	52,396	54,857	63,163	63,597	75,339	76,671	72,193	80,803	79,600	55,159
26,449	26,869	22,688	18,927	24,061	24,162	24,300	35,589	52,182	41,413	34,531	47,283	39,401	23,736
2,614	2,439	2,374	1,963	2,345	2,432	2,801	2,767	3,065	3,113	3,291	3,490	3,085	2,700
1,157	1,052	816	791	988	1,109	1,199	1,461	1,856	1,616	1,753	2,203	1,624	1,279
23,053	22,540	19,966	15,858	18,664	19,254	22,505	22,999	26,235	26,765	25,356	28,373	27,487	20,012
9,540	9,553	8,090	6,864	8,647	8,739	8,955	12,783	18,427	14,940	12,623	17,070	13,814	8,684
41.4%	42.4%	40.5%	43.3%	46.3%	45.4%	39.8%	55.6%	70.2%	55.8%	49.8%	60.2%	50.3%	43.4%
44.3%	43.1%	34.4%	40.3%	42.1%	45.6%	42.8%	52.8%	60.6%	51.9%	53.3%	63.1%	52.6%	47.4%
\$196.55	\$197.90	\$183.71	\$180.31	\$182.43	\$182.65	\$209.24	\$223.23	\$229.21	\$200.38	\$207.92	\$209.11	\$217.39	\$217.45
\$125.32	\$127.56	\$114.81	\$113.47	\$117.43	\$113.26	\$119.09	\$121.69	\$127.84	\$127.65	\$122.97	\$127.86	\$132.93	\$127.52
\$81.34	\$83.88	\$74.44	\$78.04	\$84.52	\$82.90	\$83.26	\$124.07	\$160.99	\$111.85	\$103.51	\$125.81	\$109.25	\$94.36
\$55.47	\$55.02	\$39.46	\$45.73	\$49.47	\$51.65	\$50.98	\$64.26	\$77.42	\$66.26	\$65.50	\$80.71	\$69.98	\$60.41

**2018/2019
1% NET OCCUPANCY TAX REPORT**

	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	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			
	18/19	18/19	17/18	18/19	18/19	17/18	18/19	18/19	17/18	18/19	18/19	17/18	18/19	18/19	17/18
July 2018 Received September 2018	\$3,201	\$3,106	\$3,099	\$1,250	\$810	\$1,076	\$6,198	\$8,010	\$7,217	\$24,313	\$26,054	\$25,267	\$14,616	\$14,783	\$13,961
August 2018 Received October 2018	\$2,946	\$2,790	\$3,229	\$1,170	\$766	\$877	\$4,570	\$5,431	\$5,331	\$20,003	\$19,872	\$18,880	\$12,915	\$13,122	\$13,112
September 2018 Received November 2018	\$5,431	\$2,701	\$3,416	\$606	\$512	\$934	\$3,631	\$2,810	\$4,664	\$17,945	\$17,725	\$20,049	\$10,469	\$12,045	\$12,250
October 2018 Received December 2018	\$3,921	\$3,079	\$3,602	\$1,595	\$926	\$1,339	\$4,690	\$5,278	\$6,125	\$25,406	\$26,856	\$24,077	\$17,673	\$17,189	\$15,802
November 2018 Received January 2019	\$2,861	\$2,206	\$2,328	\$1,100	\$357	\$856	\$2,920	\$2,838	\$3,047	\$13,373	\$10,983	\$10,911	\$10,039	\$9,485	\$9,390
YTD	\$18,360	\$13,882	\$15,674	\$5,721	\$3,371	\$5,082	\$22,009	\$24,367	\$26,384	\$101,040	\$101,490	\$99,184	\$65,712	\$66,624	\$64,515
December 2018 Received February 2019		\$1,331	\$1,677		\$555	\$959		\$1,555	\$1,905		\$14,076	\$12,853		\$5,945	\$6,943
January 2019 Received March 2019		\$961	\$1,010		\$571	\$968		\$629	\$895		\$8,461	\$7,753		\$3,863	\$4,459
February 2019 Received April 2019		\$1,007	\$1,104		\$547	\$469		\$1,051	\$673		\$9,313	\$6,719		\$4,186	\$4,190
March 2019 Received May 2019		\$1,458	\$2,152		\$607	\$787		\$1,620	\$1,516		\$6,612	\$8,342		\$5,346	\$5,948
April 2019 Received June 2019		\$2,152	\$1,929		\$596	\$730		\$2,097	\$2,593		\$8,834	\$9,527		\$7,619	\$7,423
May 2019 Received July 2019		\$2,736	\$2,750		\$758	\$918		\$4,491	\$4,640		\$14,447	\$14,212		\$11,447	\$11,116
June 2019 Received August 2019		\$3,484	\$3,395		\$712	\$1,009		\$10,494	\$7,484		\$21,985	\$22,265		\$14,589	\$14,182
Total Received After Year End (Unavailable)		\$6,220	\$6,145		\$1,470	\$1,927		\$14,985	\$12,124		\$36,432	\$36,477		\$26,036	\$25,298
Total 18/19 Projections		\$27,011	\$51,509		\$7,717	\$17,931		\$46,304	\$84,598		\$185,218	\$316,516		\$119,619	208,589
TOTAL of 2019 1% Projections	\$385,869														
Comparison to Budget YTD	32%			70%			-10%			0%			-1%		
Comparison to November 2017	23%			29%			-4%			23%			7%		
YTD Comparison with FY 17/18	17%			13%			-17%			2%			2%		
% of YTD Collections	9%			3%			10%			47%			31%		

HCTDA 19/20 3% Projections

Attachment 5

	Amount of Increase	Total Amount
17/18 Actual 3% Occupancy Tax Collections		\$1,153,492
18/19 Projected 3% Occupancy Tax Collections	7% over 16/17 Actual	\$1,160,248
Flat would be the same as 18/19 projections		\$1,160,248
2% Increase Over 17/18 Actual	\$23,070	\$1,176,562
3% Increase Over 17/18 Actual	\$34,605	\$1,188,097
We are currently 1% ahead of last year		
*The Finance Committee recommendation is to budget flat using the current year figures		
3% Occupancy Tax	\$1,160,248	
1% Occuapncy Tax	\$386,749	
TOTAL	\$1,546,997	



Master 2018/2019 Partnership Funding Spreadsheet

28721 1% Amount available to award \$14,471	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2018/2019	Sub Com Rec. 2018/2019	FINANCE REC. 2018/2019	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Town Of Clyde	Clyde Feature Stories/Built out Clyde Page on TDA Website	\$5,000	\$5,000	\$5,000	Promo/Tourism	P/2000.00 (6 Feature stories) TR/3,000 Clyde page on TDA Website
	TOTAL		\$5,000.00	\$5,000.00	\$5,000.00		

28745 1% Amount available to award \$12,997	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2018/2019	Sub Com Rec. 2018/2019	FINANCE REC. 2018/2019	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Lake Junaluska	2019 Discover Magazine	\$19,280	\$10,500	\$10,500	Promotional	P/7,035 TR/ 3,465
	TOTAL		\$19,280.00	\$10,500.00	\$10,500.00		

28751 1% Amount available to award \$41,518	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2018/2019	Sub Com Rec. 2018/2019	FINANCE REC. 2018/2019	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Town of Maggie	Fourth of July Fireworks 2019	\$7,000	\$7,000	\$7,000	Tourism	
1%	Maggie Valley Tourism Co-Op	Co-Op Destination Marketing Campaign	\$40,000	\$33,000	\$33,000	Promotional	
	TOTAL		\$47,000.00	\$40,000.00	\$40,000.00		

28785/86 1% Amount available to award \$28,411	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2018/2019	Sub Com Rec. 2018/2019	FINANCE REC. 2018/2019	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Shelton House	Blue Ridge Heritage Weekend	\$15,250	\$2,000	\$2,000		P
1%	Haywood County Arts Council	Dance ARIS - New Event April 2019	\$5,982	\$0	\$0	Promotional	Cancelled
1%	Western Carolina Dog Fanciers Association	Conformation Show, Obedience & Rally Trials	\$2,400	\$500	\$500	Promotional	P
1%	The Arc of Haywood County, Inc.	Smoky Mountain 9-Ball Shoot Out	\$2,500	\$1,500	\$1,500	Promotional	Tournament Book Printing/ P
1%	Lake Junaluska Assembly, Inc.	2019 Independence Day Celebration	\$24,000	\$8,000	\$8,000	Promo/Tourism	\$3000 Promo/ \$3500 Tourism
1%	Historic Frog Level Merchants Association	Whole Bloomin' Thing	\$4,150	\$2,000	\$2,000	Promo/Tourism	1,700 P/300 TR
1%	Waynesville Co-op	Co-op Marketing	\$28,947	\$7,680	\$7,680	Promotional	P
1%	Downtown Waynesville Association	DWA Photography and Videography Promo Video by Crawford & TDA	\$2,500	\$2,500	\$2,500	Promotional	Video should be done by Crawford or their designee and used by all entities of TDA and Crawford including Municipalities
1%	Downtown Waynesville Association	Mountain Street Dance June 2019	\$1,320	\$1,320	\$1,320	Promo/Tourism	
1%	Waynesville Parks & Recreation	Base Camp Waynesville-Spring Challenge	\$25,000	\$3,500	\$3,500	Promo/Tourism	Adv.
1%	Grace Church	Icons In Transformation	\$1,000	\$1,000	\$1,000	Promotional	Adv.
	TOTAL		\$114,149.00	\$28,000.00	\$28,000.00		

**HCTDA Executive Committee
Recommendation for 2019 Slate of Officers**

Executive Committee recommends Lyndon Lowe for
Chairman

Executive Committee recommends Chris Corbin for
Vice Chairman

**Haywood County
Tourism Development Authority
2019 COMMITTEE SIGN UP SHEET**

_____ Marketing Committee – meets on an as needed basis, the week prior to the TDA Board meetings.

_____ Finance Committee – meets the week before the TDA Board meetings. During the Budget planning process, the committee may have a few additional meetings.

_____ Group Sales Committee – currently meets bi-monthly, the week prior to the TDA Board meetings.

_____ Government Relations Committee – deals with tourism related issues; meets on an as needed basis.

_____ Personnel Committee – meets on an as needed basis.

Signature: _____

HCTDA Meeting Dates 2019

**Meetings are held at 2:00pm
Bethea Welcome Center, Lake Junaluska
(unless otherwise noted)**

January 30th – Organizational Meeting & Election of Chair & Vice Chair

March 27th – Regular Meeting

May 22nd – Annual Budget Forum & Budget Approval including 3% & 1% Partnership Funding Allocations

June 26th – Last chance to make amendments to 2019 budget

August 28th – Regular Meeting

September 25th – Regular Meeting, report on year end numbers

November 20th – Regular Meeting

December 11th – Annual Board Christmas Event (no official meeting)

2019/2020 HCTDA Budget Calendar

January 30th – TDA Board determines 19/20 Projected Revenue

February 5th – Mandatory Workshop for the 3% & 1% Partnership Funding **for new applicants only**

March 29th – Deadline for the 1% Partnership Funding applications to be submitted to the TDA Executive Director

April 1st – 18th – 1% Subcommittees meet to review 1% applications and make recommendations for funding

April 17th – Deadline for the 3% Partnership Funding applications to be submitted to the TDA Executive Director

May 3rd – Deadline for 1% Subcommittees to submit recommendations for the TDA Executive Director

May 8th – TDA Finance Committee to review 3% & 1% recommendations and make TDA recommendations

May 15th – TDA Finance Committee to meet for review of Draft 19/20 TDA Budget

May 22nd– TDA Board meets for Annual Budget Forum to review Proposed 19/20 TDA budget including the 3% & 1% recommendations and then moves into regularly scheduled TDA Board meeting to approve the 19/20 TDA budget including the 3% & 1% funding

May 23rd & 24th - 3% & 1% Partnership Funding Applicants are notified of approved funding allocations

Haywood County Tourism Development Authority

2019 Board of Directors

Name & Address		Term Expires	Category
Dave Angel Elevated Mtn. Distillery 3732 Soco Road Maggie Valley, NC 28751	Work: 944-0766 Mobile: 734-1084 Email: dangel@elevatedmountain.com	2021	Tourist Related Business
Mike Eveland Town of Maggie Valley 70 Soco Road Maggie Valley, NC 28751	Work: 926-0201 Mobile: 242-3012 Email: mikesroadking06@yahoo.com	2021	Town of Maggie Valley
Lyndon Lowe Twinbrook Resort 230 Twinbrook Lane Maggie Valley, NC 28751	Work: 926-1388 Mobile: 1-941-544-2183 Email: lyndonandgreg@snyderlowe.com	2021	20 Units or Less
Ken Howle Lake Junaluska Conference Center P.O. Box 67 Lake Junaluska, NC 28745	Work: 454-6784 Mobile: 421-6467 Email: khowle@lakejunaluska.com	2019	More Than 20 Units
Katy McLean Gould Town of Clyde 144 Industrial Park Drive Waynesville, NC 28786	Work: 627-4512 Mobile: Email: kmgould@haywood.edu	2019	Town of Clyde
Michael Graham Jukebox Junction Restaurant 6306 Pigeon Road Canton, NC 28786	Work: 648-4546 Mobile: 246-8425 Email: myttmyke@aol.com	2019	Tourist Related Business
Tammy Wight Clarketon Motel 1527 Soco Road Maggie Valley, NC 28751	Work: 926-3539 Mobile: 273-3539 Email: info@clarktonmotel.com	2019	20 Units or Less
Chris Corbin Waynesville Inn Golf Resort & Spa 176 Country Club Drive Waynesville, NC 28786	Work: 456-3551 ext. 303 Mobile: 734-0806 Email: operations@twigolfresort.com	2020	More Than 20 Units
Kivanc Senocak Four Seasons Inn 4040 Soco Road Maggie Valley, NC 28751	Work: 926-8505 Mobile: 202-351-9138 Email: Kivanc@fourseasonsinn.com	2020	20 Units or Less

(over)

Haywood County Tourism Development Authority

2019 Board of Directors

Name & Address		Term Expires	Category
Gail Mull Town of Canton 28 Pennsylvania Avenue Canton, NC 28716	Home: 648-1929 Work: 648-6014 Email: uswlocal507@bellsouth.net	2020	Town of Canton
Amie Owens Town of Waynesville P.O. Box 100 16 South Main Street Waynesville, NC 28786	Work: 452-2491 Mobile: 506-2222 Email: aowens@waynesvillenc.gov	2020	Town of Waynesville
P. Shah Best Western Smoky Mountain Inn 130 Shiloh Trail Waynesville, NC 28786	Work: 456-4402 Mobile: 1-617-448-2422 Email: managerbwsmi@outlook.com	2021	More Than 20 Units
Lynn Collins - Executive Director Haywood County TDA 1110 Soco Road Maggie Valley, NC 28751	Work: 944-0761 Mobile: 550-4067 Email: lynn@visitncsmokies.com	N/A	Executive Director
Kirk Kirkpatrick Haywood County Commissioner 37 Branner Avenue Waynesville, NC 28786	Work: 452-0801 Mobile: Email: kirk.kirkpatrick@haywoodcountync.gov	N/A	Ex-officio
David Francis Economic Development Commission 215 N. Main Street Waynesville, NC 28786	Work: 452-6625 Mobile: 400-0212 Email: dbfrancis@haywoodnc.net	N/A	Ex-officio
Julie Davis Haywood Co Finance Director 215 N Main St Waynesville, NC 28786	Work: 452-6629 Ext 2611 Direct: 452-6724 Email: jhdavis@haywoodnc.net	N/A	Ex-officio

November 2018 - Monthly Activities Report

The Monthly Activities Report is compiled monthly by the Haywood County Tourism Development Authority . Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled. Figures reflect a July 1- June 30 fiscal year.

Activity		November 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	3,793	2,658	42%	19,779	22,135	-10%
	Visitor Center Sales (NET)	\$2,373.35	\$2,214.56	7%	\$9,967.81	\$12,642.25	-21%
	Travel Guide Requests (print/digital)	274	319	-14%	2,537	3,034	-16%
Online Activity	Sessions	60,199	44,195	36%	314,057	216,469	45%
	Unique Users	47,691	35,737	33%	232,332	167,348	38%
	Organic	15,466	12,344	25%	102,325	68,992	48%
	PPC / Display Ads	31,684	23,081	37%	138,970	97,973	41%
	Referrals	1,550	802	93%	12,684	7,959	59%
	Social Referrals	1,356	1,081	25%	12,164	5,952	104%
	Mobile Site Visits	41,545	29,283	41%	203,683	127,307	59%
*Public Relations	Media Mentions	28	N/A	N/A	99	N/A	N/A
	Advertising Value	\$58,242	N/A	N/A	\$1,364,201	N/A	N/A
	Media Interactions	2	N/A	N/A	46	N/A	N/A
Email Marketing	Number of Emails Delivered	13,648	12,189	11%	67,513	59,722	13%
	Opens	3,335	2,819	18%	15,681	14,759	6%
	Clicks	587	411	42%	3,058	2,951	3%
	Newsletter Sign Up	338	107	215%	2,113	1,271	66%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3-6%	Facebook						
	Followers	1,601	25	6304%	74,393	58,511	27%
	Engagement	NA	NA	#VALUE!	NA	NA	NA
	Twitter						
	Followers	31	29	7%	3,059	2,676	14%
	Engagement	0.90%	0.80%	13%	NA	NA	NA
	Instagram ***						
	Followers	NA	NA	#VALUE!	NA	NA	#VALUE!
	Engagement	NA	NA	#VALUE!	NA	NA	NA

* The comparison to last year has been removed. We have changed media monitoring services and it the numbers did not reflect and accurate comparison.*

*** Iconosquare no longer offers free analytics so we no longer have way of reporting these numbers. We are looking into other available tracking methods.

December 2018 - Monthly Activities Report

The Monthly Activities Report is compiled monthly by the Haywood County Tourism Development Authority . Unless otherwise noted, the figures reflect activity and sales for the current month.

Numbers reported reflect the most current information available to staff when compiled. Figures reflect a July 1- June 30 fiscal year.

Activity		December 2018	Same Month Last Year	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
Visitor	Maggie Valley Visitor Center	3,090	1,859	66%	22,869	23,994	-4%
	Visitor Center Sales (NET)	\$1,061.62	\$1,663.58	-36%	\$11,029.43	\$14,305.83	-22%
	Travel Guide Requests (print/digital)	201	156	28%	2,738	3,190	-14%
Online Activity	Sessions	51,553	36,064	42%	397,729	329,636	20%
	Unique Users	40,986	29,078	40%	299,465	259,673	15%
	Organic	12,745	11,541	10%	115,071	106,679	7%
	PPC / Display Ads	28,919	16,265	77%	108,575	135,451	-19%
	Referrals	1,172	772	51%	16,598	13,283	24%
	Social Referrals	1,273	1,690	-24%	75,606	12,505	504%
	Mobile Site Visits	37,918	25,293	49%	243,611	192,108	26%
*Public Relations	Media Mentions	20	N/A	N/A	119	N/A	N/A
	Advertising Value	\$13,686	N/A	N/A	\$1,377,887	N/A	N/A
	Media Interactions	1	N/A	N/A	47	N/A	N/A
Email Marketing	Number of Emails Delivered	13,707	12,112	13%	81,220	71,834	13%
	Opens	2,984	2,494	19%	18,665	17,253	8%
	Clicks	284	311	-8%	3,342	3,262	2%
	Newsletter Sign Up	214	113	89%	2,327	1,384	68%
Social Media Avg for TDA size Fan Base: .34% Business Avg. is 0.07% Business Avg. 3-6%	Facebook						
	Followers	1,736	135	1186%	76,129	58,646	30%
	Engagement	NA	NA	#VALUE!	NA	NA	NA
	Twitter						
	Followers	47	26	81%	3,106	2,702	15%
	Engagement	1.00%	1.30%	-23%	NA	NA	NA
	Instagram ***						
	Followers	NA	NA	#VALUE!	NA	NA	#VALUE!
	Engagement	NA	NA	#VALUE!	NA	NA	NA

* The comparison to last year has been removed. We have changed media monitoring services and it the numbers did not reflect and accurate comparison.*

*** Iconosquare no longer offers free analytics so we no longer have way of reporting these numbers. We are looking into other available tracking methods.