



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

HCTDA Office: 1110 Soco Road Maggie Valley, NC 28751

Date: April 29<sup>th</sup>, 2020

Time: 9:00AM

- 
- 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. Consent Agenda – Chairman Lowe**
    - a. Request Approval of Minutes – February 26<sup>th</sup>, 2020
    - b. Request Approval of Budget Amendment – Attachment 1
    - c. Resolution for Surplus Equipment – Attachment 2
  - VII. Administrative/Committee Reports**
    - a. February & March Financial Reports – Julie Davis
    - b. 3%, 1% & 4% Net Occupancy Tax Reports – Chris Corbin
    - c. COVID 3% & 1% Projections
    - d. Penalty Report – Chris Corbin
    - e. Penalty Waiver Request Granted – Chris Corbin
    - f. STR & AirDNA Reports – P. Shah
  - VIII. New Business**
    - a. Recovery Marketing/Advertising Plan – TDA Staff
  - IX. Old Business – Chairman Lowe**
    - a. Revised 2020 Budget Schedule – Budget to be approved June 24<sup>th</sup>, 2020
  - X. Adjournment**
  - XI. 10 Minute Media Communication Schedule**

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:               |                |                |                     |                |
| NC State Retirement    | 512110         | 28,476         | 3,368               | 31,844         |
| Bank Charges           | 549902         | 2,000          | 660                 | 2,660          |
| Board Members          | 517001         | 3,000          | (2,115)             | 885            |
| Prof. Svcs. Legal Fees | 519203         | 2,000          | (1,913)             | 87             |
|                        |                |                |                     |                |
|                        |                |                |                     |                |
|                        |                | 35,476         | -                   | 35,476         |

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

Adopted this 29th day of April, 2020.

\_\_\_\_\_  
Chairman  
Haywood County Tourism Development Authority

ATTEST:

\_\_\_\_\_  
Secretary to the Board

|                                                                       |
|-----------------------------------------------------------------------|
| Explanation:                                                          |
| Retirement - to balance line item from journal entry made by auditors |
|                                                                       |
| Bank Charges - to balance line item to cover increased bank charges   |

**RESOLUTION  
DECLARING PERSONAL PROPERTY SURPLUS  
AND DISPOSITION OF PROPERTY**

**WHEREAS**, N.C.G.S. 160A-274 authorizes any governmental unit to dispose of personal property by conveying to another governmental unit; and

**WHEREAS**, due to renovations for display of brochures and other collateral materials at 1110 Soco Road in Maggie Valley, the Tourism Development Authority (TDA) of Haywood County wishes to convey the following surplus personal property in its possession to the Haywood County Recycling/Solid Waste Center at Jones Cove and/or Habitat for Humanity:

- One (1) broken and torn office chair
- One (1) broken wire snowman lawn ornament
  - Metal computer arms that attach to desk
  - Battery Backups that no longer work

**WHEREAS**, The Board of the Tourism Development Authority of Haywood County is authorized to declare surplus and adopt a resolution for this conveyance of surplus personal property;

**NOW, THEREFORE, BE IT RESOLVED** that The Board of the Tourism Development Authority of Haywood County, meeting in general session on Wednesday, March 25<sup>th</sup>, 2020, does the following:

1. Hereby authorizes the Haywood County Tourism Development Authority Executive Director to declare surplus:

- One (1) broken and torn office chair
- One (1) broken wire snowman lawn ornament
  - Metal computer arms that attach to desk
  - Battery Backups that no longer work

2. Agrees to the disposition of the above equipment to the Haywood County Recycling/Solid Waste Center at Jones Cove and/or Habitat for Humanity.
3. Pursuant to N.C.G.S. 160a-266(d), any of these items deemed unusable and of no value, will be discarded as appropriate.

**ADOPTED** this 25<sup>th</sup> day of March, 2020.

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Lyndon Lowe, Chairman  
Haywood County Tourism Development Authority Board

**ATTEST:**

**Haywood County Tourism Development Authority**

**Financial Statements**

**February 2020**



**Haywood County TDA**  
**Statement of Financial Position**  
As of February 2020

|                                           | <b>Total</b>         |
|-------------------------------------------|----------------------|
| <b>ASSETS</b>                             |                      |
| <b>Current Assets</b>                     |                      |
| <b>Bank Accounts</b>                      |                      |
| 100001 1% Cash in Bank - 1st Citizens     | 72,846.12            |
| 100002 3% Cash in Bank - 1st Citizens     | 135,891.96           |
| 111501 NCCMT - 9152 3% General Investment | 476.92               |
| 111502 NCCMT - 1598 3% General Term       | 633,934.33           |
| 111503 NCCMT - 9863 1% General Investment | 65.49                |
| 111504 NCCMT- 1788 1% General Term        | 129,523.84           |
| <b>Total Bank Accounts</b>                | <b>\$ 972,738.66</b> |
| <b>Other Current Assets</b>               |                      |
| 119000 Petty Cash - TDA                   | 100.00               |
| 119001 Petty Cash - VC                    | 100.00               |
| <b>Total Other Current Assets</b>         | <b>\$ 200.00</b>     |
| <b>TOTAL ASSETS</b>                       | <b>\$ 972,938.66</b> |
| <b>LIABILITIES AND NET POSITION</b>       |                      |
| 231800 Sales Tax Payable                  | -276.94              |
| NC Income Tax                             | 1,948.00             |
| NC Pension Payable                        | 4,278.76             |
| <b>Total Other Current Liabilities</b>    | <b>\$ 6,204.40</b>   |
| <b>Total Liabilities</b>                  | <b>\$ 6,204.40</b>   |
| 329300 Net Assets as July 1               | 871,802.58           |
| Net Revenue                               | 94,929.68            |
| <b>Total Net Position</b>                 | <b>\$ 966,732.26</b> |
| <b>Total Liabilities and Net Position</b> | <b>\$ 976,938.66</b> |

# Haywood County Tourism Development Authority

## Financial Statements

March 2020



**Haywood County TDA**  
**Statement of Financial Position**  
As of March 2020

|                                           | <b>Total</b>           |
|-------------------------------------------|------------------------|
| <b>ASSETS</b>                             |                        |
| <b>Current Assets</b>                     |                        |
| <b>Bank Accounts</b>                      |                        |
| 100001 1% Cash in Bank - 1st Citizens     | 94,075.73              |
| 100002 3% Cash in Bank - 1st Citizens     | 147,077.22             |
| 111501 NCCMT - 9152 3% General Investment | 477.29                 |
| 111502 NCCMT - 1598 3% General Term       | 634,681.25             |
| 111503 NCCMT - 9863 1% General Investment | 65.54                  |
| 111504 NCCMT - 1788 1% General Term       | 129,829.06             |
| <b>Total Bank Accounts</b>                | <b>\$ 1,006,206.09</b> |
| <b>Other Current Assets</b>               |                        |
| 119000 Petty Cash - TDA                   | 100.00                 |
| 119001 Petty Cash - VC                    | 100.00                 |
| <b>Total Other Current Assets</b>         | <b>\$ 200.00</b>       |
| <b>TOTAL ASSETS</b>                       | <b>\$ 1,006,406.09</b> |
| <b>LIABILITIES AND NET POSITION</b>       |                        |
| 231800 Sales Tax Payable                  | -261.49                |
| NC Income Tax                             | 950.00                 |
| NC Pension Payable                        | 3,908.51               |
| <b>Total Other Current Liabilities</b>    | <b>\$ 4,597.02</b>     |
| <b>Total Liabilities</b>                  | <b>\$ 4,597.02</b>     |
| 329300 Net Assets as July 1               | 871,802.58             |
| Net Revenue                               | 130,006.49             |
| <b>Total Net Position</b>                 | <b>\$ 1,001,809.07</b> |
| <b>Total Liabilities and Net Position</b> | <b>\$ 1,006,406.09</b> |

# Haywood County 3% Net Occupancy Tax 2019-2020

|    | A                  | B                  | C                | D              | E          | F                  | G              | H          |
|----|--------------------|--------------------|------------------|----------------|------------|--------------------|----------------|------------|
| 1  |                    | <b>2019-2020</b>   | 2019-2020        | 2019-2020      | % Change   | 2018-2019          | 2018-2019      | % Change   |
| 2  |                    | <b>Occupancy</b>   | Occupancy        | Penalties      | Compared   | Occupancy          | Penalties      | Compared   |
| 3  |                    | <b>Tax</b>         | Tax              | Interest       | To         | Tax                | Interest       | To         |
| 4  |                    | <b>Projections</b> | 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           | \$66,237         | \$587          | 32%        | \$57,143           | \$648          | 16%        |
| 14 | February           | \$44,089           | \$61,711         | \$696          | 40%        | \$50,616           | \$553          | 22%        |
| 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 | <b>Total Proj.</b> | <b>\$1,160,248</b> |                  |                |            | <b>\$1,208,180</b> | <b>\$6,901</b> |            |
| 21 |                    |                    |                  |                |            |                    |                |            |
| 22 | <b>YTD</b>         |                    | <b>\$907,616</b> | <b>\$6,113</b> | <b>15%</b> | <b>\$764,649</b>   | <b>\$5,462</b> | <b>11%</b> |

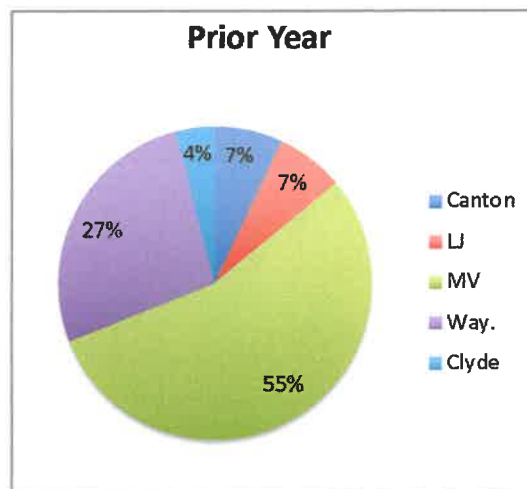
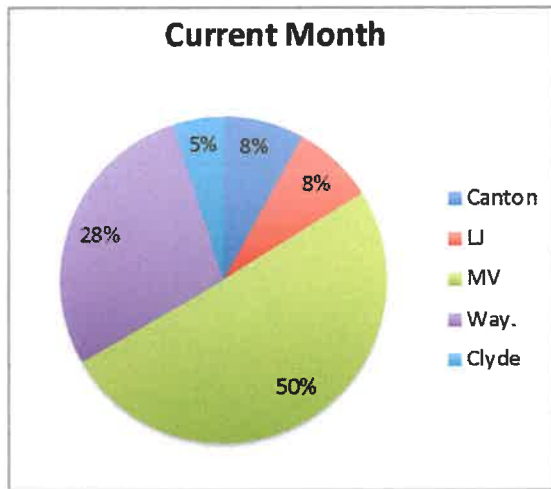


**Haywood County Tourism Development Authority  
Occupancy Tax Distribution Information  
February 2020**

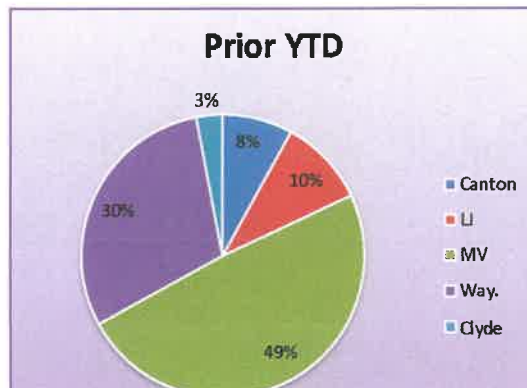
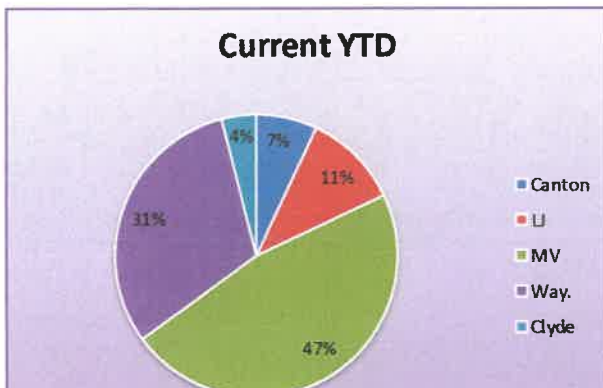
| <b>Active Account Performance</b> |               |               | <b>Variance</b> |
|-----------------------------------|---------------|---------------|-----------------|
|                                   | February 2020 | February 2019 |                 |
| Canton                            | 36            | 37            | 0%              |
| Clyde                             | 22            | 20            | 10%             |
| Lake Junaluska                    | 20            | 15            | 33%             |
| Maggie Valley                     | 188           | 195           | 2%              |
| Waynesville                       | 127           | 118           | 13%             |
| <b>Total</b>                      | <b>393</b>    | <b>385</b>    | <b>6%</b>       |

| <b>Distribution Comparison</b> |                | <b>Distribution Information</b> |                       |
|--------------------------------|----------------|---------------------------------|-----------------------|
| Total Distribution             | 3% \$61,710.63 | <b>Remittance Type</b>          | <b>Distrubution</b>   |
| Distribution Previous Year     | \$50,616.37    | Taxes Remitted for Period       | 4% \$83,111.96        |
| Difference                     | \$11,094.26    | Penalties                       | \$1,194.22            |
| Variance                       | 22%            | <b>Sub Total</b>                | <b>\$84,306.18</b>    |
|                                |                | Fee to County                   | (\$1,069.01)          |
|                                |                | <b>Total Distribution</b>       | <b>4% \$83,237.17</b> |

**GROSS ROOM NIGHT SALES BREAKDOWN**



**GROSS ROOM NIGHT SALES YTD BREAKDOWN**

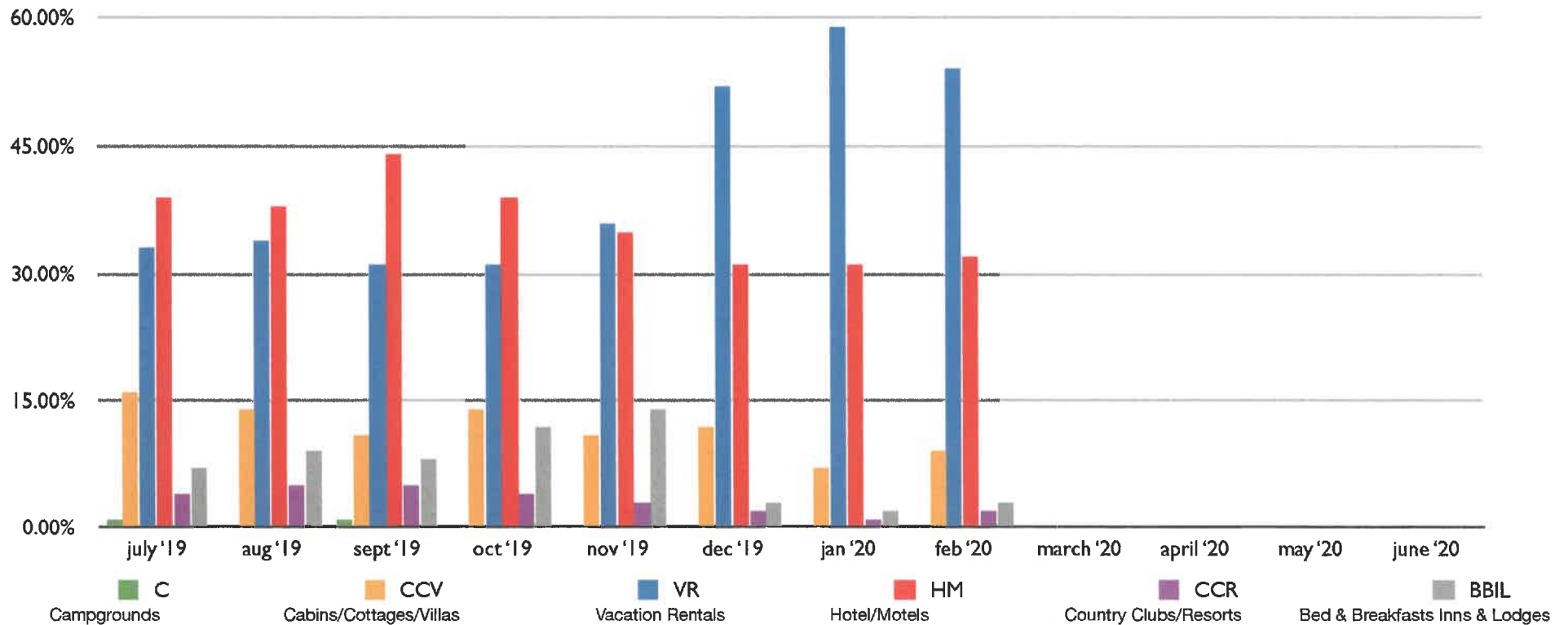


# 19/20 OCCUPANCY TAX BY CATEGORY

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%   | 0.00%   | 0.00%   |           |           |         |          |
| CCV  | 16.00%   | 14.00%  | 11.00%   | 14.00%  | 11.00%  | 12.00%  | 7.00%   | 9.00%   |           |           |         |          |
| VR   | 33.00%   | 34.00%  | 31.00%   | 31.00%  | 36.00%  | 52.00%  | 59.00%  | 54.00%  |           |           |         |          |
| HM   | 39.00%   | 38.00%  | 44.00%   | 39.00%  | 35.00%  | 31.00%  | 31.00%  | 32.00%  |           |           |         |          |
| CCR  | 4.00%    | 5.00%   | 5.00%    | 4.00%   | 3.00%   | 2.00%   | 1.00%   | 2.00%   |           |           |         |          |
| BBIL | 7.00%    | 9.00%   | 8.00%    | 12.00%  | 14.00%  | 3.00%   | 2.00%   | 3.00%   |           |           |         |          |

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



COVID 3% Budget Projection

|                  | 19-20 Projection | 18-19 Actual | Average Proj-Act | 19-20 Actual | Scenario A | Notes               |
|------------------|------------------|--------------|------------------|--------------|------------|---------------------|
| March            | \$ 58,012        | \$ 62,855    | \$ 60,434        | \$ -         | \$ 21,152  | Down 65% to Average |
| April            | \$ 68,455        | \$ 72,309    | \$ 70,382        | \$ -         | \$ 3,519   | Down 95% to Average |
| May              | \$ 104,229       | \$ 111,430   | \$ 107,830       | \$ -         | \$ 16,175  | Down 85% to Average |
| June             | \$ 142,710       | \$ 146,321   | \$ 144,516       | \$ -         | \$ 36,129  | Down 75% to Average |
| YTD              | \$ 786,842       | \$ 815,265   |                  | \$ 907,616   | \$ 907,616 |                     |
| Total Projection | \$ 1,167,748     | \$ 1,208,180 |                  | \$ 907,616   | \$ 984,591 | \$ (183,157)        |

| Line Item                   | 19-20 Budget | Year to Date | Rest of Year | Total Estimate | 19-20 Budget Difference |
|-----------------------------|--------------|--------------|--------------|----------------|-------------------------|
| 3% Occupancy Tax            | \$ 1,167,748 | \$ 907,616   | \$ 76,975    | \$ 984,591     | \$ (183,157)            |
| Quilt Trail                 | \$ 4,000     | \$ 900       | \$ -         | \$ 900         | \$ (3,100)              |
| Product Sales               | \$ 30,000    | \$ 15,721    | \$ 1,279     | \$ 17,000      | \$ (13,000)             |
| Visitor Guide Ad Sales      | \$ 40,000    | \$ 25,395    | \$ -         | \$ 25,395      | \$ (14,605)             |
| Internet Ad Sales           | \$ 5,000     | \$ -         | \$ -         | \$ -           | \$ (5,000)              |
| Elk Fest Revenue            | \$ 50,500    | \$ 54,239    | \$ (4,000)   | \$ 50,239      | \$ (261)                |
| Sponsorship                 | \$ 2,000     | \$ 8,420     | \$ -         | \$ 8,420       | \$ 6,420                |
| Investment Earnings         | \$ 10,000    | \$ 7,497     | \$ 2,503     | \$ 10,000      | \$ -                    |
| Net Occupancy Tax Penalties | \$ 7,500     | \$ 6,113     | \$ -         | \$ -           | \$ (1,387)              |
| Fund Balance Appropriation  | \$ 150,000   | \$ -         | \$ 150,000   | \$ 150,000     | \$ -                    |
|                             |              |              |              | Net Difference | \$ (214,090)            |

**Special Note** 3% Occupancy Tax Collections were increased via \$7,500 appropriation in January 2020, not attributed to a specific month

# COVID 1% Budget Projection

| CANTON           | 19-20 Projections | 18-19 Actual | Average Proj-Act | 19-20 Actual | Scenario A | Notes               |
|------------------|-------------------|--------------|------------------|--------------|------------|---------------------|
| March            | \$ 1,956          | \$ 2,203     | \$ 2,080         | \$ -         | \$ 728     | Down 65% to Average |
| April            | \$ 1,753          | \$ 2,451     | \$ 2,102         | \$ -         | \$ 105     | Down 95% to Average |
| May              | \$ 2,501          | \$ 3,010     | \$ 2,756         | \$ -         | \$ 413     | Down 85% to Average |
| June             | \$ 3,087          | \$ 4,408     | \$ 3,748         | \$ -         | \$ 937     | Down 75% to Average |
| YTD              | \$ 17,713         | \$ 23,703    |                  | \$ 22,503    | \$ 22,503  |                     |
| Total Projection | \$ 27,010         | \$ 35,775    |                  | \$ 22,503    | \$ 24,686  | \$ (2,324)          |

| CLYDE            | 19-20 Projections | 18-19 Actuals | Average Proj-Act | 19-20 Actuals | Scenario A | Notes               |
|------------------|-------------------|---------------|------------------|---------------|------------|---------------------|
| March            | \$ 786            | \$ 948        | \$ 867           | \$ -          | \$ 303     | Down 65% to Average |
| April            | \$ 728            | \$ 670        | \$ 699           | \$ -          | \$ 35      | Down 95% to Average |
| May              | \$ 916            | \$ 886        | \$ 901           | \$ -          | \$ 135     | Down 85% to Average |
| June             | \$ 1,010          | \$ 984        | \$ 997           | \$ -          | \$ 249     | Down 75% to Average |
| YTD              | \$ 7,468          | \$ 8,806      |                  | \$ 11,090     | \$ 11,090  |                     |
| Total Projection | \$ 10,908         | \$ 12,294     |                  | \$ 11,090     | \$ 11,812  | \$ 904              |

| LAKE JUNALUSKA   | 19-20 Projections | 18-19 Actuals | Average Proj-Act | 19-20 Actuals | Scenario A | Notes               |
|------------------|-------------------|---------------|------------------|---------------|------------|---------------------|
| March            | \$ 1,524          | \$ 3,043      | \$ 2,284         | \$ -          | \$ 799     | Down 65% to Average |
| April            | \$ 2,607          | \$ 2,193      | \$ 2,400         | \$ -          | \$ 120     | Down 95% to Average |
| May              | \$ 4,667          | \$ 5,010      | \$ 4,839         | \$ -          | \$ 726     | Down 85% to Average |
| June             | \$ 7,526          | \$ 7,660      | \$ 7,593         | \$ -          | \$ 1,898   | Down 75% to Average |
| YTD              | \$ 30,036         | \$ 26,408     |                  | \$ 32,334     | \$ 32,334  |                     |
| Total Projection | \$ 46,360         | \$ 44,314     |                  | \$ 32,334     | \$ 35,877  | \$ (10,483)         |

| MAGGIE VALLEY    | 19-20 Projections | 18-19 Actuals | Average Proj-Act | 19-20 Actuals | Scenario A | Notes               |
|------------------|-------------------|---------------|------------------|---------------|------------|---------------------|
| March            | \$ 8,385          | \$ 8,888      | \$ 8,637         | \$ -          | \$ 3,023   | Down 65% to Average |
| April            | \$ 9,576          | \$ 11,001     | \$ 10,289        | \$ -          | \$ 514     | Down 95% to Average |
| May              | \$ 14,288         | \$ 16,682     | \$ 15,485        | \$ -          | \$ 2,323   | Down 85% to Average |
| June             | \$ 22,384         | \$ 22,622     | \$ 22,503        | \$ -          | \$ 5,626   | Down 75% to Average |
|                  |                   |               |                  |               |            |                     |
| YTD              | \$ 127,195        | \$ 132,469    |                  | \$ 144,972    | \$ 144,972 |                     |
| Total Projection | \$ 181,828        | \$ 191,662    |                  | \$ 144,972    | \$ 156,458 | \$ (25,370)         |

| WAYNESVILLE      | 19-20 Projections | 18-19 Actuals | Average Proj-Act | 19-20 Actuals | Scenario A | Notes               |
|------------------|-------------------|---------------|------------------|---------------|------------|---------------------|
| March            | \$ 5,996          | \$ 5,909      | \$ 5,953         | \$ -          | \$ 2,084   | Down 65% to Average |
| April            | \$ 7,483          | \$ 7,890      | \$ 7,687         | \$ -          | \$ 384     | Down 95% to Average |
| May              | \$ 11,207         | \$ 11,692     | \$ 11,450        | \$ -          | \$ 1,718   | Down 85% to Average |
| June             | \$ 14,299         | \$ 13,258     | \$ 13,779        | \$ -          | \$ 3,445   | Down 75% to Average |
|                  |                   |               |                  |               |            |                     |
| YTD              | \$ 80,778         | \$ 82,374     |                  | \$ 93,695     | \$ 93,695  |                     |
| Total Projection | \$ 119,763        | \$ 121,123    |                  | \$ 93,695     | \$ 101,326 | \$ (18,437)         |



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

FEBRUARY RECEIVED IN MARCH 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                                      | FILED ALL COUPONS THRU DEC 20 |          | 16.26              |          |        |               | 16.26        | 16.26    |
| 906   | Bear Run Log Cabins                                              | owes oct-jan 20 penalty                                         |                               |          | 132.11             |          | 132.11 |               |              | 132.11   |
| 622   | Big View Cabin                                                   | owes Jan 20 penalty                                             |                               |          | 13.52              |          | 13.52  |               |              | 13.52    |
| 976   | Elk Ridge Cabin                                                  | owes july & aug penalties                                       | NOT FILING no statement       |          | 56.14              |          |        |               | 56.14        | 56.14    |
| 717   | Judge Franks                                                     | filed all zero's thru DEC 2019 Penalties from Oct-Dec 2016      |                               |          | 78.35              |          |        |               | 78.35        | 78.35    |
|       | TDA SENT A 90 DAY DELINQUENT LETTER DUE AUG 18 no statement      |                                                                 |                               |          |                    |          |        |               |              |          |
| 328   | Lake Logan Conference Center                                     | owes dec & Jan penalties                                        |                               |          | 85.42              |          |        |               | 85.42        | 85.42    |
| 466   | Lucky Cat (Hearth & Home)                                        | owes may penalty short on June tax & July penalty. Lien         |                               |          | 0.60               | 123.38   |        |               | 123.98       | 123.98   |
|       | Filed coupons for May 2018-Jan 2020 did not pay tax or penalties |                                                                 |                               |          |                    |          |        |               |              |          |
|       |                                                                  |                                                                 |                               |          | 2,363.16           | 796.02   |        |               | 3,161.20     | 3,161.20 |
| 903   | Maggie Valley Chalet                                             | owes Aug-October 2019 penalty                                   | Not Filing no statement       |          | 20.52              |          |        |               | 20.52        | 20.52    |
| 255   | Peppertree Resort                                                | owes Jan penalties                                              |                               |          | 5.99               |          |        |               | 5.99         | 5.99     |
| 303   | Rudra H LLC America Best Inn                                     | owes dec penalty                                                |                               |          | 143.06             |          |        |               | 143.06       | 143.06   |
| 851   | Serenity Cabin                                                   | owes Jul-Dec penalties- applied credit                          |                               |          | 53.93              |          |        |               | 53.93        | 53.93    |
| 741   | Smoky Mountain Getaway                                           | short paid on Jan no statement                                  |                               |          | 2.52               |          | 2.52   |               |              | 2.52     |
| 1001  | Southern Firefly (Red Wolf)                                      | owes nov penalties                                              |                               |          | 9.75               |          |        |               | 9.75         | 9.75     |
| 1002  | Southern Firefly Cozy Creek Cabin                                | overpaid on acct no statement                                   |                               |          | (6.00)             |          |        |               | (6.00)       | (6.00)   |
| 919   | Stony Creek Lodge                                                | applied credit to Jan penalty owes bal                          |                               |          | 3.05               |          | 3.05   |               |              | 3.05     |
| 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 |                               |          | 127.60             |          |        |               | 127.60       | 127.60   |
|       | Filed out of business no statement                               |                                                                 |                               |          |                    |          |        |               |              |          |
| 671   | The PineCone                                                     | owes october penalty                                            |                               |          | 13.91              |          |        |               | 13.91        | 13.91    |
| 29    | TMT Properties MV Creekside Lodge                                | owes Jan penalty                                                |                               |          | 19.38              |          |        |               | 19.38        | 19.38    |
| 818   | Tranquility Cabin                                                | owes dec penalty called mailing penalty closed till april       |                               |          | 22.08              |          |        |               | 22.08        | 22.08    |
| 32    | Woodyear Properties Meadowmark Motel                             | owes nov penalty                                                |                               |          | 146.15             |          |        |               | 146.15       | 146.15   |
| TOTAL |                                                                  |                                                                 |                               |          | 2,467.90           | 1,775.12 | 0.00   | 151.20        | 4,111.82     | 4,263.02 |

| Name                          | Penalty       |
|-------------------------------|---------------|
| A Peak of Heaven              | 15.91         |
| Bear Run Log Cabins           | 20.04         |
| Big View Cabin                | 275.98        |
| Cataloochee Mtn Cabin         | 6.40          |
| LMW Services (Pat's Mtn)      | 10.80         |
| Manor Ridge                   | 13.40         |
| Oak Chalet                    | 17.00         |
| Oak Park Inn                  | 108.46        |
| Station 461                   | 297.98        |
| Starr Cozy Cabin              | 3.77          |
| The Runaway Chalet            | 11.60         |
| Waynesville Executive Retreat | 155.99        |
|                               | <u>937.33</u> |

| Below Accounts Not Filing or paying past due amounts                                                                                    |                                           | (X) -accounts are not filing- no penalty amount assessed. |                                                             |           |           |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------|-----------|-----------|
| Ek View Lodge (PAID OLD PENALTIES)                                                                                                      |                                           |                                                           |                                                             | X         |           |
| NOT FILING OWES SEPT 14-DEC 2014 AND YEAR 2016                                                                                          |                                           |                                                           |                                                             |           |           |
| M&M China Investments filed coupons for 2013-2014 year penalties for sept13-dec 14 acct                                                 |                                           | 180.87                                                    |                                                             |           | 180.87    |
| NOT FILING OWES JAN15-DEC 2016 Iynn sent a 30day letter has still 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                                                                         |                                           |                                                           |                                                             |           |           |
| Jesse Caraway dba Maggie Valley Chalet                                                                                                  |                                           | NOT FILING OWES MAR13-DEC 2016                            | property inherited by daughter now esc12018 6 903- DAUGHTER | X         |           |
| 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                                               |                                           |                                                           |                                                             |           |           |
| Laxmi B Hotel/new owners/home CLOSED <u>over June 15 penalty</u>                                                                        |                                           | 35.71                                                     |                                                             |           | 35.71     |
|                                                                                                                                         | Tax                                       | Penalty                                                   | PAID                                                        | Withred   | Total     |
| These accounts have been turned over to Tax Collector                                                                                   |                                           |                                                           |                                                             |           |           |
| statements need updated-accounts not filing                                                                                             |                                           |                                                           |                                                             |           |           |
| **                                                                                                                                      | Blue Marlin/Myers Mountain Homes          | I thru DE EST correct-property sold p                     | 15,896.12                                                   | 4,853.36  | 15,896.12 |
| **                                                                                                                                      | Meadowbrook Resort Paid Bal- Jan 31, 2017 | update EST MADE 1 PRNT                                    | 24,853.07                                                   | 8,733.57  | 24,853.07 |
|                                                                                                                                         | NovSet Inn WAGES GARNISHMENT PLACED       | FOR SALE                                                  | 1,054.80                                                    | 292.21    | 1,054.80  |
|                                                                                                                                         | TOTAL                                     |                                                           | 41,809.89                                                   | 13,889.14 | 41,809.89 |
|                                                                                                                                         |                                           |                                                           |                                                             | 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, smt 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 an ltrn travel figures.

SunSet Inn owes balance, has print plan but is not making prnts. Property for sale, lien on property- **NOT FILING ZEROs** has not filed since June 2012- Tax Collector acct)NOT MAILING  
Gamishment on Wages on Sunset

| Information Only |                                                                                                                                             |                                                                                      |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------|----------|
| 481              | Nelson Inc. Super 8 Motel                                                                                                                   | Jan penalty \$60.32 & July penalty \$225.69                                          | 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                                   | (32.62)  | (32.92)  |
| 667              | Windsong Vista                                                                                                                              | overpay on acct no statement out of business filed                                   | (1.92)   | (1.92)   |
| 645              | West Cottage of Heywood County                                                                                                              | overpay on acct <u>filed out of business</u>                                         | (10.00)  | (10.00)  |
| 715              | Mapa Property Holdings                                                                                                                      | owes july penalty filed out of business                                              | 13.70    | 13.70    |
| 383              | Luxmi B Hotel/new owners/shame CLOSED                                                                                                       | owes June 15 penalty                                                                 |          | 35.71    |
|                  | Providence Lodge (old account) PENALTIES                                                                                                    | was paid in Aug 2019 \$ 223.95                                                       |          |          |
| 86               | The Chetel                                                                                                                                  | 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) |          |
|                  | Ridhri Hospitality owes july penalties & aug penalties                                                                                      | <u>BUSINESS SOLD</u>                                                                 | 342.47   | 342.47   |
|                  | Do not have an address to send statement to                                                                                                 |                                                                                      |          |          |
|                  | The Yellow House                                                                                                                            | owes may-oct penalties                                                               |          |          |
|                  | send statement to last address no response                                                                                                  |                                                                                      | 1,438.82 | 1,438.82 |

# Haywood County TDA

yes

## Occupancy Tax Penalty Waiver Request

|                                                                                                |  |                          |
|------------------------------------------------------------------------------------------------|--|--------------------------|
| Date of Request:<br>March 25, 2020                                                             |  | Amount of Penalty: 19.38 |
| Name of Property:<br>Maggie Valley Creekside Lodge<br>2716 Soco Rd.<br>Maggie Valley, NC 28751 |  |                          |
| Address:                                                                                       |  |                          |
| Name of Person Filing Waiver: Susan Burrell, Vice President<br>TMT Properties, Inc.            |  |                          |

Reason For Penalty Waiver Request: The Haywood County Occupancy Tax for Jan., 2020 was done and mailed out on Feb. 18, 2020, the same date as on the check. We always try to get our taxes done and out the week before and have never been late, as you can see from our previous history. I would like a request that the assessed penalty be dropped.

Thank you for your attention to this matter.

Sincerely,

Susan Burrell

Signature:

Susan Burrell

For HCTDA Use Only



2019/2020  
1% NET OCCUPANCY TAX REPORT

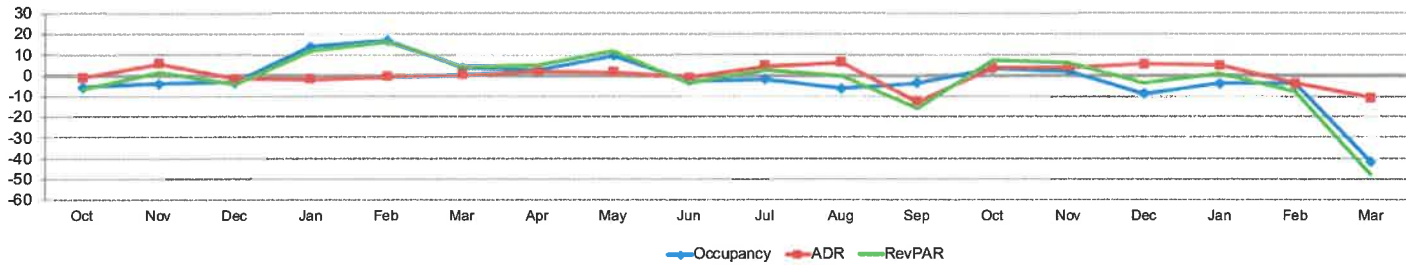
|                                             | ACTUAL    | PROJECTED | ACTUAL   | ACTUAL   | PROJECTED | PROJECTED | ACTUAL    | PROJECTED | ACTUAL    | ACTUAL    | PROJECTED | ACTUAL    | ACTUAL        | PROJECTED     | ACTUAL        |
|---------------------------------------------|-----------|-----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|---------------|---------------|
|                                             | 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            | \$1,365   | \$918     | \$1,637  | \$1,355  | \$966     | \$1,313   | \$1,865   | \$909     | \$1,314   | \$10,530  | \$7,900   | \$9,697   | \$7,159       | \$4,495       | \$5,303       |
| February 2020 Received April 2020           | \$1,722   | \$1,002   | \$1,800  | \$1,097  | \$468     | \$895     | \$1,734   | \$676     | \$1,379   | \$10,288  | \$6,754   | \$8,240   | \$5,961       | \$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                                         | \$22,503  | \$17,713  | \$23,703 | \$11,090 | \$7,468   | \$8,806   | \$32,334  | \$30,036  | \$26,408  | \$144,972 | \$127,195 | \$132,469 | \$93,695      | \$80,778      | \$82,374      |
|                                             |           |           |          |          |           |           |           |           |           |           |           |           |               |               |               |
| 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                    | 27%       |           |          | 49%      |           |           | 8%        |           |           | 14%       |           |           | 16%           |               |               |
|                                             |           |           |          |          |           |           |           |           |           |           |           |           |               |               |               |
| Comparison to February 2019                 | -4%       |           |          | 23%      |           |           | 26%       |           |           | 25%       |           |           | 26%           |               |               |
|                                             |           |           |          |          |           |           |           |           |           |           |           |           |               |               |               |
| YTD Comparison with FY 18/19                | -5%       |           |          | 26%      |           |           | 22%       |           |           | 9%        |           |           | 14%           |               |               |
|                                             |           |           |          |          |           |           |           |           |           |           |           |           |               |               |               |
| % of YTD Collections                        | 7%        |           |          | 4%       |           |           | 11%       |           |           | 47%       |           |           | 31%           |               |               |

Tab 2 - Trend Haywood County, NC

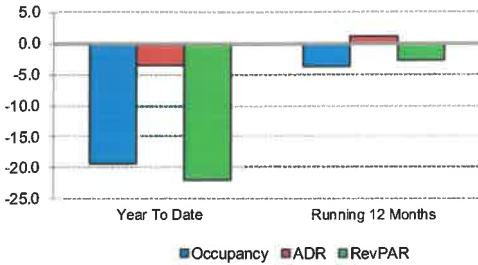
Currency: USD - US Dollar

Haywood County Tourism Development Authority  
For the Month of March 2020

Monthly Percent Change



Overall Percent Change



| Occupancy (%)  | 2018 |      |      | 2019 |      |      |      |      |      |      |      |      | 2020 |      |      |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  |
| This Year      | 67.1 | 52.9 | 46.6 | 35.3 | 41.5 | 48.2 | 53.9 | 60.8 | 65.2 | 68.8 | 61.4 | 61.3 | 69.3 | 54.0 | 42.6 |
| Last Year      | 71.0 | 54.9 | 48.1 | 30.9 | 35.4 | 46.4 | 52.5 | 55.3 | 66.9 | 70.0 | 65.4 | 63.6 | 67.1 | 52.9 | 46.6 |
| Percent Change | -5.5 | -3.8 | -3.1 | 14.2 | 17.1 | 3.9  | 2.7  | 9.8  | -2.5 | -1.7 | -6.2 | -3.5 | 3.3  | 2.1  | -8.7 |

| Year To Date |      |       |
|--------------|------|-------|
| 2018         | 2019 | 2020  |
| 37.8         | 41.7 | 33.7  |
| 38.5         | 37.8 | 41.7  |
| -1.9         | 10.5 | -19.3 |

| Running 12 Months |      |      |
|-------------------|------|------|
| 2018              | 2019 | 2020 |
| 55.7              | 56.1 | 54.0 |
| 58.3              | 55.7 | 56.1 |
| -4.4              | 0.6  | -3.7 |

| ADR            | 2018   |        |       | 2019  |       |       |       |        |        |        |        |        | 2020   |        |        |
|----------------|--------|--------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Oct    | Nov    | Dec   | Jan   | Feb   | Mar   | Apr   | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |
| This Year      | 120.34 | 104.72 | 98.12 | 89.75 | 93.44 | 95.17 | 99.01 | 106.99 | 111.55 | 118.23 | 115.75 | 110.07 | 124.99 | 108.81 | 103.51 |
| Last Year      | 121.38 | 99.06  | 99.48 | 91.41 | 94.12 | 94.73 | 96.89 | 105.13 | 112.66 | 112.98 | 108.92 | 126.40 | 120.34 | 104.72 | 98.12  |
| Percent Change | -0.9   | 5.7    | -1.4  | -1.8  | -0.7  | 0.5   | 2.2   | 1.8    | -1.0   | 4.6    | 6.3    | -12.9  | 3.9    | 3.9    | 5.5    |

| Year To Date |       |       |
|--------------|-------|-------|
| 2018         | 2019  | 2020  |
| 93.63        | 93.09 | 89.83 |
| 90.58        | 93.63 | 93.09 |
| 3.4          | -0.6  | -3.5  |

| Running 12 Months |        |        |
|-------------------|--------|--------|
| 2018              | 2019   | 2020   |
| 106.93            | 107.70 | 108.81 |
| 103.48            | 106.93 | 107.70 |
| 3.3               | 0.7    | 1.0    |

| RevPAR         | 2018  |       |       | 2019  |       |       |       |       |       |       |       |       | 2020  |       |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   |
| This Year      | 80.75 | 55.37 | 45.74 | 31.65 | 38.74 | 45.91 | 53.32 | 65.04 | 72.78 | 81.36 | 71.07 | 67.49 | 86.67 | 58.77 | 44.08 |
| Last Year      | 86.17 | 54.43 | 47.87 | 28.23 | 33.33 | 43.99 | 50.82 | 58.18 | 75.38 | 79.08 | 71.28 | 80.34 | 80.75 | 55.37 | 45.74 |
| Percent Change | -6.3  | 1.7   | -4.4  | 12.1  | 16.2  | 4.3   | 4.9   | 11.8  | -3.4  | 2.9   | -0.3  | -16.0 | 7.3   | 6.1   | -3.6  |

| Year To Date |       |       |
|--------------|-------|-------|
| 2018         | 2019  | 2020  |
| 35.36        | 38.86 | 30.25 |
| 34.86        | 35.36 | 38.86 |
| 1.5          | 9.9   | -22.2 |

| Running 12 Months |       |       |
|-------------------|-------|-------|
| 2018              | 2019  | 2020  |
| 59.59             | 60.40 | 58.77 |
| 60.31             | 59.59 | 60.40 |
| -1.2              | 1.4   | -2.7  |

| Supply         | 2018   |        |        | 2019   |        |        |        |        |        |        |        |        | 2020   |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |
| This Year      | 53,444 | 47,010 | 47,182 | 46,438 | 41,944 | 48,298 | 50,340 | 53,444 | 51,720 | 53,444 | 53,444 | 51,720 | 53,444 | 47,010 | 47,182 |
| Last Year      | 53,444 | 47,010 | 47,182 | 46,438 | 41,944 | 48,298 | 50,340 | 53,444 | 51,720 | 53,444 | 53,444 | 51,720 | 53,444 | 47,010 | 47,182 |
| 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    | 0.0    | 0.0    | 0.0    |

| Year To Date |         |         |
|--------------|---------|---------|
| 2018         | 2019    | 2020    |
| 136,680      | 136,680 | 136,680 |
| 136,950      | 136,680 | 136,680 |
| -0.2         | 0.0     | 0.0     |

| Running 12 Months |         |         |
|-------------------|---------|---------|
| 2018              | 2019    | 2020    |
| 598,518           | 598,428 | 598,428 |
| 599,523           | 598,518 | 598,428 |
| -0.2              | 0.0     | 0.0     |

| Demand         | 2018   |        |        | 2019   |        |        |        |        |        |        |        |        | 2020   |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |
| This Year      | 35,863 | 24,856 | 21,995 | 16,375 | 17,390 | 23,296 | 27,112 | 32,488 | 33,745 | 36,779 | 32,817 | 31,710 | 37,060 | 25,389 | 20,082 |
| Last Year      | 37,943 | 25,828 | 22,703 | 14,339 | 14,853 | 22,431 | 26,406 | 29,579 | 34,606 | 37,407 | 34,975 | 32,874 | 35,863 | 24,856 | 21,995 |
| Percent Change | -5.5   | -3.8   | -3.1   | 14.2   | 17.1   | 3.9    | 2.7    | 9.8    | -2.5   | -1.7   | -6.2   | -3.5   | 3.3    | 2.1    | -8.7   |

| Year To Date |        |        |
|--------------|--------|--------|
| 2018         | 2019   | 2020   |
| 51,623       | 57,061 | 46,026 |
| 52,706       | 51,623 | 57,061 |
| -2.1         | 10.5   | -19.3  |

| Running 12 Months |         |         |
|-------------------|---------|---------|
| 2018              | 2019    | 2020    |
| 333,535           | 335,622 | 323,218 |
| 349,373           | 333,535 | 335,622 |
| -4.5              | 0.6     | -3.7    |

| Revenue        | 2018      |           |           | 2019      |           |           |           |           |           |           |           |           | 2020      |           |           |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                | Oct       | Nov       | Dec       | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       |
| This Year      | 4,315,583 | 2,602,931 | 2,158,164 | 1,469,617 | 1,624,805 | 2,217,144 | 2,684,348 | 3,475,907 | 3,764,131 | 4,348,384 | 3,798,436 | 3,490,412 | 4,632,190 | 2,762,651 | 2,079,727 |
| Last Year      | 4,605,478 | 2,558,541 | 2,258,499 | 1,310,797 | 1,398,019 | 2,124,778 | 2,558,416 | 3,109,603 | 3,898,549 | 4,226,165 | 3,808,303 | 4,155,385 | 4,315,583 | 2,602,931 | 2,158,164 |
| Percent Change | -6.3      | 1.7       | -4.4      | 12.1      | 16.2      | 4.3       | 4.9       | 11.8      | -3.4      | 2.9       | -0.3      | -16.0     | 7.3       | 6.1       | -3.6      |

| Year To Date |           |           |
|--------------|-----------|-----------|
| 2018         | 2019      | 2020      |
| 4,833,594    | 5,311,666 | 4,134,629 |
| 4,773,914    | 4,833,594 | 5,311,666 |
| 1.3          | 9.9       | -22.2     |

| Running 12 Months |            |            |
|-------------------|------------|------------|
| 2018              | 2019       | 2020       |
| 35,664,833        | 36,145,765 | 35,170,814 |
| 36,154,751        | 35,664,833 | 36,145,765 |
| -1.4              | 1.3        | -2.7       |

| Census %             | 2018 |      |      | 2019 |      |      |      |      |      |      |      |      | 2020 |      |      |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                      | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  |
| Census Props         | 41   | 36   | 34   | 33   | 33   | 35   | 39   | 41   | 41   | 41   | 41   | 41   | 41   | 36   | 34   |
| Census Rooms         | 1724 | 1567 | 1522 | 1498 | 1498 | 1558 | 1678 | 1724 | 1724 | 1724 | 1724 | 1724 | 1724 | 1567 | 1522 |
| % Rooms Participants | 22.8 | 25.1 | 25.8 | 26.2 | 26.2 | 25.2 | 23.4 | 22.8 | 22.8 | 22.8 | 22.8 | 22.8 | 22.8 | 25.1 | 25.8 |

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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   | Jan-20   | Feb-20   | Mar-20   |
|---------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>140389 - Haywood County</b>        |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| <b>Total Available Listings</b>       |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                          | 908      | 796      | 733      | 831      | 909      | 944      | 982      | 966      | 1,006    | 1,090    | 1,173    | 1,137    | 1,105    | 993      | 905      | 1,002    |
| Private Room                          | 63       | 62       | 61       | 63       | 63       | 72       | 66       | 69       | 78       | 77       | 83       | 88       | 81       | 75       | 72       | 75       |
| Shared Room                           | 0        | 1        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |
| <b>Booked Listings</b>                |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                          | 785      | 661      | 468      | 607      | 710      | 833      | 891      | 918      | 924      | 1,011    | 1,118    | 1,092    | 1,041    | 910      | 812      | 844      |
| Private Room                          | 61       | 51       | 45       | 49       | 44       | 61       | 54       | 64       | 68       | 71       | 80       | 83       | 79       | 71       | 67       | 67       |
| Shared Room                           | 0        | 1        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |
| <b>Room Nights - Entire Place</b>     |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Total Available                       | 62,081   | 51,890   | 34,289   | 45,989   | 54,956   | 65,097   | 66,460   | 69,063   | 68,292   | 73,341   | 81,523   | 80,797   | 80,796   | 66,894   | 58,688   | 62,928   |
| Booked                                | 27,749   | 19,028   | 11,249   | 19,914   | 22,806   | 28,110   | 37,000   | 45,486   | 36,432   | 37,125   | 52,873   | 42,570   | 42,735   | 32,323   | 31,842   | 28,383   |
| <b>Room Nights - Hotel Comparable</b> |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Total Available                       | 2,895    | 2,410    | 1,965    | 2,688    | 2,894    | 3,609    | 3,758    | 3,992    | 3,985    | 3,921    | 4,256    | 4,167    | 4,731    | 4,389    | 4,126    | 4,534    |
| Booked                                | 1,456    | 774      | 671      | 1,104    | 1,243    | 1,552    | 1,892    | 2,307    | 1,973    | 2,105    | 2,782    | 2,447    | 2,550    | 2,231    | 2,371    | 2,026    |
| <b>Listing Nights - Entire Place</b>  |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Available                             | 22,232   | 18,375   | 12,356   | 16,800   | 19,934   | 23,898   | 24,301   | 24,988   | 24,953   | 26,404   | 29,707   | 29,206   | 29,638   | 25,020   | 22,024   | 23,918   |
| Booked                                | 10,067   | 6,710    | 4,223    | 7,466    | 8,523    | 10,463   | 13,262   | 16,414   | 13,371   | 13,590   | 19,617   | 15,585   | 15,682   | 12,263   | 12,182   | 10,859   |
| <b>Occupancy</b>                      |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                          | 45.3%    | 36.5%    | 34.2%    | 44.4%    | 42.8%    | 43.8%    | 54.6%    | 65.7%    | 53.6%    | 51.5%    | 66.0%    | 53.4%    | 52.9%    | 49.0%    | 55.3%    | 45.4%    |
| Hotel Comparable                      | 50.3%    | 32.1%    | 34.1%    | 41.1%    | 43.0%    | 43.0%    | 50.3%    | 57.8%    | 49.5%    | 53.7%    | 65.4%    | 58.7%    | 53.9%    | 50.8%    | 57.5%    | 44.7%    |
| <b>ADR</b>                            |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                          | \$213.45 | \$215.94 | \$191.56 | \$194.77 | \$201.38 | \$194.35 | \$202.38 | \$206.46 | \$209.88 | \$202.30 | \$202.57 | \$235.08 | \$212.60 | \$193.76 | \$186.75 | \$186.88 |
| Hotel Comparable                      | \$121.92 | \$124.92 | \$120.09 | \$119.72 | \$119.55 | \$114.12 | \$112.29 | \$114.97 | \$119.28 | \$116.38 | \$119.21 | \$136.94 | \$117.02 | \$117.40 | \$109.64 | \$110.76 |
| <b>RevPAR</b>                         |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                          | \$96.65  | \$78.86  | \$65.47  | \$86.56  | \$86.10  | \$85.09  | \$110.45 | \$135.62 | \$112.46 | \$104.12 | \$133.76 | \$125.44 | \$112.49 | \$94.97  | \$103.30 | \$84.84  |
| Hotel Comparable                      | \$61.32  | \$40.12  | \$41.01  | \$49.17  | \$51.35  | \$49.07  | \$56.53  | \$66.44  | \$59.06  | \$62.48  | \$77.92  | \$80.42  | \$63.07  | \$59.67  | \$63.01  | \$49.49  |