

**Haywood County Tourism Development Authority
2020/2021 Budget Forum
Wednesday, June 24th, 2020
Maggie Pavilion (beside Maggie Town Hall)
Maggie Valley
9:00 am**

- I. Call to Order – Chairman Lyndon Lowe**
- II. Introductions**
- III. Presentation of 2020/2021 TDA 1% Partnership Funding**
- IV. Public Comment/Board Discussion on 1% Partnership Funding**
- V. Presentation of 2020/2021 TDA Budget**
- VI. Public Comment/Board Discussion on 2020/2021 TDA Budget**
- VII. Adjourn Budget Forum – Chairman Lyndon Lowe**

HCTDA Budget 2020/2021

Revenues		
	Budget	Budget
	2019/2020	2020/2021
Net from Haywood County (3%)	\$1,160,248	\$904,037
Projected Fund Balance (3%)	\$0	\$0
Net from 28716 (1%)	\$27,010	\$27,121
Projected Fund Balance 28716 1%	\$14,448	\$10,498
Net from 28721 (1%)	\$10,908	\$9,040
Projected Fund Balance 28721 1%	\$11,134	\$26,479
Net from 28745 (1%)	\$46,360	\$33,148
Projected Fund Balance 28745 1%	\$1,633	\$1,972
Net from 28751 (1%)	\$181,828	\$141,637
Projected Fund Balance 28751 1%	\$2,488	\$20,302
Net from 28785/28786 (1%)	\$119,763	\$90,400
Projected Fund Balance 28785/28786 1%	\$3,580	\$22,355
Merchandise Sales	\$30,000	\$10,000
Ad Sales - Visitor Guide	\$40,000	\$22,500
Ad Sales - Online/Newsletter/Collateral	\$5,000	\$0
Sponsorships	\$2,000	\$0
3% Investment Earnings	\$10,000	\$8,500
1% Investment Earnings	\$2,000	\$1,500
Occupancy Tax Penalties	\$7,500	\$5,000
Quilt Trail	\$4,000	\$0
Elk Fest	\$50,500	\$10,000
Wayfinding Revenue	\$0	\$25,955
Appropriated 3% fund balance	\$150,000	\$250,736
Total Revenues	\$1,880,400	\$1,621,180
Expenses		
Administration	\$205,089	\$199,647
Marketing & Special Uses (1% & 3%)	\$1,519,602	\$1,305,941
Visitor Services	\$140,709	\$100,592
Contingency	\$15,000	\$15,000
Total Expenditures	\$1,880,400	\$1,621,180

Haywood County Tourism Development Authority Agenda Wednesday, June 24th, 2020

Immediately following TDA Budget Forum

- I.** Call to Order – Chairman Lyndon 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
 - 1. Request approval of April 29th & June 3rd, 2020 meeting minutes– Chairman Lowe
 - 2. Request approval of budget amendment – Chairman Lowe
ATTACHMENT #1
 - 3. Request approval of Amendment to 2019 Audit Contract from Gould Killian CPA Group, P.A. – Chairman Lowe ATTACHMENT #2
 - 4. Request approval of the 2020 Audit Contract from Gould Killian CPA Group, P.A. in the amount of \$6,200 – Chairman Lowe ATTACHMENT #3
 - 5. Request approval of the STR (Smith Travel Research) Contract Renewal in the amount of \$2,200 – Chairman Lowe ATTACHMENT #4
 - 6. Request approval of the Crawford Strategy Engagement Agreement for July 1, 2020 – June 30, 2021 – Chairman Lowe ATTACHMENT #5
 - 7. Request approval of CrowdRiff License Renewal in the amount of \$32,400 for a two-year agreement. FY20/21 amount is \$16,200. – Chairman Lowe Attachment #6
- VII.** Administrative/Committee Reports
 - 1. May Financial Report – Julie Davis
 - 2. 3%, 1% & 4% Reports – Chris Corbin
 - 3. Penalty Report – Chris Corbin
 - 4. STR & AirDNA Reports – P. Shah
- VIII.** New Business
 - A. Request approval of 2020/2021 1% Partnership Funding Recommendations – Chairman Lowe – (see grant document from Budget Forum Packet)

B. Request approval of 2020/2021 HCTDA Budget Ordinance – Chairman Lowe –
ATTACHMENT # 7

IX. Old Business

X. Adjournment

XI. 10 Minute Media Communication Session