



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

Maggie Valley Pavilion (beside Maggie Town Hall)

Date: August 26th, 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 – June 24th, 2020
 - b. Request Approval of an additional \$2,000 in 28751 (Maggie Valley) 1% Funding for Maggie Valley Fall Days
 - VII. Administrative/Committee Reports**
 - a. June Preliminary Financial Report – Julie Davis
 - b. 3%, 1% & 4% Net Occupancy Tax Reports – Chris Corbin
 - c. Gross Sales & COVID Projections – Chris Corbin
 - d. Penalty Report – Chris Corbin
 - e. STR & AirDNA Reports – P. Shah
 - VIII. New Business**
 - a. Crawford Strategy Presentation – Andy Windham
 - IX. Old Business – Chairman Lowe**
 - X. Adjournment**
 - XI. 10 Minute Media Communication Schedule**

HCTDA Budget Forum & Board Meeting Minutes
June 24th, 2020
Maggie Valley Pavilion, Maggie Valley

Members Present: Lyndon Lowe, Julie Davis, Dave Angel, Katy Gould, Gail Mull, Mike Eveland, Chris Corbin, Amie Owens, Colleen Davis, P. Shah

Members Absent: Becky Seymour, David Francis, Kirk Kirkpatrick, Rob Huckaby

Chairman Lyndon Lowe called the HCTDA Budget Forum to order at 9:01am.

Introductions

Presentation of 20/21 TDA 1% Partnership Funding

Chairman Lowe presented the 1% Partnership Funding for the 2020/2021 TDA budget year. He explained that we are only awarding funding based on the Zip Codes that have a balance in their accounts at this time.

Public Comment/Board Discussion on 1% Partnership Funding

P. Shah questioned the funding recommendation for the Apple Fest and a discussion ensued regarding how the TDA could assist the Apple Fest.

Presentation of 20/21 HCTDA Budget

Director Collins presented the 20/21 TDA budget totaling \$1,621,180 which is a reduction of \$259,220 from the 19/20 budget. She pointed out where the reductions had been made and the reasoning for those reductions.

Public Comment/Board Discussion on 20/21 Budget

No public comment or discussion.

Chairman Lowe adjourned the Budget Forum at 9:56am.

Chairman Lowe called the June 24th HCTDA Board Meeting to order at 9:57am.

Adjustments to Agenda

- No adjustment to agenda.

Public Comment

- No public comment.

Board Comments

- No Board Comments

Consent Agenda

- P. Shah made a motion to approve the Consent Agenda with one correction Amie Owens was in attendance at the June 3rd, 2020 meeting. The Consent Agenda includes the following:
- Approval of the Minutes from the April 29th & the June 3rd TDA meetings
- Approval of a Budget Amendment
- Approval of the Audit Contract for 2019 with Gould Killian CPA Group, P.A.
- Approval of the STR (Smith Travel Research) Contract Renewal
- Approval of the Crawford Strategy Engagement Agreement through June 30, 2021
- Approval of the CrowdRiff License Renewal in the amount of \$32,000 for a two-year agreement.
- Chris Corbin seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Julie Davis presented the February & March Financial Reports as follows:

	May
Total Cash in Bank	\$909,268
3% Cash in Bank	\$697,687
1% Cash in Bank	\$211,580
Total Assets	\$909,809
Total Liabilities	\$ 15,107
Net Revenue	\$ 22,900
Total Net Position	\$894,702
Revenues YTD	\$1,365,062 (72%)
Expenses YTD	\$1,342,163 (71%)

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the definitely show the effects of COVID 19. It is good that we were trending so far ahead of budget and to date we are 1% ahead of budget and -1% compared to last year at this same time. The 1% report shows that the zip codes are beginning to see how it will reflect their budgets. Finance Chairman Corbin pointed out a significant difference in the gross sales for current month versus the same month in the prior year. He went on to state that the Vacation Rentals are maintaining the lead over hotel/motel segment. The Penalty report appears to be fairly short.

STR & AirDNA Reports

- P. Shaw presented the STR and the AirDNA reports and pointed out that on the STR report shows April & May down dramatically as well as RevPar and ADR. YTD occupancy is down 39% .
- On the AirDNA report it shows that the number of total rooms available year over year is still increasing and that the vacation rentals are doing better than hotel/motels.
- P. Shaw stated that once again, we can see the disparity between Hotel/Motel occupancy versus Vacation Rentals.

New Business

- Chairman Lowe requested approval of the 2020/2021 1% Partnership Funding Recommendations for the 28751 (Maggie Valley) zip code.
- Amie Owens made a motion to approve the 1% funding recommendations for the 28751 zip code area in the amount of \$48,000.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
- Chairman Lowe requested approval of the 2020/2021 1% Partnership Funding Recommendation for the 28785/86 (Waynesville) zip code.
- Mike Eveland made a motion to approve the 1% funding recommendations for the 28785/86 zip code area in the amount of \$40,620.
- Colleen Davis seconded the motion.
- Motion passed unanimously.
- Chairman Lowe requested approval of the 2020/2021 HCTDA Budget Ordinance in the amount of \$1,621,180.
- Mike Eveland made a motion to approve the 20/21 HCTDA Budget Ordinance as presented.
- Dave Angel seconded the motion.
- Motion passed unanimously.

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 10:24am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

Haywood County Tourism Development Authority

Budget vs Actuals

June 2020

	Jun 20	Jul '19 - Jun 20	Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	134,454.71	1,134,144.32	1,167,748.00	97.12%
427012 · 1% Net 28716 Occupancy Tax	4,376.75	29,998.77	27,010.00	111.07%
427013 · 1% Net 28721 Occupancy Tax	2,699.10	15,586.00	10,908.00	142.89%
427014 · 1% Net 28745 Occupancy Tax	1,772.80	35,188.56	46,360.00	75.9%
427015 · 1% Net 28751 Occupancy Tax	21,346.40	180,898.17	181,828.00	99.49%
427016 · 1% Net 28785/28786 Occupancy Tx	14,769.95	118,611.96	119,763.00	99.04%
427112 · App. of Fund Balance 28716	0.00	0.00	14,448.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	11,134.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	1,633.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	2,488.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	3,580.00	0.0%
432001 · Quilt Trail	0.00	900.00	4,000.00	22.5%
449201 · Product Sales	1,024.64	16,579.75	30,000.00	55.27%
449810 · Visitor Guide Ad Sales	2,400.00	27,795.00	40,000.00	69.49%
449910 · Internet Ad Sales	0.00	0.00	5,000.00	0.0%
451101 · Elk Fest Revenue	0.00	48,988.50	50,500.00	97.01%
460101 · Sponsorships	0.00	8,420.20	2,000.00	421.01%
483491 · Investment Earnings 3%	148.97	8,777.90	10,000.00	87.78%
483492 · Investment Earnings 1%	-38.53	1,615.98	2,000.00	80.8%
483831 · Net Occupancy Tax Penalties 3%	440.28	6,684.12	7,500.00	89.12%
499990 · Fund Balance Appropriation 3%	0.00	0.00	150,000.00	0.0%
Total Income	183,395.07	1,634,189.23	1,887,900.00	86.56%
Expense				
512101 · Salaries-Admin-Promo	9,114.10	118,621.14	122,698.00	96.68%
512110 · NC State Retirement - Promo	2,120.20	31,823.29	31,944.00	99.62%
512201 · Salaries-Visitor Center	2,377.60	43,428.53	52,185.00	83.22%
512221 · FICA Visitor Ctr	181.88	3,349.96	4,051.00	82.7%
512232 · Temporary Labor - Visitor Ctr	0.00	0.00	500.00	0.0%
517001 · Board Members-Promo	27.00	675.48	885.00	76.33%
518101 · FICA Admin	697.24	9,074.52	9,473.00	95.79%
518201 · Salaries Marketing	12,197.62	156,790.22	163,637.00	95.82%
518202 · FICA Marketing	933.12	11,948.55	12,655.00	94.42%
518301 · Group Health Insurance - Promo	2,917.47	43,184.12	43,382.00	99.54%
518601 · Worker's Comp-Promotional-Promo	0.00	1,228.00	1,703.00	72.11%
519101 · Accounting Services-Promo	1,487.50	5,950.00	5,950.00	100.0%
519201 · Professional Svcs-Legal Fee-Pro	0.00	0.00	87.00	0.0%
519203 · Prof. Svcs - Contract Svcs-P	13,559.00	82,661.00	92,300.00	89.56%
519204 · Profess Svcs / Temporary Labor	0.00	0.00	500.00	0.0%
521001 · Quilt Trail Expense	0.00	352.70	1,500.00	23.51%
526001 · Office Supplies-Promo	341.43	3,260.85	3,500.00	93.17%
526101 · Visitor Center Supplies	521.17	3,442.71	3,500.00	98.36%
527001 · Purchases/Resale-Promo	0.00	8,556.02	15,000.00	57.04%

Haywood County Tourism Development Authority

Budget vs Actuals

June 2020

	Jun 20	Jul '19 - Jun 20	Budget	% of Budget
529901 · NonExpendable Office Supp-TR	0.00	3,014.98	3,050.00	98.85%
531101 · Travel-Local-Promo	0.00	224.57	1,300.00	17.28%
531201 · Travel-NonLocal-Promo	0.00	2,282.59	5,925.00	38.53%
531301 · Fuel-T Related	29.36	500.52	1,400.00	35.75%
532101 · Telephone-Promo	783.41	6,827.44	6,879.00	99.25%
532201 · Postage-Promo	147.12	10,813.33	14,000.00	77.24%
534901 · Print & Bind-Promo	0.00	6,521.03	11,250.00	57.97%
535201 · Repair & Maintenance-Promo	1,510.00	9,028.74	10,111.00	89.3%
537101 · Marketing-Promo	1,289.14	10,168.69	23,700.00	42.91%
537221 · Advertise-PR/Internet/Billboard	23,441.00	360,054.85	413,750.00	87.02%
537301 · Visitor Guide Ads-Promo	0.00	35,625.00	40,000.00	89.06%
537401 · Education-Promo	0.00	3,810.00	12,840.00	29.67%
537502 · Wayfinding	0.00	0.00	125,000.00	0.0%
537701 · Public Relations/Comm-Promo	0.00	1,386.67	7,500.00	18.49%
Total 537801 · Group Sales-Promo	1,340.00	45,912.43	54,389.00	84.42%
541301 · Rent-Promo	0.00	29,892.06	29,973.00	99.73%
543201 · Equipment Lease-Promo	189.01	13,151.69	16,209.00	81.14%
545101 · Liability Insurance-Promo	0.00	6,663.00	6,775.00	98.35%
549101 · Dues & Subscriptions-Promo	468.54	21,789.55	21,649.00	100.65%
549902 · Bank Charges-Promo	174.54	2,658.50	2,660.00	99.94%
549903 · Property Tax	0.00	386.82	450.00	85.96%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-19,293.00	0.0%
549910 · 28716 (Canton) Promo	0.00	15,703.00	26,738.00	58.73%
549911 · 28716 - Canton - Tourism	9,395.00	21,315.00	13,369.00	159.44%
549912 · 28721 (Clyde) Promo	0.00	1,000.00	14,331.00	6.98%
549913 · 28721 - Clyde - Tourism	0.00	700.00	7,166.00	9.77%
549914 · 28745 (LJ) Promo	10,208.91	29,500.00	30,450.00	96.88%
549915 · 28745 - Lake Junaluska -Tourism	6,000.00	10,500.00	15,225.00	68.97%
549916 · 28751 Maggie Valley (MV) Promo	0.00	84,227.62	116,817.00	72.1%
549917 · 28751 - Maggie Valley - Tourism	33,000.00	66,704.17	58,408.00	114.2%
549918 · 28785/86 (Waynesville) Promo	5,164.00	74,940.34	78,237.00	95.79%
549919 · 28785/86 - Waynesville -Tourism	0.00	6,309.69	39,118.00	16.13%
549921 · Canton- Admin	0.00	0.00	1,351.00	0.0%
549922 · Clyde- Admin	0.00	0.00	545.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	2,318.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	9,091.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	5,988.00	0.0%
551001 · Capital Outlay Promo	0.00	2,197.61	4,753.00	46.24%
551002 · Capital Outlay - Tourism	0.00	3,013.70	3,537.00	85.21%
569101 · Elk Fest Expenses-Promo	0.00	37,522.89	52,650.00	71.27%
569102 · Elk Fest Expenses-TR	0.00	11,768.79	12,000.00	98.07%
569921 · Folkmoot USA - Promo	0.00	10,000.00	20,000.00	50.0%
570102 · Utilities	353.37	6,836.66	7,341.00	93.13%
599101 · Contingency	0.00	0.00	13,500.00	0.0%

Haywood County Tourism Development Authority
Budget vs Actuals
June 2020

Total Expense
Net Ordinary Income
Net Income

Jun 20	Jul '19 - Jun 20	Budget	% of Budget
140,308.91	1,477,639.20	1,887,900.00	78.27%
43,086.16	156,550.03	0.00	100.0%
43,086.16	156,550.03	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2019-2020

	A	B	C	D	E	F	G	H
1		2019-2020	2019-2020	2019-2020	% Change	2018-2019	2018-2019	% Change
2		Occupancy	Occupancy	Penalties	Compared	Occupancy	Penalties	Compared
3		Tax	Tax	Interest	To	Tax	Interest	To
4		Projections	Actual		Budget	Actual		Previous
5								Year
6								
7	July	\$147,351	\$155,055	\$735	5%	\$148,380	\$354	4%
8	August	\$120,666	\$133,405	\$408	11%	\$123,380	\$1,437	8%
9	September	\$116,025	\$131,589	\$589	13%	\$113,828	\$419	16%
10	October	\$153,153	\$169,745	\$251	11%	\$159,349	\$502	7%
11	November	\$83,925	\$111,387	\$1,995	33%	\$90,553	\$326	23%
12	December	\$71,355	\$78,487	\$852	10%	\$72,016	\$1,776	9%
13	January	\$50,278	\$66,237	\$587	32%	\$57,143	\$648	16%
14	February	\$44,089	\$61,711	\$696	40%	\$50,616	\$553	22%
15	March	\$58,012	\$27,326	\$95	-53%	\$62,855	\$118	-57%
16	April	\$68,455	\$5,536	\$109	-92%	\$72,309	\$304	-92%
17	May	\$104,229	\$58,909	\$194	-43%	\$111,430	\$245	-47%
18	June	\$142,710	\$134,487	\$440	-6%	\$146,321	\$219	-8%
19								
20	Total Proj.	\$1,160,248	\$1,133,874	\$6,951	-2%	\$1,208,180	\$6,901	-6%
21								
22								

2019/2020
1% NET OCCUPANCY TAX REPORT

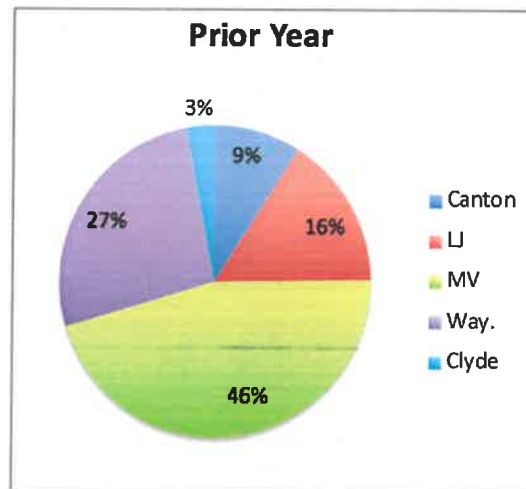
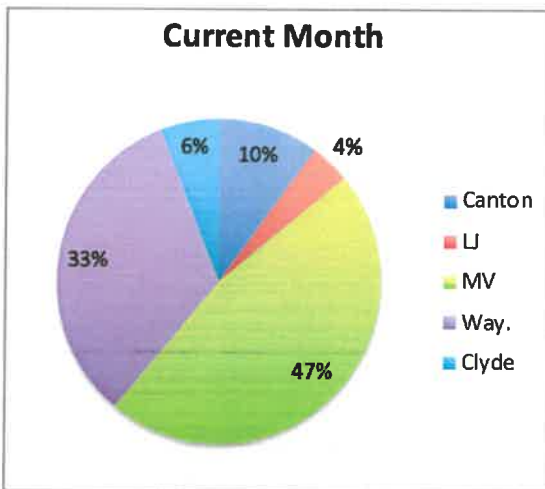
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	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	\$1,022	\$1,956	\$2,203	\$338	\$786	\$948	\$447	\$1,524	\$3,043	\$4,544	\$8,385	\$8,888	\$2,789	\$5,996	\$5,909
April 2020 Received June 2020	\$442	\$1,753	\$2,451	\$90	\$728	\$670	\$33	\$2,607	\$2,193	\$599	\$9,576	\$11,001	\$719	\$7,483	\$7,890
May 2020 Received July 2020	\$1,656	\$2,501	\$3,010	\$1,369	\$916	\$886	\$602	\$4,667	\$5,010	\$9,435	\$14,288	\$16,682	\$6,639	\$11,207	\$11,692
June 2020 Received August 2020	\$4,377	\$3,087	\$4,408	\$2,699	\$1,010	\$984	\$1,773	\$7,526	\$7,660	\$21,357	\$22,384	\$22,622	\$14,770	\$14,299	\$13,258
YTD	\$30,000	\$27,010	\$35,775	\$15,586	\$10,908	\$12,294	\$35,189	\$46,360	\$44,314	\$180,907	\$181,828	\$191,662	\$118,612	\$119,763	\$121,123
TOTAL of 19/20 1% Projections	\$385,869														
TOTAL 1% COLLECTED in 19/20	\$380,294														
Comparison to Budget YTD	11%			43%			-24%			-1%			-1%		
Comparison to June 2019	-1%			174%			-77%			-6%			11%		
YTD Comparison with FY 18/19	-16%			27%			-21%			-6%			-2%		
% of YTD Collections	8%			4%			9%			48%			31%		

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

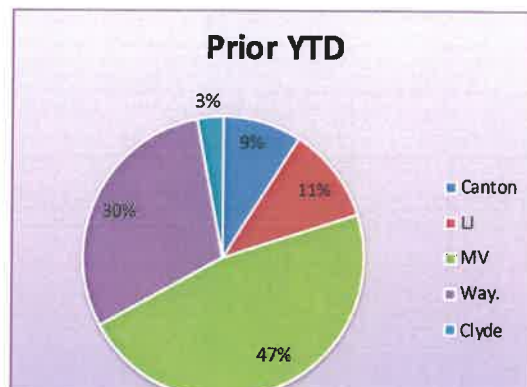
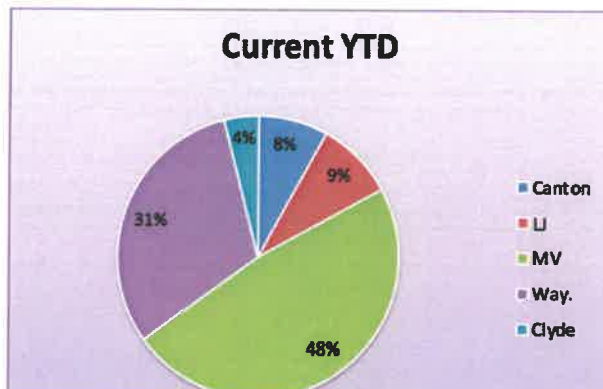
Active Account Performance			Variance
	June 2020	June 2019	
Canton	35	36	-3%
Clyde	21	20	5%
Lake Junaluska	20	18	11%
Maggie Valley	180	202	-11%
Waynesville	120	123	-2%
Total	376	399	-6%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$134,486.50	Remittance Type	Distribution
Distribution Previous Year	\$146,320.99	Taxes Remitted for Period 4%	\$181,126.60
Difference	(\$11,834.49)	Penalties	\$592.97
Variance	-8%	Sub Total	\$181,719.57
		Fee to County	(\$1,817.20)
		Total Distribution 4%	\$179,902.37

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

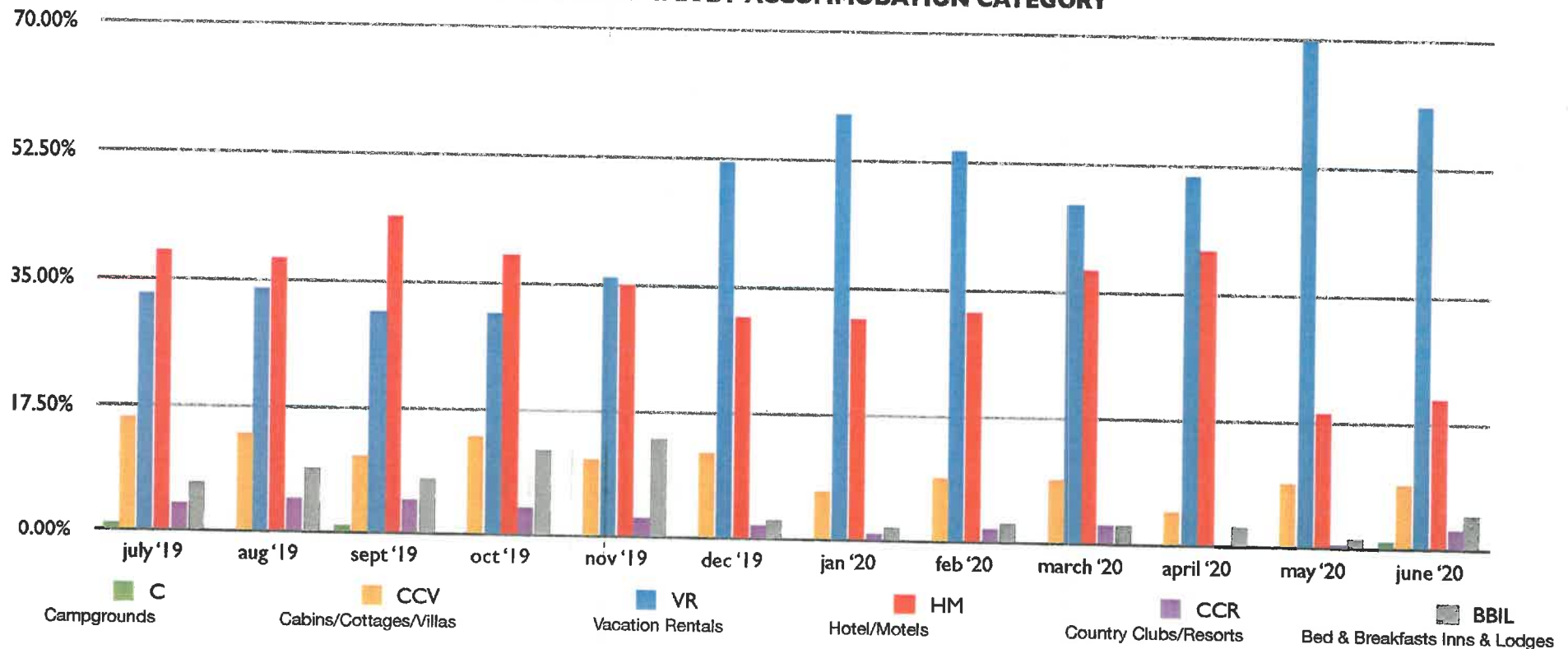


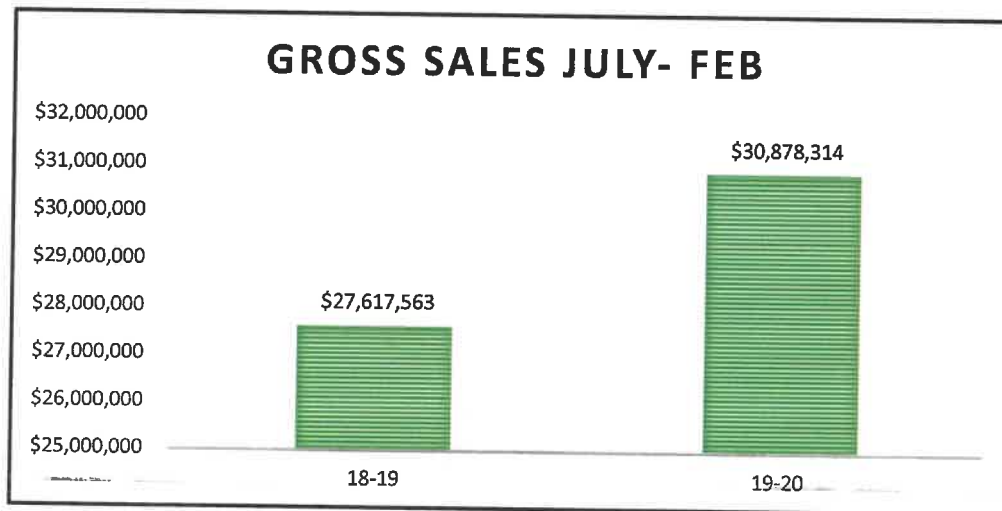
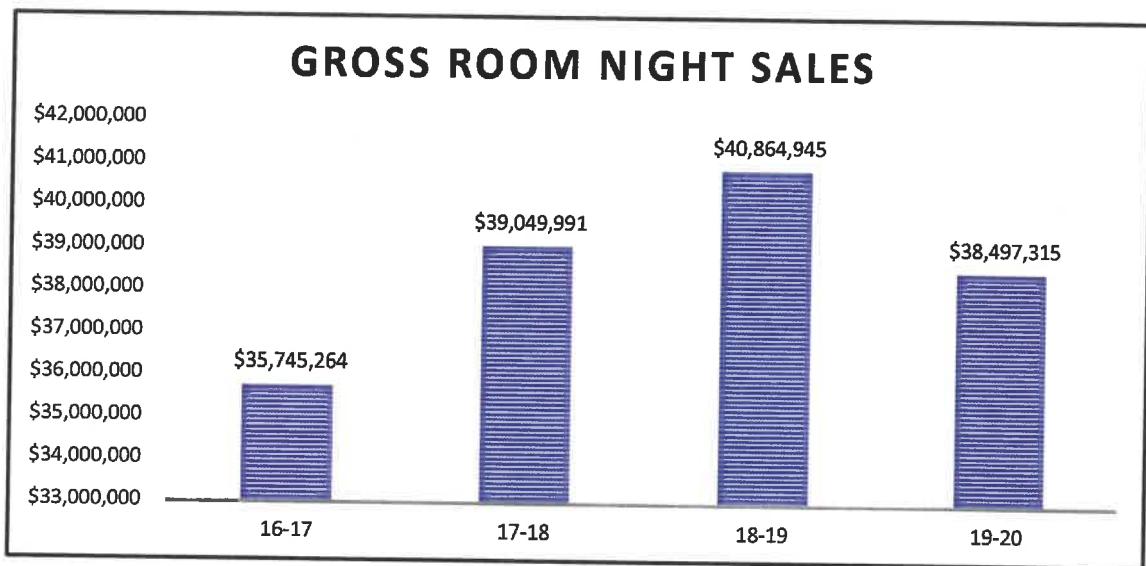
19/20 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2019 - JUNE 2020

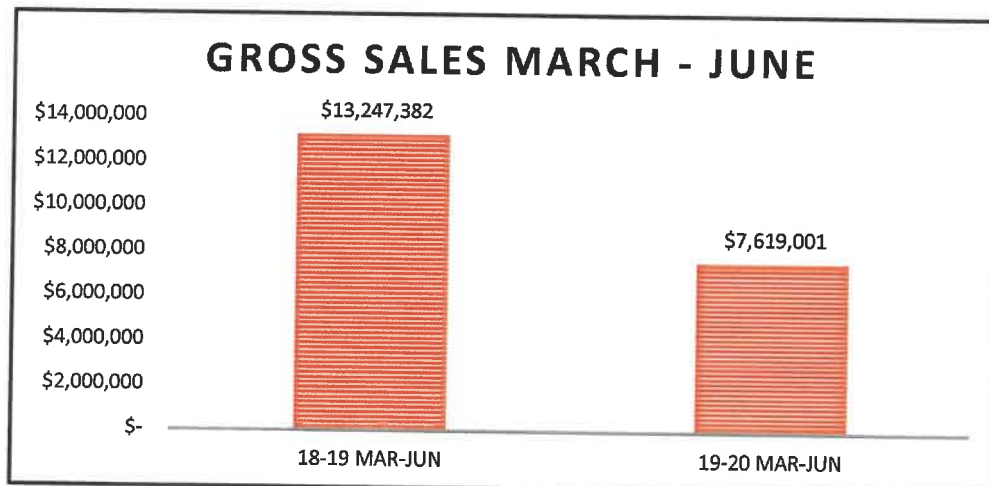
TYPE	JULY '19	AUG '19	SEPT '19	OCT '19	NOV '19	DEC '19	JAN '20	FEB '20	MARCH '20	APRIL '20	MAY '20	JUNE '20
C	1.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
CCV	16.00%	14.00%	11.00%	14.00%	11.00%	12.00%	7.00%	9.00%	9.00%	5.00%	9.00%	9.00%
VR	33.00%	34.00%	31.00%	31.00%	36.00%	52.00%	59.00%	54.00%	47.00%	51.00%	70.00%	61.00%
HM	39.00%	38.00%	44.00%	39.00%	35.00%	31.00%	31.00%	32.00%	38.00%	41.00%	19.00%	21.00%
CCR	4.00%	5.00%	5.00%	4.00%	3.00%	2.00%	1.00%	2.00%	3.00%	0.00%	0.50%	3.00%
BBIL	7.00%	9.00%	8.00%	12.00%	14.00%	3.00%	2.00%	3.00%	3.00%	3.00%	1.50%	5.00%

OCCUPANCY TAX BY ACCOMMODATION CATEGORY






\$3.2M
First 8
Months



**Last 4
Months
\$5.6M**



COVID 3% Budget Projection

	18-19 Actual	19-20 Projection	COVID Projection	19-20 Actual
March	\$ 62,855	\$ 58,012	\$ 21,152	\$ 27,326
April	\$ 72,309	\$ 68,455	\$ 3,519	\$ 5,536
May	\$ 111,430	\$ 104,229	\$ 16,175	\$ 58,909
June	\$ 146,321	\$ 142,710	\$ 36,129	\$ 134,922
YTD (FEB)	\$ 815,265	\$ 786,842	\$ 907,616	\$ 907,616
Total	\$ 1,208,180	\$ 1,167,748	\$ 984,591	\$ 1,134,309

	19-20 Projection	19-20 Actual	We were ahead...
YTD (FEB)	\$ 786,842	\$ 907,616	\$ 120,774

	COVID Projection	19-20 Actual	Better than expected...
March	\$ 21,152	\$ 27,326	\$ 6,174
April	\$ 3,519	\$ 5,536	\$ 2,017
May	\$ 16,175	\$ 58,909	\$ 42,734
June	\$ 36,129	\$ 134,922	\$ 98,793
	\$ 76,975	\$ 226,693	\$ 149,718

	19-20 Projection	COVID Projection	What we projected...
Total	\$ 1,167,748	\$ 984,591	\$ (183,157)

	19-20 Projection	19-20 Actual	How we finished...
Total	\$ 1,167,748	\$ 1,134,309	\$ (33,439)

HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED
JUNE RECEIVED IN JULY 2020

ID #	Business Name	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed			
905	Beer 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
573	Blue Ridge Motorcycle Campground owes june penalty		6.92		6.92		6.92
498	Buffalo Creek owes june penalty		238.73		238.73		238.73
280	Cozy Corner Motel owes feb penalty & may penalty		47.20			47.20	47.20
1021	Dev somesvara (smoky falls lodge) owes june penalty		256.68		256.68		256.68
337	ERJ Properties Cardinal Inn owes mar penalties		17.09			17.09	17.09
944	Jehovah Raah Farm owes May penalty		5.75			5.75	5.75
988	Hugh Loves House @ Love Lane owes june penalty		6.73		6.73		6.73
190	Lagollinda Inn owes mar penalties- spoke on phone sending payment		7.03			7.03	7.03
406	Lucky Cat (Hearth & Home) owes may penalty short on June tax & July penalty. <u>Lien</u> <u>Filed coupons for May 2018-Jan 2020 did not pay tax or penalties</u>	0.60 2,363.18	123.38 798.02			123.98 3,161.20	123.98 3,161.20
284	Misty Mountain Ranch owes june penalty		22.50		22.50		22.50
566	Ponderosa Quilt retreat owes bal on June	3.47			3.47		3.47
428	Resort Rentals owes june penalty		16.82		16.82		16.82
978	Rohana Hotels owes feb penalties		248.87		248.87		248.87
303	Rudra H LLC America Best Inn owes Mar-June penalty		285.18		285.18		285.18
851	Serenity Cabin owes mar/april penalties		16.11			16.11	16.11
1001	Southern Firefly (Red Wolf) owes nov-mar penalties		40.07		30.32	9.75	40.07
1002	Southern Firefly Cozy Creek Cabin overpaid on acct	(6.00)				(6.00)	(6.00)
917	Springdale Golf Partners owes june penalties		97.81		97.81		97.81
654	The Blue Moon Lodge owes aug-dec penalties applied credit		34.10			34.10	34.10
1009	The Red Fox & Barn Owl - Owl Properties owes part april penalties <u>no statement</u>		2.98		2.98		2.98
68	Waters Edge Motorcourt owes june penalty		14.06		14.06		14.06
TOTAL		2,361.25	2,431.66	0.00	1,231.07	3,561.84	4,792.91

ID #	Business Name	Tax	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
			Penalty	Assessed				

Information Only

481	Nakon Inc. Super 8 Motel Jan penalty \$60.32 & July penalty \$225.69 Court Appointed Receiver Magnum Management for collections Owner-responsible for \$266.01 Note penalties were paid by receiver- waiting on request for refund -will be unable to collect from prev owner this property has new owners			266.01				
589	BarBar BB Andon Reid Inn overpaid if gross correct FILED an out of business							
667	Windong Vista overpay on acct no statement out of business filed	(32.62)					(32.62)	
845	West Cottage of Haywood County overpay on acct filed out of business	(1.92)					(1.92)	
715	Maple Property Holdings owes July penalty filed out of business	(10.00)					(10.00)	(1.92)
383	Laomi B Hotel/new owners/home CLOSED over June 15 penalty	13.70					13.70	(10.00)
	Providence Lodge (old account) penalties was paid in Aug 2019 \$ 223.95						35.71	35.71
88	The Chalet went into foreclosure Nov 6, 2019 - This account has been removed from filing status							
824	Alamo Motel filed sept-dec 2018 may need amended return							

(185.43) this account has moved to different owner will not refund- not sure if due never heard back from owner - see file for details

481	Ridgely Hospitality owes July penalties & aug penalties BUSINESS SOLD Do not have an address to send statement to			342.47			342.47	342.47
874	The Yellow House owes may-oct penalties BUSINESS SOLD send statement to last address no response			1,438.82			1,438.82	1,438.82
678	The Light House owes tax for Sept short paid on payment applied overpay for oct Filed out of business SENT SEVERAL STATEMENTS NO RESPONSE	127.60					127.60	127.60
717	Judge Franks filed all zero's thru DEC 2020 Penalties from Oct-Dec 2016 TDA SENT A 90 DAY DELINQUENT LETTER DUE AUG 18 This has been turned over to TDA for collection. Statements have been mailed since 2016 with no payment			78.35			78.35	78.35
903	Maggie Valley Chalet owes Aug-October 2019 penalty Not Filing no statement ***same property as ID # 481 Jesse Caraway never closed owner turned over to daughter new Acct#903 Requested Lynn to contact			20.52			20.52	20.52
674	Majestic View same owners overpay on acct							
781	Pilot Mountain House	(42.76)					(42.76)	
675	Shiloah	(39.71)					(39.71)	
676	Swiss Cottage	(35.38)					(35.38)	
	Requested Lynn to contact statement not filing	(26.46)					(26.46)	
976	Elk Ridge Cabin owes July & aug penalties NOT FILING no statement Requested Lynn to contact not filed since July 2019			56.14			56.14	56.14
713	Boswell Lodge overpay on acct still owes Oct-Dec (not filing) no statement sent numerous ssa	(9.66)					(9.66)	
671	The Pine Cone owes october penalty FILED OUT OF BUSINESS send several statements no response			13.91			13.91	13.91

ID #	Business Name	Tax	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
			Penalty	Assessed				

PAID PENALTY IN JUNE & prior penalties

Name	Penalty
Chinquapin Cottages	5.35
Lagolinda Inn	7.03
Resort Rentals	8.73
Rudra Inc (america best inn)	143.06
The Roost	6.29
Turkey Creek	5.85
Woodyear McElroy Properties (meadowbrook motel)	415.86
	592.97

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 2016 AND YEAR 2016						X	
504	M&M Chinese Investments filed coupons for 2013-2014 year penalties for sept 13-dec 14 acct NOT FILING OWES JAN 15-DEC 2016 Lynn sent a 30 day letter has till July 23 THIS ACCOUNT HAS NOT PAID OR FILED ACCT TO TAX FOR COLLECTION This account M&M Chinese has been turned over to Avalara My Lodge			180.87			180.87	
461	Jesse Caraway dba Maggie Valley Chalet						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	
883	Laomi B Hotel/new owners/home CLOSED over June 15 penalty			35.71			35.71	35.71
These accounts have been turned over to Tax Collector statements need updated- accounts not filing		Tax	Penalty	PAID	Waived	Total		
493	Blue Merlin/Myers Mountain Homes thru Pa EST correct property sold p	15,895.12	4,865.36	5,765.75		14,992.73		
404	Meadowbrook Resort Paid Bal- Jan 31, 2017 update EST MADE 1 PMT	24,953.07	8,733.57	31,686.64		0.00		
38	SunSet Inn WAGES GARNISHMENT PLACED FOR SALE	1,054.80	292.21			1,347.01		
TOTAL		41,902.99	13,891.14	39,452.39		16,339.74		

Information on above accounts

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

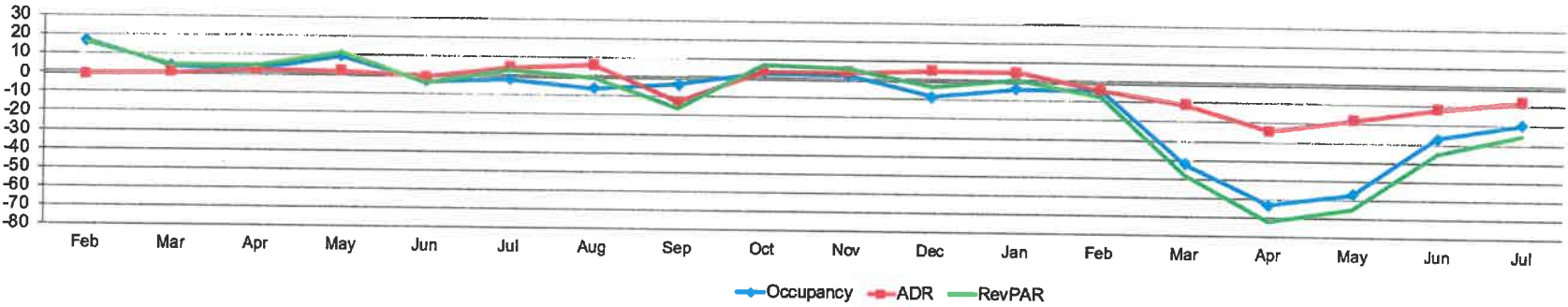
SunSet Inn owes balance, has pmt plan but is not making pmts. Property for sale, lien on property- NOT FILING ZEROS has not filed since June 2012- Tax Collector acct) NOT MAILING
Garnishment on Wages on Sunset

Tab 2 - Trend Haywood County, NC

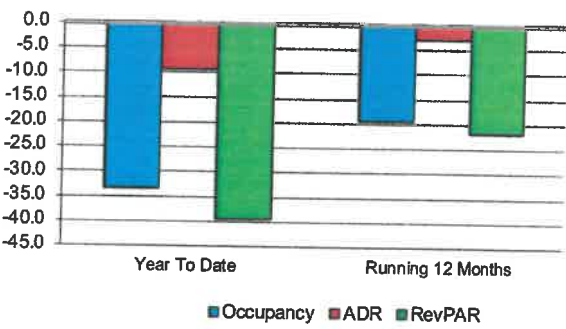
Haywood County Tourism Development Authority
For the Month of July 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
This Year		41.5	48.2	53.8	60.7	64.8	68.8	61.4	61.3	69.3	54.0	42.6		33.9	39.9	27.9	19.8	26.1	47.4	55.3
Last Year		35.4	46.4	52.5	55.3	66.9	70.0	65.4	63.6	67.1	52.9	46.6		35.3	41.5	48.2	53.8	60.7	64.8	68.8
Percent Change		17.1	3.9	2.4	9.8	-3.2	-1.8	-6.2	-3.5	3.3	2.1	-8.7		-3.9	-3.9	-42.1	-63.1	-57.0	-26.9	-19.6

ADR		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
This Year		93.44	95.17	99.45	107.63	112.61	119.25	115.75	110.07	124.99	108.81	103.51		94.12	89.88	84.79	75.46	88.18	99.58	110.58
Last Year		94.12	94.73	97.32	105.66	113.34	114.01	108.92	126.40	120.34	104.72	98.12		89.75	93.44	95.17	99.45	107.63	112.61	119.25
Percent Change		-0.7	0.5	2.2	1.9	-0.6	4.6	6.3	-12.9	3.9	3.9	5.5		4.9	-3.8	-10.9	-24.1	-18.1	-11.6	-7.3

RevPAR		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
This Year		38.74	45.91	53.46	65.38	72.98	82.02	71.07	67.49	86.67	58.77	44.08		31.90	35.82	23.70	14.98	23.03	47.17	61.13
Last Year		33.33	43.99	51.11	58.47	75.84	79.83	71.28	80.34	80.75	55.37	45.74		31.65	38.74	45.91	53.46	65.38	72.98	82.02
Percent Change		16.2	4.3	4.6	11.8	-3.8	2.7	-0.3	-16.0	7.3	6.1	-3.6		0.8	-7.5	-48.4	-72.0	-64.8	-35.4	-25.5

Supply		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
This Year		41,944	48,298	50,340	53,444	51,720	53,444	53,444	51,720	53,444	47,010	47,182		46,438	41,944	48,298	47,280	53,444	51,720	53,444
Last Year		41,944	48,298	50,340	53,444	51,720	53,444	53,444	51,720	53,444	47,010	47,182		46,438	41,944	48,298	50,340	53,444	51,720	53,444
Percent Change		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	-6.1	0.0	0.0	0.0

Demand		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
This Year		17,390	23,296	27,059	32,463	33,515	36,757	32,817	31,710	37,060	25,389	20,092		15,740	16,716	13,499	9,385	13,960	24,501	29,544
Last Year		14,853	22,431	26,437	29,576	34,606	37,425	34,975	32,874	35,863	24,856	21,995		16,375	17,390	23,296	27,059	32,463	33,515	36,757
Percent Change		17.1	3.9	2.4	9.8	-3.2	-1.8	-6.2	-3.5	3.3	2.1	-8.7		-3.9	-3.9	-42.1	-65.3	-57.0	-26.9	-19.6

Revenue		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
This Year		1,624,905	2,217,144	2,691,152	3,494,102	3,774,283	4,383,385	3,796,436	3,490,412	4,632,190	2,762,651	2,079,727		1,481,446	1,502,466	1,144,589	708,178	1,230,955	2,439,704	3,266,983
Last Year		1,398,019	2,124,778	2,572,850	3,124,982	3,922,361	4,266,701	3,809,303	4,155,385	4,315,583	2,602,931	2,158,164		1,469,617	1,624,905	2,217,144	2,691,152	3,494,102	3,774,283	4,383,385
Percent Change		16.2	4.3	4.6	11.8	-3.8	2.7	-0.3	-16.0	7.3	6.1	-3.6		0.8	-7.5	-48.4	-73.7	-64.8	-35.4	-25.5

Census %		2019												2020						
		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props		33	35	39	41	41	41	41	41	41	36	34		33	33	35	37	41	41	41
Census Rooms		1498	1558	1678	1724	1724	1724	1724	1724	1724	1567	1522		1498	1498	1558	1576	1724	1724	1724
% Rooms Participants		26.2	25.2	23.4	22.8	22.8	22.8	22.8	22.8	22.8	25.1	25.8		26.2	26.2	25.2	18.5	22.8	22.8	22.8

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Data pulled up to Jul-20

140389 - Haywood County

Total Available Listings

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Entire Place	1,259	1,306	1,399	1,492	1,416	1,381	1,251	1,142	1,243	1,208	1,400	1,400	1,381
Private Room	71	81	80	86	87	82	78	75	77	77	71	79	78
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0

Booked Listings

Entire Place	1,202	1,220	1,305	1,432	1,360	1,288	1,118	977	984	840	1,225	1,341	1,345
Private Room	66	70	74	83	81	77	67	59	69	61	56	72	73
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0

Room Nights - Entire Place

Total Available	91,239	91,288	95,520	106,391	103,943	99,942	83,362	72,038	72,956	52,579	88,777	96,381	95,955
Booked	61,643	49,414	48,603	69,100	52,680	47,001	29,325	26,493	28,429	29,625	39,628	63,138	77,718

Room Nights - Hotel Comparable

Total Available	4,540	4,526	4,512	4,919	4,860	5,049	4,387	4,191	4,583	3,318	4,953	5,290	5,763
Booked	2,611	2,209	2,383	3,145	2,618	2,319	1,560	1,625	1,827	1,924	2,392	3,383	4,064

Listing Nights - Entire Place

Available	32,639	32,892	34,208	38,404	37,539	36,173	30,386	26,496	27,237	19,086	32,822	34,935	35,228
Booked	21,950	17,931	17,690	25,392	19,305	16,881	10,774	9,884	10,785	10,762	14,905	23,245	28,401

Occupancy

Entire Place	67.3%	54.5%	51.7%	66.1%	51.4%	46.7%	35.5%	37.3%	39.6%	56.4%	45.4%	66.5%	80.6%
Hotel Comparable	57.5%	48.8%	52.8%	63.9%	53.9%	45.9%	35.6%	38.8%	39.9%	58.0%	48.3%	64.0%	70.5%

ADR

Entire Place	\$208.41	\$209.87	\$203.86	\$203.82	\$211.34	\$214.78	\$205.53	\$204.34	\$193.71	\$201.20	\$199.96	\$199.13	\$210.09
Hotel Comparable	\$121.03	\$123.95	\$121.66	\$123.60	\$125.82	\$121.49	\$121.29	\$118.31	\$115.51	\$114.60	\$118.20	\$120.92	\$130.71

RevPAR

Entire Place	\$140.16	\$114.41	\$105.42	\$134.76	\$108.69	\$100.23	\$72.87	\$76.22	\$76.70	\$113.45	\$90.80	\$132.50	\$169.38
Hotel Comparable	\$69.61	\$60.49	\$64.25	\$79.03	\$67.78	\$55.80	\$43.13	\$45.87	\$46.05	\$66.45	\$57.09	\$77.33	\$92.18



Weekly Pace - Haywood County, NC

All currency in USD. Entire place properties only. Reporting is for the week starting on the Monday of e

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	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	Aug 24, 2020	Aug 31, 2020	Sep 07, 2020	Sep 14, 2020	Sep 21, 2020	Sep 28, 2020	Oct 05, 2020	Oct 12, 2020	Oct 19, 2020
Previous Year	Aug 26, 2019	Sep 02, 2019	Sep 09, 2019	Sep 16, 2019	Sep 23, 2019	Sep 30, 2019	Oct 07, 2019	Oct 14, 2019	Oct 21, 2019

Supply (Nights)

	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	5,028	5,276	5,341	5,429	5,467	5,621	5,714	5,756	5,698
Previous Year	5,654	5,040	4,614	4,736	5,018	6,164	6,257	6,389	6,412
% Chg	-11%	5%	16%	15%	9%	-9%	-9%	-10%	-11%

Demand (Nights)

	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	2,593	2,759	2,122	1,883	1,835	1,652	2,248	2,465	2,657
Previous Year	1,775	1,233	1,084	1,052	1,132	1,120	1,828	2,381	2,017
% Chg	46%	124%	96%	79%	62%	48%	23%	4%	32%

Occupancy Rate

	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	52%	52%	40%	35%	34%	29%	39%	43%	47%
Previous Year	31%	24%	23%	22%	23%	18%	29%	37%	31%
% Chg	64%	114%	69%	56%	49%	62%	35%	15%	48%

Average Daily Rate

	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	191	191	189	188	194	194	201	192	196
Previous Year	207	204	201	200	199	210	206	201	205
% Chg	-8%	-6%	-6%	-6%	-2%	-8%	-2%	-4%	-4%

RevPAR

	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	99	100	75	65	65	57	79	82	91
Previous Year	65	50	47	45	45	38	60	75	64
% Chg	52%	100%	59%	47%	45%	49%	31%	10%	42%

Revenue (USD)

	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43
Current Year	495,486	526,780	400,289	354,638	356,061	319,832	452,169	474,127	520,006
Previous Year	367,765	251,226	217,897	210,841	225,178	234,743	376,939	477,857	412,878
% Chg	35%	110%	84%	68%	58%	36%	20%	-1%	26%

ach year.

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
Oct 26, 2020	Nov 02, 2020	Nov 09, 2020	Nov 16, 2020	Nov 23, 2020	Nov 30, 2020	Dec 07, 2020	Dec 14, 2020	Dec 21, 2020	Dec 28, 2020	Jan 04, 2021
Oct 28, 2019	Nov 04, 2019	Nov 11, 2019	Nov 18, 2019	Nov 25, 2019	Dec 02, 2019	Dec 09, 2019	Dec 16, 2019	Dec 23, 2019	Dec 30, 2019	Jan 06, 2020

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
5,778	5,906	5,887	5,801	5,756	5,669	5,667	5,599	5,427	5,337	5,350
5,482	4,603	4,483	4,443	4,889	5,295	5,263	5,137	5,662	3,542	2,187
5%	28%	31%	31%	18%	7%	8%	9%	-4%	51%	145%

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
1,753	973	616	693	1,858	344	268	397	1,354	1,192	171
844	447	214	314	1,155	170	155	356	1,120	423	28
108%	118%	188%	121%	61%	102%	73%	12%	21%	182%	511%

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
30%	16%	10%	12%	32%	6%	5%	7%	25%	22%	3%
15%	10%	5%	7%	24%	3%	3%	7%	20%	12%	1%
97%	70%	119%	69%	37%	89%	61%	2%	26%	87%	150%

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
191	202	205	220	240	206	233	235	228	227	192
200	221	188	214	248	177	210	227	255	254	251
-4%	-8%	9%	3%	-3%	16%	11%	3%	-10%	-11%	-24%

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
58	33	21	26	78	12	11	17	57	51	6
31	21	9	15	59	6	6	16	50	30	3
89%	55%	140%	74%	32%	119%	78%	6%	13%	67%	91%

Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1
335,082	196,874	126,459	152,728	446,440	70,844	62,322	93,178	308,904	271,004	32,818
168,423	98,712	40,146	67,169	286,229	30,148	32,506	80,877	285,342	107,467	7,035
99%	99%	215%	127%	56%	135%	92%	15%	8%	152%	366%

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Jan 11, 2021	Jan 18, 2021	Jan 25, 2021	Feb 01, 2021	Feb 08, 2021	Feb 15, 2021
Jan 13, 2020	Jan 20, 2020	Jan 27, 2020	Feb 03, 2020	Feb 10, 2020	Feb 17, 2020

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
5,348	5,361	5,383	5,379	5,034	5,041
2,302	1,838	2,243	3,127	3,570	3,337
132%	192%	140%	72%	41%	51%

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
99	68	63	27	284	266
46	32	45	38	83	53
115%	113%	40%	-29%	242%	402%

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
2%	1%	1%	1%	6%	5%
2%	2%	2%	1%	2%	2%
-7%	-27%	-42%	-59%	143%	232%

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
266	176	191	192	168	157
268	200	258	170	184	134
-1%	-12%	-26%	13%	-9%	17%

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
5	2	2	1	9	8
5	3	5	2	4	2
-8%	-36%	-57%	-54%	121%	289%

Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
26,308	11,958	12,035	5,180	47,702	41,680
12,308	6,415	11,618	6,478	15,305	7,098
114%	86%	4%	-20%	212%	487%