



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

Harrell Center Auditorium, Lake Junaluska

Date: February 24th, 2021

Time: 9:00AM

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- I. Call to Order – Chairman Lowe**
 - II. Introductions**
 - III. Welcome County Manager Bryant Morehead**
 - IV. Adjustment of Agenda**
 - V. Public Comment Session (12 minutes total, limit 3 minutes per person)**
 - VI. Board Comments**
 - VII. Presentation by Crawford Agency – Andy Windham**
 - VIII. Consent Agenda**
 - a. Request Approval of Minutes – January 27th, 2021
 - IX. Administrative/Committee Reports**
 - a. January & February Financial Reports – Chris Corbin
 - b. 3%, 1%, 4% Net Occupancy Tax Reports – Chris Corbin
 - c. Gross Sales Report – Chris Corbin
 - d. Penalty Report – Chris Corbin
 - e. STR & AirDNA Reports – P. Shah
 - f. It All Starts With A Visit – Lynn Collins
 - X. New Business – Chairman Lowe**
 - a. Request Increase in Revenue
 - b. Request Approval of Budget Amendment
 - c. Request Approval of Canton 1% Request
 - d. March Meeting Change
 - XI. Old Business**
 - XII. Adjournment**
 - XIII. 10 Minute Media Communication Schedule**

HCTDA Board Meeting Minutes

January 27th, 2021

Zoom Meeting

Members Present: Lyndon Lowe, Mike Eveland, Chris Corbin, Jon Feichter, Colleen Davis, P. Shah, Katy Gould, Tammy Wight, Mike Huber, Dave Angel, Kristian Owen, Kirk Kirkpatrick

Members Absent: Gail Mull, David Francis

Others Present: Travis Kever, Becky Johnson

Chairman Lyndon Lowe called the HCTDA Board Meeting to order at 9:01am and welcomed the newly reappointed members Gail Mull, Jon Feichter and Chris Corbin. He also welcomed new appointees Tammy Wight and Kristian Owen.

Introductions

Adjustments to Agenda

- No adjustments

Public Comment

- No public comment.

Board Comments

- Commissioner Kirkpatrick relayed a request from Representative Mark Pless asking if the TDA could use current funding for a smartphone app making a virtual platform for all businesses to use if they would like to.
- Director Collins requested that he forward the message to her and she will respond.
- Katy Gould that PPE 2.0 opportunities are rolling out. The SBA western regional group are hosting a crash course with the SBA & the SBT. The information is on our website sbc.haywood.edu and it will give a general overview of what we know about the new funding.

Audit Report

- Travis Kever, from Gould Killian CPA Group, stated that they appreciated the TDA allowing them to serve as the auditors again this year. Lynn and her staff are always a pleasure to work with. The draft you have of the audit is not final. We received approval from the LGC earlier this week. We issued an unmodified opinion which means we believe the authorized financial statements are presented fairly in all material respects in accord with generally accepted accounting principles. This is otherwise known as a clean audit opinion. I would like to commend you, in a somewhat off year with Covid, for holding the line and actually having a significant increase in

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that November is up 40% over projections for the month and 42% up ytd and 24% over last ytd. He anticipates that December will fall in line with those numbers as well.
- Chris reviewed the 1% report and stated that Clyde is the big winner yet again being up 119% ytd compared to 19/20. Canton, Maggie And Waynesville are up in the 30% range. Lake Junaluska is probably still lagging because of their business being so group oriented and hopefully they will have brighter days ahead.
- On the 4% report the number of accounts is down 14% total due to AirBNB & VRBO reporting o. taxes. Maggie picked up a good amount of market share in November.
- On the back page chart, vacation rentals accounted for 60% of the total occupancy and that trend will probably continue for the foreseeable future.
- Finance Chairman Corbin informed the board that the Penalty report has a couple of new ones on the report and some of the regulars. Chris stated that in the Finance Committee meeting they had talked about getting the 2nd page cleaned up and we will be working on that in the next couple of months. He then reported that the Finance Committee had approved two penalty waiver requests. One for an account that had paid in addition to VRBO paying for 13 months in the amount of \$706.24 and the other for a late postmark in the amount of \$50.36.

STR & AirDNA Reports

- P. Shaw started with the STR report stating that occupancy was down about 23% for the running 12 months. ADR is 5.5% down and RevPar is down 27%. This report only reflects properties that are reporting which are mainly the chains.
- Looking at the AirDNA report, Mr. Shah stated that vacation rentals booked room nights are 46,000 to 34,000 year over year. Occupancy is up 61% to 46% year over year and ADR has held up pretty well. It is interesting to look at the two different business models (hotel/motel versus vacation rentals) and we will see if the trend holds in the future.
- Commissioner Kirkpatrick asked with regard to AirBNB, how much do you think that is because of quality of rooms compared to Vacation rentals?
- Mr. Shah stated the the STR report is comprised mostly of franchise properties and they have to adhere to franchise standards whereas independents and vacation rentals don't always have the same standards. It comes down to what travelers are looking for – whether they want a place to themselves, or a room, etc.
- Ben Wilder explained that from the TDA side of things there has been an industry shift during the past year so by us having a larger inventory of short-term rentals we have benefited. Other markets have not been as fortunate. It's just a matter of people feeling safer.
- Chris Corbin stated that going back to the Finance meeting, we don't know if that shift in trends will shift back once we get through Covid. That's why we were conservative with our projections.
- Chairman Lowe stated that he had forwarded a special from the casino that has been advertised for rooms at \$79.00 plus a \$50.00 gaming credit. We've never seen that from them before so that shows they are seeing the shift away from hotel rooms as well. Part of that could be they have lost group & convention business.

- Director Collins explained that this year would be a little different because the nominations are normally made by the Executive Committee but due to COVID and not having active committees over the past year we don't have an Executive Committee except for Chairman Lowe & Vice Chairman Corbin. So, we will be taking nominations from the floor. At this time, I will open the floor to accept the nomination for Vice Chairman.
- Lyndon Lowe made a motion to nominate Chris Corbin for Vice Chairman.
- Colleen Davis seconded the motion.
- Motion passed unanimously.
- Director Collins opened the floor to accept nominations for Chairman.
- Dave Angel made a motion to nominate Lyndon Lowe for Chairman
- Tammy Wight seconded the motion.
- Motion passed unanimously.
- Director Collins informed the board that they have in their packets the following items:
- Committee Sign-up sheets – please fill out and return to me at your earliest convenience.
- 2021 TDA Board Meeting Schedule – Please put the dates on your calendar and plan to attend.
- 2021 Budget Schedule
- 2021 HCTDA Board Contact List

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 9:43am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

Haywood County Tourism Development Authority

Financial Statements

December 2020



1:00 PM
01/20/21
Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of December 31, 2020

	Dec 31, 20
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	199,221.70
100002 · 3% Cash in Bank - 1st Citizens	330,587.39
111501 · NCCMT - 9152 3% General Investm	736,239.69
111503 · NCCMT - 9863 1% General Investm	199,967.11
Total Checking/Savings	1,466,015.89
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
130001 · Prepaid Expense	2,576.50
Total Other Current Assets	2,776.50
Total Current Assets	1,468,792.39
TOTAL ASSETS	1,468,792.39
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · *Accounts Payable	1,791.74
Total Accounts Payable	1,791.74
Other Current Liabilities	
231700 · Payroll Liabilities	
Federal Taxes (941/944)	2,717.61
NC Income Tax	1,577.00
NC Pension Payable	6,053.83
Total 231700 · Payroll Liabilities	10,348.44
231800 · Sales Tax Payable	224.47
Total Other Current Liabilities	10,572.91
Total Current Liabilities	12,364.65
Total Liabilities	12,364.65
Equity	
329300 · Net Assets as July 1	1,015,437.42
Net Income	440,990.32
Total Equity	1,456,427.74
TOTAL LIABILITIES & EQUITY	1,468,792.39

Haywood County Tourism Development Authority

Budget vs Actuals

December 2020

	Dec 20	Jul - Dec 20	Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	221,519.60	740,475.00	1,107,487.00	66.86%
427012 · 1% Net 28716 Occupancy Tax	5,094.38	19,485.17	29,559.00	65.92%
427013 · 1% Net 28721 Occupancy Tax	3,388.61	12,616.17	11,422.00	110.46%
427014 · 1% Net 28745 Occupancy Tax	5,689.97	17,175.53	40,807.00	42.09%
427015 · 1% Net 28751 Occupancy Tax	37,010.90	119,536.13	174,294.00	68.58%
427016 · 1% Net 28785/28786 Occupancy Tx	22,767.47	78,476.16	113,089.00	69.39%
427112 · App. of Fund Balance 28716	0.00	0.00	10,498.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	26,479.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	1,972.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	20,302.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,355.00	0.0%
449201 · Product Sales	535.64	8,206.33	10,000.00	82.06%
449810 · Visitor Guide Ad Sales	1,350.00	18,975.00	22,500.00	84.33%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	6.25	150.17	8,500.00	1.77%
483492 · Investment Earnings 1%	1.70	32.39	1,500.00	2.16%
483831 · Net Occupancy Tax Penalties 3%	334.37	1,392.44	5,000.00	27.85%
499990 · Fund Balance Appropriation 3%	0.00	0.00	276,691.00	0.0%
499992 · Grant 3%	0.00	24,000.00	0.00	100.0%
Total Income	297,698.89	1,040,520.49	1,892,455.00	54.98%
Expense				
512101 · Salaries-Admin-Promo	10,183.85	58,903.90	124,873.00	47.17%
512110 · NC State Retirement - Promo	2,388.20	15,840.14	32,770.00	48.34%
512201 · Salaries-Visitor Center	2,577.60	16,272.58	43,969.00	37.01%
512221 · FICA Visitor Ctr	181.89	1,229.56	3,460.00	35.54%
512232 · Temporary Labor - Visitor Ctr	0.00	216.15	500.00	43.23%
517001 · Board Members-Promo	1,049.96	1,223.10	1,500.00	81.54%
518101 · FICA Admin	644.50	4,371.58	9,675.00	45.18%
518201 · Salaries Marketing	13,326.74	83,443.56	170,692.00	48.89%
518202 · FICA Marketing	947.50	6,233.18	13,229.00	47.12%
518301 · Group Health Insurance - Promo	3,461.20	20,938.85	44,014.00	47.57%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	0.00	788.61	6,460.00	12.21%
519203 · Prof. Svcs - Contract Svcs-P	6,150.00	38,836.36	156,200.00	24.86%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	318.00	2,190.10	2,000.00	109.51%
526101 · Visitor Center Supplies	38.75	613.44	1,000.00	61.34%
527001 · Purchases/Resale-Promo	604.34	8,014.61	7,000.00	114.49%
529701 · Miscellaneous - Promo	0.00	278.11	158.00	176.02%
529901 · NonExpendable Office Supp-TR	1,210.50	1,210.50	0.00	100.0%
531201 · Travel-NonLocal-Promo	0.00	0.00	1,500.00	0.0%
531301 · Fuel-T Related	0.00	57.18	600.00	9.53%

Haywood County Tourism Development Authority

Budget vs Actuals

December 2020

	Dec 20	Jul - Dec 20	Budget	% of Budget
532101 · Telephone-Promo	889.52	3,011.89	6,900.00	43.65%
532201 · Postage-Promo	0.00	-993.26	10,050.00	-9.88%
534901 · Print & Bind-Promo	617.70	3,535.72	9,000.00	39.29%
535201 · Repair & Maintenance-Promo	600.00	3,923.60	9,050.00	43.36%
537101 · Marketing-Promo	392.56	871.68	11,750.00	7.42%
537221 · Advertise-PR/Internet/Billboard	16,060.00	108,703.36	425,000.00	25.58%
537301 · Visitor Guide Ads-Promo	675.00	675.00	22,500.00	3.0%
537401 · Education-Promo	0.00	1,055.62	3,500.00	30.16%
537502 · Wayfinding	27,027.00	104,622.38	128,271.00	81.56%
537701 · Public Relations/Comm-Promo	0.00	0.00	2,500.00	0.0%
537801 · Group Sales-Promo	2,807.55	5,232.42	37,878.00	13.81%
537901 · Sponsorship - Promo	300.00	300.00	8,420.00	3.56%
541301 · Rent-Promo	2,465.48	14,792.88	28,153.00	52.55%
543201 · Equipment Lease-Promo	1,159.68	6,595.40	15,624.00	42.21%
545101 · Liability Insurance-Promo	0.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	760.10	11,811.73	21,067.00	56.07%
549902 · Bank Charges-Promo	182.89	1,300.86	6,000.00	21.68%
549903 · Property Tax	0.00	389.48	400.00	97.37%
549910 · 28716 (Canton) Promo	0.00	0.00	25,819.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	12,606.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	25,240.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	12,323.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	27,606.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	12,846.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	6,840.00	19,724.00	127,724.00	15.44%
549917 · 28751 - Maggie Valley - Tourism	1,023.51	9,371.72	59,779.00	15.68%
549918 · 28785/86 (Waynesville)	6,270.00	13,825.00	89,174.00	15.5%
549919 · 28785/86 - Waynesville -Tourism	0.00	0.00	41,750.00	0.0%
549921 · Canton- Admin	0.00	0.00	1,356.00	0.0%
549922 · Clyde- Admin	0.00	0.00	452.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,657.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	7,082.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	4,520.00	0.0%
551001 · Capital Outlay Promo	0.00	0.00	4,000.00	0.0%
569101 · Elk Fest Expenses-Promo	0.00	0.00	4,000.00	0.0%
569102 · Elk Fest Expenses-TR	0.00	0.00	4,000.00	0.0%
570102 · Utilities	511.18	2,905.05	7,073.00	41.07%
599101 · Contingency	21,868.13	21,868.13	65,000.00	33.64%
Total Expense	133,533.33	599,530.17	1,892,455.00	31.68%
Net Ordinary Income	164,165.56	440,990.32	0.00	100.0%
Net Income	164,165.56	440,990.32	0.00	100.0%

Haywood County Tourism Development Authority

Financial Statements

January 2021



12:59 PM

Haywood County Tourism Development Authority
Statement of Financial Position
As of January 31, 2021

02/12/21

Accrual Basis

	Jan 31, 21
ASSETS	
Current Assets	
Checking/Savings	
100001 - 1% Cash in Bank - 1st Citizens	226,484.17
100002 - 3% Cash in Bank - 1st Citizens	332,945.03
111501 - NCCMT - 9152 3% General Investm	736,245.94
111503 - NCCMT - 9863 1% General Investm	199,968.81
Total Checking/Savings	1,495,643.95
Other Current Assets	
119000 - Petty Cash - TDA	100.00
119001 - Petty Cash - VC	100.00
130001 - Prepaid Expense	2,576.50
Total Other Current Assets	2,776.50
Total Current Assets	1,498,420.45
TOTAL ASSETS	1,498,420.45
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 - *Accounts Payable	1,659.24
Total Accounts Payable	1,659.24
Other Current Liabilities	
231700 - Payroll Liabilities	
Federal Taxes (941/944)	2,764.27
NC Income Tax	2,113.00
NC Pension Payable	4,185.32
Total 231700 - Payroll Liabilities	9,062.59
231800 - Sales Tax Payable	15.59
Total Other Current Liabilities	9,078.18
Total Current Liabilities	10,737.42
Total Liabilities	10,737.42
Equity	
329300 - Net Assets as July 1	1,029,150.85
Net Income	458,532.18
Total Equity	1,487,683.03
TOTAL LIABILITIES & EQUITY	1,498,420.45

Haywood County Tourism Development Authority
Budget vs Actuals
January 2021

	Jan 21	Jul '20 - Jan 21	Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	128,278.15	868,753.15	1,107,487.00	78.44%
427012 · 1% Net 28716 Occupancy Tax	3,558.65	23,043.82	29,559.00	77.96%
427013 · 1% Net 28721 Occupancy Tax	2,843.16	15,459.33	19,309.00	80.06%
427014 · 1% Net 28745 Occupancy Tax	2,165.64	19,341.17	32,920.00	58.75%
427015 · 1% Net 28751 Occupancy Tax	20,230.02	139,766.15	174,294.00	80.19%
427016 · 1% Net 28785/28786 Occupancy Tx	13,863.41	92,339.57	113,089.00	81.65%
427112 · App. of Fund Balance 28716	0.00	0.00	10,498.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	26,479.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	1,972.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	20,302.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,355.00	0.0%
449201 · Product Sales	222.56	8,428.89	10,000.00	84.29%
449810 · Visitor Guide Ad Sales	0.00	18,975.00	22,500.00	84.33%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	6.25	156.42	8,500.00	1.84%
483492 · Investment Earnings 1%	1.70	34.09	1,500.00	2.27%
483831 · Net Occupancy Tax Penalties 3%	234.19	1,626.63	5,000.00	32.53%
499990 · Fund Balance Appropriation 3%	0.00	0.00	276,691.00	0.0%
499992 · Grant 3%	0.00	24,000.00	0.00	100.0%
Total Income	171,403.73	1,211,924.22	1,892,455.00	64.04%
Expense				
512101 · Salaries-Admin-Promo	9,741.22	68,645.12	124,873.00	54.97%
512110 · NC State Retirement - Promo	2,415.24	18,255.38	32,770.00	55.71%
512201 · Salaries-Visitor Center	2,401.60	18,674.18	40,969.00	45.58%
512221 · FICA Visitor Ctr	183.72	1,413.28	3,460.00	40.85%
512232 · Temporary Labor - Visitor Ctr	0.00	216.15	500.00	43.23%
517001 · Board Members-Promo	76.69	659.79	1,500.00	43.99%
518101 · FICA Admin	653.27	5,024.85	9,675.00	51.94%
518201 · Salaries Marketing	12,854.45	96,298.01	170,692.00	56.42%
518202 · FICA Marketing	957.29	7,190.47	13,229.00	54.35%
518301 · Group Health Insurance - Promo	509.41	21,251.76	44,014.00	48.28%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	0.00	788.61	6,460.00	12.21%
519203 · Prof. Svcs - Contract Svcs-P	8,100.00	46,936.36	156,200.00	30.05%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	0.00	2,190.10	3,000.00	73.0%
526101 · Visitor Center Supplies	97.62	711.06	1,000.00	71.11%
527001 · Purchases/Resale-Promo	0.00	7,895.01	10,000.00	78.95%
529701 · Miscellaneous - Promo	0.00	278.11	308.00	90.3%
529901 · NonExpendable Office Supp-TR	481.50	1,692.00	1,500.00	112.8%
531201 · Travel-NonLocal-Promo	0.00	0.00	500.00	0.0%
531301 · Fuel-T Related	32.42	89.60	600.00	14.93%

Haywood County Tourism Development Authority

Budget vs Actuals

January 2021

	Jan 21	Jul '20 - Jan 21	Budget	% of Budget
532101 · Telephone-Promo	578.13	3,205.26	6,900.00	46.45%
532201 · Postage-Promo	2,128.54	1,135.28	8,400.00	13.52%
534901 · Print & Bind-Promo	0.00	3,535.72	9,000.00	39.29%
535201 · Repair & Maintenance-Promo	525.00	4,448.60	9,050.00	49.16%
537101 · Marketing-Promo	193.70	1,065.38	11,750.00	9.07%
537221 · Advertise-PR/Internet/Billboard	41,175.00	149,838.36	425,000.00	35.26%
537301 · Visitor Guide Ads-Promo	29,177.00	29,852.00	22,500.00	132.68%
537401 · Education-Promo	0.00	1,055.62	3,500.00	30.16%
537502 · Wayfinding	23,648.63	128,271.01	128,271.00	100.0%
537701 · Public Relations/Comm-Promo	0.00	0.00	2,500.00	0.0%
537801 · Group Sales-Promo	0.00	5,232.42	37,878.00	13.81%
537901 · Sponsorship - Promo	0.00	300.00	8,420.00	3.56%
541301 · Rent-Promo	2,465.48	17,258.36	28,153.00	61.3%
543201 · Equipment Lease-Promo	1,143.50	7,738.90	15,624.00	49.53%
545101 · Liability Insurance-Promo	0.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	384.33	11,820.29	21,067.00	56.11%
549902 · Bank Charges-Promo	37.15	1,302.90	6,000.00	21.72%
549903 · Property Tax	0.00	389.48	400.00	97.37%
549910 · 28716 (Canton) Promo	0.00	0.00	25,819.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	12,606.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	25,240.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	12,323.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	27,606.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	12,846.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	3,035.00	22,759.00	127,724.00	17.82%
549917 · 28751 - Maggie Valley - Tourism	0.00	9,371.72	59,779.00	15.68%
549918 · 28785/86 (Waynesville)	1,985.00	15,810.00	89,174.00	17.73%
549919 · 28785/86 - Waynesville -Tourism	10,000.00	10,000.00	41,750.00	23.95%
549921 · Canton- Admin	0.00	0.00	1,356.00	0.0%
549922 · Clyde- Admin	0.00	0.00	452.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,657.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	7,082.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	4,520.00	0.0%
551001 · Capital Outlay Promo	0.00	0.00	4,000.00	0.0%
569101 · Elk Fest Expenses-Promo	0.00	0.00	4,000.00	0.0%
569102 · Elk Fest Expenses-TR	0.00	0.00	4,000.00	0.0%
570102 · Utilities	672.72	3,577.77	7,073.00	50.58%
599101 · Contingency	0.00	21,868.13	65,000.00	33.64%
Total Expense	155,653.61	753,392.04	1,892,455.00	39.81%
Net Ordinary Income	15,750.12	458,532.18	0.00	100.0%
Net Income	15,750.12	458,532.18	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2020-2021 (REVISED)

	A	B	C	D	E	F	G
1		2020-2021	2020-2021	% Change	2020-2021	2019-2020	% Change
2		Occupancy	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Tax	Tax	To	Tax	Tax	To
4		Projections	Actual	Budget	Penalties	Actual	Previous
5		REVISED					Year
6							
7	July	\$136,473	\$173,533	27%	\$413	\$155,055	13%
8	August	\$106,510	\$173,664	63%	\$118	\$133,405	30%
9	September	\$120,461	\$172,717	43%	\$527	\$131,589	31%
10	October	\$157,215	\$221,520	41%	\$334	\$169,745	31%
11	November	\$91,367	\$128,278	40%	\$234	\$111,387	15%
12	December	\$66,910	\$117,856	76%	\$242	\$78,487	50%
13	January	\$50,376				\$66,237	
14	February	\$45,414				\$61,711	
15	March	\$47,444				\$27,326	
16	April	\$58,990				\$5,536	
17	May	\$95,469				\$58,909	
18	June	\$130,809				\$134,487	
19							
20	Total Proj.	\$1,107,438					
21							
22	YTD	\$678,936	\$987,568	45%		\$779,668	27%

2020/2021
1% NET OCCUPANCY TAX REPORT
REVISED

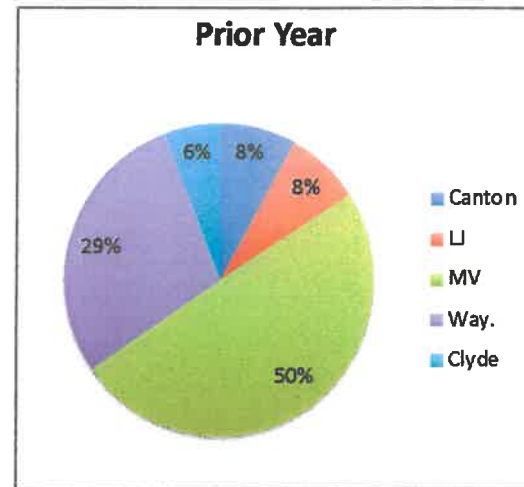
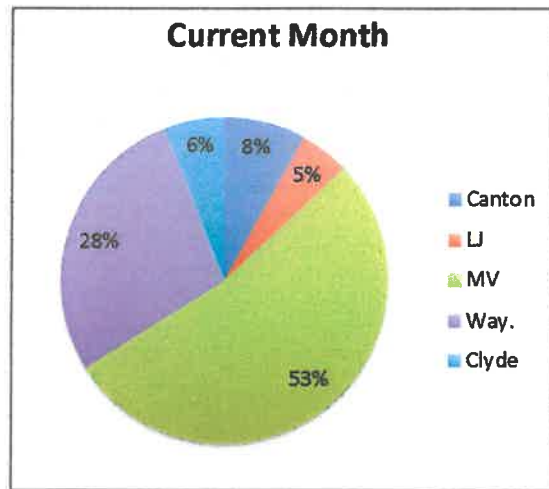
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY			
	20/21	20/21	19/20	20/21	20/21	19/20		20/21	19/20	20/21	20/21	19/20	20/21	20/21	19/20
July 2020 Received September 2020	\$4,772	\$2,978	\$3,628	\$2,930	\$2,131	\$1,445	\$3,948	\$3,240	\$5,719	\$28,398	\$23,104	\$27,434	\$17,933	\$12,684	\$13,704
August 2020 Received October 2020	\$4,854	\$2,660	\$3,328	\$3,376	\$2,944	\$1,324	\$3,873	\$3,960	\$5,314	\$26,564	\$16,735	\$20,884	\$19,260	\$11,139	\$13,754
September 2020 Received November 2020	\$4,775	\$3,659	\$3,885	\$2,921	\$2,358	\$1,394	\$3,723	\$3,330	\$5,298	\$27,746	\$19,168	\$20,685	\$18,584	\$11,602	\$12,798
October 2020 Received December 2020	\$5,094	\$3,724	\$3,876	\$3,389	\$2,629	\$1,441	\$5,690	\$4,178	\$6,427	\$37,011	\$24,676	\$26,056	\$22,767	\$17,098	\$18,865
November 2020 Received January 2021	\$3,559	\$2,572	\$2,725	\$2,843	\$1,105	\$1,445	\$2,166	\$2,138	\$3,997	\$20,407	\$13,098	\$16,018	\$13,863	\$10,740	\$13,617
December 2020 Received February 2021	\$3,033	\$1,667	\$1,974	\$2,308	\$1,028	\$1,589	\$1,965	\$990	\$1,980	\$21,039	\$11,827	\$13,077	\$11,021	\$6,419	\$7,837
January 2021 Received March 2021		\$1,204	\$1,365		\$1,091	\$1,355		\$932	\$1,865		\$8,395	\$10,530		\$5,076	\$7,159
February 2021 Received April 2021		\$1,388	\$1,722		\$738	\$1,097		\$1,136	\$1,734		\$7,574	\$10,288		\$4,468	\$5,961
March 2021 Received May 2021		\$1,742	\$1,022		\$694	\$338		\$1,824	\$447		\$6,892	\$4,544		\$4,743	\$2,789
April 2021 Received June 2021		\$1,862	\$442		\$595	\$90		\$2,034	\$33		\$8,724	\$599		\$6,508	\$719
May 2021 Received July 2021 (unavailable)		\$2,592	\$1,656		\$1,812	\$1,369		\$3,343	\$602		\$13,902	\$9,435		\$10,264	\$6,639
June 2021 Received August 2021 (unavailable)		\$3,511	\$4,377		\$2,184	\$2,699		\$5,815	\$1,773		\$20,199	\$21,357		\$12,348	\$14,770
Total 20/21 Projections		\$29,559	\$30,000		\$19,309	\$15,586		\$32,920	\$35,189		\$174,294	\$180,907		\$113,089	\$ 118,612
YTD	\$26,087			\$17,767			\$21,365			\$161,165			\$103,428		
TOTAL of 20/21 1% Projections	\$369,171														
Comparison to Budget YTD	51%			46%			20%			48%			48%		
Comparison to December 2019	34%			106%			-26%			42%			21%		
YTD Comparison with FY 19/20	32%			119%			-27%			30%			28%		
% of YTD Collections	8%			5%			7%			49%			31%		

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

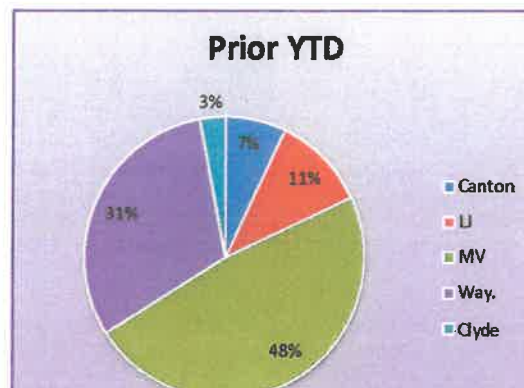
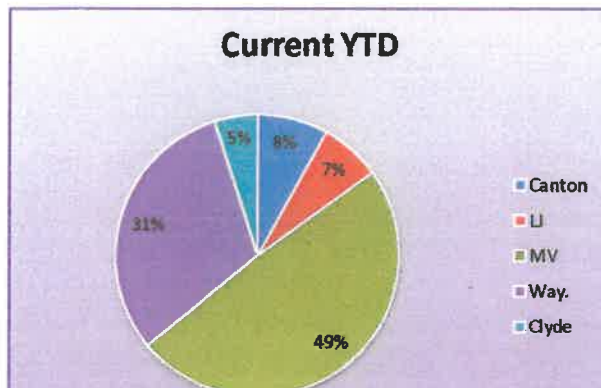
Active Account Performance			Variance
	December 2020	December 2019	
Canton	31	37	-19%
Clyde	21	22	-5%
Lake Junaluska	18	20	-11%
Maggie Valley	172	198	-15%
Waynesville	111	133	-20%
Total	353	410	-16%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$117,856.37	Remittance Type	Distrubution
Distribution Previous Year	(\$78,487.34)	Taxes Remitted for Period 4%	\$158,729.12
Difference	\$39,369.03	Penalties	\$326.40
Variance	50%	Sub Total	\$159,055.52
		Fee to County	(\$1,590.56)
		Total Distribution 4%	\$157,464.96

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

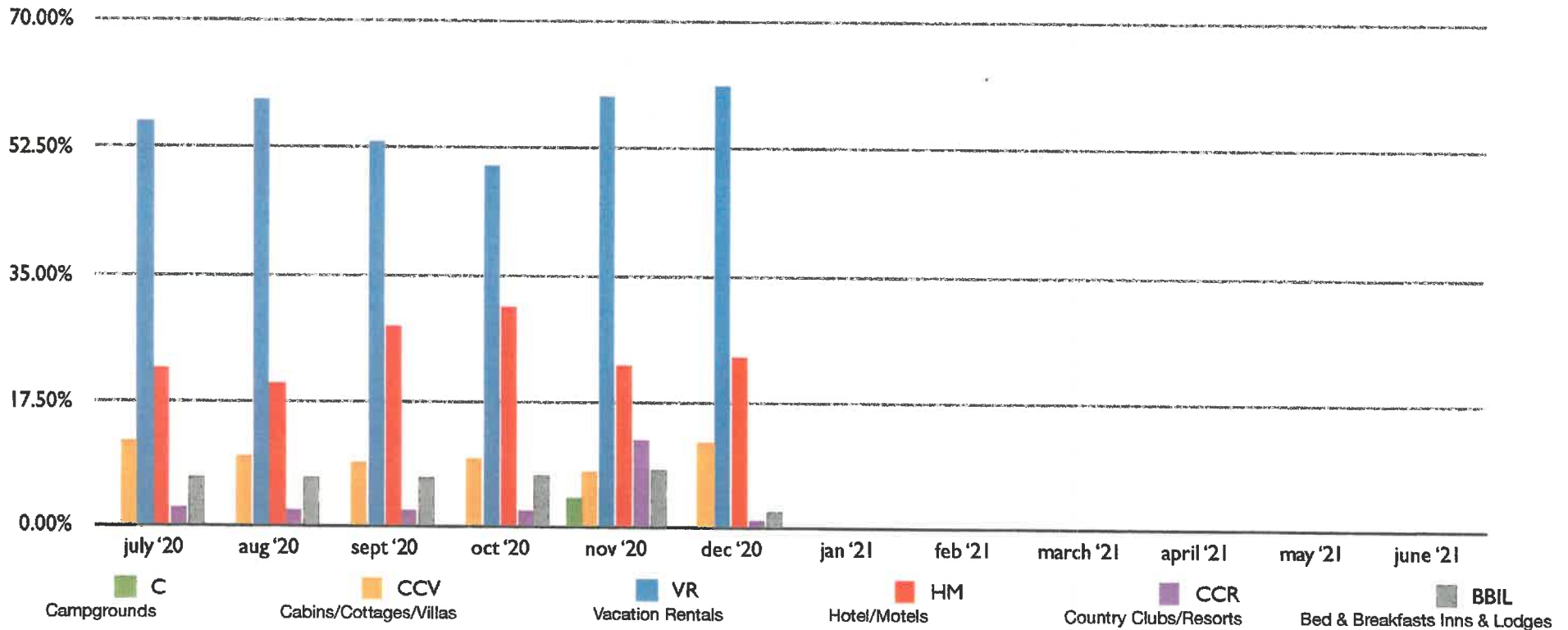


20/21 OCCUPANCY TAX BY CATEGORY

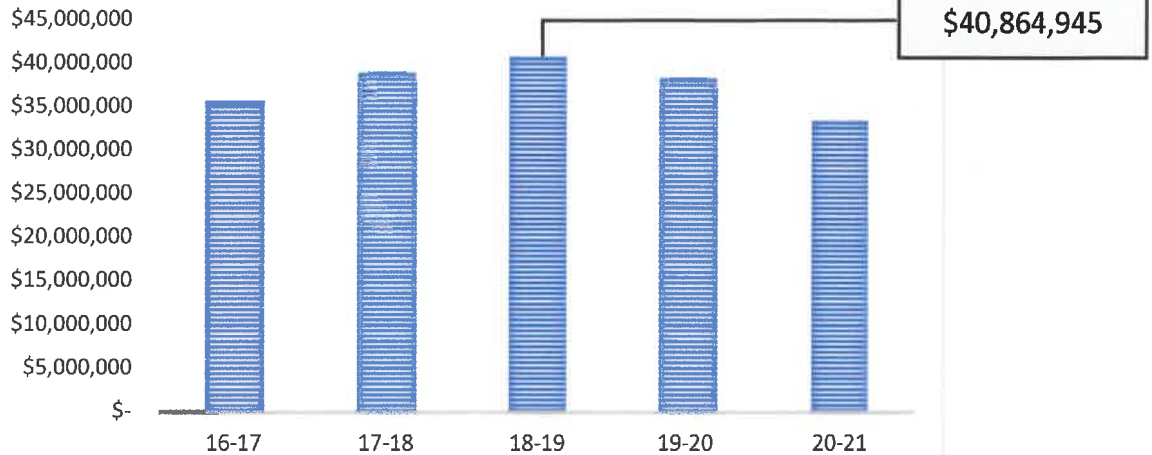
OCCUPANCY TAX JULY 2020 - JUNE 2021

TYPE	JULY '20	AUG '20	SEPT '20	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MARCH '21	APRIL '21	MAY '21	JUNE '21
C	0.05%	0.00%	0.05%	0.04%	3.80%	0.00%						
CCV	12.00%	10.00%	9.00%	9.60%	7.89%	12.00%						
VR	56.00%	59.00%	53.50%	50.20%	59.69%	61.00%						
HM	22.00%	20.00%	28.00%	30.60%	22.58%	24.00%						
CCR	2.50%	2.00%	2.00%	2.10%	12.40%	1.00%						
BBIL	7.00%	7.00%	7.00%	7.20%	8.00%	2.00%						

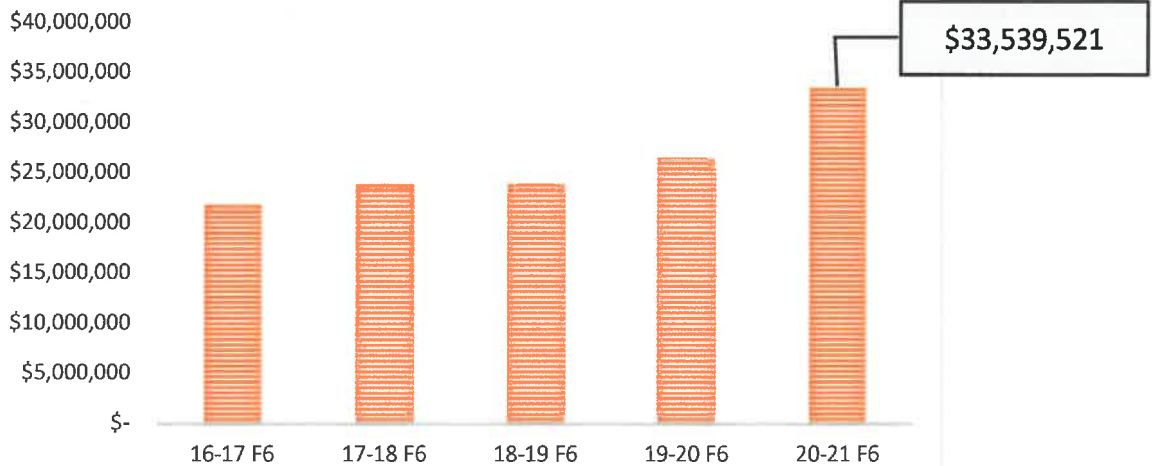
OCCUPANCY TAX BY ACCOMMODATION CATEGORY



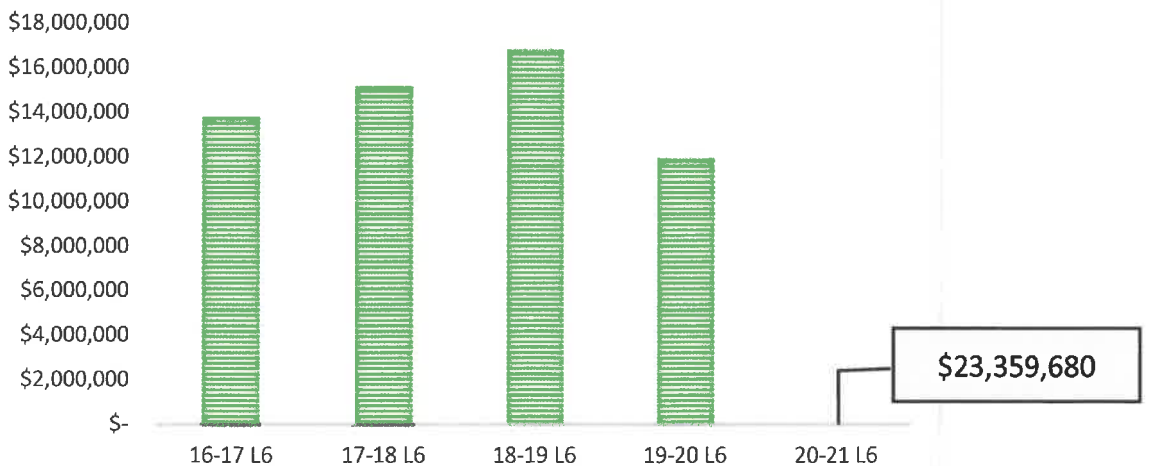
GROSS ROOM NIGHT SALES



GROSS SALES FIRST 6 MONTHS



GROSS SALES LAST 6 MONTHS



GROSS SALES 2020-2021 ACTUAL & PROJECTION

	First 6 Months	Historical Avg	\$ 987,568	Difference
July	\$ 173,533	20%	\$ 197,514	\$ (23,980.60)
August	\$ 173,664	17%	\$ 167,887	\$ 5,777.44
September	\$ 172,717	17%	\$ 167,887	\$ 4,830.44
October	\$ 221,520	22%	\$ 217,265	\$ 4,255.04
November	\$ 128,278	13%	\$ 128,384	\$ (105.84)
December	\$ 117,856	11%	\$ 108,632	\$ 9,223.52
	\$ 987,568	100%		

	Last 6 Months	Historical Avg	38% \$ 605,283	40% \$ 651,795	42% \$ 711,049
Janurary	TBD	10%	\$ 60,528	\$ 65,180	\$ 71,105
February	TBD	10%	\$ 60,528	\$ 65,180	\$ 71,105
March	TBD	12%	\$ 72,634	\$ 78,215	\$ 85,326
April	TBD	15%	\$ 90,792	\$ 97,769	\$ 106,657
May	TBD	22%	\$ 133,162	\$ 143,395	\$ 156,431
June	TBD	31%	\$ 187,638	\$ 202,056	\$ 220,425
	\$ -	100%			

Total Collections	\$ 1,592,851	\$ 1,639,363	\$ 1,698,617
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**HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED
DECEMBER RECEIVED IN JANUARY 21**

ID #	Business Name	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appraised			
905	Bear Run Log Cabins owes oct-jan 20 penalty		302.43			302.43	302.43
730	Belle Cottage owes july/ aug penalty & owes nov tax-Sending replacement check	0.80	18.90			19.70	19.70
573	Blue Ridge Motorcycle owes oct penalties		6.92			6.92	6.92
498	Buffalo Creek - owes December penalty	-	185.96			-	185.96
622	Big View Cabin-Owes Oct Penalty		14.92		14.92		14.92
176	Carolina Mtn. Vacation Homes-owes Nov. penalty		331.60		331.60		331.60
300	Carolina Country Cabins-owes Dec. penalty		12.24		12.24		12.24
280	Cozy Corner Motel owes April-September penalties		219.63			219.63	219.63
337	ERJ Properties Cardinal Inn applied credit owes Sept penalties		98.36			98.36	98.36
359	Four Seasons Inn owes july/aug penalties covid related-FILED APPEAL		557.04			557.04	557.04
322	Ivy Hills by the Creek owes penalties july-sept COVID RELATED-FILED APPEAL		289.84			289.84	289.84
1026	JD Rentals-part of Dec. penalties		14.60		14.60		14.60
486	Lucky Cat (Hearth & Home) owes may penalty short on June tax & July penalty. Lien Filed coupons for May 2018-Jan 2020 did not pay tax or penalties	0.80 2,363.18	123.38 798.02			123.98 3,161.20	123.98 3,161.20
634	Manor Ridge Inn-part of Nov. penalties		6.40		6.40		6.40
777	Our Place Inn owes part of aug penalty		9.67			9.67	9.67
255	Peppertree Maggie Valley owes & oct/nov penalties-pd in January		24.70		24.70		24.70
463	Pride RV Resort-short pay of December taxes	5.00			5.00		5.00
978	Rohanna Hotels-Maggie Valley Inn-owes Dec penalties		44.12		44.12		44.12
1013	Route 19 Inn owes may thru nov penalties-pd. 1526.31-owes Dec. pen		1,673.10		1,673.10		1,673.10
851	Serenity Cabins owes oct penalty-TDA to refund penalties		13.53		13.53		13.53
507	SunRise Mountain Properties owes bal. NO STATEMENT	0.50			0.50		0.50
919	Stony Creek Lodge owes july & aug penalties COVID RELATED-FILED APPEAL		434.52			434.52	434.52
654	The Blue Moon Lodge owes aug-dec penalties applied credit not filing-NO STATEMENT		34.10			34.10	34.10
923	Valley View Vacation Rentals-owes Oct. penalty		6.71		6.71		6.71
TOTAL		2,370.08	5,220.69	0.00	2,147.42	5,257.39	7,590.77

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

481	Riddhi Hospitality owes July penalties & aug penalties BUSINESS SOLD Do not have an address to send statement to		342.47			342.47		342.47	
874	The Yellow House owes may-oct penalties BUSINESS SOLD send statement to last address no response		1,438.82			1,438.82		1,438.82	
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	127.80				127.80		127.80	
717	Judge Franks filed all zero's thru DEC 2020 Penalties from Oct-Dec 2016 TDA SENT A 90 DAY DELINQUENT LETTER DUE AUG 16 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 Carraway never closed owner turned over to daughter new Acct #903 Requested Lynn to contact		20.52			20.52		20.52	

874	Majestic View same owners overpay on acct		(42.76)			(42.76)		(42.76)	
781	Ptoli Mountain House		(39.71)			(39.71)		(39.71)	
675	Shiloh		(35.38)			(35.38)		(35.38)	
676	Swiss Cottage		(29.49)			(29.49)		(29.49)	

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	Boessel Lodge overpay on acct still owes Oct-Dec (not filing) no statement sent numerous sta		(9.66)			(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	
463	Cold Mountain Cabin overpay on account FILED OUT OF BUSINESS		(3.31)		(3.31)			(3.31)	
945	Sunny Hill (Ashworth Group) overpaid on acct no statement this account closed (no address fr owner)		(6.30)			(6.30)		(6.30)	
803	Pin Seekers Retreat overpay on acct no statement filed out of business no response on if credit was owed		(10.00)			(10.00)		(10.00)	

				AMOUNT OWED TO TDA					
ID #	Business Name	Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed		
PAID PENALTY IN JANUARY									

Name	Penalty
CAROLINE'S COUNTRY CABINS	18.29
JD RENTALS	7.30
MANOR RIDGE	3.20
PEPPERTREE	23.54
REAL HORIZONS-A HOLIDAY MOTEL	86.84
RUDRA H, LLC	154.04
SUMMIT BLISS SERVICES	15.33
THE GAVIN CABIN	10.26
THE MONTGOMERY HOUSE	4.49
THE ROOST	3.11
	326.40

Below Accounts Not Filing or paying past due amounts (X) -accounts are not filing- no penalty amount assessed.									
611	Elk View Lodge (PAID OLD PENALTIES) NOT FILING OWES SEPT 14-DEC 2015 AND YEAR 2016					X			
504	M&M China Investments filed coupons for 2013-2014 year penalties for 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 China has been turned over to Avalara My Lodge		180.87			180.87			
461	Jesse Carraway 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			
383	Laxmi B Hotel (new owners/name CLOSED owes June 15 penalty)		35.71			35.71		35.71	
These accounts have been turned over to Tax Collector statements need updated- accounts not filing									
493	Blue Martin/Myers Mountain Homes thru Dec 2017 correct property sold p	15,895.12	4,863.36	avoid new penalties	5,765.75		14,992.73		
404	Meadowbrook Resort Paid Bal- Jan 31, 2017 update EST MADE 1 PMT	24,953.07	8,733.57	ESTIMATES	33,686.64		0.00		
38	SunSet Inn WAGES GARNISHMENT PLACED FOR SALE	1,054.80	292.21	old tax/penalties			1,347.01		
TOTAL		41,902.99	13,889.14		39,452.39		16,339.74		

Information on above accounts

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

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

Penalty Waivers & Occupancy Tax Refunds

The TDA Finance Committee approved the following Penalty Waiver requests due to owners & bookkeeper Covid related illness/death:

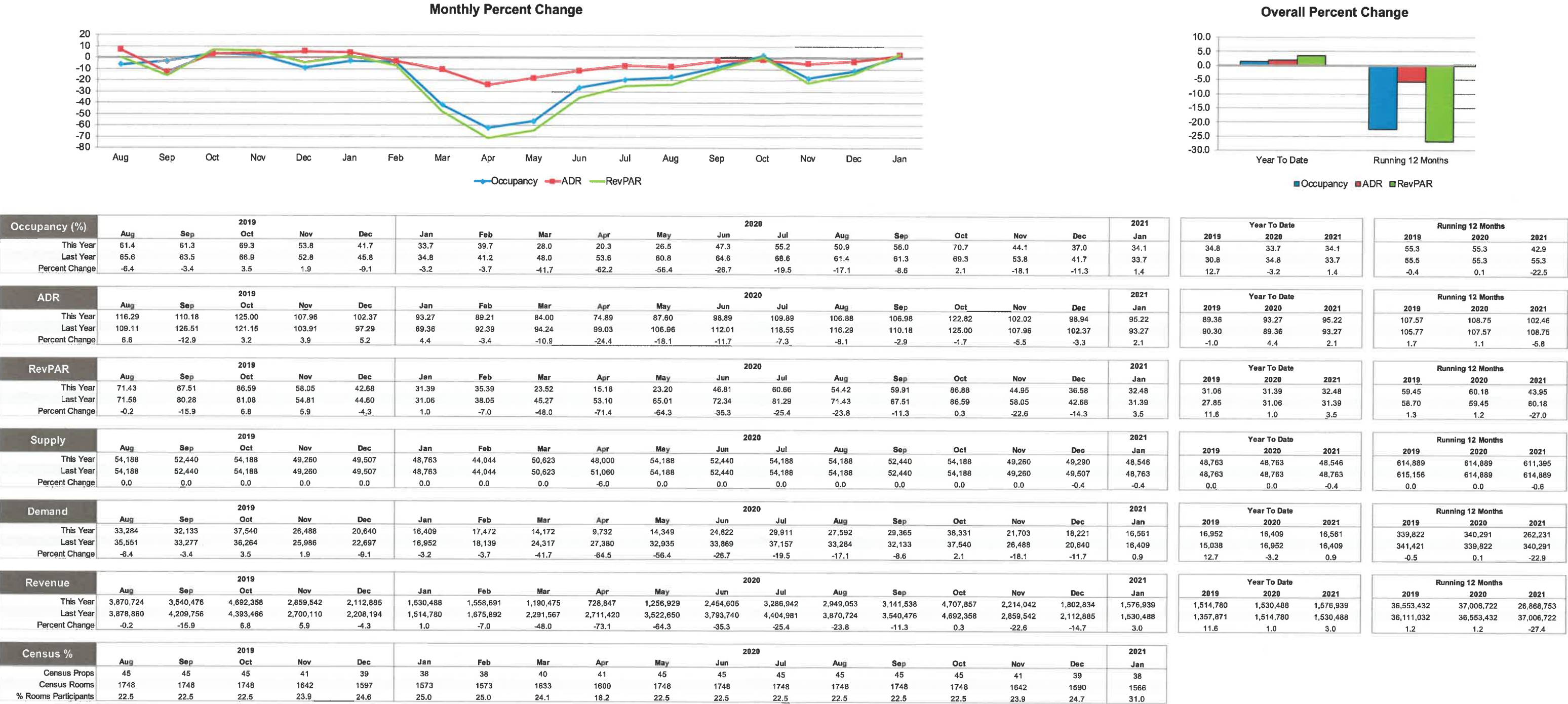
Stoney Creek Lodge	\$434.52
Four Seasons Inn	\$557.04
Ivy Hills Inn	\$289.84

The TDA Finance Committee approved an Occupancy Tax Refund due to owner and VRBO paying the tax. Owner did not realize that VRBO had started remitting tax on owners' behalf. The occupancy tax was double paid for 14 months – Oct. 2019 thru Nov. 2020 in the amount of \$1020.87. The TDA will be refunding the owner in the amount of \$1020.87.

Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority
For the Month of January 2021

Currency: USD - US Dollar



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hello@airdna.co

Data pulled up to Jan-21

140389 - Haywood County

Total Available Listings

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21
Entire Place	935	858	923	898	1,026	1,028	1,014	1,008	1,047	1,109	1,085	1,049	1,008
Private Room	79	77	78	78	72	80	79	73	78	80	78	73	78
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	1

Booked Listings

Entire Place	825	713	724	627	888	981	989	972	1,005	1,076	1,062	1,002	949
Private Room	68	61	70	62	57	73	74	71	72	77	73	68	64
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0

Room Nights - Entire Place

Total Available	59,881	51,097	52,040	39,141	62,562	68,845	69,161	66,451	66,511	74,359	72,035	71,468	62,589
Booked	21,413	18,457	20,246	21,975	28,096	44,779	55,302	49,255	45,714	60,781	49,655	44,110	31,605

Room Nights - Hotel Comparable

Total Available	3,638	3,477	3,871	2,839	4,155	4,500	4,906	4,547	4,659	5,463	5,005	4,658	4,487
Booked	1,375	1,415	1,580	1,569	2,073	2,835	3,403	3,065	2,865	4,243	3,214	2,523	1,850

Listing Nights - Entire Place

Available	22,387	19,376	20,075	14,525	23,727	25,554	26,044	24,999	25,300	28,568	27,810	27,288	24,323
Booked	8,056	7,130	7,942	8,098	10,876	16,849	20,726	18,581	17,474	23,334	19,116	16,740	12,069

Occupancy

Entire Place	36.0%	36.8%	39.6%	55.8%	45.8%	65.9%	79.6%	74.3%	69.1%	81.7%	68.7%	61.3%	49.6%
Hotel Comparable	37.8%	40.7%	40.8%	55.3%	49.9%	63.0%	69.4%	67.4%	61.5%	77.7%	64.2%	54.2%	41.2%

ADR

Entire Place	\$200.80	\$196.99	\$187.62	\$198.03	\$195.14	\$201.20	\$210.37	\$209.69	\$211.38	\$220.15	\$222.90	\$230.45	\$219.79
Hotel Comparable	\$118.11	\$114.38	\$110.43	\$110.84	\$113.18	\$117.04	\$126.04	\$130.40	\$131.53	\$136.63	\$134.97	\$133.67	\$136.78

RevPAR

Entire Place	\$72.26	\$72.49	\$74.23	\$110.41	\$89.45	\$132.66	\$167.42	\$155.86	\$145.99	\$179.82	\$153.21	\$141.37	\$109.06
Hotel Comparable	\$44.64	\$46.55	\$45.07	\$61.26	\$56.47	\$73.73	\$87.43	\$87.90	\$80.88	\$106.11	\$86.67	\$72.40	\$56.39

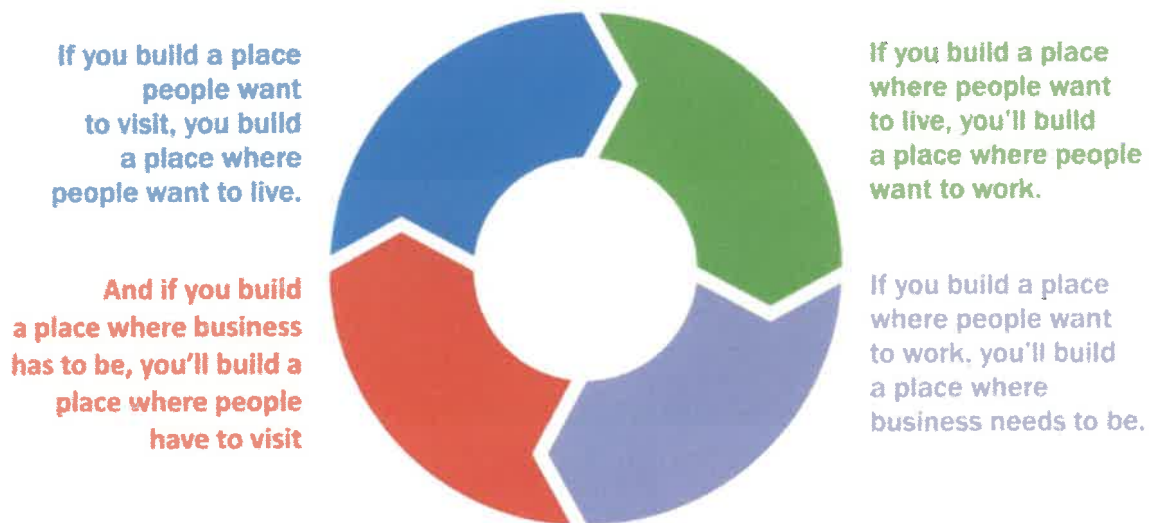
\$

“It All Starts With a Visit”

If you build a place people want to visit, you build a place where people want to live. If you build a place where people want to live, you'll build a place where people want to work. If you build a place where people want to work, you build a place where business needs to be. If you build a place where business has to be, you'll build a place where people have to visit.

The Destination Management Cycle

By Maura Gast, FCDME



2021 Website Enhancements for Greater Partner and Visitor Engagement

After working alongside Haywood County TDA for several years now, we understand and share your vision and goals. We are excited to discuss the next phase of VisitNCsmokies.com and how we believe we can enhance the website to deliver even better engagement for partners and visitors, capitalize on low-hanging revenue opportunities, and streamline overall processes for efficiency and cost-saving gains.

Strategic Website Goals

- Upgrade CMS to bring technology up to date and improve ease of website management.
- Provide easier access to and management of partner listings.
- Streamline navigation to improve user experience.
- Increase engagement with partners and visitors through technology improvements.
- Integrate a moderate creative refresh to ensure we're meeting visitors where they are now vs. 4 years ago.

Recommended Solutions

- Refresh the CMS the site is built on (WordPress) to provide greater visibility and back-end management without requiring a developer.
- Conduct a comprehensive content audit—a thorough review of all pages of the current website to identify fresh user-experience (UX) and SEO improvements and make content alignment enhancements to empower the visitor experience and drive behavior to book/buy.
 - Streamline and simplify navigation.
 - Expand Crowdriff integration.
- While a full redesign is not needed, with an upgraded CMS, minor design improvements will be considered to bring new life to the site and deliver the experience site visitors are looking for.
- Implement an integrated CRM (such as Tempest or HubSpot) to manage partner listings as well as leads gathered from the website.
 - Refresh design/format of listing pages to support enhanced technology and overall UX.
 - Streamline lead nurturing and email communication from one tool.
 - Ability for partners to engage with interface for listing updates/edits (if desired).
 - Opportunity to offer paid listings in featured locations for additional revenue stream.
- Integrate chatbot technology (such as Quiq or Drift) to offer real-time interaction and drive website visitors to applicable content quicker based on their desired journey.

Budget

The estimated all-in cost to complete the website project is \$58,000-\$72,000. This includes finalizing vendor/technology solutions with the TDA, comprehensive project management, SEO optimizations, creative and content updates. Just like we did 4 years ago, we will ensure that the website work goes smoothly and results in increased positive momentum and metrics. After the initial launch year, we estimate the annual tool costs for the CMS, CRM and chatbot technology will be approximately \$13,000.

Additional Opportunities for Website Enhancements

We have also identified several add-on tools that would offer enhanced opportunities to amplify the website's performance and strengthen its ability to stand out against the competition.

THRESHOLD

Threshold 360 Virtual Tours

- Interactive virtual tours that drive both increased engagement and online booking.
- Virtual tours can be easily embedded on the website, shared via social media and email, and even added to partner Google My Business listings.
- Pricing:
 - 50 Locations (each partner would be one location and entire building/site is captured)
 - One-time Capture Fee = \$4,000
 - Platform Fee + \$9,000 annually



Bandwango Savings Pass

- Online platform that allows for the creation of experiences (tours, trails, etc.) to engage visitors and residents alike while maximizing economic impact.
- A variety of options are available to suit visitor and partner needs with mobile-exclusive savings programs.
- Captured leads can be nurtured through the CRM.
- Pricing:
 - Single Pass = \$9,000 annually
 - Unlimited Passes = \$14,500 annually

**HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2020 -2021**

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 3 2021

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

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
3% Net Occupancy Tax	427011	1,107,487	100,000	1,207,487
App. of Fund Balance 28716	427112	10,498	6,230	16,728
App. of Fund Balance 28721	427113	26,479	1,676	28,155
App. of Fund Balance 28745	427114	1,972	(1,070)	902
App. of Fund Balance 28751	427115	20,302	27,028	47,330
App. of Fund Balance 28785/86	427116	22,355	26,911	49,266
TOTAL		1,189,093	160,775	1,349,868

Expenditures		Current Budget	Increase (Decrease)	Amended Budget
Department	Account Number			
General:				
Non Expendable Office Supplies	529901	1,500	500	2,000
Visitor Guide	537301	22,500	6,700	29,200
Office Supplies	526001	3,000	1,000	4,000
Visitor Center Supplies	526101	1,000	500	1,500
Contingency	599101	65,000	(45,000)	20,000
Prof. Svcs. Contract Svcs.	519203	156,200	145,000	301,200
Elk Fest Expenses - Promo	569101	4,000	(4,000)	-
Elk Fest Expenses TR	569102	4,000	(4,000)	-
Sponsorships	537901	8,420	300	8,720
Print & Bind	534901	9,000	(1,000)	8,000
28716 Canton Promo	549910	25,819	4,154	29,973
28716 Canton TR	549911	12,606	2,076	14,682
28721 Clyde Promo	549912	25,240	1,118	26,358
28721 Clyde TR	549913	12,323	558	12,881
28745 Lake Junaluska Promo	549914	27,606	(714)	26,892
28745 Lake Junaluska TR	549915	12,846	(356)	12,490
28751 Maggie Valley Promo	549916	127,724	18,019	145,743
28751 Maggie Valley TR	549917	59,779	9,009	68,788
28785/86 Waynesville Promo	549918	89,174	17,941	107,115
28785/86 Waynesville TR	549919	41,750	8,970	50,720
Total		709,487	160,775	870,262

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

Adopted this 24th day of February, 2021

Chairman
Haywood County Tourism Development Authority

ATTEST:

Explanation: See next page

Budget Amendment Explanations

February 2021

Revenue

Increase in 3% Net Occupancy Tax Revenue to cover the cost of website improvements (see attached proposal from Crawford).

Increase in 1% Net Occupancy Tax Revenue based on fund balance numbers from 19/20 budget year.

Expenditures

- Non-Expendable Office Supplies – two of our security cameras had to be replaced.
- The total visitor guide cost was more than anticipated due to the fact that when we prepared last year's budget, we weren't sure if we would just do a reprint of the 2020 guide or if we would do a refresh and change content on the guide.
- Office & Visitor Center supplies increased due to cost of Covid related supplies and increased copy paper use.
- Transferring funds from Contingency to Professional Services (Contract Services) to cover 50% cost of Granicus Host contract for the 20/21 budget year and adding funds for contract services for website improvement work.
- Do not anticipate the need for Elk Fest expenses in this budget year.
- Additional funds for sponsorship of Leadership Haywood Tourism & Economic Development Day.
- Do not anticipate the need to reprint select pieces of collateral due to Visitor Center numbers being down during Covid.
- 1% zip code amounts changed due to increase of fund balance and must be calculated in 3 separate categories for each zip code.



Tourism Related 1% Tourism Grant Application

Application Rules:

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

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

13. Overview of Tourism Related Project:

Replacement/correction of wording on a Wayfinding sign for the Historical war monument and Pisgah High School stadium.

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

December 2020

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

The wayfinding signs helps visitors find locations easier and exposes them to some of the prominent sites as they drive in and around the area.

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

This help visiting teams and spectators as well as people wishing to visit the war memorial located at the Pisgah Memorial Stadium.

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

This is a one time request

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

Income

TDA Grant Requested:

\$3,195

Other Funding:

Total Income:

\$3,195

Expenses

Project Expenses:

\$3,195

Other Expenses:

Total Expenses:

\$3,195

Net Income:

\$0

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

Indemnity:

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

Sole Discretion:

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

Terms of Agreement:

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

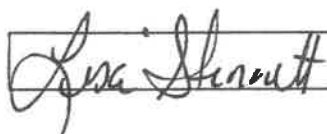
Completed Application:

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

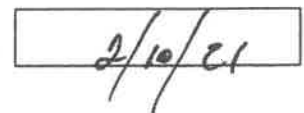
Submission Information:

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

Applicant Signature:



Date:



Applicant Printed Name:

