Haywood County Tourism Development Authority
Agenda
Wednesday, January 27th, 2021
Zoom Meeting
9:00 a.m.

I. **Call to Order – Chairman Lyndon Lowe**

II. **Welcome New & Reappointed TDA Board Members – Chairman Lowe**
- Reappointed: Gail Mull, Canton Municipal Representative
  Jon Feichter, Waynesville Municipal Representative
  Chris Corbin, Accommodations More Than 20 Units
- New: Tammy Wight, Accommodations 20 Units or Less
  Kristian Owen, Interim Finance Director

III. **Introductions**

IV. **Adjustment of Agenda**

V. **Public Comment Session (12 minutes total, limit 3 minutes per person)**

VI. **Board Comments**

VII. **Audit Report – Travis Keever, Gould Killian CPA Group**

VIII. **Consent Agenda**
1. **Request Approval of Minutes – December 2nd, 2020**
2. **Request Approval of Budget Amendment**
3. **Request Approval of Resolution for Disposition of Surplus Property**

IX. **Administrative /Committee Reports**
A. **November Financial Report – Kristian Owen**
B. **3%, 1% and 4% Net Occupancy Tax Reports – Chris Corbin**
C. **Penalty Report – Chris Corbin**
D. **STR & Air DNA Reports – P. Shah**

X. New Business – Chairman Lowe

A. **Request Approval of 21/22 Occupancy Tax Projections Recommendation by the TDA Finance Committee – Chairman Lowe**

B. **Request Approval of 1% Advertising & Promotion Grant Guideline Amendment Recommendation by TDA Finance Committee – Chairman Lowe**

C. **Election of Officers – Lynn Collins**

D. **Committee Sign-ups – Lynn Collins**

E. **2021 TDA Board Meeting Schedule**

F. **2021 Budget Schedule**

G. **2021 HCTDA Board Contact List**

XI. Old Business

XII. Adjournment

XIII. 10 Minute Media Communication Session

HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY
(A COMPONENT UNIT OF HAYWOOD COUNTY)

VisitNC Smokies

BASIC FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2020

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
(A Component Unit of Haywood County, North Carolina)

Basic Financial Statements
For the Year Ended June 30, 2020

Authority Members

Dave Angel
Mike Eveland
Lyndon Lowe
Katy McLean Gould
Becky Seymour
Colleen Davis
Chris Corbin
Jon Feichter
Gail Mull
Mike Huber
P.Shaw
Julie Davis, ex-officio member
David Francis, ex-officio member
Kirk Kirkpatrick, ex-officio member

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Independent Auditors' Report

Board of Directors
Haywood County Tourism Development Authority
Maggie Valley, North Carolina

Report on the Financial Statements

We have audited the accompanying financial statements of the governmental activities and the major fund of the Haywood County Tourism Development Authority, a component unit of Haywood County, as of and for the year ended June 30, 2020, and the related notes to the financial statements, which collectively comprise the Authority's basic financial statements, as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express opinions on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinions

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and the major fund of the Haywood County Tourism Development Authority as of June 30, 2020, and the changes in financial position and budgetary comparison for the General Fund for the year then ended, in accordance with accounting principles generally accepted in the United States of America.

Other Matters

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the Management's Discussion and Analysis on pages 3-8, the Local Government Employees' Retirement System's Schedules of the Proportionate Share of Net Pension Liability and Contributions, on pages 26 and 27, respectively, be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Asheville, North Carolina
December 9, 2020

Management's Discussion and Analysis

As management of Haywood County Tourism Development Authority (the "Authority"), we offer readers of the Authority's financial statements this narrative overview and analysis of the financial activities of the Authority for the fiscal year ended June 30, 2020. This information should be read in conjunction with the financial statements that follow this section.

Financial Highlights

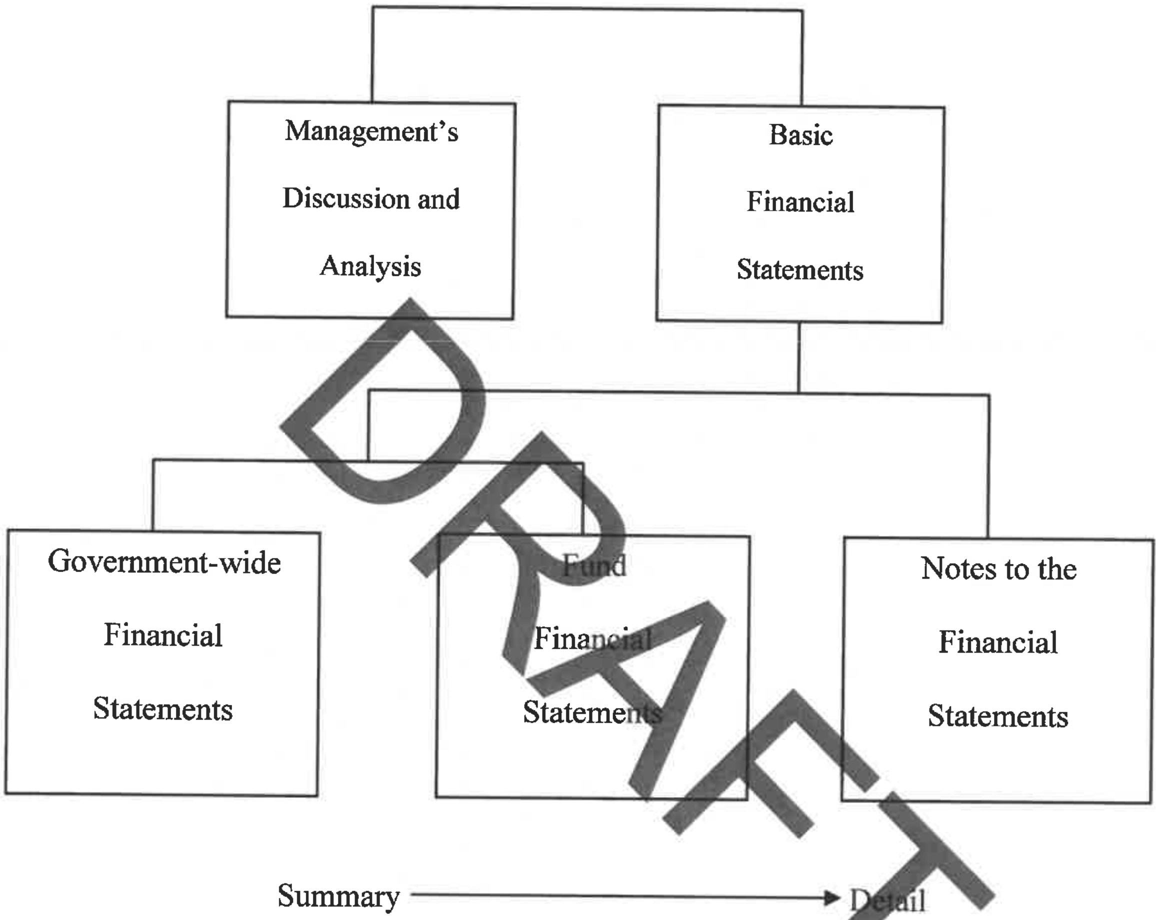
- The assets of the Authority exceeded its liabilities at the close of the year ended June 30, 2020 by $1,020,704 (*Net Position*).
- The Authority's total Net Position increased by $122,893, primarily due to decreases in operating costs that more than offset decreases in occupancy tax collections.
- As of the close of the fiscal year, the Authority's governmental fund reported an ending fund balance of $1,019,935, an increase of $148,131. $220,149 is available for spending at the Authority's discretion (*Unassigned Fund Balance*).
- Occupancy tax collections decreased by approximately $99,000 from the prior fiscal year. The decrease is attributable to a decrease in traveling and tourism due to the Covid-19 pandemic.

Overview of the Financial Statements

This discussion and analysis is intended to serve as an introduction to the Authority's basic financial statements. The Authority's basic financial statements consist of three components: 1) government-wide financial statements, 2) fund financial statements, and 3) notes to the financial statements. The Authority is considered a special purpose government rather than a general government. In addition, the Authority engages only in governmental activities and operates only one program.

Required Components of the Annual Financial Report

Figure 1



Basic Financial Statements

The first two statements (Exhibits 1 and 2) in the basic financial statements are the **Government-wide Financial Statements**. They provide both short and long-term information about the Authority's financial status.

The next statements (Exhibits 3 through 5) are **Fund Financial Statements**. These statements focus on the activities of the individual parts of the Authority's government. These statements provide more detail than the government-wide statements. There are two parts to the Fund Financial Statements: 1) the governmental fund statements and 2) the budgetary comparison statement.

The next section of the basic financial statements is the **Notes to the Financial Statements**. The Notes explain in detail some of the data contained in those statements.

Government-Wide Financial Statements

The government-wide financial statements are designed to provide the reader with a broad overview of the Authority's finances, similar in format to a financial statement of a private-sector business. The government-wide statements provide short and long-term information about the Authority's financial status as a whole.

The two government-wide statements report the Authority's net position and how they have changed. Net position is the difference between the Authority's total assets and deferred outflows of resources, and the total liabilities and deferred inflows of resources. Measuring net position is one way to gauge the Authority's financial condition.

The government-wide statements are comprised of a single category – governmental activities. The government-wide financial statements are on Exhibits 1 and 2 of this report.

Fund Financial Statements

The fund financial statements provide a more detailed look at the Authority's most significant activities. A fund is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The Authority, like all other governmental entities in North Carolina, uses fund accounting to ensure and reflect compliance (or non-compliance) with finance-related legal requirements, such as the General Statutes of North Carolina or the Authority's budget ordinance. All of the funds of the Authority belong in one category, governmental funds.

Governmental Funds – Governmental funds are used to account for those functions reported as governmental activities in the government-wide financial statements. The Authority's activities are accounted for in governmental funds. These funds focus on how assets can readily be converted into cash flow in and out, and what monies are left at year end that will be available for spending in the next year. Governmental funds are reported using the current financial resources focus and the modified accrual basis of accounting. As a result, the governmental fund financial statements give the reader a detailed short-term view that helps to determine if there are more or less financial resources available to finance the Authority's programs.

The Authority adopts an annual budget for its General Fund, as required by the General Statutes. The budget is a legally adopted document. The budget authorizes the Authority to obtain funds from identified sources to finance current period activities. The budgetary statement provided for the General Fund demonstrates how well the Authority complied with the budget ordinance.

Notes to the Financial Statements
The notes provide additional information that is essential to a full understanding of the data provided in the combined statements. The notes can be found on pages 14-25 of this report.

Other Information
In addition to the basic financial statements and accompanying notes, this report includes certain required supplementary information concerning the Authority's progress in funding its obligation to provide pension benefits to its employees. Required supplementary information can be found on pages 26-27 of this report.

Government-Wide Financial Analysis

Haywood County Tourism Development Authority
Statement of Net Position
Governmental Activities

Figure 2

		2020		2019
Assets:				
Total current assets	$	1,119,410	$	979,940
Capital assets, net		17,890		21,994
Total assets		1,137,300		1,001,934
Deferred Outflows of Resources		85,015		80,083
Liabilities:				
Total current liabilities		99,475		108,136
Total noncurrent liabilities		102,136		75,678
Total liabilities		201,611		183,814
Deferred Inflows of Resources		-		392
Net Position:				
Net investment in capital assets		17,890		21,994
Restricted		464,867		454,769
Unrestricted		537,947		421,048
Total net position	$	1,020,704	$	897,811

As noted earlier, net position may serve over time as one useful indicator of a government's financial condition. The assets of the Authority exceeded liabilities by $1,020,704 as of June 30, 2020. The Authority's net position increased by $122,893 during the fiscal year ended June 30, 2020.

Haywood County Tourism Development Authority
Changes in Net Position
Governmental Activities

Figure 3

		2020		2019
Revenues:				
Occupancy tax	$	1,521,112	$	1,620,114
Other		112,880		74,790
Total revenues		1,633,992		1,694,904
Expenses:				
Economic development		1,511,099		1,652,828
Total expenses		1,511,099		1,652,828
Change in Net Position		122,893		42,076
Net Position, July 1		897,811		855,735
Net Position, June 30	$	1,020,704	$	897,811

Governmental Fund Financial Analysis

As noted earlier, the Authority uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements.

The focus of the Authority's governmental funds is to provide information on near-term inflows, outflows, and balances of usable resources. Such information is useful in assessing the Authority's financing requirements. Specifically, available fund balance can be a useful measure of a government's net resources available for spending at the end of the fiscal year.

The General Fund is the operating fund of the Authority. At the end of the fiscal year, the Authority reported an ending fund balance of $1,019,935, an increase of $148,131 compared to the previous year. Approximately 22% of this total amount ($220,149) represents unassigned fund balance, which is available for spending at the Authority's discretion. A small portion of the fund balance is non-spendable because it is represented by prepaid items ($2,577). Another portion of the fund balance is restricted. $203,570 is restricted as to the zip code within the County that the funds are required to benefit and $261,297 has been restricted to comply with the provisions of the North Carolina General Statutes. The remaining portion of fund balance ($332,342) has been appropriated as part of the fiscal year 2021 budget. The increase in fund balance in the current year is primarily due cost savings that more than offset decreases in revenue as a result of the COVID-19 pandemic.

General Fund Budgetary Highlights

The Authority was having a very strong year with more than 30% increases in the months of November, January and February. Through the month of February, the TDA was 15% ahead of budget and 11% ahead of the previous year. Vacation rentals accounted for the largest percentage of accommodation rentals in the months of December, January & February which reflected a good ski season.

As COVID hit in March we saw the occupancy tax numbers plummet. At that point, all advertising was stopped and all non-essential spending was prohibited. The Visitor Center was closed for 6 weeks. Staff implemented revised budget projections for the remaining four months of the budget year. We surpassed the projections for each of the four months and finished the year at -2% against budget and -6% compared to the previous year. We feel fortunate to live in Haywood County which is the very type of destination that people felt safe in coming to. Whether it was to work remotely, school remotely or just get away from home for a few days, Haywood County turned out to be a very popular destination.

Capital Assets

At June 30, 2020, the Authority had $17,890 (net of accumulated depreciation) invested in capital assets that included signage and equipment. Information on the Authority's capital assets can be found in Note 2 on Page 20.

Economic Factors and Budget Highlights for the Fiscal Year Ending June 30, 2021

The Authority budgeted conservatively for 2020/2021 as the future still seems uncertain as it relates to COVID and the economy. July 2020 occupancy tax collections were 13% ahead of July 2019 and 91% ahead of projections. Future bookings through December look very strong at this point and we are anticipating a good ski season.

Requests for Information

This financial report is designed to provide a general overview of the Authority's finances for those with an interest in this area. Questions concerning any of the information found in this report or requests for additional information should be directed to the Haywood County Tourism Development Authority Executive Director, 1110 Soco Road, Maggie Valley, North Carolina, 28751. You can also call (828) 944-0761, visit our website at www.visitncsmokies.com or send an e-mail to info@visitncsmokies.com for more information.

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
(A COMPONENT UNIT OF HAYWOOD COUNTY, NORTH CAROLINA)

Statement of Net Position
June 30, 2020

	Governmental Activities
ASSETS	
Current assets:	
Cash and cash equivalents, unrestricted	$ 651,966
Cash and cash equivalents, restricted	203,570
Due from other Governments	261,297
Prepaid expenses	2,577
Total current assets	1,119,410
Noncurrent assets:	
Capital assets, net of depreciation	17,890
Total assets	1,137,300
DEFERRED OUTFLOW OF RESOURCES	
Pension deferrals	53,970
Contributions to pension plan in the current fiscal year	31,045
Total deferred outflow of resources	85,015
LIABILITIES	
Current liabilities:	
Accounts payable and accrued expenses	99,475
Noncurrent liabilities:	
Net pension liability	102,136
Total liabilities	201,611
NET POSITION	
Net investment in capital assets	17,890
Restricted for:	
Economic development	203,570
Stabilization by State statute	261,297
Unrestricted	537,947
Total net position	$ 1,020,704

The accompanying notes are an integral part of these financial statements.

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
(A COMPONENT UNIT OF HAYWOOD COUNTY, NORTH CAROLINA)

Statement of Activities
For the year ended June 30, 2020

Functions/Programs	Expenses	Program Revenues: Charges for Services	Net (Expense) Revenue and Changes in Net Position: Total Governmental Activities
Economic development	$ 1,511,099	$ -	$ (1,511,099)
Total	$ 1,511,099	$ -	(1,511,099)
General revenues:			
Occupancy tax, net			1,521,112
Advertising sales			94,406
Miscellaneous			8,420
Interest earned			10,054
Total general revenues			1,633,992
Change in net position			122,893
Net position, beginning			897,811
Net position, ending			$ 1,020,704

The accompanying notes are an integral part of these financial statements.

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
(A COMPONENT UNIT OF HAYWOOD COUNTY, NORTH CAROLINA)

Balance Sheet
Governmental Fund
June 30, 2020

	General Fund
ASSETS	
Cash and cash equivalents, unrestricted	$ 651,966
Cash and cash equivalents, restricted	203,570
Due from other governments	261,297
Prepaid expenses	2,577
Total assets	$ 1,119,410
LIABILITIES	
Accounts payable and accrued expenses	$ 99,475
FUND BALANCE	
Non-spendable:	
Prepaid items	2,577
Restricted:	
Economic development	203,570
Stabilization for State Statute	261,297
Assigned	
Subsequent year's expenditures	332,342
Unassigned:	220,149
Total fund balance	1,019,935
Total liabilities and fund balance	$ 1,119,410

Amounts reported for governmental activities in the statement of net position are different because:		
Total fund balance		$ 1,019,935
Capital assets used in governmental activities are not financial resources and are therefore not reported in the funds.		
Capital assets, net of depreciation	62,319	
Less accumulated depreciation	(44,429)	
Net capital assets		17,890
Net pension liability		(102,136)
Contributions to the pension plan in the current fiscal year are deferred outflows of resources on the Statement of Net Position		31,045
Deferred outflows of resources related to pensions are not reported in the funds		53,970
Net position of governmental activities		$ 1,020,704

The accompanying notes are an integral part of these financial statements.

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
(A COMPONENT UNIT OF HAYWOOD COUNTY, NORTH CAROLINA)

Statement of Revenues, Expenditures, and Changes in Fund Balance
Governmental Fund
For the year ended June 30, 2020

	General Fund
REVENUES	
Occupancy revenue	$ 1,521,112
Advertising sales	94,406
Miscellaneous	8,420
Investment earnings	10,054
Total revenues	1,633,992
EXPENDITURES	
Economic development:	
Tourism related:	
Operating expenditures	168,336
Promotional:	
Salaries and employee benefits	429,116
Operating expenditures	883,198
Total promotional	1,312,314
Capital outlay	5,211
Total expenditures	1,485,861
Revenues over expenditures	148,131
Fund balance, beginning	871,804
Fund balance, ending	$ 1,019,935

Amounts reported for governmental activities in the statement of activities are different because:

Net change in fund balance - governmental fund	$ 148,131
Capital outlay expenditures which are capitalized and not included in the Statement of Activities	5,211
Depreciation expense is the allocation of the cost of capital assets over their useful lives that is recorded on the Statement of Activities but not in the fund statements.	(9,315)
Contributions to the pension plan in the current fiscal year are not included on the Statement of Activities	31,045
Some expenses reported in the Statement of Activities do not require the use of current financial resources, and, therefore, are not reported as expenditures in the governmental funds:	
Pension expense	(52,179)
Total change in net position of governmental activities	$ 122,893

The accompanying notes are an integral part of these financial statements.

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
(A COMPONENT UNIT OF HAYWOOD COUNTY)

General Fund
Statement of Revenues, Expenditures, and Changes in Fund Balance - Budget and Actual
For the year ended June 30, 2020

	Original Budget	Final Budget	Actual	Variance Positive/ (Negative)
REVENUES				
Occupancy tax	$ 1,553,617	$ 1,553,617	$ 1,521,112	$ (32,505)
Advertising sales	81,500	81,500	94,406	12,906
Investment earnings	16,250	16,250	10,054	(6,196)
Miscellaneous	2,000	2,000	8,420	6,420
Total revenues	1,653,367	1,653,367	1,633,992	(19,375)
EXPENDITURES				
Economic development:				
Tourism related	290,345	290,345	168,336	122,009
Promotional	1,597,514	1,597,514	1,312,314	285,200
Capital outlay	4,000	4,000	5,211	(1,211)
Total expenditures	1,891,859	1,891,859	1,485,861	405,998
Revenues over (under) expenditures	(238,492)	(238,492)	148,131	386,623
OTHER FINANCING SOURCES				
Appropriated fund balance	238,492	238,492	-	(238,492)
Net change in fund balance	$ -	$ -	148,131	$ 148,131
FUND BALANCE				
Fund balance, beginning			871,804	
Fund balance, ending			$ 1,019,935	

The accompanying notes are an integral part of these financial statements.

Note 1 – Summary of Significant Accounting Policies

The accounting policies of the Haywood County Tourism Development Authority conform to accounting principles generally accepted in the United States of America as applicable to governments. The following is a summary of the more significant accounting policies:

A. Reporting Entity

The North Carolina General Legislature enacted a law which authorized Haywood County (the "County") to levy a room occupancy and tourism development tax, and the Board of Commissioners adopted a resolution levying this tax on October 14, 1983. The Board of Commissioners created the Haywood County Tourism Development Authority (the "Authority") as a public authority under the Local Government Budget and Fiscal Control Act. The Authority is a component unit of Haywood County. In August 2007, the General Assembly of North Carolina enacted administrative changes to the law that changed the makeup of the board from nine voting members to 15 members - one chairman who only votes to break a tie, eleven full-time voting members, and three non-voting ex-officio members, all who serve without compensation. The twelve voting members are appointed by the Board of Commissioners. The three ex-officio members are comprised of a member of the Board of Commissioners, the County finance officer and the executive director of the County's Economic Development Commission. Quarterly reports are to be made to the Board of Commissioners. The Authority may contract with any person, firm or organization to advise and assist in carrying out its duty to promote travel, tourism and conventions for Haywood County. The Authority operates within the County's boundaries for the benefit of the County's residents. The County is not responsible for the debts or entitled to the surpluses of the Authority. The Authority has the power to approve its own budget, designate its own management and maintain its own accounting system.

B. Basis of Presentation

Government-wide Statements. The statement of net position and the statement of activities display information about the primary government of the Authority. The entity only has governmental activities financed through taxes and other non-exchange transactions. The statement of activities presents direct expenses and general revenues of the Authority. Direct expenses are those that are specifically associated with a program or function and, therefore, are clearly identifiable to a particular function. Program revenues include fees and charges paid by the recipients of goods or services offered by the programs. Revenues that are not classified as program revenues, including occupancy taxes, are presented as general revenues.

Fund Financial Statements. The fund financial statements provide information about the Authority's funds. The emphasis of fund financial statements is on major governmental funds.

The Authority reports the following major governmental fund:

General Fund. This is the Authority's operating fund. It accounts for all financial resources of the general government.

C. Measurement Focus, Basis of Accounting

In accordance with North Carolina General Statutes, the fund of the Authority is maintained during the year using the modified accrual basis of accounting.

Government-wide Financial Statements. The government-wide financial statements are reported using the economic resources measurement focus. The government-wide financial statements are reported using the accrual basis of accounting. Revenues are recorded when earned and expenses are recorded at the time liabilities are incurred, regardless of when the related cash flows take place. Non-exchange transactions, in which the Authority gives (or receives) value without directly receiving (or giving) equal value in exchange, include occupancy taxes. On an accrual basis, revenue from occupancy taxes is recognized in the fiscal year for which the taxes are levied. Revenue from grants, entitlements, and donations is recognized in the fiscal year in which all eligibility requirements have been satisfied.

Governmental Fund Financial Statements. Governmental funds are reported using the current financial resources measurement focus and the modified accrual basis of accounting. Under this method, revenues are recognized when measurable and available. Expenditures are recorded when the related fund liability is incurred, except for principal and interest on long-term debt, claims and judgments, and compensated absences, which are recognized as expenditures to the extent they have matured. General capital asset acquisitions are reported as expenditures in governmental funds. Proceeds of long-term debt and acquisitions under capital leases are reported as other financing sources.

The Authority recognizes assets of non-exchange transactions in the period when the underlying transaction occurs, when an enforceable legal claim has arisen, or when all eligibility requirements are met. Revenues are recognized on the modified accrual basis of accounting when they are measurable and available. Non-exchange transactions occur when one government provides (or receives) value to (or from) another party without receiving (or giving) equal or nearly equal value in return. The Authority considers all revenues available if they are collected within 60 days after year end.

D. Budgetary Data

As required by the Local Government Budget and Fiscal Control Act (G.S. 159, Article 3), the governing board must adopt an annual balanced budget ordinance for all funds by July 1st each year.

The annual budget is prepared on the modified accrual basis of accounting to be compatible with the accounting system in recording transactions, as required by G.S. 159-26(c). All annual appropriations lapse at the fiscal year-end. Budgetary control is exercised at the functional level. Appropriations are made at the functional level and are amended as necessary by the governing Board.

E. Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

F. Assets, Liabilities and Fund Equity

1. Deposits and Investments

All deposits of the Authority are made in Board-designated official depositories and are collateralized as required by G.S. 159-31. The Authority may designate as an official depository any bank or savings association whose principal office is located in North Carolina. Also, the Authority may establish time deposit accounts such as NOW and SuperNOW accounts, money market accounts, and certificates of deposit.

State law [G.S. 159-30(C)] authorizes the Board to invest in obligations of the United States or obligations fully guaranteed both as to principal and interest by the United States, obligations of the State of North Carolina, bonds and notes of any North Carolina local government or public authority, obligations of certain non-guaranteed federal agencies, certain high quality issues of commercial paper and bankers' acceptances, and the North Carolina Capital Management Trust (NCCMT). The Authority's investments are reported at fair value. Non-participating interest earning investment contracts are accounted for at cost. The NCCMT Government Portfolio, a SEC-registered (2a-7) money market mutal fund, is measured at fair value. The NCCMT Term Portfolio is bond fund, has no rating and is measured at fair value. As of June 30, 2020, the Term portfolio has a duration of .15 years. Because the NCCMT Government and Term Portfolios have a weighted average maturity of less than 90 days, they are presented as an investment with a maturity of less than 6 months.

2. Restricted Assets

Restricted assets include monies or other resources, the use of which is restricted by legal or contractual requirements. 1% Occupancy taxes collected by the Authority are restricted for spending in the zip-codes in which they are collected. As of June 30, 2020, the Authority has a restricted cash balance of $203,570.

3. Occupancy Tax Receivable

The Authority's revenue comes from the collection of a hotel occupancy tax. The tax is paid in the month following the retail sales. Therefore, any tax on hotel stays through June 30 that has not been collected or remitted by the County is considered receivable by the Authority.

4. Prepaid Items

Certain payments to vendors reflect costs applicable to future accounting periods and are recorded as prepaid items in government-wide and governmental fund financial statements and expensed as the items are used.

5. Capital Assets

Purchased or constructed capital assets are reported at cost. Donated capital assets are recorded at their estimated fair value at the date of donation. Minimum capitalization cost is $1,000. The cost of normal maintenance and repairs that do not add to the value of the asset or materially extend assets' lives are not capitalized.

Capital assets of the Authority are depreciated on a straight-line basis over the following estimated useful lives:

Improvements	10 years
Equipment and furniture	3-10 years

6. Deferred outflows/inflows of resources

In addition to assets, the statement of financial position will sometimes report a separate section for deferred outflows of resources. This separate financial statement element, *Deferred Outflows of Resources*, represents a consumption of net position that applies to a future period and so will not be recognized as an expense or expenditure until then. The Authority has only two items that meet this criterion: pension related deferrals and contributions made to the plan subsequent to the measurement date. In addition to liabilities, the statement of financial position will sometimes report a separate section for deferred inflows of resources. This separate financial statement element, *Deferred Inflows of Resources*, represents an acquisition of net position that applies to a future period and so will not be recognized as revenue until then. The Authority has only one item that meets the criterion for this category –pension related deferrals.

7. Net Position/Fund Balance

Net Position

Net position in the government-wide financial statements is classified as investment in capital assets, restricted and unrestricted. Restricted net position represents constraints on resources that are imposed by law through State statute.

Fund Balance

In the governmental fund financial statements, fund balance is composed of four classifications designed to disclose the hierarchy of constraints placed on how fund balance can be spent.

The governmental fund types classify fund balances as follows:

Non-spendable Fund Balance –The classification includes amounts that cannot be spent because they are either (a) not in spendable form or, (b) legally or contractually required to be maintained intact.

Prepaid items – Portion of fund balance not available for appropriation because it presents the year-end balance of prepaid items that are not expendable available resources.

Restricted Fund Balance – This classification includes amounts that are restricted to specific purposes externally imposed by creditors or imposed by law.

Restricted for economic development – portion of fund balance that is restricted for purposes of promoting travel and tourism in specific zip codes of Haywood County.

Restricted for Stabilization by State Statute - North Carolina G.S. 159-8 prohibits units of government from budgeting or spending a portion of their fund balance. This is one of several statutes enacted by the North Carolina State Legislature in the 1930's that were designed to improve and maintain the fiscal health of local government units. Restricted by State statute (RSS), is calculated at the end of each fiscal year for all annually budgeted funds. The calculation in G.S. 159-8(a) provides a formula for determining what portion of fund balance is available for appropriation. The amount of fund balance not available for appropriation is what is known as "restricted by State statute". Appropriated fund balance in any fund shall not exceed the sum of cash and investments minus the sum of liabilities, encumbrances, and deferred revenues arising from cash receipts, as those figures stand at the close of the fiscal year next preceding the budget. Per GASB guidance, RSS is considered a resource upon which a restriction is "imposed by law through constitutional provisions or enabling legislation." RSS is reduced by inventories and prepaids as they are classified as nonspendable. Outstanding Encumbrances are included within RSS. RSS is included as a component of Restricted Net position and Restricted fund balance on the face of the balance sheet.

Assigned Fund Balance – This classification includes amounts that have been budgeted for by the Authority's governing board.

Subsequent year's expenditures – portion of fund balance that is appropriated in the next year's budget that is not already classified as restricted fund balance. The governing board approves the appropriation and any change to appropriations by resource must be approved by the governing board.

Unassigned Fund Balance – This classification includes the portion of fund balance that has not been restricted or assigned to specific purposes or other funds.

The Authority does not have a formal revenue spending policy. However, it is the Authority's practice to use resources in the following hierarchy: occupancy tax revenues and local Authority funds. For purposes of fund balance classification, expenditures are to be spent from restricted fund balance first, followed in the order by assigned fund balance and, lastly, unassigned fund balance.

8. Pension Plan

For purposes of measuring the net pension liability, deferred outflows of resources and deferred inflows of resources related to pensions, and pension expense, information about the fiduciary net position of the Local Governmental Employees' Retirement System (LGERS) and additions to/deductions from LGERS' fiduciary net position have been determined on the same basis as they are reported by LGERS. For this purpose, plan member contributions are recognized in the period in which the contributions are due. The Authority's employer contributions are recognized when due and the Authority has a legal requirement to provide the contributions. Benefits and refunds are recognized when due and payable in accordance with the terms of LGERS. Investments are reported at fair value.

Note 2 – Detail Notes on All Funds

A. Deposits

All of the Authority's deposits are either insured or collateralized by using one of two methods. Under the Dedicated Method, all deposits over the federal depository insurance coverage are collateralized with securities held by the Authority's agent in the Authority's name. Under the Pooling Method, which is a collateral pool, all uninsured deposits are collateralized with securities held by the State Treasurer's agent in the name of the State Treasurer. Since the State Treasurer is acting in a fiduciary capacity for the Authority, these deposits are considered to be held by the Authority's agent in the Authority's name. The amount of the pledged collateral is based on an approved averaging method for non-interest bearing deposits and the actual current balance for interest bearing deposits. Depositories using the Pooling Method report to the State Treasurer the adequacy of their pooled collateral covering uninsured deposits. The State Treasurer does not confirm this information with the Authority or the escrow agent. Because of the inability to measure the exact amount of collateral pledged for the Authority under the Pooling Method, the potential exists for under-collateralization, and this risk may increase in periods of high cash flows. However, the State Treasurer of North Carolina enforces strict standards of financial stability for each depository that collateralizes public deposits under the Pooling Method. The Authority has no policy regarding custodial credit risk for deposits, but relies on the State Treasurer to enforce standards of minimum capitalization for all pooling method financial institutions and to monitor them for compliance. The Authority complies with the provisions of G.S. 159-31 when designating official depositories and verifying the deposits are properly secured.

At June 30, 2020, the Authority's deposits had a carrying amount of $139,301 and a bank balance of $149,356. The entire bank balance was covered by federal depository insurance. At June 30, 2020, the Authority's petty cash fund totaled $200.

B. Investments

At June 30, 2020, the Authority's investment balances were as follows:

Investments by Type	Valuation Measurement Method	Book Value at 6/30/19	Maturity	Rating
NC Capital Management Trust - Government Portfolio	Fair Value Level 1	$ 543	N/A	AAAm
NC Capital Management Trust - Term Portfolio	Fair Value Level 1	715,491	.15 years	Unrated
Total:		**$ 716,034**		

All investments are measured using the market approach: using prices and other relevant information generated by market transactions involving identical or comparable assets or a group of assets.

Level of fair value hierarchy: Level 1 debt securities are valued using directly observable, quoted prices (unadjusted) in active markets for identical assets. Level 2 debt securities are valued using a matrix pricing technique. Matrix pricing is used to value securities based on the securities' benchmark quoted prices.

Interest Rate Risk – The Authority has no formal investment policy regarding interest rate risk.

Credit Risk – The Authority has no formal policy regarding credit risk, but has internal management procedures that limits the City's investments to the provisions of G.S. 159-30 and restricts the purchase of securities to the highest possible rating whenever particular types of securities are rated.

C. Receivables

Total receivable balances at June 30, 2020 were $261,297. Haywood County collects occupancy taxes that are applicable to the fiscal year in which they are levied. $260,956 of the outstanding receivable represents unremitted net occupancy tax collections on room nights through June 30, 2020. The remaining $341 of the outstanding receivable is a sales tax refund. In management's opinion, an allowance for uncollectible amounts is not required.

D. Capital Assets

Capital asset activity for the year ended June 30, 2020 was as follows:

	Beginning Balances	Increases	Decreases	Ending Balances
Governmental activities:				
Improvements	$ 9,890	$ -	$ -	$ 9,890
Equipment and furniture	48,652	5,211	1,434	52,429
Total capital assets being depreciated	58,542	5,211	1,434	62,319
Less accumulated depreciation for:				
Improvements	(3,876)	(2,054)	-	(5,930)
Equipment and furniture	(32,672)	(7,261)	(1,434)	(38,499)
Total accumulated depreciation	(36,548)	(9,315)	(1,434)	(44,429)
Total capital assets being depreciated, net	21,994			17,890
Governmental activity capital assets, net	$ 21,994			$ 17,890

Depreciation expense amounting to $9,315 was charged to the Economic Development function.

E. Pension Plan

Local Government Employees' Retirement System

Plan Description. The Authority is a participating employer in the statewide Local Governmental Employees' Retirement System (LGERS), a cost-sharing multiple-employer defined benefit pension plan administered by the State of North Carolina. LGERS membership is comprised of general employees and local law enforcement officers (LEOs) of participating local governmental entities. Article 3 of G.S. Chapter 128 assigns the authority to establish and amend benefit provisions to the No(h Carolina General Assembly. Management of the plan is vested in the LGERS Board of Trustees, which consists of 13 members - nine appointed by the Governor, one appointed by the State Senate, one appointed by the State House of Representatives, and the State Treasurer and State Superintendent, who serve as ex-officio members. The Local Governmental Employees' Retirement System is included in the Comprehensive Annual Financial Report (CAFR) for the State of North Carolina. The State's CAFR includes financial statements and required supplementary information for LGERS. That report may be obtained by writing to the Office of the State Controller, 1410 Mail Service Center, Raleigh, North Carolina 27699-1410, by calling (919) 981-5454, or at www.osc.nc.gov.

Benefits Provided. LGERS provides retirement and survivor benefits. Retirement benefits are determined as 1.85% of the member's average final compensation times the member's years of creditable service. A member's average final compensation is calculated as the average of a member's four highest consecutive years of compensation. Plan members are eligible to retire with full retirement benefits at age 65 with five years of creditable service, at age 60 with 25 years of creditable service, or at any age with 30 years of creditable service. Plan members are eligible to retire with partial retirement benefits at age 50 with 20 years of creditable service or at age 60 with five years of creditable service (age 55 for firefighters). Survivor benefits are available to eligible beneficiaries of members who die while in active service or within 180 days of their last day of service and who have either completed 20 years of creditable service regardless of age (15 years of creditable service for firefighters and rescue squad members who are killed in the line of duty) or have completed five years of service and have reached age 60. Eligible beneficiaries may elect to receive a monthly Survivor's Alternate Benefit for life or a return of the member's contributions. The plan does not provide for automatic post-retirement benefit increases. Increases are contingent upon actuarial gains of the plan.

Contributions. Contribution provisions are established by General Statute 128-30 and may be amended only by the North Carolina General Assembly. Authority employees are required to contribute 6% of their compensation. Employer contributions are actuarially determined and set annually by the LGERS Board of Trustees. The Authority's contractually required contribution rate for the year ended June 30, 2020, was 8.95% for general employees, actuarially determined as an amount that, when combined with employee contributions, is expected to finance the costs of benefits earned by employees during the year. Contributions to the pension plan from the Authority were $31,045 for the year ended June 30, 2020.

Refunds of Contributions. Authority employees who have terminated service as a contributing member of LGERS, may file an application for a refund of their contributions. By state law, refunds to members with at least five years of service include 4% interest. State law requires a 60-day waiting period after service termination before the refund may be paid. The acceptance of a refund payment cancels the individual's right to employer contributions or any other benefit provided by LGERS.

Pension Liabilities, Pension Expense, and Deferred Outflows of Resources and Deferred Inflows of Resources Related to Pensions

At June 30, 2020, the Authority reported a liability of $102,136 for its proportionate share of the net pension liability. The net pension liability was measured as of June 30, 2019. The total pension liability used to calculate the net pension liability was determined by an actuarial valuation as of December 31, 2018. The total pension liability was then rolled forward to the measurement date of June 30, 2019 utilizing update procedures incorporating the actuarial assumptions. The Authority's proportion of the net pension liability was based on a projection of the Authority's long-term share of future payroll covered by the pension plan, relative to the projected future payroll covered by the pension plan of all participating LGERS employers, actuarially determined. At June 30, 2020 (measured as of June 30, 2019), the Authority's proportion was 0.00374%, an increase of .00055% from it's proportion as of June 30, 2019 (as measured at June 30, 2018).

For the year ended June 30, 2020, the Authority recognized pension expense of $52,179. At June 30, 2020, the Authority reported deferred outflows of resources and deferred inflows of resources related to pensions from the following sources:

	Deferred Outflows of Resources	Deferred Inflows of Resources
Differences between expected and actual experience	$ 17,488	$ -
Changes of assumptions	16,647	-
Net difference between projected and actual earnings on pension plan investments	2,491	-
Changes in proportion and differences between Authority contributions and proportionate share of contributions	17,344	-
Authority contributions subsequent to the measurement date	31,045	-
Total	$ 85,015	$ -

$31,045 reported as deferred outflows of resources related to pensions resulting from Authority contributions subsequent to the measurement date will be recognized as a decrease of the net liability in the year ended June 30, 2021. Other amounts reported as deferred inflows of resources related to pensions will be recognized in pension expense as follows:

Year ended June 30:	
2021	$ 24,908
2022	12,298
2023	12,899
2024	3,865
2025	-
Thereafter	-
	$ 53,970

Actuarial Assumptions. The total pension liability in the December 31, 2018 actuarial valuation was determined using the following actuarial assumptions, applied to all periods included in the measurement:

Inflation	3.0 percent
Salary increases	3.50 percent to 8.10 percent, including inflation and productivity factor
Investment rate of return	7.00 percent, net of pension plan investment expense, including inflation

The plan currently uses mortality tables that vary by age, gender, employee group (i.e. general, law enforcement officer) and health status (i.e. disabled and healthy). The current mortality rates are based on published tables and based on studies that cover significant portions of the U.S. population. The healthy mortality rates also contain a provision to reflect future mortality improvements.

The actuarial assumptions used in the December 31, 2018 valuation were based on the results of an actuarial experience study as of December 31, 2014.

Future ad hoc COLA amounts are not considered to be substantively automatic and are therefore not included in the measurement.

The projected long-term investment returns and inflation assumptions are developed through review of current and historical capital markets data, sell-side investment research, consultant whitepapers, and historical performance of investment strategies. Fixed income return projections reflect current yields across the U.S. Treasury yield curve and market expectations of forward yields projected and interpolated for multiple tenors and over multiple year horizons. Global public equity return projections are established through analysis of the equity risk premium and the fixed income return projections. Other asset categories and strategies' return projections reflect the foregoing and historical data analysis. These projections are combined to produce the long-term expected rate of return by weighting the expected future real rates of return by the target asset allocation percentage and by adding expected inflation. The target allocation and best estimates of arithmetic real rates of return for each major asset class as of June 30, 2020 are summarized in the following table:

Asset Class	Target Allocation	Long Term Expected Real Rate of Return
Fixed Income	29.0%	1.4%
Global Equity	42.0%	5.3%
Real Estate	8.0%	4.3%
Alternatives	8.0%	8.9%
Credit	7.0%	6.0%
Inflation Protection	6.0%	4.0%
Total	100%	

The information above is based on 30 year expectations developed with the consulting actuary for the 2018 asset liability and investment policy study for the North Carolina Retirement Systems, including LGERS. The long-term nominal rates of return underlying the real rates of return are arithmetic annualized figures. The real rates of return are calculated from nominal rates by multiplicatively subtracting a long-term inflation assumption of 3.00%. All rates of return and inflation are annualized.

Discount rate – The discount rate used to measure the total pension liability was 7.00%. The projection of cash flows used to determine the discount rate assumed that contributions from plan members will be made at the current contribution rate and that contributions from employers will be made at statutorily required rates, actuarially determined. Based on these assumptions, the pension plan's fiduciary net position was projected to be available to make all projected future benefit payments of the current plan members. Therefore, the long-term expected rate of return on pension plan investments was applied to all periods of projected benefit payments to determine the total pension liability.

Sensitivity of the Authority's proportionate share of the net pension asset to changes in the discount rate – The following presents the Authority's proportionate share of the net pension liability calculated using the discount rate of 7.00 percent, as well as what the Authority's proportionate share of the net pension asset or net pension liability would be if it were calculated using a discount rate that is one percentage point lower (6.00 percent) or one percentage point higher (8.00 percent) than the current rate:

	1% Decrease (6.00%)	Discount Rate (7.00%)	1% Increase (8.00%)
Authority's proportionate share of the net pension liability (asset)	$ 233,605	$ 102,136	($ 7,140)

Pension plan fiduciary net position – Detailed information about the pension plan's fiduciary net position is available in the separately issued Comprehensive Annual Financial Report (CAFR) for the State of North Carolina.

Note 3 – Risk Management

The Authority is exposed to various risks of loss related to torts; theft of, damage to, and destruction of assets; errors and omissions; injuries to employees; and natural disasters. The Authority carries commercial insurance for these risks of loss. There have been no significant reductions in insurance coverage in the prior year, and claims have not exceeded coverage in any of the past three fiscal years. Because the Authority owns no real property, they do not carry flood insurance.

In accordance with G.S. 159-29, the Authority's employees that have access to $100 or more of the Authority's funds at any given time are performance bonded through a commercial surety bond. The Executive Director and Finance Officer are each individually bonded for $50,000. The remaining employees that have access to funds are bonded under a blanket bond for $70,000.

Note 4 – Fund Balance

The following schedule provides management and citizens with information on the portion of General Fund balance that is available for appropriation:

Total fund balance - General Fund	$	1,021,316
Less:		
Prepaid items		2,577
Restricted for Stabilization by State Statute		261,297
Fund Balance Available for Appropriation	$	757,442

Note 5 – Related Party Transactions

The County deducts a percentage of the occupancy tax collected as administrative fees and then remits the net proceeds to the Authority. In compliance with the administrative changes by the North Carolina General Assembly in August 2007, the County deducted 3% of the first $500,000 of gross revenue and 1% of the remaining gross revenue. Total gross revenue collected by Haywood County was $1,546,578, administrative fees of $25,466 were deducted, and the remainder of $1,521,112 was remitted to the Authority in the 2020 fiscal year.

Note 6 – Lease Obligations

In May 2016, the Authority entered into a lease agreement for the new Maggie Valley Visitor Center until April 2026. Monthly payments began at $1,975 and increase four percent each May 1.

In September 2018, the Authority entered into a lease agreement for the use of a motor vehicle, requiring monthly payments of $650 until September 2021.

Future minimum lease payments are as follows:

Year ending June 30:		
2021	$	35,523
2022		30,784
2023		29,988
2024		31,187
2025		32,435
2026-2027		60,043
	$	219,960

Note 7 – Uncertainties from Covid-19 Pandemic

The COVID-19 pandemic in the United States, including Haywood County, North Carolina, where the Authority is located, has caused severe business disruptions as state and local governments have declared states of emergency and issued stay-at-home orders for all but the most essential activities. As a result, economic uncertainties have arisen which are likely to negatively impact the Authority in various ways.

Revenue losses could continue to occur. Occupancy tax revenue is particularly vulnerable to economic uncertainties. Other financial impacts could occur, though such potential impacts are unknown at this time. The overall financial statement impact and duration of the COVID-19 pandemic cannot be reasonably estimated at this time.

REQUIRED SUPPLEMENTAL FINANCIAL DATA

- Local Government Employees' Retirement System – Schedule of Authority's Proportionate Share of Net Pension Liability
- Local Government Employees' Retirement System – Schedule of Authority's Contributions

Schedule 1

HAYWOOD COUNTY TOURISM DEVEOPMENT AUTHORITY

AUTHORITY'S PROPORTIONATE SHARE OF NET PENSION LIABILITY
REQUIRED SUPPLEMENTARY INFORMATION
LAST THREE FISCAL YEARS

Local Government Employees' Retirement System

	2020	2019	2018
Authority's proportionate share of the net pension liability (%)	0.00374%	0.00319%	0.00221%
Authority's proportion of the net pension liability ($)	$ 102,136	$ 75,678	$ 33,764
Authority's covered payroll	246,760	222,417	136,790
Authority's proportionate share of the net pension liability as a percentage of its covered payroll	41.39%	34.03%	24.68%
Plan fiduciary net position as a percentage of the total pension liability	90.86%	92.00%	94.18%

* The Authority adopted GASB 68 during the year ended June 30, 2018.

HAYWOOD COUNTY TOURISM DEVEOPMENT AUTHORITY

SCHEDULE OF AUTHORITY'S CONTRIBUTIONS
REQUIRED SUPPLEMENTARY INFORMATION
LAST THREE FISCAL YEARS

Local Government Employees' Retirement System

	2020	2019	2018
Contractually required contribution	$ 31,045	$ 19,124	$ 16,681
Contribution in relation to the contractually required contribution	31,045	19,124	16,681
Contribution deficiency (excess)	$ -	$ -	$ -
Authority's covered payroll	$ 346,867	$ 246,760	$ 222,417
Contributions as a percentage of covered payroll	8.95%	7.75%	7.50%

HCTDA Board Meeting Minutes
December 2nd, 2020
Zoom Meeting

Members Present: Lyndon Lowe, Mike Eveland, Chris Corbin, Jon Feichter, Colleen Davis, P. Shah, Katy Gould, Becky Seymour, Mike Huber, Julie Davis, David Francis, Kirk Kirkpatrick

Members Absent: Dave Angel, Gail Mull

Chairman Lyndon Lowe called the HCTDA Budget Forum to order at 9:00am and welcomed the Interim Finance Director, Kristian Owen.

Introductions

Adjustments to Agenda

- No adjustments

Public Comment

- No public comment.

Board Comments

- No Board comments.

Consent Agenda

- Jon Feichter made a motion to approve the Consent Agenda as presented. The Consent Agenda includes the following:
- Approval of the Minutes from the September 30th TDA Board meeting
- Chris Corbin seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

- Julie Davis presented the September Financial report as follows:

1% Cash in Bank	\$242,013
3% Cash in Bank	\$789,158
Total Assets	\$1,033,948
Total Liabilities	\$ 11,191
Total Net Position	\$1,020,861

Revenue	$242,288	12.8%
Expenses	$250,578	13.24%

- Julie Davis presented the October Financial report as follows:

1% Cash in Bank	$295,869	
3% Cash in Bank	$875,028	
Total Assets	$1,170,897	
Total Liabilities	$ 10,759	
Total Equity	$1,171,112	
Revenue	$489,434	25.86%
Expenses	$347,473	18.36%

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that July, August & September have been very consistent. October should be as good if not better.
- Chris reviewed the 1% report and stated that collections are up across the board except for Lake Junaluska. Clyde & Canton look really good and hopefully we will see Lake Junaluska slowly improve.
- On the 4% report you can see that the number of accounts is still shrinking. The report basically reflects the 1% report.
- On the back page chart, you will see that vacation rentals are very strong and that hotels/motels need to get their numbers up.
- Finance Chairman Corbin informed that the Penalty report is relative short this month with no big changes. We will be talking later in the meeting about something that will potentially help us with delinquent payments. He then reported that the Finance Committee had approved two penalty waiver requests. One for DAHI INC. in the amount of $829.56 and the other for Grandview Lodge in the amount of $293.01. Both were postmark related.

STR & AirDNA Reports

- P. Shaw started with the STR report stating that October occupancy was up 2.3% but flat year over year. YTD numbers have taken a hit and are down by 24%.
- Looking at the AirDNA report, Mr. Shah stated that vacation rentals are the highest they have ever been and are driving the occupancy rates for the year.

New Business

- Chairman Lowe requested approval of the Budget Amendment.
- Jon Feichter made the motion to approve the Budget Amendment as presented. as presented.
- Chris Corbin seconded the motion.
- Motion passed unanimously.

- Chairman Lowe requested approval to accept two (2) grant awards the HCTDA has received. The Deer Park Sustainability Grant in the amount of $2,500 and the North Carolina Tourism Recovery Grant in the amount of $21,500.
- P. Shah made a motion to accept the grant awards as presented.
- Colleen Davis seconded the motion.
- Motion passed unanimously.

- Chairman Lowe moved on to the approval for the 3% & 1% TDA grants. He reviewed the 3% requests and asked for approval in the amount of $30,000 for the Haywood County Greenway Planning Study. Funds for this grant would come from TDA fund balance.
- Chris Corbin made the motion to approve the $30,000 grant as presented.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

- Moving on to the 1% Zip Code grants, Chairman Lowe reviewed the grant requests and Subcommittee & Finance recommendations from the 28716 (Canton) zip code in the amount of $8,750.
- Mike Huber made a motion to approve the 28716 grants as presented in the amount of $8,750.
- Jon Feichter seconded the motion.
- Motion passed unanimously.

- Chairman Lowe presented the 1% Zip Code grants from the 28721 (Clyde) zip code in the amount of $8,500 as recommended by the 1% Subcommittee & the Finance Committee.
- Chris Corbin made a motion to approve the 28721 (Clyde) 1% grants as presented.
- Jon Feichter seconded the motion.
- Katy Gould abstained from the vote.
- Motion passed.
- Chairman Lowe presented the 28745 (Lake Junaluska) 1% grant recommendations from the Subcommittee and the Finance Committee in the amount of $26,000.
- Mike Eveland made a motion to approve the grants as presented and recommended in the amount of $96,490.
- Colleen Davis seconded the motion.
- Mike Huber abstained from the vote.
- Motion passed.

- Chairman Lowe presented the 28751 (Maggie Valley) 1% grants and recommendations from the Subcommittee and the Finance Committee.
- P. Shah made a motion to approve the 28751 1% grants as recommended.
- Mike Huber seconded the motion.
- Mike Eveland abstained from the vote.
- Motion passed.

- Lastly, Chairman Lowe presented the 27885/86 grant requests and recommendations from the Subcommittee and the Finance Committee.
- P. Shah made a motion to approve the grants as recommended in the amount of $114,700.
- Chris Corbin seconded the motion.
- Colleen Davis abstained from the vote.
- Motion passed.

- Chairman Lowe requested approval of the Granicus Host proposal and to authorize Director Collins to sign the agreement document. The agreement amount is $87,473 of which 50% will be due in the 20/21 HCTDA budget and the remaining 50% will be due in the 21?22 HCTDA budget.
- Jon Feichter made a motion to approve the Granicus Host agreement as presented.
- Colleen Davis seconded the motion.
- Motion passed unanimously.

- Chairman Lowe recognized Finance Director Julie Davis as she is retiring from her position at the County. He praised her service to the TDA and wished her well in her retirement.

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 9:49am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

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
Clyde 28751 1% Net Occupancy Tax	427013	11,422	7,887	19,309
LJ 28745 1%Net Occupancy Tax	427014	40,807	(7,887)	32,920
TOTAL		52,229	-	52,229

Expenditures

Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Office Supplies	526001	2,000	1,000	3,000
Purchase Resale	527001	7,000	3,000	10,000
Miscellaneous	529701	158	150	308
Non Expendable Office Supplies	529901	-	1,500	1,500
Salaries Visitor Center	512201	43,969	(3,000)	40,969
Travel Non Local	531201	1,500	(1,000)	500
Postage	532201	10,050	(1,650)	8,400
Total		64,677	-	64,677

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

Adopted this 27th day of January, 2021

Chairman
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explaination:
To balance line items
Adjustment to Clyde and Lake Junaluska 1% projections

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) HP Desktop Computer (no longer operational)
One (1) Apple Mac Desktop Computer (no longer operational)
Two (2) Security Cameras (no longer operational)

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, January 27th, 2021, does the following:

1. Hereby authorizes the Haywood County Tourism Development Authority Executive Director to declare surplus:
   a. One (1) HP Desktop Computer (no longer operational)
   b. One (1) Apple Mac Desktop Computer (no longer operational)
   c. Two (2) Security Cameras (no longer operational)

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 27th day of January, 2021.

____

Lyndon Lowe, Chairman
Haywood County Tourism Development Authority Board

ATTEST:

____

Lynn Collins, Executive Director
Haywood County Tourism Development Authority

Haywood County Tourism Development Authority

Financial Statements

November 2020

Visit NC Smokies

7:56 PM
01/15/21
Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of November 30, 2020

		Nov 30, 20
ASSETS		
Current Assets		
Checking/Savings		
100001 · 1% Cash in Bank - 1st Citizens		139,468.88
100002 · 3% Cash in Bank - 1st Citizens		233,742.36
111501 · NCCMT - 9152 3% General Investm		736,233.44
111503 · NCCMT - 9863 1% General Investm		199,965.41
Total Checking/Savings		1,309,410.09
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		1,312,186.59
TOTAL ASSETS		1,312,186.59
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 · *Accounts Payable		6,670.69
Total Accounts Payable		6,670.69
Other Current Liabilities		
231700 · Payroll Liabilities		
Federal Taxes (941/944)	5,426.03	
NC Income Tax	1,579.00	
NC Pension Payable	6,060.15	
Total 231700 · Payroll Liabilities		13,065.18
231800 · Sales Tax Payable		188.54
Total Other Current Liabilities		13,253.72
Total Current Liabilities		19,924.41
Total Liabilities		19,924.41
Equity		
329300 · Net Assets as July 1		1,015,437.42
Net Income		276,824.76
Total Equity		1,292,262.18
TOTAL LIABILITIES & EQUITY		1,312,186.59

Haywood County Tourism Development Authority
Budget vs Actuals
November 2020

	Nov 20	Jul - Nov 20	Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	171,776.85	518,955.40	1,107,487.00	46.86%
427012 · 1% Net 28716 Occupancy Tax	4,764.29	14,390.79	29,559.00	48.69%
427013 · 1% Net 28721 Occupancy Tax	2,921.37	9,227.56	11,422.00	80.79%
427014 · 1% Net 28745 Occupancy Tax	3,665.06	11,485.56	40,807.00	28.15%
427015 · 1% Net 28751 Occupancy Tax	27,568.64	82,525.23	174,294.00	47.35%
427016 · 1% Net 28785/28786 Occupancy Tx	18,515.25	55,708.69	113,089.00	49.26%
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	791.38	7,670.69	10,000.00	76.71%
449810 · Visitor Guide Ad Sales	1,350.00	17,625.00	22,500.00	78.33%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	6.05	143.92	8,500.00	1.69%
483492 · Investment Earnings 1%	1.64	30.69	1,500.00	2.05%
483831 · Net Occupancy Tax Penalties 3%	526.96	1,058.07	5,000.00	21.16%
499990 · Fund Balance Appropriation 3%	0.00	0.00	276,691.00	0.0%
499992 · Grant 3%	21,500.00	24,000.00	0.00	100.0%
Total Income	253,387.49	742,821.60	1,892,455.00	39.25%
Expense				
512101 · Salaries-Admin-Promo	8,463.85	48,720.05	124,873.00	39.02%
512110 · NC State Retirement - Promo	2,392.16	13,451.94	32,770.00	41.05%
512201 · Salaries-Visitor Center	2,377.60	13,694.98	43,969.00	31.15%
512221 · FICA Visitor Ctr	181.90	1,047.67	3,460.00	30.28%
512232 · Temporary Labor - Visitor Ctr	0.00	216.15	500.00	43.23%
517001 · Board Members-Promo	141.98	173.14	1,500.00	11.54%
518101 · FICA Admin	647.48	3,727.08	9,675.00	38.52%
518201 · Salaries Marketing	12,726.74	70,116.82	170,692.00	41.08%
518202 · FICA Marketing	947.52	5,285.68	13,229.00	39.96%
518301 · Group Health Insurance - Promo	3,461.20	17,477.65	44,014.00	39.71%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	501.00	788.61	6,460.00	12.21%
519203 · Prof. Svcs - Contract Svcs-P	6,150.00	32,686.36	156,200.00	20.93%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	1,485.44	1,872.10	2,000.00	93.61%
526101 · Visitor Center Supplies	164.60	574.69	1,000.00	57.47%
527001 · Purchases/Resale-Promo	5,926.81	7,410.27	7,000.00	105.86%
529701 · Miscellaneous - Promo	120.27	278.11	158.00	176.02%
531201 · Travel-NonLocal-Promo	0.00	0.00	1,500.00	0.0%
531301 · Fuel-T Related	29.38	57.18	600.00	9.53%
532101 · Telephone-Promo	539.79	2,122.37	6,900.00	30.76%

Haywood County Tourism Development Authority
Budget vs Actuals
November 2020

	Nov 20	Jul - Nov 20	Budget	% of Budget
532201 · Postage-Promo	2,563.50	-993.26	10,050.00	-9.88%
534901 · Print & Bind-Promo	128.40	2,918.02	9,000.00	32.42%
535201 · Repair & Maintenance-Promo	610.00	3,323.60	9,050.00	36.73%
537101 · Marketing-Promo	174.75	479.12	11,750.00	4.08%
537221 · Advertise-PR/Internet/Billboard	21,509.00	92,643.36	425,000.00	21.8%
537301 · Visitor Guide Ads-Promo	0.00	0.00	22,500.00	0.0%
537401 · Education-Promo	0.00	1,055.62	3,500.00	30.16%
537502 · Wayfinding	27,027.00	77,595.38	128,271.00	60.49%
537701 · Public Relations/Comm-Promo	0.00	0.00	2,500.00	0.0%
537801 · Group Sales-Promo	710.00	2,424.87	37,878.00	6.4%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,465.48	12,327.40	28,153.00	43.79%
543201 · Equipment Lease-Promo	1,303.64	5,435.72	15,624.00	34.79%
545101 · Liability Insurance-Promo	0.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	1,373.69	11,051.63	21,067.00	52.46%
549902 · Bank Charges-Promo	120.40	1,117.97	6,000.00	18.63%
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	7,605.00	12,884.00	127,724.00	10.09%
549917 · 28751 - Maggie Valley - Tourism	0.00	8,348.21	59,779.00	13.97%
549918 · 28785/86 (Waynesville)	6,305.00	7,555.00	89,174.00	8.47%
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	370.51	2,393.87	7,073.00	33.85%
599101 · Contingency	0.00	0.00	65,000.00	0.0%
Total Expense	118,524.09	465,996.84	1,892,455.00	24.62%
Net Ordinary Income	134,863.40	276,824.76	0.00	100.0%
Net Income	134,863.40	276,824.76	0.00	100.0%

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

	2020-2021 Occupancy Tax Projections REVISED	2020-2021 Occupancy Tax Actual	% Change Compared To Budget	2020-2021 Occupancy Tax Penalities	2019-2020 Occupancy Tax Actual	% Change Compared To Previous Year
July	$136,473	$173,533	27%	$413	$155,055	13%
August	$106,510	$173,664	63%	$118	$133,405	30%
September	$120,461	$172,717	43%	$527	$131,589	31%
October	$157,215	$221,520	41%	$334	$169,745	31%
November	$91,367	$128,278	40%	$234	$111,387	15%
December	$66,910				$78,487	
January	$50,376				$66,237	
February	$45,414				$61,711	
March	$47,444				$27,326	
April	$58,990				$5,536	
May	$95,469				$58,909	
June	$130,809				$134,487	
Total Proj.	$1,107,438					
YTD	**$612,026**	**$869,712**	**42%**		**$701,181**	**24%**

2020/2021

1% NET OCCUPANCY TAX REPORT

REVISED

	ACTUAL 28716 CANTON 20/21	PROJECTED 28716 CANTON 20/21	ACTUAL 28716 CANTON 19/20	ACTUAL 28721 CLYDE 20/21	PROJECTED 28721 CLYDE 20/21	ACTUAL 28721 CLYDE 19/20	ACTUAL 28745 LAKE JUNALUSKA	PROJECTED 28745 LAKE JUNALUSKA 20/21	ACTUAL 28745 LAKE JUNALUSKA 19/20	ACTUAL 28751 MAGGIE VALLEY 20/21	PROJECTED 28751 MAGGIE VALLEY 20/21	ACTUAL 28751 MAGGIE VALLEY 19/20	ACTUAL 28785 & 28786 WAYNESVILLE 20/21	PROJECTED 28785 & 28786 WAYNESVILLE 20/21	ACTUAL 28785 & 28786 WAYNESVILLE 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		$1,667	$1,974		$1,028	$1,589		$990	$1,980		$11,827	$13,077		$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	**$23,054**			**$15,459**			**$19,400**			**$140,126**			**$92,407**		
TOTAL of 20/21 1% Projections	**$369,171**														
Comparison to Budget YTD	48%			38%			15%			45%			46%		
Comparison to November 2019	31%			97%			-46%			42%			21%		
YTD Comparison with FY 19/20	32%			119%			-27%			26%			27%		
% of YTD Collections	8%			5%			7%			48%			32%		

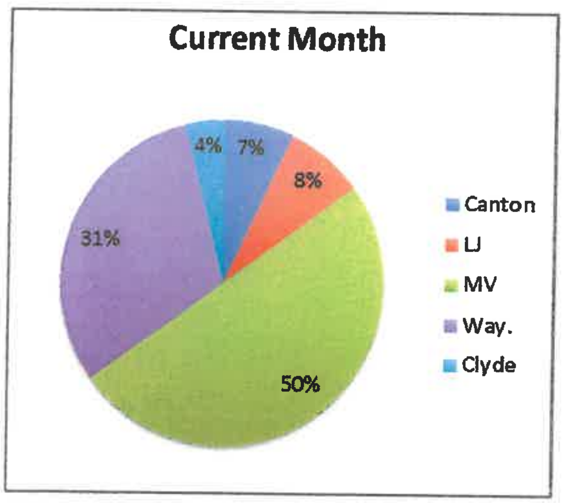
Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
October 2020

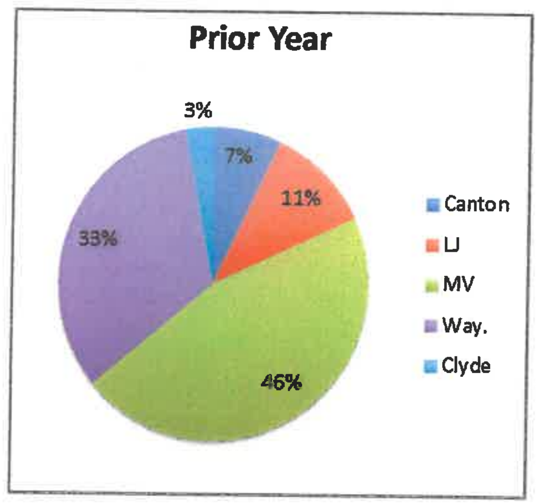
Active Account Performance	October 2020	October 19	**Variance**
Canton	31	37	-16%
Clyde	21	22	-5%
Lake Junaluska	21	20	5%
Maggie Valley	176	207	-15%
Waynesville	114	132	-14%
Total	**363**	**418**	**-13%**

Distribution Comparison	
Total Distribution **3%**	$221,519.60
Distribution Previous Year	($169,745.10)
Difference	$51,774.50
Variance	24%

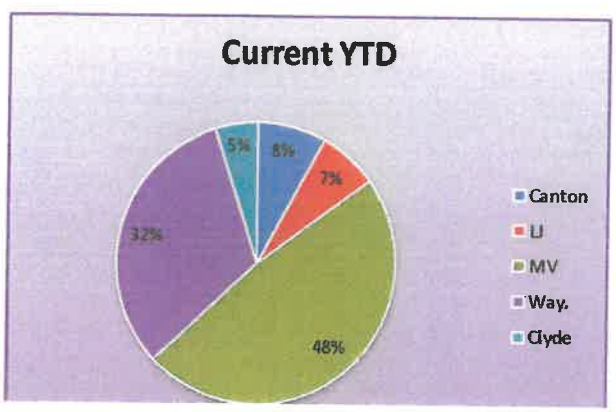
Distribution Information	
Remittance Type	**Distrubution**
Taxes Remitted for Period **4%**	$298,342.89
Penalties	$450.34
Sub Total	**$298,793.23**
Fee to County	($2,987.93)
Total Distribution 4%	**$295,805.30**

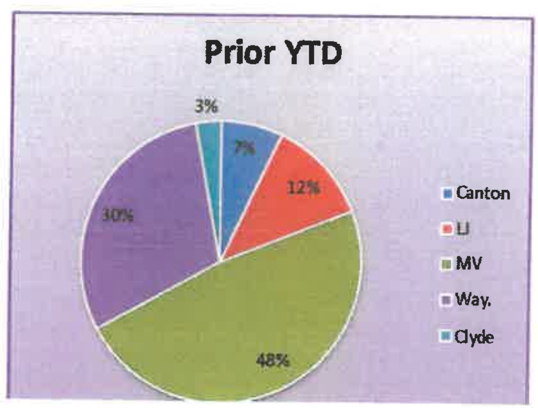
GROSS ROOM NIGHT SALES BREAKDOWN





GROSS ROOM NIGHT SALES YTD BREAKDOWN





Sales: October, 20 Remittance: November, 20
Distribution: December, 20

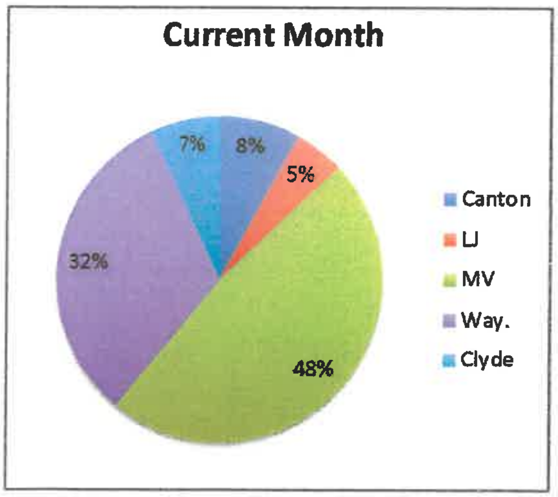
Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
November 2020

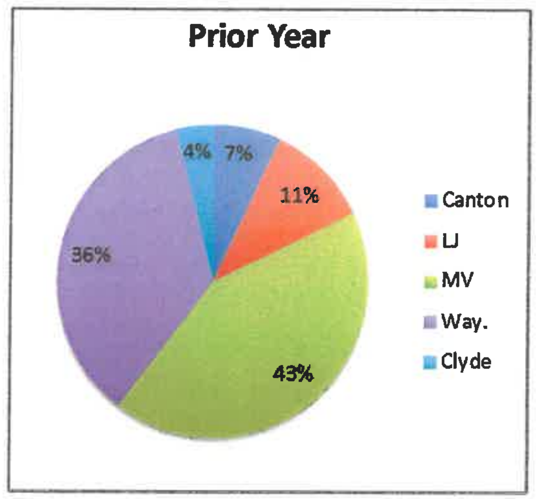
Active Account Performance	November 2020	November 2019	Variance
Canton	31	37	-16%
Clyde	21	22	-5%
Lake Junaluska	20	20	0%
Maggie Valley	174	208	16%
Waynesville	113	132	-14%
Total	**359**	**419**	**-14%**

Distribution Comparison	
Total Distribution **3%**	$128,278.15
Distribution Previous Year	($111,408.84)
Difference	$16,869.31
Variance	15%

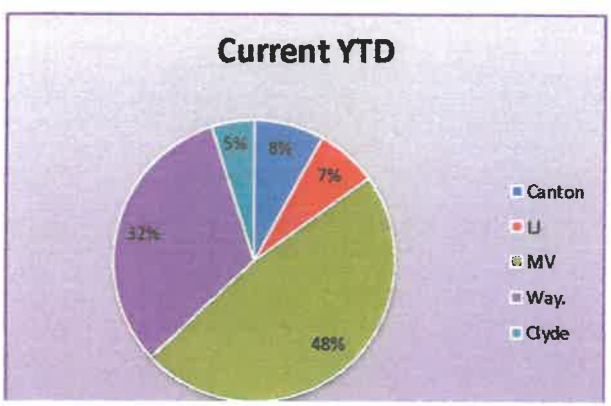
Distribution Information	
Remittance Type	**Distrubution**
Taxes Remitted for Period **4%**	$172,765.18
Penalties	$315.41
Sub Total	**$173,080.59**
Fee to County	($1,730.81)
Total Distribution 4%	**$171,349.78**

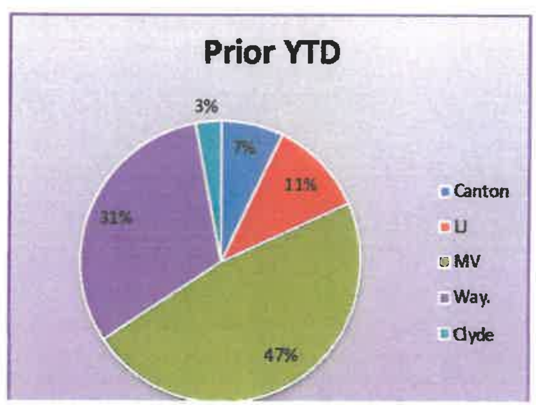
GROSS ROOM NIGHT SALES BREAKDOWN





GROSS ROOM NIGHT SALES YTD BREAKDOWN





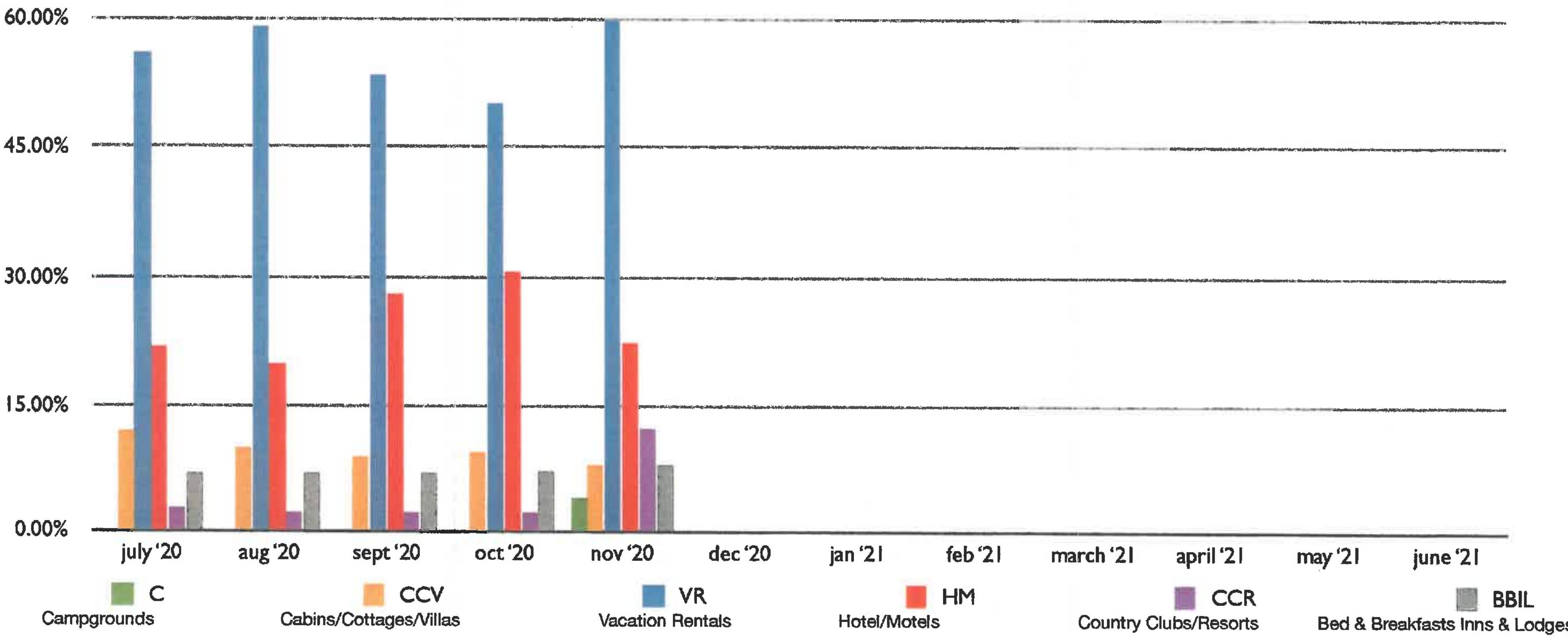
Sales: November, 20 Remittance: December, 20
Distribution: January, 21

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%							
CCV	12.00%	10.00%	9.00%	9.60%	7.89%							
VR	56.00%	59.00%	53.50%	50.20%	59.69%							
HM	22.00%	20.00%	28.00%	30.60%	22.58%							
CCR	2.50%	2.00%	2.00%	2.10%	12.40%							
BBIL	7.00%	7.00%	7.00%	7.20%	8.00%							

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED
NOVEMBER RECEIVED IN DECEMBER 20

ID #	Business Name	AMOUNT OWED TO TDA: Tax	Penalty	Appealed	under 90 days	over 90 days
905	Bear Run Log Cabins owes oct-jan 20 penalty		276.33			276.33
730	Belle Cottage owes july/ aug penalty &owes nov tax	0.80	18.90			19.70
573	Blue Ridge Motorcyle owes oct penalties		6.92		6.92	
498	Buffalo Creek owes june penalty & short on july payment	31.99				31.99
300	Carolina Country Cabins owes sept penalty		18.29			18.29
550	COLD MTN VILLAGE owes Oct penalty		6.56		6.56	
280	Cozy Corner Motel owes april & may penalty & aug penalty		84.52			84.52
	Creek N Woods (4 accts) owes oct penalty **FILED APPEAL TO TDA**		50.36			50.36
337	ERJ Properties Cardinal Inn applied credit owes Sept penalties		98.36			98.36
359	Four Seasons Inn owes july/aug penalties covid related		557.04			557.04
322	Ivy Hills by the Creek owes penalties july-sept COVID RELATED		289.84			289.84
466	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**	0.60 2,363.18	123.38 798.02		NOTFILING	123.98 3,161.20
777	Our Place Inn owes part of aug penalty		9.67			9.67
255	Peppertree Maggie Valley owes sept penalty& oct/no penalties		48.24		48.24	
1013	Route 19 Inn owes may thru nov penalties		1,526.31		1,526.31	
303	Rudra H LLC America Best owes aug penalty		154.04			154.04
851	Serenity Cabins owes oct penalty		13.53		13.53	
507	SunRise Mountain Properties owes bal **NO STATEMENT**	0.50			0.50	
919	Stony Creek Lodge owes july & aug penalties **COVID RELATED**		434.52			434.52
654	The Blue Moon Lodge owes aug-dec penalties applied credit not filing		34.10			34.10
586	The Gavin House owe oct penalty		10.26		10.26	
1000	The Montgomery House owes part of sept penalty & oct& nov		4.49			4.49
768	The Roost owes part sept penalty		3.11			3.11
	TOTAL	2,397.07	4,566.79	0.00	1,612.32	5,351.54

ID #		Business Name				Tax (AMOUNT OWED TO TDA)	Penalty	Appealed	under 90 days		over 90 days
		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)
845		West Cottage of Haywood County overpay on act filed out of business				(10.00)	do not have a good address to send overpay acct closed				(10.00)
715		Mapa Property Holdings owes july penalty filed out of business				13.70	do not have a good address to send overpay acct closed				13.70
383		Laxmi B Hotel(new owners/name CLOSED owes June 15 penalty					closed				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
874		The Yellow House owes may-oct penalties BUSINESS SOLD send statement to last address no response					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
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
903		Maggie Valley Chalet owes Aug-October 2019 penalty Not Filing no statement ***same property as ID # 461 Jesse Carraway never closed owner turned over to daughter new Acct #903 Requested Lynn to contact					20.52				20.52
674		Majestic View same owners overpay on acct				(42.76)					[illegible]
781		Piott Mountain House				(39.71)					[illegible]
675		Shiloh	Requested Lynn to contact			(35.38)					[illegible]
676		Swiss Cottage	statement not filing			(29.49)					[illegible]
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
713		Boessel Lodge overpay on acct still owes Oct-Dec (not filing) no statement sent numerous sta				(9.66)					[illegible]
671		The PineCone owes october penalty FILED OUT OF BUSINESS send several statements no response					13.91				13.91
463		Cold Mountain Cabin overpay on account FILED OUT OF BUSINESS				(3.31)			(3.31)		[illegible]
945		Sunny Hill(Ashworth Group) overpaid on acct no statement this account closed (no address fr owner)				(6.30)					[illegible]
803		Pin Seekers Retreat overpay on acct no statement filed out of business no response on if credit was owed				(10.00)					[illegible]

ID #		Business Name				Tax (AMOUNT OWED TO TDA)	Penalty	Appealed	under 90 days		over 90 days

PAID PENALTY IN DECEMBER

Name	Penalty
BLACK BEAR INN ANDON REID	206.25
COLD MOUNTAIN VILLAGE	6.56
JD RENTALS	16.49
KALAIOPEE MTN CABANA	23.17
HUGH LOVE HOUSE	25.47
SUNRISE MOUNTAIN	6.00
STARSTORM MOUNTAIN APARTMENTS	3.87
VEDA INN & COTTAGES	27.60
	315.41

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 Chinea Investments filed coupons for 2013-2014 year penalties for sept13-dec 14 acct NOT FILING OWES JAN15-DEC 2016 Lynn sent a 30day letter has till July 23 THIS ACCOUNT HAS NOT PAID OR FILED ACCT TO TAX FOR COLLECTION This account M&M Chinea has been turned over to Avalara My Lodge		180.87	180.87
461	Jesse Caraway dba Maggie Valley Chalet	NOT FILING OWES MAR13- DEC 2016 property inherited by daughter new acct 2018-#903-DAUGHTER		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

				Tax	Penalty		PAID	Waived
		These accounts have been turned over to Tax Collector statements need updated- accounts not filing						
493	**	Blue Marlin/Myers Mountain Homes	thru De EST correct- property sold p	15,895.12	4,863.36	avied new penaltie	5,765.75	
404	**	Meadowbrook Resort Paid Bal- Jan 31, 2017	update EST MADE 1 PMT	24,953.07	8,733.57	ESTIMATES	33,686.64	
38		SunSet Inn WAGES GARNISHMENT PLACED	FOR SALE	1,054.80	292.21	old tax/penalties		
		TOTAL		41,902.99	13,889.14		39,452.39	

Information on above accounts

Blue Marlin/Myers Mountain Homes- Tax Collector is collecting- is not making payments or filing, amt showing is estimates still owes balance. Need a good address-NOT MAILING PROPER

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

Occupancy Tax Penalty Waiver & Refund Report

1. The Finance Committee approved a penalty waiver in the amount of $50.36 for Creek 'n Woods Vacations due to the envelope not being postmarked and arriving in the Finance Office on the 23rd of November. The owners indicated that the check was mailed on Nov. 18th.

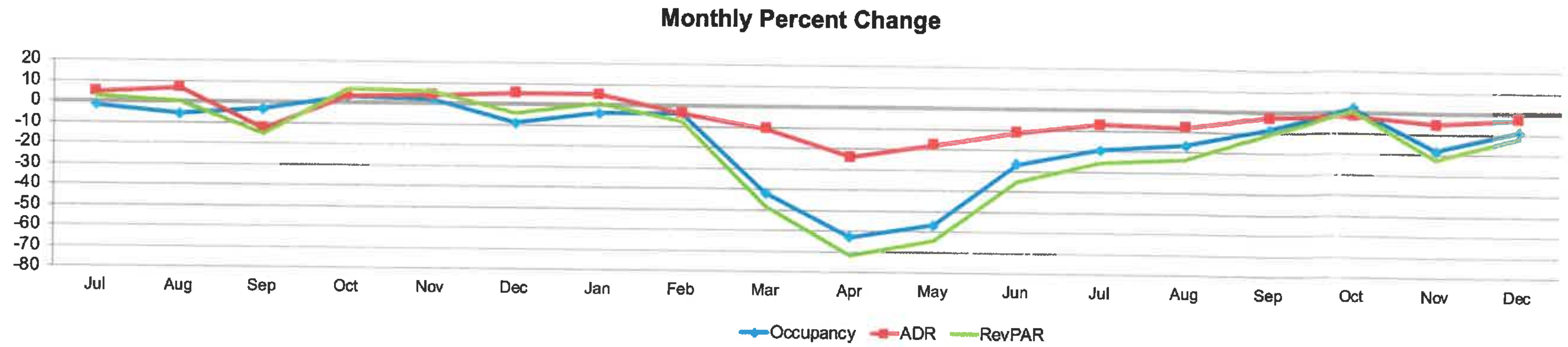
2. The Finance Committee approved issuing a refund in the amount of $706.24 due to double payment via VRBO and the homeowner over a period of 13 months.

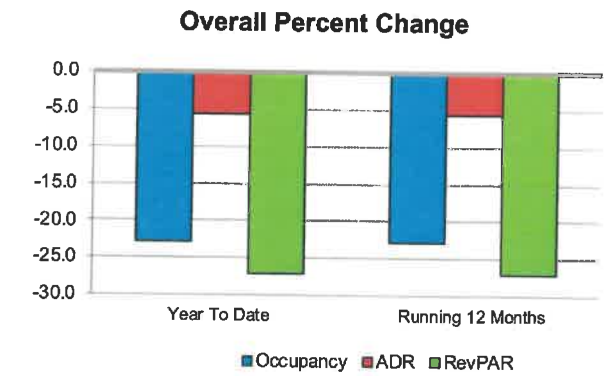
Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority

For the Month of December 2020

Currency: USD - US Dollar





Occupancy (%)	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
This Year	68.8	61.5	61.3	69.1	54.0	41.9	33.8	39.8	27.9	19.8	26.1	47.3	55.2	51.0	56.1	70.7	44.1	38.1
Last Year	70.0	65.4	63.4	67.1	53.0	46.1	35.2	41.4	48.2	53.7	60.7	64.8	68.8	61.5	61.3	69.1	54.0	41.9
Percent Change	-1.8	-6.0	-3.4	3.0	1.8	-9.2	-4.0	-3.8	-42.1	-63.1	-57.0	-26.9	-19.7	-17.1	-8.5	2.3	-18.3	-9.1

Occupancy (%)	YTD 2018	YTD 2019	YTD 2020	Running 12 Months 2018	Running 12 Months 2019	Running 12 Months 2020
This Year	55.1	55.7	43.0	55.1	55.7	43.0
Last Year	55.9	55.1	55.7	55.9	55.1	55.7
Percent Change	-1.3	1.0	-22.8	-1.3	1.0	-22.8

ADR	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
This Year	119.08	116.92	110.79	125.69	108.86	103.25	93.95	89.81	84.72	75.42	88.11	99.45	110.41	107.43	107.61	123.45	103.14	99.96
Last Year	113.86	109.70	126.81	121.54	104.71	98.04	89.61	93.31	95.03	99.31	107.51	112.46	119.08	116.92	110.79	125.69	108.86	103.25
Percent Change	4.6	6.6	-12.6	3.4	4.0	5.3	4.8	-3.7	-10.9	-24.1	-18.0	-11.6	-7.3	-8.1	-2.9	-1.8	-5.3	-3.2

ADR	YTD 2018	YTD 2019	YTD 2020	Running 12 Months 2018	Running 12 Months 2019	Running 12 Months 2020
This Year	108.46	109.23	103.12	108.46	109.23	103.12
Last Year	106.24	108.46	109.23	106.24	108.46	109.23
Percent Change	2.1	0.7	-5.6	2.1	0.7	-5.6

RevPAR	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
This Year	81.87	71.89	67.87	86.89	58.74	43.24	31.80	35.75	23.65	14.96	22.97	47.08	60.99	54.78	60.35	87.26	45.49	38.07
Last Year	79.69	71.80	80.44	81.57	55.51	45.21	31.58	38.62	45.80	53.35	65.24	72.82	81.87	71.89	67.87	86.89	58.74	43.24
Percent Change	2.7	0.1	-15.6	6.5	5.8	-4.4	0.7	-7.4	-48.4	-72.0	-64.8	-35.4	-25.5	-23.8	-11.1	0.4	-22.6	-12.0

RevPAR	YTD 2018	YTD 2019	YTD 2020	Running 12 Months 2018	Running 12 Months 2019	Running 12 Months 2020
This Year	59.78	60.83	44.33	59.78	60.83	44.33
Last Year	59.36	59.78	60.83	59.36	59.78	60.83
Percent Change	0.7	1.8	-27.1	0.7	1.8	-27.1

Supply	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
This Year	53,971	53,971	52,230	53,971	47,520	47,709	46,965	42,420	48,825	47,790	53,971	52,230	53,971	53,971	52,230	53,971	47,520	47,709
Last Year	53,971	53,971	52,230	53,971	47,520	47,709	46,965	42,420	48,825	50,850	53,971	52,230	53,971	53,971	52,230	53,971	47,520	47,709
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Supply	YTD 2018	YTD 2019	YTD 2020	Running 12 Months 2018	Running 12 Months 2019	Running 12 Months 2020
This Year	604,633	604,633	601,573	604,633	604,633	601,573
Last Year	604,993	604,633	604,633	604,993	604,633	604,633
Percent Change	-0.1	0.0	-0.5	-0.1	0.0	-0.5

Demand	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
This Year	37,106	33,188	31,998	37,309	25,642	19,977	15,896	16,885	13,631	9,477	14,073	24,723	29,814	27,521	29,292	38,150	20,960	18,167
Last Year	37,776	35,323	33,133	36,222	25,191	21,997	16,550	17,560	23,529	27,315	32,751	33,822	37,106	33,188	31,998	37,309	25,642	19,977
Percent Change	-1.8	-6.0	-3.4	3.0	1.8	-9.2	-4.0	-3.8	-42.1	-65.3	-57.0	-26.9	-19.7	-17.1	-8.5	2.3	-18.3	-9.1

Demand	YTD 2018	YTD 2019	YTD 2020	Running 12 Months 2018	Running 12 Months 2019	Running 12 Months 2020
This Year	333,265	336,747	258,589	333,265	336,747	258,589
Last Year	337,993	333,265	336,747	337,993	333,265	336,747
Percent Change	-1.4	1.0	-23.2	-1.4	1.0	-23.2

Revenue	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
This Year	4,418,639	3,880,187	3,544,930	4,689,490	2,791,415	2,062,699	1,493,477	1,516,501	1,154,861	714,757	1,239,921	2,458,817	3,291,647	2,956,462	3,152,022	4,709,455	2,161,836	1,816,063
Last Year	4,301,050	3,875,093	4,201,431	4,402,409	2,637,703	2,156,688	1,483,115	1,638,448	2,236,067	2,712,777	3,520,957	3,803,514	4,418,639	3,880,187	3,544,930	4,689,490	2,791,415	2,062,699
Percent Change	2.7	0.1	-15.6	6.5	5.8	-4.4	0.7	-7.4	-48.4	-73.7	-64.8	-35.4	-25.5	-23.8	-11.1	0.4	-22.6	-12.0

Revenue	YTD 2018	YTD 2019	YTD 2020	Running 12 Months 2018	Running 12 Months 2019	Running 12 Months 2020
This Year	36,147,059	36,782,237	26,665,820	36,147,059	36,782,237	26,665,820
Last Year	35,909,880	36,147,059	36,782,237	35,909,880	36,147,059	36,782,237
Percent Change	0.7	1.8	-27.5	0.7	1.8	-27.5

Census %	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
Census Props	42	42	42	42	37	35	34	34	36	38	42	42	42	42	42	42	37	35
Census Rooms	1741	1741	1741	1741	1584	1539	1515	1515	1575	1593	1741	1741	1741	1741	1741	1741	1584	1539
% Rooms Participants	22.6	22.6	22.6	22.6	24.8	25.5	25.9	25.9	25.0	18.3	22.6	22.6	22.6	22.6	22.6	22.6	24.8	25.5

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AIRDNA

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

Data pulled up to Dec-20

140389 - Haywood County

	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Total Available Listings													
Entire Place	1,066	967	884	961	935	1,071	1,077	1,065	1,061	1,103	1,165	1,143	1,101
Private Room	83	79	77	78	78	72	80	79	73	78	80	77	72
Shared Room	0	0	0	0	0	0	0	0	0	0	0	1	1
Booked Listings													
Entire Place	982	854	737	751	654	927	1,028	1,039	1,023	1,056	1,130	1,118	1,051
Private Room	78	68	61	70	62	57	73	74	71	72	77	72	67
Shared Room	0	0	0	0	0	0	0	0	0	0	0	1	1
Room Nights - Entire Place													
Total Available	74,464	61,936	52,896	54,005	40,933	65,634	72,779	73,080	70,199	70,104	78,630	76,083	75,247
Booked	34,758	22,354	19,100	21,065	22,944	29,342	47,026	58,295	52,064	48,171	64,288	52,266	46,314
Room Nights - Hotel Comparable													
Total Available	4,389	3,772	3,594	3,983	2,956	4,297	4,639	5,156	4,780	4,952	5,764	5,274	4,899
Booked	2,046	1,412	1,421	1,619	1,661	2,161	2,944	3,585	3,249	3,090	4,502	3,411	2,657
Listing Nights - Entire Place													
Available	27,430	23,152	20,046	20,745	15,157	24,773	26,819	27,399	26,266	26,572	30,085	29,281	28,581
Booked	12,746	8,410	7,361	8,223	8,449	11,286	17,620	21,796	19,536	18,363	24,614	20,063	17,490
Occupancy													
Entire Place	46.5%	36.3%	36.7%	39.6%	55.7%	45.6%	65.7%	79.6%	74.4%	69.1%	81.8%	68.5%	61.2%
Hotel Comparable	46.6%	37.4%	39.5%	40.6%	56.2%	50.3%	63.5%	69.5%	68.0%	62.4%	78.1%	64.7%	54.2%
ADR													
Entire Place	$211.44	$200.75	$196.89	$188.06	$198.42	$195.86	$200.80	$210.13	$209.73	$210.96	$219.72	$222.46	$230.26
Hotel Comparable	$117.58	$118.44	$113.87	$111.82	$110.51	$113.03	$118.41	$127.70	$131.22	$133.01	$137.50	$135.22	$134.24
RevPAR													
Entire Place	$98.25	$72.92	$72.30	$74.55	$110.60	$89.23	$131.93	$167.16	$155.99	$145.79	$179.77	$152.43	$140.91
Hotel Comparable	$54.81	$44.34	$45.02	$45.45	$62.10	$56.84	$75.14	$88.79	$89.19	$83.0	$107.39	$87.45	$72.81

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
Apr 05, 2021	Apr 12, 2021	Apr 19, 2021	Apr 26, 2021	May 03, 2021	May 10, 2021	May 17, 2021	May 24, 2021	May 31, 2021	Jun 07, 2021	Jun 14, 2021	Jun 21, 2021
Apr 06, 2020	Apr 13, 2020	Apr 20, 2020	Apr 27, 2020	May 04, 2020	May 11, 2020	May 18, 2020	May 25, 2020	Jun 01, 2020	Jun 08, 2020	Jun 15, 2020	Jun 22, 2020

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
5,995	6,067	6,084	6,167	6,252	6,225	6,199	6,222	6,130	6,156	6,181	5,634
3,239	3,460	3,501	3,841	4,439	4,338	4,578	4,695	4,834	5,167	5,344	5,367
85%	75%	74%	61%	41%	43%	35%	33%	27%	19%	16%	5%

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
459	258	451	211	242	236	234	308	276	319	398	372
163	120	147	164	160	178	278	538	190	401	613	454
182%	115%	207%	29%	51%	33%	-16%	-43%	45%	-20%	-35%	-18%

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
8%	4%	7%	3%	4%	4%	4%	5%	5%	5%	6%	7%
5%	3%	4%	4%	4%	4%	6%	11%	4%	8%	11%	8%
52%	23%	77%	-20%	7%	-8%	-38%	-57%	15%	-33%	-44%	-22%

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
263	250	218	245	197	228	236	286	261	263	268	261
254	260	220	225	221	229	190	196	228	243	251	302
4%	-4%	-1%	9%	-11%	-1%	25%	46%	15%	8%	7%	-14%

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
20	11	16	8	8	9	9	14	12	14	17	17
13	9	9	10	8	9	12	23	9	19	29	26
58%	18%	75%	-13%	-4%	-8%	-23%	-37%	32%	-28%	-40%	-32%

Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
120,730	64,422	98,334	51,705	47,608	53,860	55,313	88,133	72,126	83,822	106,657	97,194
41,372	31,191	32,403	36,912	35,334	40,831	52,723	105,662	43,246	97,286	153,743	137,145
192%	107%	203%	40%	35%	32%	5%	-17%	67%	-14%	-31%	-29%

HCTDA 2021-2022 Budget Projections

3 Year Average with Adjustment to 19-20 Actuals

	17-18 Actual	18-19 Actual	19-20 Actual
July	$ 151,475	$ 148,380	$ 155,055
August	$ 123,611	$ 123,380	$ 133,405
September	$ 123,344	$ 113,828	$ 131,589
October	$ 152,179	$ 159,349	$ 169,745
November	$ 79,190	$ 90,553	$ 111,387
December	$ 72,777	$ 72,016	$ 78,487
January	$ 44,539	$ 57,143	$ 66,237
February	$ 39,053	$ 50,616	$ 61,711
March	$ 55,745	$ 62,855	$ 62,855
April	$ 66,491	$ 72,309	$ 72,309
May	$ 100,723	$ 111,430	$ 111,430
June	$ 144,365	$ 146,321	$ 146,321
	$ 1,153,492	$ 1,208,180	$ 1,300,531

>>>>>>>

3 Year Average
$ 1,220,734

	3%		Increase Over 3 YR Average	
Flat 3 Year Avergae	$ 1,220,734	>>>>>>>	$ -	
4% Increase to Average	$ 1,269,563	>>>>>>>	$ 48,829	
6% Increase to Average	$ 1,293,978	>>>>>>>	$ 73,244	
8% Increase to Average	$ 1,318,393	>>>>>>>	$ 97,659	Recommended by Finance Committee

YTD 20-21 Actual 3%	$ 869,712	YTD 19-20 Actual 3%	$ 701,181

YTD Percentage Ahead 3%	24%

VisitNC Smokies

Haywood County Tourism Development Authority
1% Advertising & Promotion Grant Guidelines
FY 2020-2021 Funding Cycle

All awarded 1% grants must be used between July 1, 2020 and June 30, 2021

Purpose:
The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:
Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to promote the zip code area, a tourism-oriented festival or event that caters to visitors and produces economic/destination impact as well as creating sustainability.

For-profit organizations seeking to promote the zip code area, a tourism oriented festival or event that caters to visitors and produces economic/destination impact as well as creating sustainability. For-profit organizations must match grant award dollar for dollar.

Criteria:
All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Highlight more than one specific event or initiative
- Seasonal or year-round impact
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Projects

- Marketing Campaigns for zip code destination advertising

Proposed new language: Zip Code Destination Marketing/Advertising Plan

Each zip code is encouraged to use a portion of their 1% funding to advertise & market their zip code as a destination. In an effort to maintain the same messaging tone and language as the HCTDA, the zip code areas that implement a Destination Marketing/Advertising Plan will use the services of the agency of record for the HCTDA. The HCTDA staff, the agency of record and an HCTDA board member representing the applying zip code, will host a bi-annual informational meeting for the purpose of gathering input and review of any previous plans. The bi-annual meetings will be open to tourism industry partners. The agency of record will present a plan for the Destination Marketing & Advertising for the particular zip code after meeting with stakeholders to gather information. The agency of record does have the authority to use third party vendors to implement portions of the plan as needed. The 1% Zip Code Subcommittee will be responsible for reviewing the plan and making a recommendation for funding of the plan. The Subcommittee will then send the recommendation to the TDA for approval. The HCTDA Board has final approval of the zip code funding.

- Advertising & promoting tourism related festivals & events

Application Timeline:

1) All applicants must attend a mandatory Grant Workshop on February 27, 2020.
2) Download the grant application at www.haywoodtda.com/grants
3) Send completed application to lynn@visitncsmokies.com by no later than 5:00pm, March 27, 2020.
   a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
   b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
4) All applications will be reviewed by the 1% Zip Code Subcommittees. They will then provide funding recommendations for consideration to the HCTDA Board at the April 29, 2020 meeting for approval and final decision.
5) Grant award notifications will be sent via email & letter after the April 29, 2020 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Final Evaluation Report must be completed in order to move forward with the payment process. This form will require you to submit a final overview of completed project detailing any successes.

Payment Request Form must be submitted within 60-days of completed project and requires copies of paid invoices in order to receive grant funds. The exception to this rule is if a project takes place in May or June the deadline for submitting a payment request is June 30, 2021.

Submitted Payment Request Form to: Attn: Lynn Collins, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

Haywood County
Tourism Development Authority
2021 COMMITTEE SIGN UP SHEET

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

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

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

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

______ Personnel Committee – meets on an as needed basis.

Signature:____

HCTDA Meeting Dates
2021

Location of HCTDA Board Meetings will be determined on a monthly basis due to the status of government recommendations on gatherings.

January 27th – Organizational Meeting & Election of Chair & Vice Chair

February 24th – Regular Meeting

March 24th – Board Retreat – 9:00am – 3:00pm

April 28th – Regular Meeting

May 5th – Tourism Week Event

May 26th – Annual Budget Forum & Budget Approval including 3% & 1% Partnership Funding Allocations

June 23rd – Last chance to do budget amendments for 2021 budget

July – No Meeting

August 25th – Regular Meeting

September 29th - Regular Meeting, report on year end numbers

October – No Meeting

November – because of the Thanksgiving Holiday the Nov. meeting will be pushed to the first week of December

December 1st – Regular Meeting

December 8th - Holiday Event

2021/2022 HCTDA Budget Calendar

January 27th – TDA Board determines 21/22 Projected Revenue

February tbd – Workshop for the 3% & 1% Partnership Funding

March 31st – Deadline for the 1% Partnership Funding applications to be submitted to the TDA

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

April 16th – Deadline for the 3% Partnership Funding applications to be submitted to the TDA Executive Director

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

May 19th – TDA Finance Committee to review 3% & 1% recommendations and make TDA recommendations on funding. Finance Committee will also be reviewing the Draft 21/22 HCTDA Budget and making a recommendation for approval

May 26th – TDA Board meets for Annual Budget Forum to review Proposed 21/22 HCTDA budget including the 3% & 1% recommendations and then moves into regularly scheduled TDA Board meeting to approve the 21/22 HCTDA budget including the 3% & 1% funding

May 27th - 3% & 1% Partnership Funding Applicants are notified of approved funding allocations

Haywood County Tourism Development Authority
2021 Board of Directors

Name & Address		Term Expires	Category
Dave Angel Elevated Mtn. Distillery 3732 Soco Road Maggie Valley, NC 28751	Work: 944-0766 Mobile: 734-1084 Email: dangel@elevatedmountain.com	2021	Tourist Related Business
Mike Eveland Town of Maggie Valley 70 Soco Road Maggie Valley, NC 28751	Work: 926-0201 Mobile: 242-3012 Email: mikesroadking06@yahoo.com	2021	Town of Maggie Valley
Lyndon Lowe Twinbrook Resort 230 Twinbrook Lane Maggie Valley, NC 28751	Work: 926-1388 Mobile: 1-941-544-2183 Email: lyndonandgreg@snyderlowe.com	2021	20 Units or Less
Mike Huber Lake Junaluska Conference Center P.O. Box 67 Lake Junaluska, NC 28745	Work: 454-6716 Mobile: Email: mhuber@lakejunaluska.com	2022	More Than 20 Units
Katy McLean Gould Town of Clyde 144 Industrial Park Drive Waynesville, NC 28786	Work: 627-4512 Mobile: Email: kmgould@haywood.edu	2022	Town of Clyde
Colleen Davis The Jeweler's Workbench 80 N. Main Street Waynesville, NC 28786	Work: 456-2260 Mobile: Email: cdavis@thejwbench.com	2022	Tourist Related Business
VACANT	Work: Mobile: Email:	2022	20 Units or Less
Chris Corbin Waynesville Inn Golf Resort & Spa 176 Country Club Drive Waynesville, NC 28786	Work: 456-3551 est. 303 Mobile: 734-0806 Email: operations@twigolfresort.com	2023	More Than 20 Units
Tammy Wight Clarketon Motel 1527 Soco Road Maggie Valley, NC 28751	Work: 926-3539 Mobile: 273-3539 Email: info@clarketonmotel.com	2023	20 Units or Less

(over)

HCTDA Meeting Dates
2021

Location of HCTDA Board Meetings will be determined on a monthly basis due to the status of government recommendations on gatherings.

January 27th – Organizational Meeting & Election of Chair & Vice Chair

February 24th – Regular Meeting

March 24th – Board Retreat – 9:00am – 3:00pm

April 28th – Regular Meeting

May 5th – Tourism Week Event

May 26th – Annual Budget Forum & Budget Approval including 3% & 1% Partnership Funding Allocations

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July – No Meeting

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