VISIT NC SMOKIES

Haywood County Tourism Development Authority
Board of Directors Meeting

Bethea Welcome Center, Lake Junaluska

Date: December 1st, 2021 Time: 9:00AM

I. **Call to Order – Chairman Lowe**

II. **Introductions – Chairman Lowe**

III. **Adjustment of Agenda**

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

V. **Board Comments**

VI. **Consent Agenda – Chairman Lowe**

a. Request Approval of Minutes – September 29th & Nov. 17th, 2021

VII. **Administrative/Committee Reports**

a. September & October Financial Reports – Kristian Owen

b. 3%, 1% & 4% Net Occupancy Tax Reports – Chris Corbin

c. STR & AirDNA Reports – P. Shah

VIII. **New Business – Chairman Lowe**

a. Request Approval for Revenue Increase by 23%. The 3% increase amount is $303,230 and the 1% increase amount is $101,077.

b. Request Approval of 1% & 3% Grants

c. Request Approval of One Time Project Fund Timeline

d. Request Approval of Constangy, Brooks, Smith & Prophete LLP Engagement Letter/Legal Services Agreement

e. Request Approval of Underwood, Dills & Associates, P.C. Agreement

f. Request Approval of Board Member at Large to serve on Executive Committee

IX. **Old Business – Chairman Lowe**

X. **Recognize Outgoing Board Members – Lynn Collins**

XI. **Adjournment**

XII. **10 Minute Media Communication Schedule**

HCTDA Board Meeting Minutes
September 29th, 2021
Gaines Auditorium, Bethea Welcome Center, Lake Junaluska

Members Present: Lyndon Lowe, Chris Corbin, Kristian Owen, Shelley White, Mike Eveland, Kirk Kirkpatrick, Tammy Wight, Mike Huber, P. Shah

Members Absent: Dave Angel, Will Jones, Gail Mull, Jon Feichter, David Francis, Colleen Davis

Chairman Lyndon Lowe called the HCTDA Board meeting to order at 9:05am.

Introductions

Chairman Lowe welcomed Dr. Shelley White, President of Haywood Community College to the Board. Dr. White is serving as the Clyde Municipal Representative.

Adjustments to Agenda

- Chairman Lowe stated that since we don't have a quorum we will move forward with reports until we have a quorum to vote on Consent Agenda & New Business.

Public Comment

- No public comment.

Board Comments

- Commissioner Kirkpatrick stated that he was surprised by the number of visitors on the Blue Ridge Parkway and asked if we would think about spending some money to assist with upkeep on our section of the Parkway.
- Chairman Lowe informed the board that we paid to have the views cleared for a number of years.
- Director Collins explained that it depended on the Superintendent as to how successful we are in working with the BRP. We have a new Superintendent that plans to be here long term and is looking to find solutions. The Great American Outdoors Act will provide funding for some of the maintenance backlog. We have a call set up with the Superintendent next week. If the board decides to raise revenue for this year, we can include the BRP.
- Commissioner Kirkpatrick stated that it was discouraging to see the Overlook overgrown.
- P. Shah stated that there needs to be some rules and signage in place regarding how to be a good visitor.

Lake Junaluska Wayfinding Presentation

- Rebecca Mathis shared a PowerPoint presentation with the TDA Board showing all of the different NCDOT directional signage in the surrounding area referencing Lake Junaluska. Some signs are labeled as Lake Junaluska, some as Lake Junaluska Assembly, some as Junaluska, etc. Lake Junaluska is requesting that throughout the upcoming road construction project, and as signs are replaced, that the signs would have consistent messaging and directing people to the Lake Junaluska Main Entrance. As part of the proposal they are submitting to NCDOT request these changes, they are requesting a letter of support from the HCTDA. The recently installed TDA Wayfinding signage does have the correct wording and directions.
- P. Shah made a motion to submit a letter of support for the NCDOT request for signage for Lake Junaluska.
- Chris Corbin seconded the motion.
- Mike Huber abstained from the vote.
- Motion passed.

Consent Agenda

- Mike Huber made a motion to approve the Consent Agenda as presented.
- P. Shah seconded the motion.
- Motion passed unanimously.

New Business

- Chairman Lowe asked Government Relations Chairman, P. Shah to report on the next three items.
- P. Shah stated that over the past few months the Government Relations Committee had been working to clean up some items in the TDA Bylaws. Over the past few years, it has been difficult to recruit new board members because of a lack of participation from the tourism community. The Committee is recommending the amended language be added to the Bylaws under Article 11, Authority Members, Section 1: In the event that no applications are received for a vacant HCTDA Board seat, the previous seat holder would be eligible to serve another 3-year term in or not to have a vacant board seat.
- P. Shah presented the second amendment to the Bylaws for Article IV, Committees, Executive Committee. He explained that previously, the Executive Committee has been made up of the TDA Chairman, Vice Chairman and the Chairmen of the TDA standing committees. Over the past two years, during the pandemic, the majority of the committees have not been active due to the pandemic. The Government Relations Committee is recommending that the Executive Committee consist of 5 members to include the Chairman, Vice Chairman, Ex Officio Finance Director, Ex Officio Economic Development Director and one at large HCTDA board member. In addition, the Executive Committee will serve as the Nominating Committee for HCTDA Officers.
- Chairman Lowe requested a motion for the recommendation.

- P. Shah made a motion to approve the amended language to the Bylaws as presented.
- Mike Huber seconded the motion.
- Motion passed unanimously.

- P. Shah informed the Board that over the past few years the board has made some changes to the composition of the 1% Zip Code Subcommittees including decreasing the size from 5 people to three people. Since then, some zip codes have had people serving on their subcommittee who are not tourism oriented. We want people from tourism related businesses to serve on these Zip Code 1% Subcommittees. The Government Relations Committee is recommending the following changes to the composition of the 1% Zip Code Subcommittees:
- One member will be a representative of the short-term rental industry (to include hotel/motel, vacation rentals, etc.) an owner or manager, from within the appropriate zip code and recommended by the Town Aldermen.
- One member will be an owner or manager of a tourism related business or short-term rental accommodations within the appropriate zip code and recommended by the Town Aldermen.
- In the Lake Junaluska zip code the recommendations (in addition to the TDA Board Member from the 28745 zip code) will be determined by. Lake Junaluska Executive Management.
- If a zip code area is unable to fulfill the requirements for recommending the Subcommittee positions, an HCTDA board member will be assigned to fill the available seat.
- P. Shah made a motion to approve the amended language for the Composition of the 1% Zip Code Subcommittees.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
- Chairman Lowe moved on to the next item which is a refund request for an occupancy tax duplicate payment. The property owner for the Down by the River Cabin did not realize that VRBO had started paying the tax on the owners' behalf and is requesting a refund. The Haywood County Finance Office shows that the amount paid by the owner is $998.83 which is the amount that should be refunded. The Finance Committee is recommending approval of the refund.
- Chris Corbin made a motion to refund the occupancy tax in the amount of $998.83.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Kristian Owen presented the July Financial Report as follows:

Total Cash in Bank	$1,417,781.40
Total Assets	$1,714,840.43
Total Payroll Liabilities	$ 1,323.73
Total Liabilities	$ 1,448.31

Net Revenue	$ 1,807.77
Revenues YTD	$ 1,807.77 (.09%)
Expenses YTD	$ 100,456.97 (5.14%)
Net Income	$ -98,649.20

Finance Committee Report

- Finance Chairman Chris Corbin reviewed the 3% report informing the board that for the month of July the 3% was More than $250,000 which is the largest collection month the TDA has ever had. He went on to say that the Finance Committee has had preliminary discussions about increasing revenue if the trend continues.
- Chris moved on to the 1% report stating that all zip codes were up above budget projections.
- On the 4% report Chris stated that the pie charts look relatively normal. This month's report reflects the first time the vacation rentals have been combined with the cabins. There is an uptick in the Hotel/Motel category which is good to see.
- The Penalty Report is very short this month which is encouraging. It even shows some overpayments.

STR & AirDNA Reports

- P. Shah presented the STR report and stated that Hotel occupancy is looking better at 53% versus 43% last year. In the first 8 months of 21 occupancy has increased by 44% over 2020.
- Average Daily Rate ytd has increased by 13% and by 6% for the running 12 months.
- From the Hotel/Motel perspective, it is coming back strong, but we will have to wait and see it that continues.
- P. Shah reported that the AirDNA report shows the numbers are still showing growth in the Vacation Rentals with an almost 50% increase in listings. You can look at the report and see the impact it has on housing. The occupancy held steady as well as the RevPAR.

Reports are on file at www.HaywoodTDA.com

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 9:56am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

Special Called HCTDA Board Meeting Minutes
November 17th, 2021
Bethea Welcome Center, Lake Junaluska

Members Present: Lyndon Lowe, Mike Eveland, Chris Corbin, Colleen Davis, Will Jones, P. Shah, Tammy Wight, Jon Feichter, Shelley White, Mike Huber, Dave Angel, Kirk Kirkpatrick, David Francis, Kristian Owen

Members Absent: Gail Mull

Others Present: TDA Staff; Lynn Collins, Ben Wilder

Chairman Lyndon Lowe called the HCTDA Board Meeting to order at 9:01am and informed the board members that the purpose of the Special Called meeting is to discuss the buyout of the TDA leased vehicle which is a 2019 Chevrolet Traverse with 16,526 miles on it. The mileage is low due to the lack of staff traveling less during the past 2 years.

The lease officially ends in January. We have spoken with the dealership, and they do not have inventory for us to do a new lease. The leasing company also will not extend the lease. The deadline for the buyout is Nov. 18th, hence the reason for the special called meeting. The buyout cost is $26,152.38. If we choose not to do the buyout then we would turn the car in at the end of the lease in January.

Mike Eveland asked about getting an extended warranty and Mike Huber inquired about the cost of an extended warranty. Director Collins informed them that she would bring that information to the December 1st board meeting for consideration. P. Shah asked if we have been paying for oil changes and tire rotation. Director Collins stated that the first few were free, but we had paid for the last maintenance that was done.

Colleen Davis made a motion to do the buyout for the Chevrolet Traverse in the amount of $26,152.38.

Tammy Wight seconded the Motion.

Motion passed unanimously.

Adjournment

- Chairman Lowe adjourned the meeting at 9:06am.
- Lynn Collins, Recorder

Haywood County Tourism Development Authority

Financial Statements

September 2021

VisitNC Smokies

3:25 PM
11/10/21
Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of September 30, 2021

	Sep 30, 21	
ASSETS		
Current Assets		
Checking/Savings		
100001 · 1% Cash in Bank - 1st Citizens		202,286.58
100002 · 3% Cash in Bank - 1st Citizens		543,031.57
111501 · NCCMT - 9152 3% General Investm		736,294.74
111503 · NCCMT - 9863 1% General Investm		199,982.06
112000 · Visitor Center Clearing		79.16
Total Checking/Savings		1,681,674.11
Other Current Assets		
119000 · Petty Cash - TDA		100.00
119001 · Petty Cash - VC		100.00
130001 · Prepaid Expense		1,514.00
Total Other Current Assets		1,714.00
Total Current Assets		1,683,388.11
TOTAL ASSETS		**1,683,388.11**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
231700 · Payroll Liabilities		
Federal Taxes (941/944)	1,841.23	
NC Income Tax	1,662.00	
NC Pension Payable	2,659.27	
Total 231700 · Payroll Liabilities		6,162.50
231800 · Sales Tax Payable		317.47
Total Other Current Liabilities		6,479.97
Total Current Liabilities		6,479.97
Total Liabilities		6,479.97
Equity		
329300 · Net Assets as July 1		1,812,041.33
Net Income		-135,133.19
Total Equity		1,676,908.14
TOTAL LIABILITIES & EQUITY		**1,683,388.11**

Haywood County Tourism Development Authority
Budget vs Actuals
September 2021

	Sep 21	Jul - Sep 21	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	250,375.90	250,375.90	1,318,393.00	18.99%
427012 · 1% Net 28716 Occupancy Tax	6,775.86	6,775.86	35,157.00	19.27%
427013 · 1% Net 28721 Occupancy Tax	3,791.44	3,791.44	21,974.00	17.25%
427014 · 1% Net 28745 Occupancy Tax	7,572.52	7,572.52	39,551.00	19.15%
427015 · 1% Net 28751 Occupancy Tax	38,782.63	38,782.63	210,943.00	18.39%
427016 · 1% Net 28785/28786 Occupancy Tx	26,591.45	26,591.45	131,839.00	20.17%
427112 · App. of Fund Balance 28716	0.00	0.00	6,103.00	0.0%
427113 · App.of Fund Balance 28721	0.00	0.00	3,996.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	9,158.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	34,101.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,612.00	0.0%
449201 · Product Sales	1,625.29	4,843.00	15,500.00	31.25%
449810 · Visitor Guide Ad Sales	8,500.00	8,500.00	29,000.00	29.31%
449910 · Internet Ad Sales	0.00	0.00	20,000.00	0.0%
483491 · Investment Earnings 3%	6.05	18.55	250.00	7.42%
483492 · Investment Earnings 1%	1.64	5.04	75.00	6.72%
483831 · Net Occupancy Tax Penalties 3%	165.81	165.81	5,000.00	3.32%
499990 · Fund Balance Appropriation 3%	0.00	0.00	50,000.00	0.0%
Total Income	344,188.59	347,422.20	1,953,652.00	17.78%
Gross Profit	344,188.59	347,422.20	1,953,652.00	17.78%
Expense				
512101 · Salaries-Admin-Promo	13,826.83	31,645.24	120,059.00	26.36%
512110 · NC State Retirement - Promo	3,952.78	9,099.92	33,467.00	27.19%
512201 · Salaries-Visitor Center	5,352.88	13,183.65	52,422.00	25.15%
512221 · FICA Visitor Ctr	409.49	1,008.55	4,070.00	24.78%
517001 · Board Members-Promo	82.03	82.03	1,500.00	5.47%
518101 · FICA Admin	1,057.75	2,420.86	9,305.00	26.02%
518201 · Salaries Marketing	18,620.34	43,172.45	175,600.00	24.59%
518202 · FICA Marketing	1,284.97	3,111.02	13,609.00	22.86%
518301 · Group Health Insurance - Promo	5,984.34	12,638.15	39,558.00	31.95%
518601 · Worker's Comp-Promotional-Promo	0.00	1,514.00	1,514.00	100.0%
519101 · Accounting Services-Promo	351.00	351.00	8,655.00	4.06%
519203 · Prof. Svcs - Contract Svcs-P	30,568.11	69,236.24	156,487.00	44.24%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-21,973.00	0.0%
526001 · Office Supplies-Promo	163.32	669.84	3,000.00	22.33%
526101 · Visitor Center Supplies	579.47	579.47	2,000.00	28.97%
527001 · Purchases/Resale-Promo	2,294.07	2,883.74	12,000.00	24.03%
529901 · NonExpendable Office Supp-TR	970.34	970.34	1,000.00	97.03%
531201 · Travel-NonLocal-Promo	0.00	0.00	2,900.00	0.0%
531301 · Fuel-T Related	73.86	73.86	600.00	12.31%
532101 · Telephone-Promo	288.16	1,184.50	7,560.00	15.67%
532201 · Postage-Promo	259.22	557.82	12,000.00	4.65%

Haywood County Tourism Development Authority
Budget vs Actuals
September 2021

	Sep 21	Jul - Sep 21	YTD Budget	% of Budget
534901 · Print & Bind-Promo	97.37	3,333.50	8,200.00	40.65%
535201 · Repair & Maintenance-Promo	1,324.32	2,449.32	9,000.00	27.22%
537101 · Marketing-Promo	1,565.14	2,815.14	20,000.00	14.08%
537221 · Advertise-PR/Internet/Billboard	49,651.40	144,435.40	515,000.00	28.05%
537301 · Visitor Guide Ads-Promo	0.00	0.00	30,000.00	0.0%
537401 · Education-Promo	198.00	198.00	2,850.00	6.95%
537701 · Public Relations/Comm-Promo	433.11	433.11	8,050.00	5.38%
537801 · Group Sales-Promo	3,315.70	7,565.70	51,300.00	14.75%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,567.90	10,261.60	31,008.00	33.09%
543201 · Equipment Lease-Promo	548.61	2,930.50	14,976.00	19.57%
545101 · Liability Insurance-Promo	4,093.00	4,093.00	7,544.00	54.26%
549101 · Dues & Subscriptions-Promo	3,316.19	9,271.19	15,382.00	60.27%
549902 · Bank Charges-Promo	374.15	577.08	2,560.00	22.54%
549903 · Property Tax	277.33	277.33	400.00	69.33%
549910 · 28716 (Canton) Promo	2,200.00	2,200.00	26,339.00	8.35%
549911 · 28716 - Canton - Tourism	0.00	0.00	13,169.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	16,583.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	8,292.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	31,158.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,579.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	12,054.00	29,403.00	156,355.00	18.81%
549917 · 28751 - Maggie Valley - Tourism	8,860.00	8,860.00	78,178.00	11.33%
549918 · 28785/86 (Waynesville)	8,650.00	20,560.00	98,589.00	20.85%
549919 · 28785/86 - Waynesville -Tourism	14,700.00	14,700.00	49,294.00	29.82%
549921 · Canton- Admin	0.00	0.00	1,758.00	0.0%
549922 · Clyde- Admin	0.00	0.00	1,099.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,977.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	10,547.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	6,592.00	0.0%
568101 · 3% Grant Promo	0.00	0.00	20,000.00	0.0%
568102 · 3% Grants TR	0.00	22,500.00	32,000.00	70.31%
570102 · Utilities	732.09	1,730.56	6,120.00	28.28%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	201,077.27	483,167.11	1,953,652.00	24.73%
Net Ordinary Income	143,111.32	-135,744.91	0.00	100.0%
Net Income	**143,111.32**	**-135,744.91**	**0.00**	**100.0%**

Haywood County Tourism Development Authority

Financial Statements

October 2021

VISIT NC SMOKIES

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

		Oct 31, 21
ASSETS		
Current Assets		
Checking/Savings		
100001 · 1% Cash in Bank - 1st Citizens		231,751.70
100002 · 3% Cash in Bank - 1st Citizens		659,240.30
111501 · NCCMT - 9152 3% General Investm		736,300.99
111503 · NCCMT - 9863 1% General Investm		199,983.76
112000 · Visitor Center Clearing		84.87
Total Checking/Savings		1,827,361.62
Other Current Assets		
119000 · Petty Cash - TDA		100.00
119001 · Petty Cash - VC		100.00
130001 · Prepaid Expense		1,514.00
Total Other Current Assets		1,714.00
Total Current Assets		1,829,075.62
TOTAL ASSETS		**1,829,075.62**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
231700 · Payroll Liabilities		
Federal Taxes (941/944)	1,818.48	
NC Income Tax	1,666.00	
NC Pension Payable	2,636.16	
Total 231700 · Payroll Liabilities		6,120.64
231800 · Sales Tax Payable		170.29
Total Other Current Liabilities		6,290.93
Total Current Liabilities		6,290.93
Total Liabilities		6,290.93
Equity		
329300 · Net Assets as July 1		1,812,041.33
Net Income		10,743.36
Total Equity		1,822,784.69
TOTAL LIABILITIES & EQUITY		**1,829,075.62**

Haywood County Tourism Development Authority
Budget vs Actuals
October 2021

	Oct 21	Jul - Oct 21	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	208,444.38	458,820.28	1,318,393.00	34.8%
427012 · 1% Net 28716 Occupancy Tax	5,119.90	11,895.76	35,157.00	33.84%
427013 · 1% Net 28721 Occupancy Tax	2,946.15	6,737.59	21,974.00	30.66%
427014 · 1% Net 28745 Occupancy Tax	7,515.60	15,088.12	39,551.00	38.15%
427015 · 1% Net 28751 Occupancy Tax	31,090.87	69,873.50	210,943.00	33.12%
427016 · 1% Net 28785/28786 Occupancy Tx	22,859.60	49,451.05	131,839.00	37.51%
427112 · App. of Fund Balance 28716	0.00	0.00	6,103.00	0.0%
427113 · App.of Fund Balance 28721	0.00	0.00	3,996.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	9,158.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	34,101.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,612.00	0.0%
449201 · Product Sales	2,431.57	7,274.57	15,500.00	46.93%
449810 · Visitor Guide Ad Sales	8,100.00	16,600.00	29,000.00	57.24%
449910 · Internet Ad Sales	0.00	0.00	20,000.00	0.0%
483491 · Investment Earnings 3%	6.25	24.80	250.00	9.92%
483492 · Investment Earnings 1%	1.70	6.74	75.00	8.99%
483831 · Net Occupancy Tax Penalties 3%	151.98	317.79	5,000.00	6.36%
499990 · Fund Balance Appropriation 3%	0.00	0.00	50,000.00	0.0%
Total Income	288,668.00	636,090.20	1,953,652.00	32.56%
Gross Profit	288,668.00	636,090.20	1,953,652.00	32.56%
Expense				
512101 · Salaries-Admin-Promo	8,761.82	40,407.06	120,059.00	33.66%
512110 · NC State Retirement - Promo	2,691.86	11,791.78	33,467.00	35.23%
512201 · Salaries-Visitor Center	3,387.41	16,571.06	52,422.00	31.61%
512221 · FICA Visitor Ctr	259.13	1,267.68	4,070.00	31.15%
517001 · Board Members-Promo	306.08	388.11	1,500.00	25.87%
518101 · FICA Admin	670.29	3,091.15	9,305.00	33.22%
518201 · Salaries Marketing	13,092.62	56,265.07	175,600.00	32.04%
518202 · FICA Marketing	988.54	4,099.56	13,609.00	30.12%
518301 · Group Health Insurance - Promo	3,737.82	16,375.97	39,558.00	41.4%
518601 · Worker's Comp-Promotional-Promo	0.00	1,514.00	1,514.00	100.0%
519101 · Accounting Services-Promo	3,400.00	3,751.00	8,655.00	43.34%
519203 · Prof. Svcs - Contract Svcs-P	8,700.00	77,936.24	156,487.00	49.8%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-21,973.00	0.0%
526001 · Office Supplies-Promo	69.62	739.46	3,000.00	24.65%
526101 · Visitor Center Supplies	158.13	737.60	2,000.00	36.88%
527001 · Purchases/Resale-Promo	3,371.90	6,255.64	12,000.00	52.13%
529901 · NonExpendable Office Supp-TR	0.00	970.34	1,000.00	97.03%
531201 · Travel-NonLocal-Promo	0.00	0.00	2,900.00	0.0%
531301 · Fuel-T Related	52.46	126.32	600.00	21.05%
532101 · Telephone-Promo	868.14	2,052.64	7,560.00	27.15%
532201 · Postage-Promo	166.88	724.70	12,000.00	6.04%

Haywood County Tourism Development Authority
Budget vs Actuals
October 2021

	Oct 21	Jul - Oct 21	YTD Budget	% of Budget
534901 · Print & Bind-Promo	0.00	3,333.50	8,200.00	40.65%
535201 · Repair & Maintenance-Promo	1,471.29	3,920.61	9,000.00	43.56%
537101 · Marketing-Promo	788.54	3,603.68	20,000.00	18.02%
537221 · Advertise-PR/Internet/Billboard	36,476.24	180,911.64	515,000.00	35.13%
537301 · Visitor Guide Ads-Promo	0.00	0.00	30,000.00	0.0%
537401 · Education-Promo	584.06	782.06	2,850.00	27.44%
537701 · Public Relations/Comm-Promo	0.00	433.11	8,050.00	5.38%
537801 · Group Sales-Promo	2,238.72	9,804.42	51,300.00	19.11%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,567.90	12,829.50	31,008.00	41.38%
543201 · Equipment Lease-Promo	1,393.21	4,323.71	14,976.00	28.87%
545101 · Liability Insurance-Promo	0.00	4,093.00	7,544.00	54.26%
549101 · Dues & Subscriptions-Promo	2,823.60	12,094.79	15,382.00	78.63%
549902 · Bank Charges-Promo	410.44	987.52	2,560.00	38.58%
549903 · Property Tax	0.00	277.33	400.00	69.33%
549910 · 28716 (Canton) Promo	0.00	2,200.00	26,339.00	8.35%
549911 · 28716 - Canton - Tourism	0.00	0.00	13,169.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	16,583.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	8,292.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	31,158.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,579.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	19,230.00	48,633.00	156,355.00	31.1%
549917 · 28751 - Maggie Valley - Tourism	1,860.00	10,720.00	78,178.00	13.71%
549918 · 28785/86 (Waynesville)	17,901.00	38,461.00	98,589.00	39.01%
549919 · 28785/86 - Waynesville -Tourism	1,145.00	15,845.00	49,294.00	32.14%
549921 · Canton- Admin	0.00	0.00	1,758.00	0.0%
549922 · Clyde- Admin	0.00	0.00	1,099.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,977.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	10,547.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	6,592.00	0.0%
551001 · Capital Outlay Promo	1,711.99	1,711.99	0.00	100.0%
568101 · 3% Grant Promo	0.00	0.00	20,000.00	0.0%
568102 · 3% Grants TR	0.00	22,500.00	32,000.00	70.31%
570102 · Utilities	606.76	2,337.32	6,120.00	38.19%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	141,891.45	625,058.56	1,953,652.00	31.99%
Net Ordinary Income	146,776.55	11,031.64	0.00	100.0%
Net Income	146,776.55	11,031.64	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2021-2022

	2021-2022 Occupancy Tax Projections	2021-2022 Occupancy Tax Actual	% Change Compared To Budget	2021-2022 Occupancy Tax Penalities	2020-2021 Occupancy Tax Actual	% Change Compared To Previous Year
July	$163,480	$250,376	53%	$166	$173,533	44%
August	$137,112	$208,444	52%	$152	$173,664	20%
September	$132,164	$199,018	51%	$442	$172,717	15%
October	$173,709				$221,520	
November	$100,197				$128,278	
December	$80,421				$117,856	
January	$59,327				$107,520	
February	$54,054				$112,223	
March	$64,601				$131,644	
April	$76,466				$156,955	
May	$118,655				$171,515	
June	$158,207				$221,387	
Total Proj.	$1,318,393				$1,888,812	
YTD	**$432,756**	**$657,838**	**52%**	**$760**	**$519,914**	**27%**

2020/2021
1% NET OCCUPANCY TAX REPORT REVISED

	ACTUAL 28716 CANTON 21/22	PROJECTED 28716 CANTON 21/22	ACTUAL 28716 CANTON 20/21	ACTUAL 28721 CLYDE 21/22	PROJECTED 28721 CLYDE 21/22	ACTUAL 28721 CLYDE 20/21	ACTUAL 28745 LAKE JUNALUSKA 21/22	PROJECTED 28745 LAKE JUNALUSKA 21/22	ACTUAL 28745 LAKE JUNALUSKA 20/21	ACTUAL 28751 MAGGIE VALLEY 21/22	PROJECTED 28751 MAGGIE VALLEY 21/22	ACTUAL 28751 MAGGIE VALLEY 20/21	ACTUAL 28785 & 28786 WAYNESVILLE 21/22	PROJECTED 28785 & 28786 WAYNESVILLE 21/22	ACTUAL 28785 & 28786 WAYNESVILLE 20/21
July 2021 Received September 2021	$ 6,776	$ 3,656	$ 4,772	$ 3,791	$ 1,940	$ 2,930	$ 7,573	$ 5,537	$ 3,948	$ 38,783	$ 29,141	$ 28,398	$ 26,591	$ 15,666	$ 17,933
August 2021 Received October 2021	$ 5,120	$ 3,515	$ 4,854	$ 2,946	$ 1,406	$ 3,376	$ 7,516	$ 4,350	$ 3,873	$ 31,091	$ 22,209	$ 26,564	$ 22,860	$ 14,985	$ 19,260
September 2021 Received November 2021	$ 4,934	$ 4,570	$ 4,775	$ 2,880	$ 1,336	$ 2,921	$ 6,457	$ 3,955	$ 3,723	$ 30,995	$ 22,359	$ 27,746	$ 21,221	$ 12,942	$ 18,584
October 2021 Received December 2021		$ 4,218	$ 5,094		$ 2,021	$ 3,389		$ 5,141	$ 5,690		$ 27,242	$ 37,011		$ 19,072	$ 22,767
November 2021 Received January 2022		$ 2,918	$ 3,559		$ 1,406	$ 2,843		$ 3,164	$ 2,166		$ 15,398	$ 20,407		$ 12,260	$ 13,863
December 2021 Received February 2022		$ 2,039	$ 3,033		$ 1,529	$ 2,308		$ 1,784	$ 1,965		$ 14,585	$ 21,039		$ 7,492	$ 11,021
January 2022 Received March 2022		$ 1,476	$ 2,589		$ 1,582	$ 2,465		$ 1,186	$ 1,167		$ 10,547	$ 18,209		$ 5,585	$ 11,832
February 2022 Received April 2022		$ 1,617	$ 2,796		$ 1,090	$ 2,499		$ 988	$ 1,672		$ 9,313	$ 19,182		$ 5,449	$ 11,516
March 2022 Received May 2022		$ 1,412	$ 4,215		$ 1,300	$ 2,840		$ 1,582	$ 1,634		$ 9,523	$ 20,372		$ 6,130	$ 14,969
April 2022 Received June 2022		$ 2,179	$ 4,656		$ 1,054	$ 2,920		$ 1,977	$ 2,725		$ 10,547	$ 25,190		$ 8,446	$ 17,076
May 2022 Received July 2022 (unavailable)		$ 3,093	$ 4,509		$ 1,406	$ 2,251		$ 3,559	$ 4,799		$ 16,875	$ 25,679		$ 12,676	$ 20,009
June 2022 Received August 2022 (unavailable)		$ 4,464	$ 6,306		$ 1,511	$ 3,453		$ 6,328	$ 5,374		$ 23,203	$ 35,251		$ 15,530	$ 23,455
Budget Totals	**$ 16,830**	**$ 35,157**	**$ 51,158**	**$ 9,617**	**$ 17,581**	**$ 34,195**	**$ 21,546**	**$ 39,551**	**$ 38,736**	**$ 100,869**	**$ 210,942**	**$ 305,048**	**$ 70,672**	**$ 136,233**	**$ 202,285**
	Projected	**YTD**	**YTD vs Projected**												
Total 1% Collections for 21/22	**$ 439,464**	**$ 219,534**	**50%**												
Comparison of YTD AUG vs YTD Total	**143%**			**205%**			**156%**			**137%**			**162%**		
Comparison of YTD Actual vs Total Projected	**48%**			**55%**			**54%**			**48%**			**52%**		
Comparison of Aug Actual vs Aug Projected	**108%**			**216%**			**163%**			**139%**			**164%**		
Comparison of YTD Actual vs Total Actual 20/21	**33%**			**28%**			**56%**			**33%**			**35%**		
% Share of YTD 1% Total Collections	**8%**			**6%**			**10%**			**46%**			**32%**		

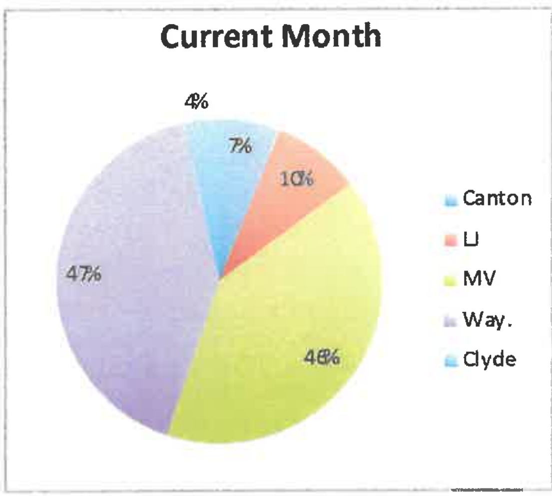
Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
September 2021

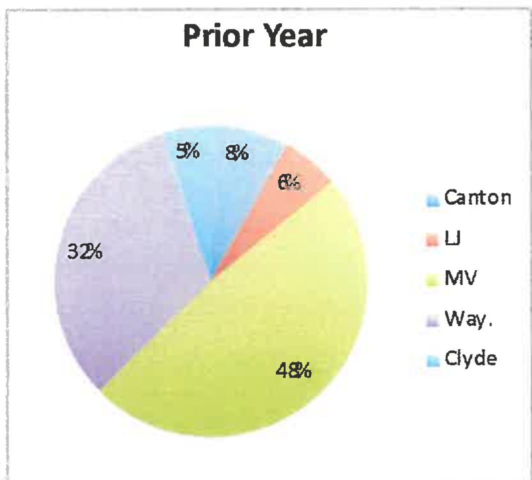
Active Account Performance			**Variance**
	September 2021	September 2020	
Canton	37	32	14%
Clyde	19	21	11%
Lake Junalusk	22	21	5%
Maggie Valley	182	175	4%
Waynesville	123	114	7%
Total	**383**	**363**	**5%**

Distribution Comparison	
Total Distribution **3%**	$199,017.78
Distribution Previous Year	($172,716.89)
Difference	$26,300.89
Variance	13%

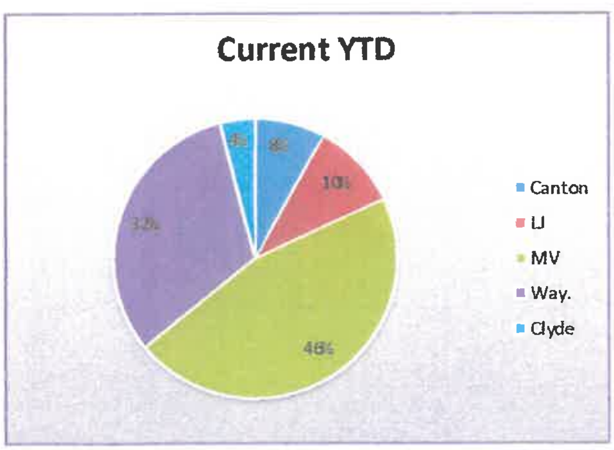
Distribution Information	
Remittance Type	**Distrubution**
Taxes Remitted for Period **4%**	$268,037.41
Penalties	$595.34
Sub Total	**$268,632.75**
Fee to County	($2,686.33)
Total Distribution 4%	**$265,946.42**

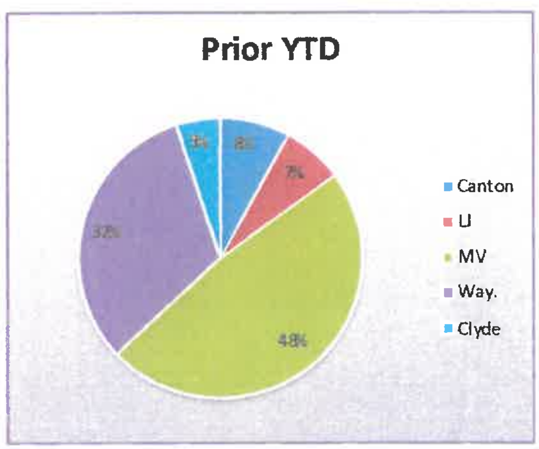
GROSS ROOM NIGHT SALES BREAKDOWN





GROSS ROOM NIGHT SALES YTD BREAKDOWN





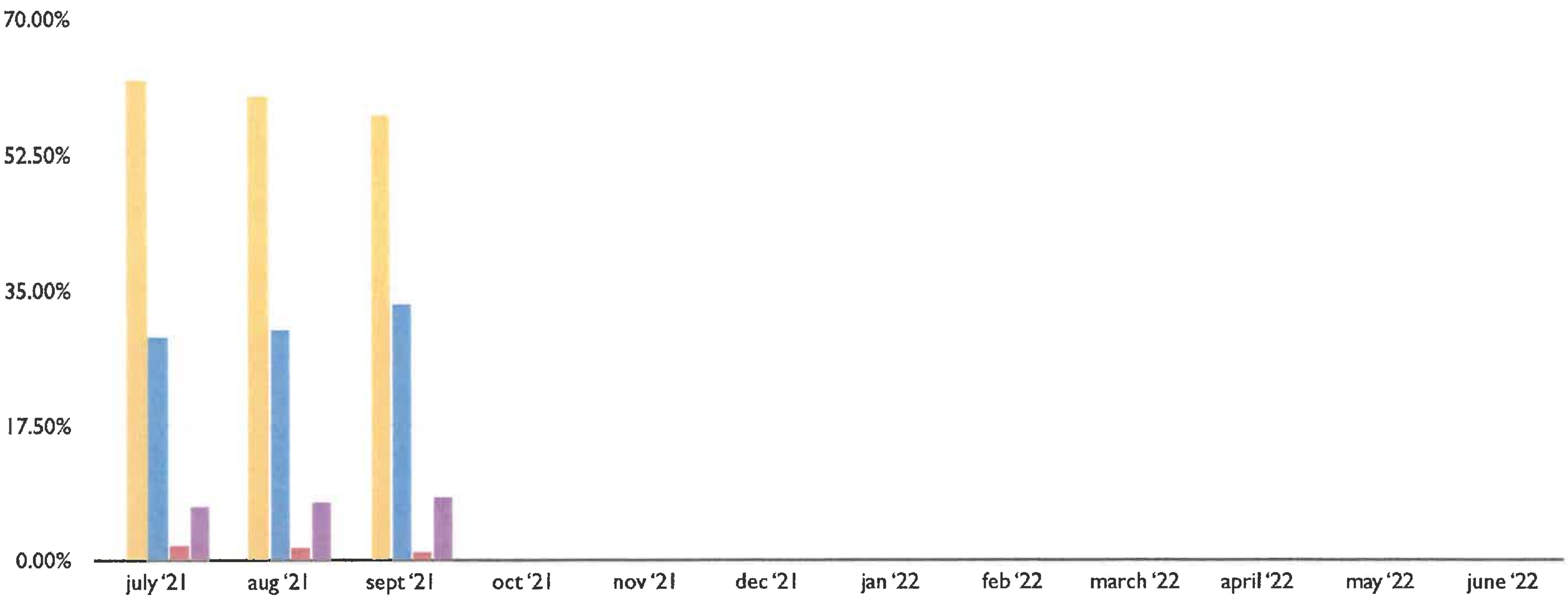
Sales: September, 21 Remittance: October, 21
Distribution: November, 21

21/22 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2021 - JUNE 2022

TYPE	JULY '21	AUG '21	SEPT '21	OCT '21	NOV '21	DEC '21	JAN '22	FEB '22	MARCH '22	APRIL '22	MAY '22	JUNE '22
C	0.00%	0.00%	0.05%									
CCV + VR	62.00%	60.00%	57.50%									
HM	29.00%	30.00%	33.00%									
CCR	2.00%	1.50%	1.00%									
BBIL	7.00%	7.50%	8.00%									

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



C
Campgrounds

CCV +VR
Cabins/Cottages/Villas + Vacation Rentals

HM
Hotel/Motels

CCR
Country Clubs/Resorts

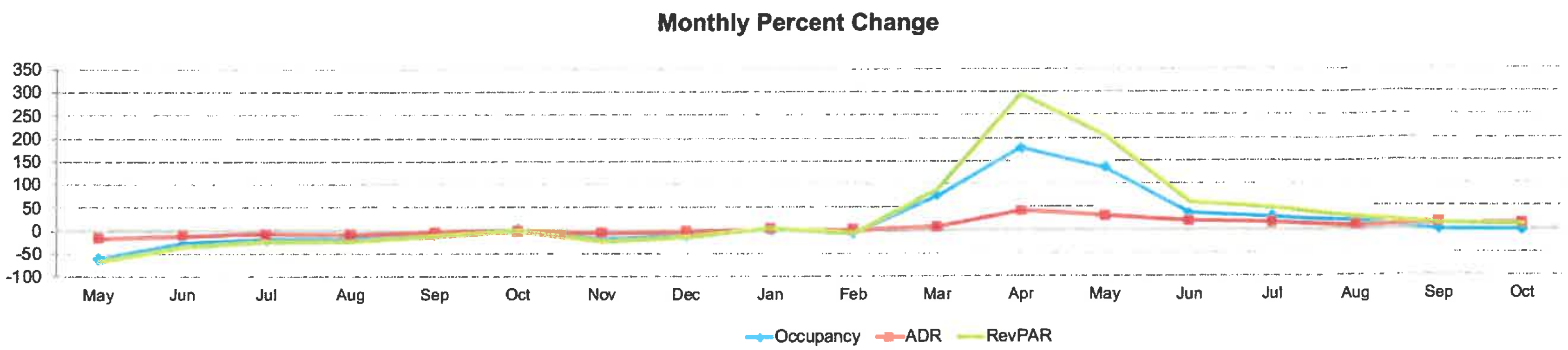
BBIL
Bed & Breakfasts Inns & Lodges

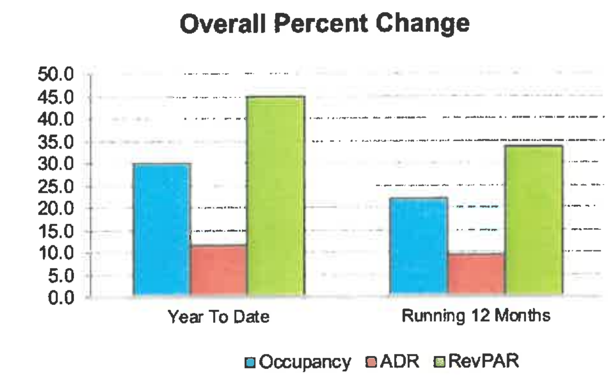
b 2 - Trend Haywood County, NC

Currency: USD - US Dollar

ood County Tourism Development Authority

ie Month of October 2021





ccupancy (%)	2020								2021										Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021
This Year	23.5	46.9	55.0	50.6	55.8	70.5	43.8	36.8	33.9	38.0	45.9	57.2	55.3	63.8	70.5	60.1	55.5	69.1	56.3	42.7	55.5	55.1	43.5	53.0
Last Year	60.4	64.9	68.4	60.8	60.7	69.1	53.5	41.5	33.5	40.6	26.2	20.5	23.5	46.9	55.0	50.6	55.8	70.5	55.9	56.3	42.7	55.1	55.1	43.5
Percent Change	-61.2	-27.7	-19.6	-16.7	-8.1	2.0	-18.2	-11.4	1.3	-6.5	75.4	178.3	135.6	36.1	28.3	18.6	-0.4	-2.0	0.7	-24.1	29.9	0.0	-21.1	21.9

ADR	2020								2021										Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021
This Year	87.91	98.39	109.30	105.92	105.72	121.88	100.75	97.83	94.33	95.53	95.60	105.90	113.73	115.78	126.19	114.77	120.27	136.95	108.48	102.97	114.95	107.24	103.30	113.05
Last Year	106.50	111.56	118.52	116.56	110.57	124.30	107.23	101.71	92.68	95.60	89.12	74.49	87.91	98.39	109.30	105.92	105.72	121.88	108.12	108.48	102.97	106.54	107.24	103.30
Percent Change	-17.5	-11.8	-7.8	-9.1	-4.4	-1.9	-6.0	-3.8	1.8	-0.1	7.3	42.2	29.4	17.7	15.5	8.4	13.8	12.4	0.3	-5.1	11.6	0.7	-3.7	9.4

RevPAR	2020								2021										Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021
This Year	20.62	46.14	60.07	53.64	58.96	85.95	44.10	35.97	32.01	36.26	43.87	60.52	62.85	73.90	88.99	68.94	66.80	94.66	61.09	43.98	63.77	59.11	44.93	59.94
Last Year	64.37	72.37	81.04	70.90	67.10	85.93	57.40	42.18	31.03	38.80	23.32	15.30	20.62	46.14	60.07	53.64	58.96	85.95	60.44	61.09	43.98	58.74	59.11	44.93
Percent Change	-68.0	-36.2	-25.9	-24.3	-12.1	0.0	-23.2	-14.7	3.1	-6.6	88.1	295.6	204.8	60.2	48.1	28.5	13.3	10.1	1.1	-28.0	45.0	0.6	-24.0	33.4

Supply	2020								2021										Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021
This Year	52,204	50,520	52,204	52,204	50,520	52,204	47,340	47,306	46,562	42,056	48,422	48,930	51,987	50,310	51,336	51,336	49,680	51,336	523,743	495,766	491,955	628,061	592,093	586,601
Last Year	57,009	51,240	52,948	52,948	51,240	52,948	48,060	48,267	47,523	42,924	49,383	46,080	52,204	50,520	52,204	52,204	50,520	52,204	543,786	523,743	495,766	648,104	628,061	592,093
Percent Change	-8.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.5	-2.0	-2.0	-2.0	-1.9	6.2	-0.4	-0.4	-1.7	-1.7	-1.7	-1.7	-3.7	-5.3	-0.8	-3.1	-5.7	-0.9

Demand	2020								2021										Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021
This Year	12,244	23,692	28,691	26,438	28,173	36,812	20,721	17,392	15,799	15,964	22,223	27,964	28,730	32,110	36,201	30,836	27,593	35,486	294,944	211,770	272,906	346,214	257,515	311,019
Last Year	34,458	33,240	36,203	32,207	31,094	36,601	25,726	20,019	15,912	17,422	12,922	9,464	12,244	23,692	28,691	26,438	28,173	36,812	303,991	294,944	211,770	357,311	346,214	257,515
Percent Change	-64.5	-28.7	-20.7	-17.9	-9.4	0.6	-19.5	-13.1	-0.7	-8.4	72.0	195.5	134.6	35.5	26.2	16.6	-2.1	-3.6	-3.0	-28.2	28.9	-3.1	-25.6	20.8

Revenue	2020								2021										Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2019	2020	2021	2019	2020	2021
This Year	1,076,332	2,330,966	3,135,795	2,800,202	2,978,517	4,486,737	2,087,631	1,701,473	1,490,318	1,524,979	2,124,426	2,961,346	3,267,432	3,717,797	4,568,282	3,539,031	3,318,487	4,859,701	31,994,855	21,805,336	31,371,799	37,126,559	26,600,150	35,160,904
Last Year	3,669,790	3,708,253	4,290,951	3,754,130	3,437,975	4,549,631	2,758,724	2,036,091	1,474,667	1,665,580	1,151,567	704,972	1,076,332	2,330,966	3,135,795	2,800,202	2,978,517	4,486,737	32,867,486	31,994,855	21,805,336	38,066,584	37,126,559	26,600,150
Percent Change	-70.7	-37.1	-26.9	-25.4	-13.4	-1.4	-24.3	-16.4	1.1	-8.4	84.5	320.1	203.6	59.5	45.7	26.4	11.4	8.3	-2.7	-31.8	43.9	-2.5	-28.4	32.2

Census %	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	43	43	43	43	43	43	39	37	36	36	38	41	43	43	43	43	43	43
Census Rooms	1684	1684	1684	1684	1684	1684	1578	1526	1502	1502	1562	1631	1677	1677	1656	1656	1656	1656
% Rooms Participants	23.3	23.3	23.3	23.3	23.3	23.3	24.9	25.8	32.3	32.3	31.0	32.2	31.3	36.7	35.9	35.9	35.9	35.9

ık row indicates insufficient data.

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

AIRDNA

Data pulled up to Oct-21

140389 - Haywood County

	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Total Available Listings													
Entire Place	1,086	1,062	1,022	986	898	1,080	1,165	1,219	1,256	1,251	1,290	1,321	1,416
Private Room	79	78	73	77	76	80	82	82	78	77	69	73	77
Shared Room	1	1	1	2	2	1	1	1	1	1	1	1	2
Booked Listings													
Entire Place	1,053	1,038	976	927	840	974	1,081	1,165	1,203	1,228	1,224	1,270	1,378
Private Room	76	73	68	64	68	58	73	74	71	73	65	66	71
Shared Room	1	1	1	1	2	0	1	1	1	1	0	0	2
Room Nights - Entire Place													
Total Available	72,603	70,561	69,768	60,989	54,947	68,572	72,535	80,420	80,162	80,402	84,704	85,585	96,289
Booked	59,696	48,863	43,217	30,964	31,190	45,006	47,345	49,607	60,143	66,205	56,641	52,588	71,489
Room Nights - Hotel Comparable													
Total Available	5,420	4,957	4,606	4,478	4,264	5,315	5,795	5,970	6,230	6,424	6,153	6,325	7,203
Booked	4,211	3,182	2,505	1,855	1,958	3,083	3,594	3,599	4,181	4,727	3,963	3,790	5,267
Listing Nights - Entire Place													
Available	27,908	27,248	26,606	23,720	21,321	26,650	28,398	31,257	31,225	31,300	32,288	32,864	37,198
Booked	22,878	18,798	16,378	11,809	11,852	17,104	18,421	19,322	23,033	25,322	21,590	20,306	27,862
Occupancy													
Entire Place	82.0%	69.0%	61.6%	49.8%	55.6%	64.2%	64.9%	61.8%	73.8%	80.9%	66.9%	61.8%	74.9%
Hotel Comparable	77.7%	64.2%	54.4%	41.4%	45.9%	58.0%	62.0%	60.3%	67.1%	73.6%	64.4%	59.9%	73.1%
ADR													
Entire Place	$221.45	$223.79	$231.32	$221.46	$222.34	$223.51	$224.56	$228.47	$232.56	$241.65	$235.12	$229.98	$236.72
Hotel Comparable	$137.82	$135.13	$133.78	$137.66	$136.45	$135.25	$136.56	$143.96	$143.68	$147.39	$139.92	$143.11	$147.78
RevPAR													
Entire Place	$181.54	$154.39	$142.40	$110.26	$123.60	$143.45	$145.66	$141.23	$171.55	$195.49	$157.22	$142.10	$177.31
Hotel Comparable	$107.08	$86.74	$72.76	$57.02	$62.66	$78.45	$84.69	$86.79	$96.43	$108.46	$90.12	$85.75	$108.06

Proposed Increase for Haywood County 3% Net Occupany Tax 2021-2022

	21-22 Budget	21-22 Actual	Proposed % Increase	Proposed Increase	21-22 Adjusted		Actual 20-21		Notes
July	$ 163,480	$ 250,376	23%	$ 37,600	$ 201,080		$ 173,533		Adjusted is less than Actual
August	$ 137,112	$ 208,444	23%	$ 31,536	$ 168,648		$ 173,664		Adjusted is less than Actual
September	$ 132,164	$ 199,460	23%	$ 30,398	$ 162,562		$ 172,717		Adjusted is less than Actual
October	$ 173,709		23%	$ 39,953	$ 213,662		$ 221,520		
November	$ 100,197		23%	$ 23,045	$ 123,242		$ 128,278		
December	$ 80,421		23%	$ 18,497	$ 98,918		$ 117,856		
January	$ 59,327		23%	$ 13,645	$ 72,972		$ 107,520		
Feburary	$ 54,054		23%	$ 12,432	$ 66,486		$ 112,223		
March	$ 64,601		23%	$ 14,858	$ 79,459		$ 131,644		
April	$ 76,466		23%	$ 17,587	$ 94,053		$ 156,955		
May	$ 118,655		23%	$ 27,291	$ 145,946		$ 171,515		
June	$ 158,207		23%	$ 36,388	$ 194,595		$ 221,387		
	$ 1,318,393	$ 658,280	23%	$ 303,230	$ 1,621,623		$ 1,888,812		

	ACTUAL	PROJECTED	ACTUAL		NEW PROJECTED
	28716	28716	28716		28716
	CANTON	CANTON	CANTON		CANTON
	21/22	21/22	20/21		21/22
JUL	$ 6,776	$ 3,656	$ 4,772	23%	$ 4,497
AUG	$ 5,120	$ 3,515	$ 4,854	23%	$ 4,323
SEP	$ 4,934	$ 4,570	$ 4,775	23%	$ 5,621
OCT		$ 4,218	$ 5,094	23%	$ 5,188
NOV		$ 2,918	$ 3,559	23%	$ 3,589
DEC		$ 2,039	$ 3,033	23%	$ 2,508
JAN		$ 1,476	$ 2,589	23%	$ 1,815
FEB		$ 1,617	$ 2,796	23%	$ 1,989
MAR		$ 1,412	$ 4,215	23%	$ 1,737
APR		$ 2,179	$ 4,656	23%	$ 2,680
MAY		$ 3,093	$ 4,509	23%	$ 3,804
JUN		$ 4,464	$ 6,306	23%	$ 5,491
	$ 16,830	$ 35,157	$ 51,158		$ 43,243

	ACTUAL	PROJECTED	ACTUAL		NEW PROJECTED
	28721	28721	28721		28721
	CLYDE	CLYDE	CLYDE		CLYDE
	21/22	21/22	20/21		21/22
JUL	$ 3,791	$ 1,940	$ 2,930	23%	$ 2,386
AUG	$ 2,946	$ 1,406	$ 3,376	23%	$ 1,729
SEP	$ 2,880	$ 1,336	$ 2,921	23%	$ 1,643
OCT		$ 2,021	$ 3,389	23%	$ 2,486
NOV		$ 1,406	$ 2,843	23%	$ 1,729
DEC		$ 1,529	$ 2,308	23%	$ 1,881
JAN		$ 1,582	$ 2,465	23%	$ 1,946
FEB		$ 1,090	$ 2,499	23%	$ 1,341
MAR		$ 1,300	$ 2,840	23%	$ 1,599
APR		$ 1,054	$ 2,920	23%	$ 1,296
MAY		$ 1,406	$ 2,251	23%	$ 1,729
JUN		$ 1,511	$ 3,453	23%	$ 1,859
	$ 9,617	$ 17,581	$ 34,195		$ 21,625

	ACTUAL	PROJECTED	ACTUAL		NEW PROJECTED
	28745	28745	28745		28745
	LJ	LJ	LJ		LAKE JUNALUSKA
	21/22	21/22	20/21		21/22
JUL	$ 7,573	$ 5,537	$ 3,948	23%	$ 6,811
AUG	$ 7,516	$ 4,350	$ 3,873	23%	$ 5,351
SEP	$ 6,457	$ 3,955	$ 3,723	23%	$ 4,865
OCT		$ 5,141	$ 5,690	23%	$ 6,323
NOV		$ 3,164	$ 2,166	23%	$ 3,892
DEC		$ 1,784	$ 1,965	23%	$ 2,194
JAN		$ 1,186	$ 1,167	23%	$ 1,459
FEB		$ 988	$ 1,672	23%	$ 1,215
MAR		$ 1,582	$ 1,634	23%	$ 1,946
APR		$ 1,977	$ 2,725	23%	$ 2,432
MAY		$ 3,559	$ 4,799	23%	$ 4,378
JUN		$ 6,328	$ 5,374	23%	$ 7,783
	$ 21,546	$ 39,551	$ 38,736		$ 48,648

	ACTUAL	PROJECTED	ACTUAL		NEW PROJECTED
	28751	28751	28751		28751
	MV	MV	MV		MAGGIE VALLEY
	21/22	21/22	20/21		21/22
JUL	$ 38,783	$ 29,141	$ 28,398	23%	$ 35,843
AUG	$ 31,091	$ 22,209	$ 26,564	23%	$ 27,317
SEP	$ 30,995	$ 22,359	$ 27,746	23%	$ 27,502
OCT		$ 27,242	$ 37,011	23%	$ 33,508
NOV		$ 15,398	$ 20,407	23%	$ 18,940
DEC		$ 14,585	$ 21,039	23%	$ 17,940
JAN		$ 10,547	$ 18,209	23%	$ 12,973
FEB		$ 9,313	$ 19,182	23%	$ 11,455
MAR		$ 9,523	$ 20,372	23%	$ 11,713
APR		$ 10,547	$ 25,190	23%	$ 12,973
MAY		$ 16,875	$ 25,679	23%	$ 20,756
JUN		$ 23,203	$ 35,251	23%	$ 28,540
	$ 100,869	$ 210,942	$ 305,048		$ 259,459

	ACTUAL	PROJECTED	ACTUAL		NEW PROJECTED
	28785 & 86	28785 & 86	28785 & 86		28785 & 28786
	WVL	WVL	WVL		WAYNESVILLE
	21/22	21/22	20/21		21/22
JUL	$ 26,591	$ 15,666	$ 17,933	23%	$ 19,269
AUG	$ 22,860	$ 14,985	$ 19,260	23%	$ 18,432
SEP	$ 21,221	$ 12,942	$ 18,584	23%	$ 15,919
OCT		$ 19,072	$ 22,767	23%	$ 23,459
NOV		$ 12,260	$ 13,863	23%	$ 15,080
DEC		$ 7,492	$ 11,021	23%	$ 9,215
JAN		$ 5,585	$ 11,832	23%	$ 6,870
FEB		$ 5,449	$ 11,516	23%	$ 6,702
MAR		$ 6,130	$ 14,969	23%	$ 7,540
APR		$ 8,446	$ 17,076	23%	$ 10,389
MAY		$ 12,676	$ 20,009	23%	$ 15,591
JUN		$ 15,530	$ 23,455	23%	$ 19,102
	$ 70,672	$ 136,233	$ 202,285		$ 167,567

	PROJECTED	NEW PROJECTED
CANTON	$ 35,157	$ 43,243
CLYDE	$ 17,581	$ 21,625
LAKE JUNALUSKA	$ 39,551	$ 48,648
MAGGIE VALLEY	$ 210,942	$ 259,459
WAYNESVILLE	$ 136,233	$ 167,567
Total	**$ 439,464**	**$ 540,541**

Total Increase	**$ 101,077**

21-22 Proposed 3% Revenue Increase

	A	B	C
1	**ITEM**	**COST**	**DESCRIPTION**
2			
3	Wayfinding Signage	$109,300	Countywide, 2nd Phase
4	Brand Awareness Campaign	$55,500	For retention of future visitation
5	Blue Ridge Parkway	$10,000	Replace/Add Signage, Trimming
6	TDA Leased Vehicle Buyout	$26,153	Lease is up - No vehicles available
7	Marketing	$10,000	Tourism week, Retreat, etc.
8	Leave No Trace Campaign	$4,000	Signage & Promotion
9	Elk Fest	$10,000	Startup Costs
10	3% Grants	$34,500	2nd round projects
11	Server & Tech Upgrades	$2,500	Replace Server - overheated
12	Salaries	$5,000	Vacation payout, Staff Changes, Bon
13	NC Retirement	$2,000	Change in staffing
14	Professional Services/Legal Fees	$5,000	Changes in Employment Laws
15	Capital Outlay	$4,500	Podcast Equipment & Mac Computer
16	Accounting Services	$4,550	Need of Professional Acct. Services
17	Contingency	$20,227	
18			
19	**TOTAL**	**$303,230**	

D

HAYWOOD COUNTY
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Master 2021/2022 Partnership Funding Spreadsheet 2nd Round of Funding

3%	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021/2022	N/A	FINANCE REC. 2021/2022	Sponsorship/ Advertising & Promotional or Tourism Related	STIPULATIONS/NOTES
3%	Folkmoot	HVAC			$27,000			Tourism Related	HVAC Units for classrooms/revenue generation
3%	Art of Music Festival	Balsam Range			$7,500		$7,500	Sponsorship	Festival assistance after being canceled 2 years
	TOTAL		$0.00	$0.00	$34,500				
Canton 28716 1% Amount available to award $	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021/2022	Sub Com Rec. 2021/2022	FINANCE REC. 2021/2022	Sponsorship/ Advertising & Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Lake Logan Conf & Camp Henry	Lake Logan Increased Security			$9,600	$0	$0	Tourism	Cost of Doing Business
1%	Lake Logan Conf & Camp Henry	Cold Mountain Music Festival			$5,000	$5,000	$5,000	Sponsorship	Festival Assistance after being canceled 2 years
1%	Town of Canton	Chestnut Mountain Wayfinding Signage			$27,000	$27,000	$27,000	Sponsorship	On site signage for park
1%	Town of Canton	Marketing Campaign			$27,000	$27,000	$27,000	Sponsorship	Destination Mktg./Chestnut Mtn. Opening
					$68,600	$59,000	$59,000		
Lake J. 28745 1% Amount available to award $	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021/2022	Sub Com Rec. 2021/2022	FINANCE REC. 2021/2022	Sponsorship/ Advertising & Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Lake Junaluska	Seasonal Advertising			$20,000	$20,000	$20,000	Advertising/Promo	Advertising for spring/summer
	TOTAL		$0.00	$0.00	$20,000	$20,000	$20,000		
Maggie Valley 28751 1% Amount available to award $	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021/2022	Sub Com Rec. 2021/2022	FINANCE REC. 2021/2022	Sponsorship/ Advertising & Promotional or Tourism Related	STIPULATIONS/NOTES
1%	MV Chamber	Winter Days			$700	$700	$700	Sponsorship	Additional/replacement lights
1%	Town of Maggie Valley	Maggie Valley History Project			$25,000	$5,000	$5,000	Sponsorship	Start up costs
1%	Maggie Valley	Fall Days			$4,000	$4,000	$4,000	Sponsorship	Vendor currently has product in stock
1%	Town of Maggie Valley	Overflow Parking Lot Design			$5,000	$5,000	$5,000	Tourism Related	New Parking Lot across from Festival Grounds
1%	Maggie Valley Zip Code Destination	Destination Marketing			$20,560	$20,560	$20,560	Advertising/Promo	Billboards, new photography/video/addl. social
	TOTAL				$55,260	$35,260	$35,260		

Waynesville 28785/86 1% Amount available to award $	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021/2022	Sub Com Rec. 2021	FINANCE REC. 2021/2022	Sponsorship/ Advertising & Promotional or Tourism Related	STIPULATIONS/NOTES
1%	HART	Winter Season Lodging/Theatre Campaign			$10,000	$2,500	$2,500	Sponsorship	New Program - Discount for overnight visitors
1%	Town Of Waynesville	Waynesville Destinantion Guide			$7,900	$7,900	$7,900	Sponsorship	New Program
1%	HCAC	Mother Earth Exhibit			$1,000	$1,000	$1,000	Sponsorship	New Program
1%	HCAC	Quilt Trails of Western NC			$3,000	$3,000	$3,000	Tourism	Purchase of materials/add new merch. & adv
1%	HCAC	Haywood Handmade Brand			$5,000	$5,000	$5,000	Sponsorship	New Program
1%	Arc of Haywood County	31st. Annual Smoky Mtn.9 Ball Shootout			$2,000	$2,000	$2,000	Sponsorship	Expanding Women's Event
1%	DWA	June Mountain Street Dance			$1,000	Hold	Hold	Advertising/Promo	Hold over for next Round
1%	Historic Frog Level Merchants Assoc.	The Whole Bloomin Thing 2022			$2,650	$2,650	$2,650	Sponsorship	Festival Assist. after being canceled 2 years
1%	The Strand	The Strand of Lights,, A Holiday Drive-thru Experience			$3,000	$3,000	$3,000	Sponsorship	New Event
1%	Haywood Historic Farmers Market	2022 Farmers Market Season Promotion			$3,100	$1,000	$1,000	Sponsorship	April - June - App. Requested thru Dec.
1%	Waynesville Zip Code Destination	Marketing Campaign		$60,000	$73,570	$73,570	$73,570	Advertising/Promo	Balance for 2nd half of the year
	TOTAL		$0.00	$0.00	$174,220	$101,620	$ 101,620		

HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

One Time Project Fund

What is the One Time Project Fund (OTPF)?

- A special fund established by the HCTDA to support major capital projects in Haywood County that will develop assets that will benefit the community and visitors. This is a one-time fund created from excess occupancy tax funds. The HCTDA has been very fortunate with increased funds during the 2020-2021 budget year.

Who's eligible?

- Municipalities: Town of Canton, Town of Clyde, Town Maggie Valley, Town of Waynesville, Haywood County Government and Lake Junaluska (Zip Code 28745)

What are key criteria for applications?

- Projects must be capital projects with a minimum budget of $50,000
- Shovel ready projects will be preferred
- No studies or maintenance projects
- Applicants will have to sign Project Agreement with milestones for funding

How much funding is going to be available?

- Up to $500,000 from the HCTDA's Reserve Funds
- Once approved applicants will have 24 months to complete project & use funds

Who will help manage the fund requests?

- A special committee will be created to oversee the One Time Project Fund. The committee will be made up of five (5) members. There will be a maximum of two (2) current HCTDA board members and three (3) tourism related/community business members.

What is the timeline?

- ~~Approve available fund amount at HCTDA Board Meeting on December 1~~
- Approve OTPF Committee Members at HCTDA Board Meeting on January 26
- Approve OTPF Application & Open Period at HCDTA Board Meeting on January 26
- Approve available funds at HCTDA Board Meeting on January 26
- OTPF Application period open from January 27 - March 3
- OTPF Committee reviews applications between March 7 - 18
- Approve recommended project funds at HTCDA Board Meeting on March 23

1110 SOCO ROAD MAGGIE VALLEY, NC 28751 • 828-944-0761 • VISITNCSMOKIES.COM

CONSTANGY
BROOKS, SMITH &
PROPHETE LLP

84 Peachtree Road
Suite 230
Asheville, NC 28803
Telephone: 828.333.4218
Facsimile: 828.277.5138
www.constangy.com

JYarbrough@constangy.com
828.277.5137

November 1, 2021

Lynn Collins
Executive Director
Haywood County Tourism Development Authority
1110 Soco Road
Maggie Valley, NC 28751

Re: Engagement Letter/Legal Services Agreement

Dear Ms. Collins:

Thank you for asking Constangy, Brooks, Smith & Prophete, LLP ("Constangy„ or "the Firm„) to advise Haywood County Tourism Development Authority ("Company„). We appreciate you selecting us to handle your legal work and look forward to working with the Company.

A. *Scope of Services*

As we have discussed, Constangy has agreed to provide general advice and counsel to the Company on employment and labor law issues. Please note the same terms of this agreement will cover any other work we might perform for the Company beyond our representation here, unless the terms of the other work are set forth in a separate engagement letter.

Our representation of the Company in these matters will not extend to representing other entities or individuals employed by or associated with the Company, unless specifically requested by the Company and documented by separate written agreement. This limitation is necessary to make certain that we avoid any potential conflicts of interest that may exist between the Company and you and other persons and entities. Of course, we cannot guarantee the success or outcome of any given matter.

B. *Staffing & Fees*

I will be the primary attorney working with the Company. Our rates will be charged at the standard hourly billing rates in effect at the time the services are rendered. More specifically, we have agreed that our hourly rate for 2021 will be $300.00 per hour for partners, $250.00 per hour for associates and $125.00 for paralegals.

In an effort to keep costs to a minimum, other attorneys and paralegals with the necessary legal skills and available time may be involved as well. Rates are set for those attorneys based on their experience level and areas of practice. We periodically review our rates and reserve the right to make adjustments as needed. Any adjustments are typically made in January of each year. Except in fixed fee matters, we do not guarantee a maximum fee.

If I am unavailable for any reason, please feel free to contact any of my colleagues in my office for assistance. My assistant, Linda Nolan, who is also available to assist the Company, can be reached at 828-333-5012 or lnolan@constangy.com.

C. *Expenses*

Please know that Constangy bills separately for out-of-pocket expenses such as overnight mail, outsourced copying, and any mileage, lodging or other travel costs. These expenses will be separately itemized on your invoice. Unlike many firms, however, we do not charge for incidental expenses such as in-house copying, long distance telephone calls, faxes, postage, or standard computerized research within our research subscription.

Other expenses for which the Firm contracts in bulk (e.g., online research, imaging, facsimile and litigation support) will include a reasonable allocation of overhead for clients using those services. During any lawsuit or other litigation matter in which we represent the Company, we may also incur expenses related to electronic discovery services when processing Electronically Stored Information ("ESI„). Depending on the volume and complexity of the ESI, collection and processing may be performed in-house or by an outside vendor. We will bill the Company for the time of both in-house professionals and outside vendors. We will also bill the Company $20/GB/Month for data hosting fees as well as $80/User/Month for access to the review platform, although hosting fees only apply while the applicable case is active.

D. *Invoices and Payments*

Our typical practice is to send monthly invoices for our fees and expenses, which contain detailed descriptions of the work performed and expenses incurred. We charge for our time on an hourly basis, in one-tenth increments. Invoices should be paid upon receipt. If for any reason you find yourself unable to pay an invoice within 30 days after receipt, please call us promptly.

If the Firm is handling multiple matters for the Company, we require payment on all matters be kept current as a condition of continuing work. Should the scope of our work change or the Company fails to make payments in a timely manner, the Firm reserves the right to request an advance deposit or retainer.

E. *Communication Methods*

Unless the Company specifically directs us to the contrary, for purposes of this engagement, we agree that it is appropriate for us to use e-mail and facsimile in the course of the engagement without any encryption or other special protections. Please notify us if the Company has any other requirements in connection with the methods of telecommunication.

F. *Data Security & Confidentiality*

Constangy believes strongly in the importance of client confidentiality and maintaining a safe, secure, and protected data & information management platform. We utilize antivirus software, device encryption, various management tools, cloud & managed solutions, and other technologies to protect both client & business data. To that end, the current global security climate is one of vigilant and persistent threats. The Firm makes every attempt to mitigate data security risk, but cannot offer limitless or guaranteed protections beyond the best efforts available to the business community.

In the event that the anticipated data contained within your case requires a specific or customized approach to data & information security, Constangy maintains a full complement of Information Technology, E-discovery, & Practice Support professionals, who can be made available to answer your questions or develop a custom solution.

G. *Conclusion of Representation*

Our engagement for any litigation, administrative, or labor matter on which we were working on your behalf will be considered terminated six months after the matter has been fully dismissed, resolved or otherwise disposed of or closed, if not expressly terminated sooner. For the general advice and counseling we provide to the Company, our representation will be considered concluded if we have not invoiced the Company for three years. If, however, we perform services for the Company after that time without execution of a new agreement, the terms of this current engagement letter will apply, subject to any rate increases the Firm has implemented since that time.

The Company may terminate our representation at any time by notifying us in writing. We also reserve the right to withdraw from our representation for any reason permitted or required under the applicable rules of professional responsibility or other rules or regulations. In accordance with some state bar associations, we must also inform the Company that we reserve the right to withdraw from our representation of a client for material misrepresentations or non-payment of fees and/or expenses, and may have the right to retain files until payment on your account is current.

H. *Constangy File Document Retention*

At the conclusion of our general advice representation or any matter which we are handling for the Company, we reserve the right to retain our files pertaining to the matter (including attorney work product) in electronic format only. We also reserve the right to destroy electronic documents after they have been maintained for seven years. If the Company would like us to return any hard copy files to the Company at the conclusion of the case, or electronic documents to the Company during the seven-year retention period, please contact us by email or in writing, and we will be happy to arrange for delivery of the files.

I. *Company's Preservation of Documentation Obligations*

Note when the Company receives notice of a claim or lawsuit, the Company has a legal duty to retain all documents relevant to that claim or litigation. Thus, the Company must take affirmative steps to retain all documents related to the claimant's or plaintiff's employment, including any Electronically Stored Information (ESI). This requires the Company to suspend any applicable document disposal procedures (including routine email deletion) and take affirmative steps to retain all hard-copy document files, e-mail, and other ESI (whether maintained on a Company or personal laptop, desktop hard drive, network drive, storage device (such as thumb drive, disk, or otherwise), data compilations, text messages, voicemails, surveillance tapes and recordings, and any other tangible object that relates to the claim or lawsuit.

The Company must also immediately suspend any document retention/destruction policy and put in place a "Litigation Hold.„ This Litigation Hold is designed to ensure that relevant electronic evidence is preserved and not destroyed, altered, modified, disposed of, or in any way compromised. Therefore, any individuals who may have relevant information or documents related to a matter must comply with this litigation hold.

We will assist the Company in determining the precise documents which need to be retained, and if needed, in drafting communications to those individuals in your organization who should be put on notice of this legal duty.

J. *Professional Liability Insurance*

As required by some states' laws, we inform the Company that Constangy maintains malpractice and professional liability insurance coverage at a sufficient level under all state bar rules.

K. *Privileged Nature of Communications with In-House Counsel*

At any time during or after our representation of the Company, we may consult with our own counsel regarding our rights and obligations to the Company. These consultations may be with either our internal counsel (i.e., our "General Counsel,, or other attorneys within our Firm who have been designated as our in-house counsel) or outside counsel. The Company agrees that any such communications between us and our counsel are separate and apart from our representation of the Company and that the communications will remain privileged and confidential to us and shall not be subject to disclosure.

* * * *

Once again, we appreciate the opportunity to work with Haywood County Tourism Development Authority. This letter constitutes the entire understanding between the Company and Constangy, and supersedes all prior understandings, written or oral, relating to this matter. Any change must be made or confirmed in writing.

If this letter correctly reflects your understanding of the terms and conditions of our engagement, please indicate your acceptance by signing this letter in the space provided below and returning a copy to us, preferably by email.[1] Constangy reserves the right to delay or pause work on this matter until a signed copy of this letter is received.

If the Company would like additional information about Constangy, including its many resources, please visit our website at www.constangy.com. Of course, the Company is also welcome to call any time.

Very truly yours,

Jonathan Yarbrough

JWY/lmn

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[1] *Note, however, if we begin or continue providing services to the Company at your instruction or on your behalf, we will assume the terms of this letter are acceptable to the Company, unless the Company responds, in writing, to the contrary. Any instructions to us in connection with this matter will constitute the Company's full acceptance of all terms and conditions contained in this letter.*

ACKNOWLEDGEMENT

I have read and understand the above Engagement Letter/Legal Services Agreement setting forth the Company's obligations concerning the terms of representation by CONSTANGY, BROOKS, SMITH & PROPHETE, LLP, and payment of legal fees and expenses to the Firm, and agree to be bound by the terms of that Agreement.

Haywood County Tourism Development Authority

By: ______________________________

Title: ______________________________

Date: ______________________________

Please let us know if the Company would like to request additional recipients of Constangy newsletters:

____
Name, Title and Email address

____
Name, Title and Email address

UNDERWOOD, DILLS & ASSOCIATES, P.C.
CERTIFIED PUBLIC ACCOUNTANTS

154 North Main Street, Suite 7
Waynesville, NC 28786
828.452.5370 Phone
828.452.9628 Fax

SAM M. UNDERWOOD, CPA
LINDSEY M. DILLS, CPA

October 1, 2021

To the Board of Directors
Haywood County Tourism Development Authority
Maggie Valley, NC 28786

We are pleased to confirm our acceptance and understanding of the services we are to provide for Haywood County TDA ("the Authority") for the year ended June 30, 2022.

You have requested that we prepare the financial statements of the Authority, which comprise the annual and monthly statement of financial position—cash basis and the related statements of activities—actual vs budget—cash basis for the year ended June 30, 2022, and perform a compilation engagement with respect to those financial statements.

Our Responsibilities

The objective of our engagement is to—

1) prepare financial statements in accordance with the cash basis of accounting based on information provided by you and
2) apply accounting and financial reporting expertise to assist you in the presentation of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements in order for them to be in accordance with the cash basis of accounting.

We will conduct our compilation engagement in accordance with the Statements on Standards for Accounting and Review Services (SSARS) promulgated by the Accounting and Review Services Committee of the AICPA and comply with applicable professional standards, including the AICPA's *Code of Professional Conduct*, and its ethical principles of integrity, objectivity, professional competence, and due care, when performing the bookkeeping services, preparing the financial statements, and performing the compilation engagement.

We are not required to, and will not, verify the accuracy or completeness of the information you will provide to us for the engagement or otherwise gather evidence for the purpose of expressing an opinion or a conclusion. Accordingly, we will not express an opinion, a conclusion, nor provide any assurance on the financial statements.

Our engagement cannot be relied upon to identify or disclose any financial statement misstatements, including those caused by fraud or error, or to identify or disclose any wrongdoing within the Company or noncompliance with laws and regulations.

We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities since performing those procedures or taking such action would impair our independence.

Your Responsibilities

The engagement to be performed is conducted on the basis that you acknowledge and understand that our role is to prepare financial statements in accordance with the cash basis and assist you in the presentation of the financial statements in accordance with the cash basis. You have the following overall responsibilities that are fundamental to our undertaking the engagement in accordance with SSARS:

1) The selection of accounting principles in adherence with the cash basis as the financial reporting framework to be applied in the preparation of the financial statements.
2) The preparation and fair presentation of financial statements in accordance with the cash basis.
3) The design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.
4) The prevention and detection of fraud.

5) To ensure that the Authority complies with the laws and regulations applicable to its activities.

6) The accuracy and completeness of the records, documents, explanations, and other information, including significant judgments, you provide to us for the engagement.

7) To provide us with—

   - access to all information of which you are aware is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, and other matters.
   - additional information that we may request from you for the purpose of the compilation engagement.
   - unrestricted access to persons within the Company of whom we determine it necessary to make inquiries.

You are also responsible for all management decisions and responsibilities and for designating an individual with suitable skills, knowledge, and experience to oversee our, bookkeeping services and the preparation of your financial statements. You are responsible for evaluating the adequacy and results of the services performed and accepting responsibility for such services.

Our Report

As part of our engagement, we will issue a report that will state that we did not audit or review the financial statements and that, accordingly, we do not express an opinion, a conclusion, nor provide any assurance on them. There may be circumstances in which the report differs from the expected form and content. If, for any reason, we are unable to complete the compilation of your financial statements, we will not issue a report on such statements as a result of this engagement.

You agree to include our accountant's compilation report in any document containing financial statements that indicates that we have performed a compilation engagement on such financial statements and, prior to the inclusion of the report, to obtain our permission to do so.

Other Relevant Information

Lindsey M Dills, CPA is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it.

Our fees for these services will be $650.00.

You agree to hold us harmless and to release, indemnify, and defend us from any liability or costs, including attorney's fees, resulting from management's knowing misrepresentations to us.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you acknowledge and agree with the terms of our engagement as described in this letter, please sign the enclosed copy and return it to us.

Sincerely,

Lindsey M. Dills CPA

CPA Firm's Signature

This letter correctly sets forth the understanding of Haywood County TDA.

Signature: ______________________

Title: ______________________

Date: ______________________