



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

Bethea Welcome Center, Lake Junaluska

Date: April 27th, 2022

Time: 9:00AM

- I. Call to Order – Chairman Corbin**
- II. Introductions**
- III. Adjustment of Agenda**
- IV. Public Comment Session (12 minutes total, limit 3 minutes per person)**
- V. Board Comments**
- VI. Consent Agenda**
 - a. Request Approval of Board Meeting Minutes for February 2nd & February 23rd
 - b. Request Approval of Sponsorship for the Friends of the Smokies Annual Event –
The Smokies Stomp
- VII. Finance Committee – David Francis**
 - a. March Financial Report – Finance Director Kristian Owens
 - b. 3%, 1% Net Occupancy Tax Reports
 - c. Occupancy Tax by Accommodation Type
 - d. Trending Report – Ben Wilder
 - e. STR & AirDNA Reports – Ben Wilder
- VIII. New Business – Chairman Corbin**
 - a. Request Approval of Budget Amendment for Increase in Revenue for Current
Budget Year in the Amount of \$150,000 for the 3% and \$50,000 for the 1%.
Recommended by the Finance Committee
 - b. Request Approval of Increase for 2023 Budget Projection from previously
approved amount of \$1,671,059 to \$1,876,276 for the 3% and 1% increases to
\$625,363 from previously approved amount of \$556,964.
Recommended by Finance Committee
- IX. Old Business – Chairman Corbin**
- X. Adjournment**

**HCTDA Board Meeting Minutes
February 2nd, 2022
Bethea Welcome Center, Lake Junaluska**

Members Present: Chris Corbin, Dr. Shelley White, Will Jones, Tammy Wight, Colleen Davis, Mike Huber, David Francis, Jim Owens, Gail Mull, Laurie SoJourney, Twinkle Patel, Kelsie Baker, Jon Feichter, David Francis, Kristian Owen, Lynn Collins

Members Absent: Kirk Kirkpatrick

Chairman Chris Corbin called the HCTDA Board meeting to order at 9:05 AM.

Welcome New TDA Board Members - Director Collins

- Kelsie Baker, Boojum Brewery - Tourism related
- Twinkle Patel, Milestone Hospitality - Accommodations 20 units or more
- Jim Owens, Maggie Valley Alderman - Maggie Valley Municipal Representative
- Lauri SoJourney, Lake Logan Conference Center - Accommodations 20 units or less

Introductions

Election of Officers - Director Collins

- The Executive Committee nominated Chris Corbin to serve as Chair of committee.
 - Tammy Wight made a motion to approve.
 - Will Jones seconded the motion.
 - Motion passed unanimously.
- The Executive Committee nominated Mike Hubert to serve as Vice Chair of committee.
 - Tammy Wight made a motion to approve.
 - Colleen seconded the motion.
 - Motion passed unanimously.

Adjustments to Agenda - Chairman

- Ad hoc committee sign-ups to look at relocation for TDA.

Public Comments

- No public comment.

Board Comments

- No board comments.

Consent Agenda

- Tammy Wight made a motion to approve the Consent Agenda as presented.
- Colleen Davis seconded the motion.
- Motion passed unanimously.

Finance Report - David Francis

Finance Committee Report

- Chairman David Francis informed the board that the statement of net position for November puts us at 42%.
- The budget vs actual shows \$37,000 over budget for 1% and around \$50,000 for 3%.
- The 3% fund is at 24% and the 1% is at 66% so far.
- Two requests for penalty waivers:
 - Route 19 LLC payment was 1 day late. Finance committee approved.
 - Meadowlark Motel had several late payments from July to September. Finance committee voted to reject the penalty waiver.

STR & AirDNA Reports

- The STR report was presented and stated that YTD Hotel occupancy is looking better at 40.7% versus 36.6% last year.
- Average Daily Rate YTD has increased by 11.6% and by 9.4% for the running 12 months.
- From the Hotel/Motel perspective, it is coming back strong with 53% occupancy.
- Increase in occupancy and in ADR means an increase of approximately \$18.
- AirDNA report for Dec 2020-Dec 2021 shows 400 additional listings over the one-year period.
- Book listings went from under 1000 to over 1300.
- **Reports are on file at www.HaywoodTDA.com**

Audit Report - Travis Kever, Gould Killian CPA Group

- They offered a clean audit on the TDA group.
- Key financial highlights - TDA had 1.9 million in current assets, \$130,000 in current liability. \$300,000 restricted for economic development 1%.
- Occupancy Tax revenue 2.5 million. Increase by 1 million dollars after 2020.

New Business

- The 22/23 Occupancy Tax Projections approval was requested at the recommendation by the TDA Finance committee. Current proposal is 14% higher than the previous 3 year 3% averages.
- Colleen Davis made motion.
- Tammy Wight seconded the motion.
- Motion passed unanimously.
- Request approval for amended Grant Score Sheet for 1% and 3%. Funds (and percentage of requested amount) awarded based on scores.

- Twinkle Patel made a motion to approve.
- Will Jones seconded the motion.
- Motion passed unanimously.
- Chris Cavanaugh and Andy Windham present proposal for Strategic Destination Plan. Bring widely shared vision to community. Sustainably market the destination. Access to higher education is incredibly important part of tourism. Will conduct visitor research with Texas A&M and address all pillars of vibrancy. Economic research impact study.
- Colleen Davis made a motion to approve.
- Jim Owens seconded the motion.
- Motion passed unanimously.

Blue Ridge Craft Trail Video - For all WNC counties. 3 minute video shown to board.

Crawford Agency Update - Andy Windham

- Michelle was on maternity leave and had her baby, Charlie. She is now back in the office.
- Crawford agency background. Focus on travel and tourism, financial, health care, higher education, and manufacturing/industrial.
- Agency has added to their video library by doing shoots.
- Shifted away from school and toward “embrace something new”. Actively shifting back to HAY NOW campaign (2.0).
- Revamped the Haywood TDA website several times over the last 4 years. Created a Waynesville FB page that has over 16,000 followers currently. Grew Maggie Valley Tourism FB page from 19,000 followers to over 61,000 followers in a few years.
- Collaborated between Maggie Valley and Waynesville 1% to place large, 2 page ad in state magazine to promote the towns.
- Plans to partner with Canton 1% to promote Chestnut Mountain.

Committee Sign-Ups - Everyone should sign up and participate in at least 1 committee.

Marketing - quarterly

Finance - Monthly

Group Sales - Every other month

Government Relations - As needed

Personnel - As needed

Ad hoc Committee - To find a new home for the TDA. Jon Feichter, Lauri SoJourney, Tammy Wight, Colleen Davis, Mike Huber, Chris Corbin.

2022 TDA Board Meeting Schedule and Board Retreat

HCTDA Board Contact List

Old Business

- Update on One Time Product Development Fund - Plan to set aside \$500,000 to partner with government agencies for brick and mortar project development.

Adjournment

- Lauri SoJourney made a motion to adjourn the meeting at 11:00AM.
- Jon Feichter seconded the motion.

**HCTDA Board Meeting Minutes
February 23rd, 2022
Bethea Welcome Center, Lake Junaluska**

Members Present: Chris Corbin, Dr. Shelley White, Will Jones, Tammy Wight, Colleen Davis, Mike Huber, Jim Owens, Laurie SoJourney, Kelsie Baker, Gail Mull

Members Absent: Jon Feichter, David Francis, Kristian Owen, Twinkle Patel

Chairman Chris Corbin called the HCTDA Board meeting to order at 9:04 AM.

Introductions

Adjustments to Agenda - Chairman

- None

Public Comments

- No public comment.

Board Comments

- Will Jones gave an update regarding the Swag. Two new rooms, spa space, welcome cabin, bar space (and liquor license), and cellar area were added last year. Laundry facilities have moved to Soco Rd to service the Swag and Cataloochee Ranch. They are in the process of planning new cabins, Ranch House Restaurant (130 seats), and reception area at Cataloochee.
- Chris Corbin gave update regarding the Waynesville Inn & Golf Club. They started in the fall of last year and halted due to weather. They will be restarting soon and are trying to have the original 9 holes ready by October - he is hopeful that they can open the Inn at the same time as the golf course.

Consent Agenda

Request approval of budget amendment

- Tammy Wight made a motion to approve the Consent Agenda as presented.
- Will Jones seconded the motion.
- Motion passed unanimously.

Finance Report - Chris Corbin

- Chris Corbin reported the January Financials as follows:
- Total Checking & Savings \$2,239,709

- Total Current Assets \$2,241,423
 - Payroll Liabilities \$4,611
 - Total Liabilities \$4,641
 - Total Net Position \$2,241,423
 - Revenues thru January \$1,466,651 (62.2%)
 - Expenses thru January \$1,041,910 (44.19)
 - Net Income \$424,741
- The 3% Report shows we are 125% ahead of budget and 123% ahead of last year. The 1% report shows we are more than 50% ahead in all zip codes.
 - Ben discussed the forecast projections for the year. Projection A shows we could finish at 2.1 million and Projection B shows we could finish at 2.3-2.4 million with 3% funds.
 - YTD numbers show that numbers are up across the board on STR report. AirDNA Report shows growth in listings, book listings. Occupancy rate was 48% and motel comparable was 42% . Airbnbs are being utilized slightly more than motels.
 - **Reports are on file at www.HaywoodTDA.com**

New Business

- Request approval of scope of services for strategic destination plan - timing is ideal because work can be completed over two budget years. Proposal for payment of \$17,500 can be pushed out a little to spread cost throughout the fiscal year.
 - Will Jones made a motion to approve with amended payout schedule.
 - Colleen Davis seconded the motion.
 - Motion passed unanimously.
- Request approval of One Time Project Fund components. Purpose of fund is to have capital projects to contribute to "heads and beds". Considering projects with a minimum budget of \$40,000 and funds would be matched 50/50. Money would not be used to fund studies. Committee would be comprised of 5 members - 2 TDA members and 3 community business members. All committee recommendations would be sent to TDA board for approval. Fund amount is \$500,000, must be used for capital expenditures, and must already have other sources of funding.
 - Colleen Davis made the motion to approve.
 - Jim Owens seconded the motion.
 - Motion passed unanimously.

Old Business - None

Staff Reports

- Kyle announces that he accepted a new job and will be leaving the TDA. Instagram engagement has been up. Opportunity for video content to garner more engagement. Content calendar formed.

- Ashley's report shows Google paid searches has obtained over 2x the typical traffic. Paid views are up nearly 40% .
- Ben's sales report states that the Mountains to Sea celebration will bring in 300+ people, BMW ride will be back this fall, Cycle NC will bring in 1000+ riders, American Corn Hole Regionals 50-100 people.
- Lynn informed the board that the last weekend of September 30 & October 1st will be very busy due to the Elk Fest, the BMW event at the Smoky Mountain Event Center and Cycle NC Mountains to Coast Ride based at Lake Junaluska.
- March 17-20 Haywood Community College will host the Great Smoky Mountain Hammer Inn and will be focused on knife-forging with American master blade smiths.

Adjournment

- Will Jones made a motion to adjourn the meeting at 10:21 AM.
- Dr. Shelley White seconded the motion.



CATALOOCHEE RANCH

Maggie Valley, North Carolina

July 23, 2022

Join us for an intimate evening on the park boundary as we reintroduce the Smokies Stomp at its new home, Cataloochee Ranch. As a sponsor of the Smokies Stomp, you will help us preserve and protect the natural and cultural treasures of our region, and help us build an event that will support Great Smoky Mountains National Park for years to come.

BENEFITS.

Branding

- Logo on Smokies Stomp t-shirt
- Logo placement on event recognition banner

Media

- Premier logo placement with link on Smokies Stomp website
- Premier logo placement with link in all Smokies Stomp e-blasts
- Inclusion in Smokies Stomp social media
- Inclusion in ad in Smoky Mountain News
- Full page ad in Smokies Stomp program
- Listed by name in Friends of the Smokies annual report

Tickets

- One (1) table for ten (10) people at the Smokies Stomp
- Four (4) tickets to VIP hour before Smokies Stomp

CONTACT: Marielle DeJong
marielle@friendsofthesmokies.org
 (828)-553-7027

PRESENTING SPONSOR
Investment: \$10,000



Underwood Dills & Associates

154 N Main Street, Suite 7
Waynesville, NC 28786
(O) 828-452-5370 (F) 828-452-9628

Accountant's Compilation Report

Haywood County TDA
1110 Soco Road
Waynesville, NC 28786

To the Board of Directors

Management is responsible for the accompanying financial statements of Haywood County TDA (a government authority) which comprise of the statement of net position as of March 31, 2022, and the related changes in net position budget vs actual for the one month and nine months then ended in accordance with the cash basis of accounting which is a basis other than generally accepted accounting principles. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included with the financial statements. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's assets, liabilities and net assets, revenues and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Haywood County TDA.

Underwood Dills & Associates, P.C.

Underwood Dills & Associates PC
Waynesville, NC
April 07, 2022

Haywood County Tourism Development Authority
Statement of Net Position

As of March 31, 2022

Mar 31, 22

ASSETS

Current Assets

Checking/Savings

100001 · 1% Cash in Bank - 1st Citizens	350,352.71
100002 · 3% Cash in Bank - 1st Citizens	960,356.13
111501 · NCCMT - 9152 3% General Investm	736,373.31
111503 · NCCMT - 9863 1% General Investm	200,003.40

Total Checking/Savings 2,247,085.55

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 2,248,799.55

TOTAL ASSETS 2,248,799.55

LIABILITIES & NET POSITION

Liabilities

Current Liabilities

Other Current Liabilities

231700 · Payroll Liabilities	
NC Income Tax	944.00
NC Pension Payable	3,410.26

Total 231700 · Payroll Liabilities 4,354.26

231800 · Sales Tax Payable 133.83

Total Other Current Liabilities 4,488.09

Total Current Liabilities 4,488.09

Total Liabilities 4,488.09

Net Position

329300 · Net Assets as July 1 1,812,041.33

Net Income 432,270.13

Total net position 2,244,311.46

TOTAL LIABILITIES & NET POSITION 2,248,799.55

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
March 2022

	March 22	July 21 - March 22	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
451102 · Elk Fest Vendor Fees	1,125.00	1,125.00		
427011 · 3% Net Occupancy Tax	121,229.86	1,332,648.30	1,621,623.00	82.18%
427012 · 1% Net 28716 Occupancy Tax	3,387.45	34,159.54	43,242.00	79.0%
427013 · 1% Net 28721 Occupancy Tax	2,372.56	19,981.95	27,029.00	73.93%
427014 · 1% Net 28745 Occupancy Tax	2,529.14	37,350.89	48,649.00	76.78%
427015 · 1% Net 28751 Occupancy Tax	20,555.06	213,841.98	259,461.00	82.42%
427016 · 1% Net 28785/28786 Occupancy Tx	11,652.07	139,578.81	162,160.00	86.08%
427112 · App. of Fund Balance 28716	0.00	0.00	5,103.00	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	22,812.00	0.0%
449201 · Product Sales	1,079.37	11,962.27	15,500.00	77.18%
449810 · Visitor Guide Ad Sales	900.00	28,300.00	29,000.00	97.59%
449910 · Internet Ad Sales	0.00	0.00	20,000.00	0.0%
451101 · Elk Fest Revenue	0.00	225.00		
483491 · Investment Earnings 3%	48.12	97.12	250.00	38.85%
483492 · Investment Earnings 1%	13.07	26.38	75.00	35.17%
483831 · Net Occupancy Tax Penalties 3%	258.99	2,091.27	5,000.00	41.83%
499990 · Fund Balance Appropriation 3%	0.00	0.00	50,000.00	0.0%
Total Income	165,150.69	1,821,388.51	2,357,959.00	77.24%
Expense				
549904 · 3% Occupancy Tax Refund	0.00	998.83	1,000.00	99.88%
Payroll				
512110 · NC State Retirement - Promo	2,412.60	24,535.91	33,467.00	73.31%
518301 · Group Health Insurance - Promo	3,933.17	26,988.93	37,077.00	72.79%
518601 · Worker's Comp-Promotional-Promo	0.00	1,755.00	1,755.00	100.0%
Salaries and Wages				
512101 · Salaries-Admin-Promo	6,595.82	80,910.13	118,059.00	68.53%
518201 · Salaries Marketing	12,216.24	123,159.67	173,100.00	71.15%
512201 · Salaries-Visitor Center	3,407.78	33,892.29	50,422.00	67.22%
Total Salaries and Wages	22,219.84	237,962.09	341,581.00	69.67%
Payroll Taxes				
518101 · FICA Admin	504.58	6,189.64	9,305.00	66.52%
512221 · FICA Visitor Ctr	260.70	2,592.77	3,770.00	68.77%
518202 · FICA Marketing	933.25	9,305.77	13,609.00	68.38%
Total Payroll Taxes	1,698.53	18,088.18	26,684.00	67.79%
Total Payroll	30,264.14	309,330.11	440,564.00	70.21%
517001 · Board Members-Promo	138.57	1,693.94	4,000.00	42.35%
519101 · Accounting Services-Promo	1,300.00	7,178.96	16,339.00	46.8%
519201 · Professional Svcs-Legal Fee-Pro	0.00	300.00	1,000.00	30.0%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
March 2022

	March 22	July 21 - March 22	YTD Budget	% of Budget
519203 · Prof. Svcs - Contract Svcs-P	16,450.00	121,086.24	240,487.00	50.35%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-21,973.00	0.0%
526001 · Office Supplies-Promo	134.59	1,647.80	2,500.00	65.91%
526101 · Visitor Center Supplies	0.00	939.77	1,500.00	62.65%
527001 · Purchases/Resale-Promo	939.44	9,842.63	16,000.00	61.52%
529901 · NonExpendable Office Supp-TR	0.00	970.34	1,000.00	97.03%
531201 · Travel-NonLocal-Promo	114.32	365.42	2,900.00	12.6%
531301 · Fuel-T Related	58.03	409.66	600.00	68.28%
532101 · Telephone-Promo	989.65	4,697.28	5,860.00	80.16%
532201 · Postage-Promo	219.62	7,923.77	15,000.00	52.83%
534901 · Print & Bind-Promo	2,344.81	5,678.31	7,000.00	81.12%
535201 · Repair & Maintenance-Promo	900.00	7,499.70	10,000.00	75.0%
537101 · Marketing-Promo	2,135.71	7,880.33	24,000.00	32.84%
537221 · Advertise-PR/Internet/Billboard	110,005.00	397,470.28	515,000.00	77.18%
537301 · Visitor Guide Ads-Promo	0.00	38,796.65	38,800.00	99.99%
537401 · Education-Promo	0.00	2,207.06	2,850.00	77.44%
537501 · Blue Ridge Parkway - T Related	0.00	0.00	10,000.00	0.0%
537502 · Wayfinding	8,500.00	8,500.00	113,300.00	7.5%
537701 · Public Relations/Comm-Promo	300.46	967.86	8,050.00	12.02%
537801 · Group Sales-Promo				
537802 · Group Sales Marketing	0.00	0.00	8,000.00	0.0%
537803 · Group Sales Trade Shows	30.00	9,602.90	16,250.00	59.1%
537804 · Group Sales Travel out of Count	1,079.85	8,269.85	13,050.00	63.37%
537805 · Group Sales Advertising	0.00	5,762.55	11,000.00	52.39%
537806 · Group Sales Dues & Subscription	1,195.00	2,445.00	3,000.00	81.5%
537801 · Group Sales-Promo - Other	4,500.00	4,524.16		
Total 537801 · Group Sales-Promo	6,804.85	30,604.46	51,300.00	59.66%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,567.90	25,659.00	31,008.00	82.75%
543201 · Equipment Lease-Promo	1,354.93	10,960.90	12,476.00	87.86%
545101 · Liability Insurance-Promo	0.00	7,255.00	7,544.00	96.17%
549101 · Dues & Subscriptions-Promo	1,376.56	23,872.46	27,382.00	87.18%
549902 · Bank Charges-Promo	260.55	2,201.90	3,000.00	73.4%
549903 · Property Tax	0.00	277.33	400.00	69.33%
Clyde				
549922 · Clyde- Admin	0.00	0.00	1,099.00	0.0%
549913 · 28721 - Clyde - Tourism	15,000.00	15,000.00	8,292.00	180.9%
549912 · 28721 (Clyde)	0.00	1,000.00	21,638.00	4.62%
Total Clyde	15,000.00	16,000.00	31,029.00	51.57%
Canton				
549921 · Canton- Admin	0.00	0.00	1,758.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	13,169.00	0.0%
549910 · 28716 (Canton) Promo	3,350.00	7,700.00	34,424.00	22.37%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
March 2022

	March 22	July 21 - March 22	YTD Budget	% of Budget
Total Canton	3,350.00	7,700.00	49,351.00	15.6%
Lake Junaluska				
549923 · Lake Junaluska - Admin	0.00	0.00	1,977.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,579.00	0.0%
549914 · 28745 (LJ)	8,493.33	28,462.12	40,256.00	70.7%
Total Lake Junaluska	8,493.33	28,462.12	57,812.00	49.23%
Maggie Valley				
549924 · Maggie Valley - Admin	0.00	0.00	10,547.00	0.0%
549917 · 28751 - Maggie Valley - Tourism	0.00	16,029.42	78,178.00	20.5%
549916 · 28751 Maggie Valley (MV) Promo	27,720.61	104,914.61	204,873.00	51.21%
Total Maggie Valley	27,720.61	120,944.03	293,598.00	41.19%
Waynesville				
549925 · Waynesville - Admin	0.00	0.00	6,592.00	0.0%
549919 · 28785/86 - Waynesville -Tourism	0.00	15,845.00	49,294.00	32.14%
549918 · 28785/86 (Waynesville)	29,058.00	99,824.00	128,910.00	77.44%
Total Waynesville	29,058.00	115,669.00	184,796.00	62.59%
551001 · Capital Outlay Promo	-249.34	31,331.13	34,053.00	92.01%
568101 · 3% Grant Promo	0.00	0.00	54,500.00	0.0%
568102 · 3% Grants TR	0.00	25,000.00	32,000.00	78.13%
569101 · Elk Fest Expenses-Promo	1,150.00	1,150.00	10,000.00	11.5%
570102 · Utilities	895.32	5,646.11	6,620.00	85.29%
599101 · Contingency	0.00	0.00	7,893.00	0.0%
Total Expense	272,577.05	1,389,118.38	2,357,959.00	58.91%
Net Ordinary Income	-107,426.36	432,270.13	0.00	100.0%
Net Income	-107,426.36	432,270.13	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2021-2022

	A	B	C	D	E	F	G	H
1		2021-2022	2021-2022	2021-2022	% Change	2021-2022	2020-2021	% Change
2		Original	Revised	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Occupancy	Occupancy	Tax	To	Tax	Tax	To
4		Tax	Tax	Actual	Revised	Penalties	Actual	Previous
5		Projections	Projections		Budget			Year
6								
7	July	\$163,480	\$201,080	\$250,376	125%	\$166	\$173,533	144%
8	August	\$137,112	\$168,648	\$208,444	124%	\$152	\$173,664	120%
9	September	\$132,164	\$162,562	\$199,018	122%	\$442	\$172,717	115%
10	October	\$173,709	\$213,662	\$257,233	120%	\$274	\$221,520	116%
11	November	\$100,197	\$123,242	\$162,073	132%	\$482	\$128,278	126%
12	December	\$80,421	\$98,918	\$134,274	136%	\$316	\$117,856	114%
13	January	\$59,327	\$72,972	\$121,230	166%	\$259	\$107,520	113%
14	February	\$54,054	\$66,486	\$114,823	173%	\$415	\$112,223	102%
15	March	\$64,601	\$79,459				\$131,644	
16	April	\$76,466	\$94,053				\$156,955	
17	May	\$118,655	\$145,946				\$171,515	
18	June	\$158,207	\$194,595				\$221,387	
19								
20	Total	\$1,318,393	\$1,621,623				\$1,888,812	
21								
22	YTD		\$1,107,570	\$1,447,471	131%	\$2,506	\$1,207,311	120%
23								
24								

2021-2022
1% NET OCCUPANCY TAX REPORT REVISED

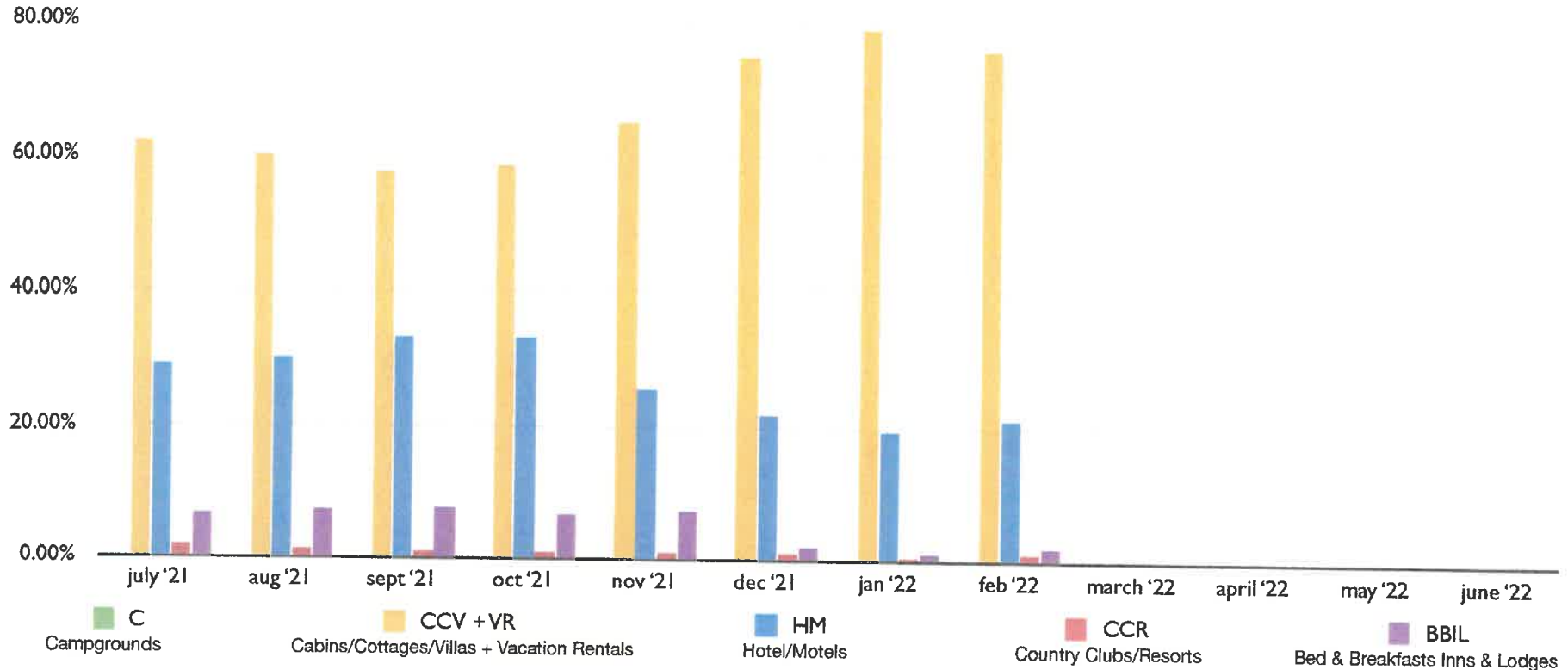
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 &	28785 &	28785 &
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	28786	28786	28786
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	21/22	21/22	20/21	21/22	21/22	20/21	21/22	21/22	20/21	21/22	21/22	20/21	21/22	21/22	20/21
July 2021 Received September 2021	\$ 6,776	\$ 4,497	\$ 4,772	\$ 3,791	\$ 2,836	\$ 2,930	\$ 7,573	\$ 6,811	\$ 3,948	\$ 38,783	\$ 35,843	\$ 28,398	\$ 26,591	\$ 18,819	\$ 17,933
August 2021 Received October 2021	\$ 5,120	\$ 4,323	\$ 4,854	\$ 2,946	\$ 2,180	\$ 3,376	\$ 7,516	\$ 5,351	\$ 3,873	\$ 31,091	\$ 27,317	\$ 26,564	\$ 22,860	\$ 17,981	\$ 19,260
September 2021 Received November 2021	\$ 4,934	\$ 5,621	\$ 4,775	\$ 2,880	\$ 2,093	\$ 2,921	\$ 6,457	\$ 4,865	\$ 3,723	\$ 30,995	\$ 27,502	\$ 27,746	\$ 21,221	\$ 15,468	\$ 18,584
October 2021 Received December 2021	\$ 6,094	\$ 5,188	\$ 5,094	\$ 3,093	\$ 2,936	\$ 3,389	\$ 7,385	\$ 6,323	\$ 5,690	\$ 42,311	\$ 33,508	\$ 37,011	\$ 26,593	\$ 23,008	\$ 22,767
November 2021 Received January 2022	\$ 4,351	\$ 3,589	\$ 3,559	\$ 2,815	\$ 2,180	\$ 2,843	\$ 3,225	\$ 3,892	\$ 2,166	\$ 26,598	\$ 18,940	\$ 20,407	\$ 17,196	\$ 14,630	\$ 13,863
December 2021 Received February 2022	\$ 3,497	\$ 2,508	\$ 3,033	\$ 2,084	\$ 2,331	\$ 2,308	\$ 2,667	\$ 2,194	\$ 1,965	\$ 23,509	\$ 17,940	\$ 21,039	\$ 13,106	\$ 8,765	\$ 11,021
January 2022 Received March 2022	\$ 3,387	\$ 1,815	\$ 2,589	\$ 2,373	\$ 2,396	\$ 2,465	\$ 2,529	\$ 1,459	\$ 1,167	\$ 20,555	\$ 12,973	\$ 18,209	\$ 11,652	\$ 6,419	\$ 11,832
February 2022 Received April 2022	\$ 3,381	\$ 1,989	\$ 2,796	\$ 2,172	\$ 1,791	\$ 2,499	\$ 2,193	\$ 1,215	\$ 1,672	\$ 19,073	\$ 11,455	\$ 19,182	\$ 11,593	\$ 6,252	\$ 11,516
March 2022 Received May 2022		\$ 1,737	\$ 4,215		\$ 2,049	\$ 2,840		\$ 1,946	\$ 1,634		\$ 11,713	\$ 20,372		\$ 7,090	\$ 14,969
April 2022 Received June 2022		\$ 2,680	\$ 4,656		\$ 1,747	\$ 2,920		\$ 2,432	\$ 2,725		\$ 12,973	\$ 25,190		\$ 9,938	\$ 17,076
May 2022 Received July 2022 (unavailable)		\$ 3,804	\$ 4,509		\$ 2,180	\$ 2,251		\$ 4,378	\$ 4,799		\$ 20,756	\$ 25,679		\$ 15,141	\$ 20,009
June 2022 Received August 2022 (unavailable)		\$ 5,491	\$ 6,306		\$ 2,310	\$ 3,453		\$ 7,783	\$ 5,374		\$ 28,541	\$ 35,251		\$ 18,649	\$ 23,455
Budget Totals	\$ 37,540	\$ 43,242	\$ 51,158	\$ 22,154	\$ 27,029	\$ 34,195	\$ 39,545	\$ 48,649	\$ 38,736	\$ 232,915	\$ 259,461	\$ 305,048	\$ 150,812	\$ 162,160	\$ 202,285
	Projected	YTD	YTD vs Projected												
Total 1% Collections for 21/22	\$ 540,541	\$ 482,966	89%												
Comparison of YTD Actual vs YTD Projected	127%			118%			123%			126%			135%		
Comparison of YTD Actual vs Total Projected	87%			82%			81%			90%			93%		
Comparison of Feb Actual vs Feb Projected	170%			121%			180%			167%			185%		
Comparison of YTD Actual vs Total Actual 20/21	73%			65%			102%			76%			75%		
% Share of YTD 1% Total Collections	8%			5%			8%			48%			31%		

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%	0.05%	0.05%	0.00%	0.00%	0.00%				
CCV + VR	62.00%	60.00%	57.50%	58.50%	65.00%	75.00%	79.00%	76.00%				
HM	29.00%	30.00%	33.00%	33.00%	25.50%	22.00%	19.50%	21.00%				
CCR	2.00%	1.50%	1.00%	1.00%	1.00%	1.00%	0.50%	1.00%				
BBIL	7.00%	7.50%	8.00%	7.00%	7.50%	2.00%	1.00%	2.00%				

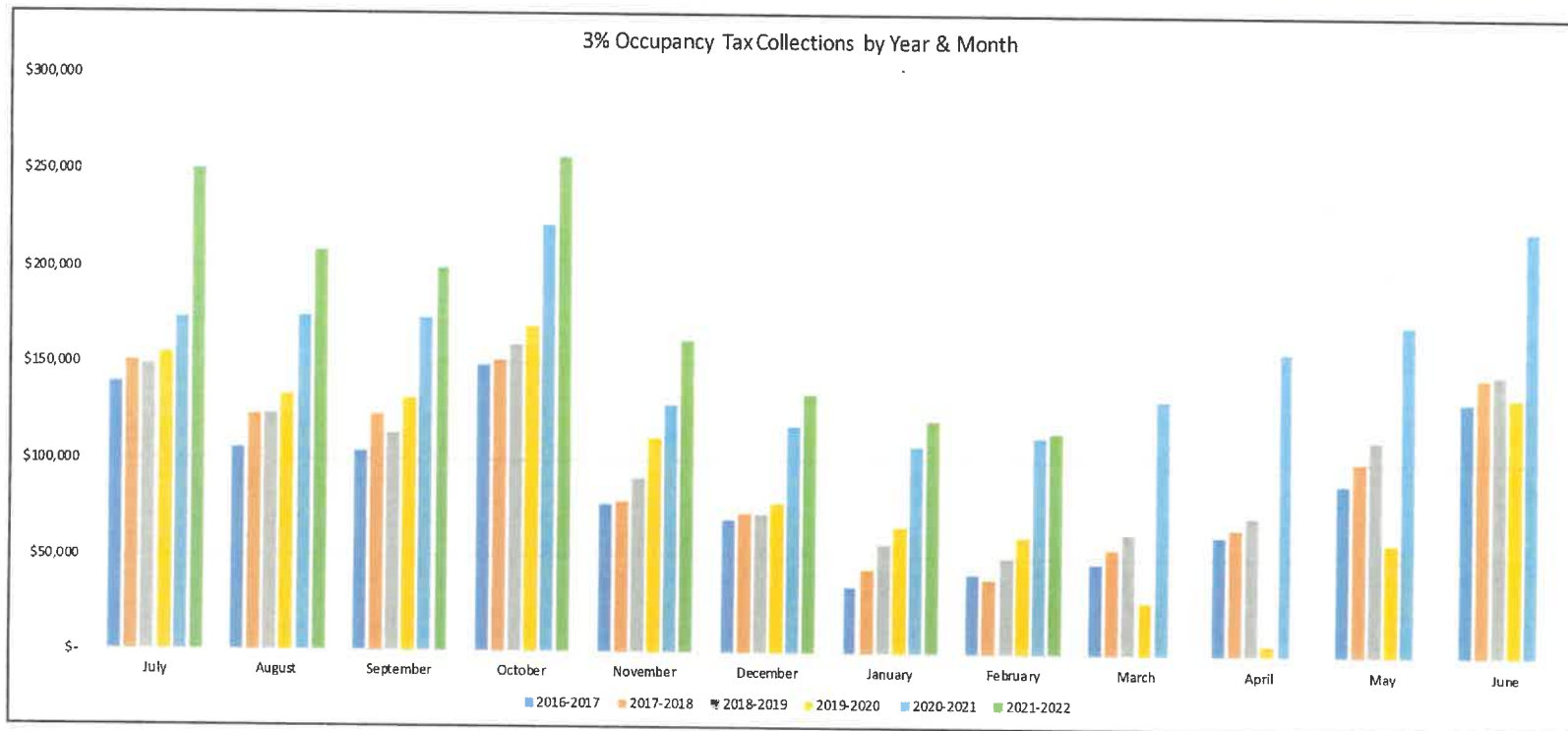
OCCUPANCY TAX BY ACCOMMODATION CATEGORY



2021-2022 Forecasted 3% Occupancy Tax Collections

	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022		
July	\$ 139,335	\$ 151,475	\$ 148,380	\$ 155,055	\$ 173,533	\$ 250,376		
August	\$ 106,083	\$ 123,611	\$ 123,380	\$ 133,405	\$ 173,664	\$ 208,444		
September	\$ 104,492	\$ 123,344	\$ 113,828	\$ 131,589	\$ 172,717	\$ 199,018		
October	\$ 148,752	\$ 152,179	\$ 159,349	\$ 169,745	\$ 221,520	\$ 257,233		
November	\$ 76,880	\$ 79,190	\$ 90,553	\$ 111,387	\$ 128,278	\$ 162,073		
December	\$ 70,086	\$ 72,777	\$ 72,016	\$ 78,487	\$ 117,856	\$ 134,274		
January	\$ 35,646	\$ 44,539	\$ 57,143	\$ 66,237	\$ 107,520	\$ 121,230		
February	\$ 41,742	\$ 39,053	\$ 50,616	\$ 61,711	\$ 112,223	\$ 114,823	Projection A	Projection B
March	\$ 47,550	\$ 55,745	\$ 62,855	\$ 27,326	\$ 131,644		\$ 131,644	\$ 163,239
April	\$ 62,463	\$ 66,491	\$ 72,309	\$ 5,536	\$ 156,955		\$ 156,955	\$ 194,624
May	\$ 89,393	\$ 100,723	\$ 111,430	\$ 58,909	\$ 171,515		\$ 171,515	\$ 212,679
June	\$ 132,201	\$ 144,365	\$ 146,321	\$ 134,487	\$ 221,387		\$ 221,387	\$ 274,520
Total	\$ 1,054,623	\$ 1,153,492	\$ 1,208,180	\$ 1,133,874	\$ 1,888,812	\$ 1,447,471	\$ 681,501	\$ 845,061
							\$ 2,128,972	\$ 2,292,532

Flat to 20-21
24% over 20-21



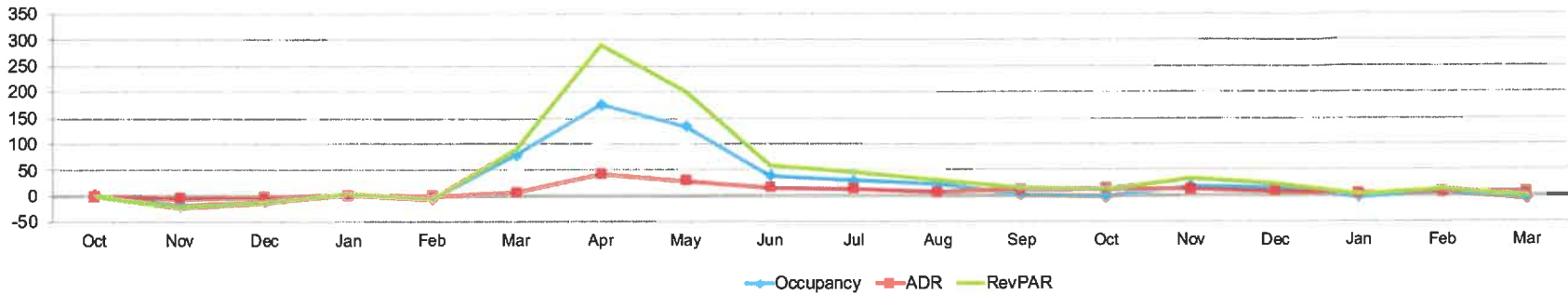
Tab 2 - Trend Haywood County, NC

Currency: USD - US Dollar

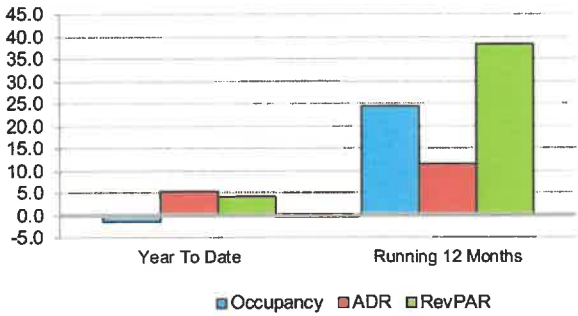
Haywood County Tourism Development Authority

Report for the Month of March 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	69.7	43.1	36.1	33.3	37.7	45.9	56.6	54.8	64.6	71.1	60.9	56.6	68.7	50.8	41.0	32.4	40.0	43.3
Last Year	68.4	52.4	40.2	32.5	39.7	25.7	20.5	23.5	46.9	55.0	49.7	55.5	69.7	43.1	36.1	33.3	37.7	45.9
Percent Change	2.0	-17.8	-10.3	2.4	-5.1	78.5	175.7	133.8	37.8	29.3	22.5	2.0	-1.4	17.8	13.6	-2.6	6.2	-5.8

ADR	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	121.33	100.27	98.62	93.45	93.73	94.16	105.37	112.90	113.01	123.37	112.09	117.01	136.84	111.79	106.52	96.44	99.60	99.87
Last Year	123.57	106.68	101.46	92.24	94.40	88.29	74.50	87.92	98.40	109.31	105.38	104.95	121.33	100.27	98.62	93.45	93.73	94.16
Percent Change	-1.8	-6.0	-2.8	1.3	-0.7	6.6	41.4	28.4	14.8	12.9	6.4	11.5	12.8	11.5	8.0	3.2	6.3	6.1

RevPAR	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	84.60	43.23	35.59	31.08	35.30	43.25	59.64	61.91	73.04	87.70	68.31	66.26	94.04	56.77	43.68	31.25	39.83	43.23
Last Year	84.50	55.93	40.82	29.97	37.45	22.71	15.29	20.62	46.15	60.08	52.42	58.27	84.60	43.23	35.59	31.08	35.30	43.25
Percent Change	0.1	-22.7	-12.8	3.7	-5.7	90.4	290.0	200.2	58.3	46.0	30.3	13.7	11.2	31.3	22.7	0.5	12.8	0.0

Supply	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	53,661	48,750	48,763	48,019	43,372	49,879	50,340	53,444	51,720	52,793	52,793	51,090	52,793	47,910	48,112	46,128	41,664	47,988
Last Year	54,405	49,470	49,724	48,980	44,240	50,840	47,490	53,661	51,930	53,661	53,661	51,930	53,661	48,750	48,763	48,019	43,372	49,879
Percent Change	-1.4	-1.5	-1.9	-2.0	-2.0	-1.9	6.0	-0.4	-0.4	-1.6	-1.6	-1.6	-1.6	-1.7	-1.3	-3.9	-3.9	-3.8

Demand	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	37,418	21,016	17,596	15,968	16,335	22,910	28,494	29,306	33,430	37,530	32,174	28,931	36,281	24,330	19,730	14,945	16,660	20,773
Last Year	37,206	25,938	20,007	15,913	17,552	13,079	9,749	12,586	24,354	29,494	26,693	28,834	37,418	21,016	17,596	15,968	16,335	22,910
Percent Change	0.6	-19.0	-12.1	0.3	-6.9	75.2	192.3	132.8	37.3	27.2	20.5	0.3	-3.0	15.8	12.1	-6.4	2.0	-9.3

Revenue	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	4,539,825	2,107,346	1,735,273	1,492,249	1,531,117	2,157,136	3,002,419	3,308,637	3,777,866	4,630,093	3,606,299	3,385,278	4,964,555	2,719,754	2,101,562	1,441,305	1,659,327	2,074,653
Last Year	4,597,462	2,766,985	2,029,935	1,467,843	1,656,905	1,154,772	726,299	1,106,528	2,396,485	3,223,992	2,812,969	3,026,108	4,539,825	2,107,346	1,735,273	1,492,249	1,531,117	2,157,136
Percent Change	-1.3	-23.8	-14.5	1.7	-7.6	86.8	313.4	199.0	57.6	43.6	28.2	11.9	9.4	29.1	21.1	-3.4	8.4	-3.8

Census %	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	44	40	38	37	37	39	42	44	44	44	44	44	44	40	38	36	36	38
Census Rooms	1731	1625	1573	1549	1549	1609	1678	1724	1724	1703	1703	1703	1703	1597	1552	1488	1488	1548
% Rooms Participants	22.7	24.2	25.0	31.3	31.3	30.1	31.3	30.5	35.7	34.9	34.9	34.9	34.9	37.2	38.3	39.9	39.9	38.4

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HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED
FEBRUARY RECEIVED IN MARCH 22

ID #	Business Name	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed			
631	Big Butte Partners LLC - Overpayment-December	(221.14)				(221.14)	(221.14)
622	Big View Cabin-Owes Oct Penalty		14.92			14.92	14.92
680	Bivens House		(5.00)			(5.00)	(5.00)
1076	Calma Vita		42.35		42.35		42.35
1076	Calma Vita		59.65		59.65		59.65
62	Cozy Creek Cottages		37.93		37.93		37.93
1041	Durbin		10.06		10.06		10.06
22	Ivy Hill By the Creek		(188.96)			(188.96)	(188.96)
1008	Kilgore Road House		1.80		1.80		1.80
468	Lucky Cat (Hearth & Home) owes may penalty short on June tax & July penalty. <u>Lien</u>	0.60	123.38			123.98	123.98
		2,363.18	888.02		-	3,251.20	3,251.20
337	Maggie Valley/Cardinal Inn		193.99		49.15	144.84	193.99
695	Martha's Cabin (penalties overpaid)		-155.89			(155.89)	(155.89)
32	Meadowlark Motel		1,569.95		659.15	910.80	1,569.95
963	Smoky Bear Cabin	52.12			52.12		52.12
1021	Smoky Falls Lodge	169.41			169.41		169.41
1001	Southern Firefly LLC-Red Wolf Cabin-owes March-May penalties		152.62			152.62	152.62
919	Stony Creek Lodge		417.24		132.60	284.64	417.24
TOTAL		2,364.17	3,162.06	0.00	1,214.22	4,312.01	5,526.23

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2021 -2022

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 30, 2022.

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

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
3% Net Occupancy Tax	427011	1,621,623	150,000	1,771,623
1% Net Occupancy Tax 28716	427012	43,242	4,000	47,242
1% Net Occupancy Tax 28721	427103	27,029	2,000	29,029
1% Net Occupancy Tax 28745	427104	48,649	4,000	52,649
1% Net Occupancy Tax 28751	427105	259,461	24,000	283,461
1% Net Occupancy Tax 28785/86	427106	162,160	16,000	178,160
TOTAL		2,162,164	200,000	2,362,164

Expenditures				
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Maintenance & Repair	535201	10,000	8,500	18,500
Capital Outlay	551001	34,053	8,500	42,553
Elk Fest	569101	10,000	10,000	20,000
Advertising	537221	515,000	105,000	620,000
Marketing	537101	24,000	18,000	42,000
28716 Canton Promo	549910	34,424	4,000	38,424
28721 Clyde Promo	549912	21,638	2,000	23,638
28745 Lake Junaluska Promo	549914	40,256	4,000	44,256
28751 Maggie Valley Promo	549916	204,873	24,000	228,873
28785/86 Waynesville Promo	549918	128,910	16,000	144,910
TOTAL		1,023,154	200,000	1,223,154

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 April, 2022.

ATTEST:

Secretary to the Board

Chairman
Haywood County Tourism Development Authority

Explanation: See next page

Consideration of Additional Revenue for Current Budget Year

Visitor Center Sign Repair & Upgrade	\$ 5,000
IT Issues – Server, Storage, Security/Internet Issues	\$ 3,500
Camera/Audio Equipment for Board Meetings	\$ 8,500
Additional Elk Revenue Because of Supply Chain Issues	\$10,000
Additional Advertising and for Hay Now Rollout	\$85,000
Promo Items	\$12,000
Gateway Billboards	\$20,000
Car Wrap/Design	\$ 6,000
TOTAL	\$150,000

HCTDA 2022-2023 Budget Projections for 3%

3 Year Average with Adjustment to 19-20 Actuals

	18-19 Actual	19-20 Actual	20-21 Actual	
July	\$ 148,380	\$ 155,055	\$ 173,533	
August	\$ 123,380	\$ 133,405	\$ 173,664	
September	\$ 113,828	\$ 131,589	\$ 172,717	
October	\$ 159,349	\$ 169,745	\$ 221,520	
November	\$ 90,553	\$ 111,387	\$ 128,278	
December	\$ 72,016	\$ 78,487	\$ 117,856	
January	\$ 57,143	\$ 66,237	\$ 107,520	
February	\$ 50,616	\$ 61,711	\$ 112,223	
March	\$ 62,855	\$ 62,855	\$ 131,644	
April	\$ 72,309	\$ 72,309	\$ 156,955	
May	\$ 111,430	\$ 111,430	\$ 171,515	
June	\$ 146,321	\$ 146,321	\$ 221,387	
	\$ 1,208,180	\$ 1,300,531	\$ 1,888,812	> > > > > >
				3 Year Average
				\$ 1,465,841

	3%		Increase Over 3 YR Average	
Flat 3 Year Average	\$ 1,465,841	> > > > > >	\$ -	
14% Increase to Average	\$ 1,671,059	> > > > > >	\$ 205,218	Current Approved Amount by HCTDA Board
24% Increase to Average	\$ 1,817,643	> > > > > >	\$ 351,802	
28% Increase to Average	\$ 1,876,276	> > > > > >	\$ 410,435	
32% Increase to Average	\$ 1,934,910	> > > > > >	\$ 469,069	

YTD 21-22 Actual 3%	\$ 1,447,471	YTD 20-21 Actual 3%	\$ 1,207,311
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YTD Percentage Ahead 3%	20%	Based on 21-22 collections through Feb 22
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