VisitNC Smokies

Haywood County Tourism Development Authority
Board of Directors Meeting

Bethea Welcome Center, Lake Junaluska

Date: February 23rd, 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 Budget Amendment

VII. **Administrative/Committee Reports**

Finance Committee – David Francis

a. January Financial Report

b. 3%, 1%, 4% Net Occupancy Tax Reports

c. Trending Report

d. STR & AirDNA Reports

VIII. **New Business – Chairman Corbin**

a. Request Approval of Scope of Services for Strategic Destination Plan

b. Request approval of One Time Project Fund Components

1. Revised Guidelines
2. Application
3. Committee Makeup – included in Guidelines
4. Funding Amount - $500,000

c. Report on 3% & 1% Grant Funding

Haywood County Tourism Development Authority
Board of Directors Meeting

Bethea Welcome Center, Lake Junaluska

Date: February 23rd, 2022 Time: 9:00AM

IX. Old Business – Chairman Corbin

X. Staff Reports

XI. Adjournment

XII. 10 Minute Media Communication Schedule

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
TOTAL				

Expenditures

Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Board Members	517001	2,000	2,000	4,000
Visitor Guides	537301	30,000	8,800	38,800
Postage	532201	10,000	5,000	15,000
Dues & Subscriptions	549101	21,382	6,000	27,382
Contingency	599101	44,693	(21,800)	22,893
TOTAL		108,075	-	108,075

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

Adopted this 23rd day of February, 2022.

ATTEST:

Chairman
Haywood County Tourism Development Authority

Secretary to the Board

Explaination:
To balance line items

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 January 31, 2022, and the related changes in net position budget vs actual for the one month and seven 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, PC

Underwood Dills & Associates PC
Waynesville, NC
February 08, 2022

Haywood County Tourism Development Authority
Statement of Net Position
As of January 31, 2022

	Jan 31, 22
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	349,254.92
100002 · 3% Cash in Bank - 1st Citizens	954,145.93
111501 · NCCMT - 9152 3% General Investm	736,319.54
111503 · NCCMT - 9863 1% General Investm	199,988.80
Total Checking/Savings	2,239,709.19
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	2,241,423.19
TOTAL ASSETS	2,241,423.19
LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
Other Current Liabilities	
231700 · Payroll Liabilities	
NC Income Tax	1,049.00
NC Pension Payable	3,562.00
Total 231700 · Payroll Liabilities	4,611.00
231800 · Sales Tax Payable	29.93
Total Other Current Liabilities	4,640.93
Total Current Liabilities	4,640.93
Total Liabilities	4,640.93
Net Position	
329300 · Net Assets as July 1	1,812,041.33
Net Income	424,740.93
Total net position	2,236,782.26
TOTAL LIABILITIES & NET POSITION	2,241,423.19

See Accountant's Compilation Report

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

	January 22	July 21 - January 22	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	162,073.45	1,077,144.38	1,621,623.00	66.42%
427012 · 1% Net 28716 Occupancy Tax	4,351.22	27,274.72	43,242.00	63.08%
427013 · 1% Net 28721 Occupancy Tax	2,814.65	15,525.52	27,029.00	57.44%
427014 · 1% Net 28745 Occupancy Tax	3,225.15	32,154.91	48,649.00	66.1%
427015 · 1% Net 28751 Occupancy Tax	26,598.22	169,777.77	259,461.00	65.44%
427016 · 1% Net 28785/28786 Occupancy Tx	17,195.91	114,820.52	162,160.00	70.81%
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	381.53	10,431.94	15,500.00	67.3%
449810 · Visitor Guide Ad Sales	0.00	17,950.00	29,000.00	61.9%
449910 · Internet Ad Sales	0.00	0.00	20,000.00	0.0%
483491 · Investment Earnings 3%	6.25	43.35	250.00	17.34%
483492 · Investment Earnings 1%	1.70	11.78	75.00	15.71%
483831 · Net Occupancy Tax Penalties 3%	482.02	1,515.98	5,000.00	30.32%
499990 · Fund Balance Appropriation 3%	0.00	0.00	50,000.00	0.0%
Total Income	217,130.10	1,466,650.87	2,357,959.00	62.2%
Expense				
549904 · 3% Occupancy Tax Refund	0.00	998.83	1,000.00	99.88%
512101 · Salaries-Admin-Promo	6,595.82	65,574.86	118,059.00	55.54%
512110 · NC State Retirement - Promo	2,484.41	19,629.69	33,467.00	58.65%
512201 · Salaries-Visitor Center	3,217.21	27,265.60	50,422.00	54.08%
512221 · FICA Visitor Ctr	246.12	2,085.82	3,770.00	55.33%
517001 · Board Members-Promo	429.67	1,555.37	2,000.00	77.77%
518101 · FICA Admin	504.58	5,016.49	9,305.00	53.91%
518201 · Salaries Marketing	14,586.35	97,850.81	173,100.00	56.53%
518202 · FICA Marketing	1,113.44	7,373.51	13,609.00	54.18%
518301 · Group Health Insurance - Promo	4,584.78	23,089.38	37,077.00	62.27%
518601 · Worker's Comp-Promotional-Promo	0.00	1,755.00	1,755.00	100.0%
519101 · Accounting Services-Promo	476.96	4,578.96	15,339.00	29.85%
519201 · Professional Svcs-Legal Fee-Pro	180.00	300.00	1,000.00	30.0%
519203 · Prof. Svcs - Contract Svcs-P	16,800.00	104,636.24	156,487.00	66.87%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-21,973.00	0.0%
526001 · Office Supplies-Promo	351.19	1,513.21	3,000.00	50.44%
526101 · Visitor Center Supplies	52.28	939.77	2,000.00	46.99%
527001 · Purchases/Resale-Promo	192.00	8,487.79	16,000.00	53.05%
529901 · NonExpendable Office Supp-TR	0.00	970.34	1,000.00	97.03%
531201 · Travel-NonLocal-Promo	0.00	251.10	2,900.00	8.66%
531301 · Fuel-T Related	54.78	351.63	600.00	58.61%

See Accountant's Compilation Report

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

	January 22	July 21 - January 22	YTD Budget	% of Budget
532101 · Telephone-Promo	592.41	3,707.63	6,360.00	58.3%
532201 · Postage-Promo	3,989.05	7,428.92	10,000.00	74.29%
534901 · Print & Bind-Promo	0.00	3,333.50	7,000.00	47.62%
535201 · Repair & Maintenance-Promo	1,021.05	6,299.70	10,000.00	63.0%
537101 · Marketing-Promo	251.02	5,678.99	34,000.00	16.7%
537221 · Advertise-PR/Internet/Billboard	30,770.00	253,670.28	570,000.00	44.5%
537301 · Visitor Guide Ads-Promo	38,796.65	38,796.65	30,000.00	129.32%
537401 · Education-Promo	0.00	782.05	2,850.00	27.44%
537501 · Blue Ridge Parkway - T Related	0.00	0.00	10,000.00	0.0%
537502 · Wayfinding	0.00	0.00	113,300.00	0.0%
537701 · Public Relations/Comm-Promo	0.00	572.40	8,050.00	7.11%
537801 · Group Sales-Promo				
537802 · Group Sales Marketing	0.00	0.00	8,000.00	0.0%
537803 · Group Sales Trade Shows	0.00	9,572.90	16,250.00	58.91%
537804 · Group Sales Travel out of Count	1,176.89	7,190.00	13,050.00	55.1%
537805 · Group Sales Advertising	1,259.55	5,762.55	11,000.00	52.39%
537806 · Group Sales Dues & Subscription	0.00	1,250.00	3,000.00	41.67%
537801 · Group Sales-Promo - Other	0.00	24.16		
Total 537801 · Group Sales-Promo	2,436.44	23,799.61	51,300.00	46.39%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,567.90	20,533.20	31,008.00	66.22%
543201 · Equipment Lease-Promo	770.52	9,118.96	14,976.00	60.89%
545101 · Liability Insurance-Promo	3,162.00	7,255.00	7,544.00	96.17%
549101 · Dues & Subscriptions-Promo	853.37	20,359.52	21,382.00	95.22%
549902 · Bank Charges-Promo	159.55	1,652.77	3,000.00	55.09%
549903 · Property Tax	0.00	277.33	400.00	69.33%
549910 · 28716 (Canton) Promo	1,000.00	4,350.00	34,424.00	12.64%
549911 · 28716 - Canton - Tourism	0.00	0.00	13,169.00	0.0%
549912 · 28721 (Clyde)	0.00	1,000.00	21,638.00	4.62%
549913 · 28721 - Clyde - Tourism	0.00	0.00	8,292.00	0.0%
549914 · 28745 (LJ)	10,453.88	19,968.79	40,256.00	49.61%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,579.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	9,507.00	76,694.00	204,873.00	37.44%
549917 · 28751 - Maggie Valley - Tourism	4,615.00	16,029.42	78,178.00	20.5%
549918 · 28785/86 (Waynesville)	9,835.00	70,766.00	128,910.00	54.9%
549919 · 28785/86 - Waynesville -Tourism	0.00	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	0.00	30,725.54	34,053.00	90.23%
568101 · 3% Grant Promo	0.00	0.00	54,500.00	0.0%

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

	January 22	July 21 - January 22	YTD Budget	% of Budget
568102 · 3% Grants TR	0.00	25,000.00	32,000.00	78.13%
569101 · Elk Fest Expenses-Promo	0.00	0.00	10,000.00	0.0%
570102 · Utilities	627.51	4,040.27	6,620.00	61.03%
599101 · Contingency	0.00	0.00	44,693.00	0.0%
Total Expense	173,279.94	1,041,909.94	2,357,959.00	44.19%
Net Ordinary Income	43,850.16	424,740.93	0.00	100.0%
Net Income	43,850.16	424,740.93	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	Penalities	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				$107,520	
14	February	$54,054	$66,486				$112,223	
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**		**$968,112**	**$1,211,418**	**125%**	**$1,832**	**$987,568**	**123%**
23								
24								

2021-2022
1% NET OCCUPANCY TAX REPORT REVISED

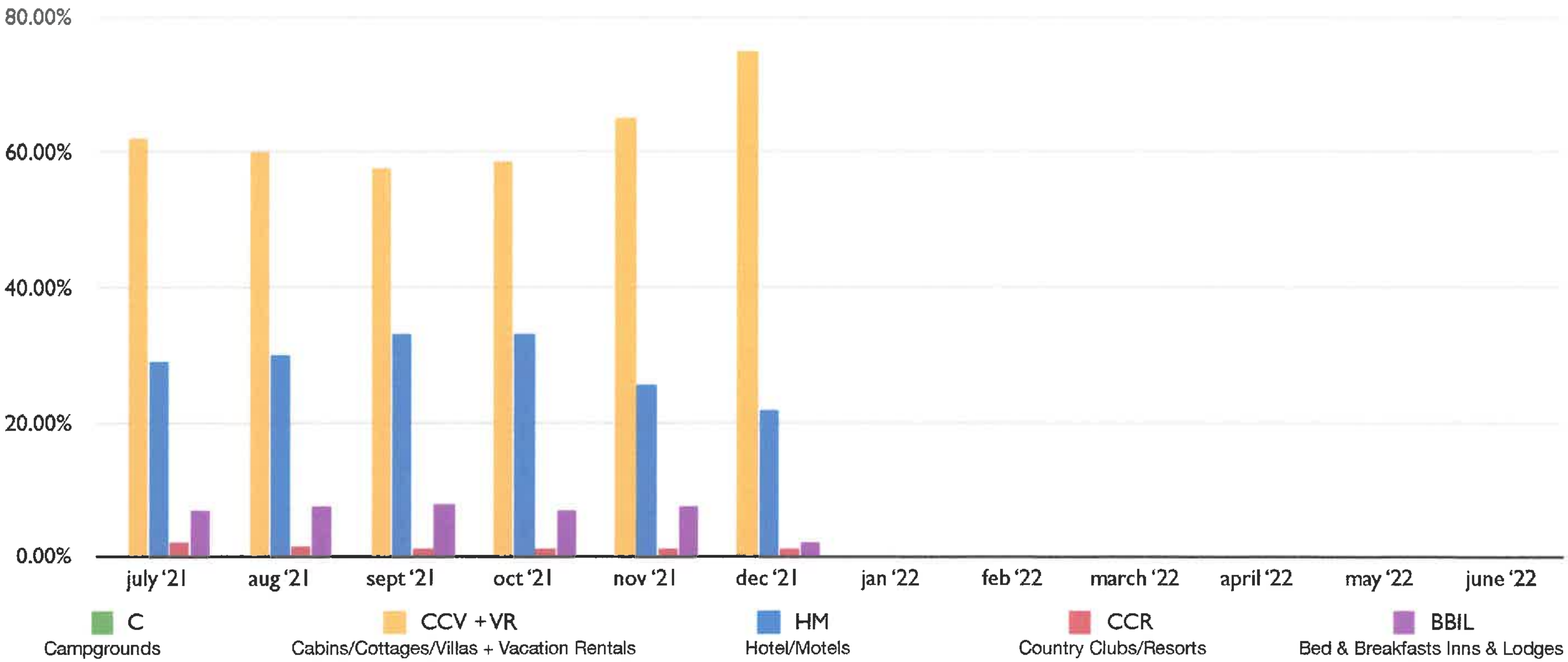
	ACTUAL 28716 CANTON 21/22	PROJECTED 28716 CANTON 21/22	ACTUAL 28716 CANTON 20/21	ACTUAL 28721 CLYDE 21/22	PROJECTED 28721 CLYDE 21/22	ACTUAL 28721 CLYDE 20/21	ACTUAL 28745 LAKE JUNALUSKA 21/22	PROJECTED 28745 LAKE JUNALUSKA 21/22	ACTUAL 28745 LAKE JUNALUSKA 20/21	ACTUAL 28751 MAGGIE VALLEY 21/22	PROJECTED 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	$ 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		$ 1,815	$ 2,589		$ 2,396	$ 2,465		$ 1,459	$ 1,167		$ 12,973	$ 18,209		$ 6,419	$ 11,832
February 2022 Received April 2022		$ 1,989	$ 2,796		$ 1,791	$ 2,499		$ 1,215	$ 1,672		$ 11,455	$ 19,182		$ 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	**$ 30,772**	**$ 43,242**	**$ 51,158**	**$ 17,609**	**$ 27,029**	**$ 34,195**	**$ 34,823**	**$ 48,649**	**$ 38,736**	**$ 193,287**	**$ 259,461**	**$ 305,048**	**$ 127,567**	**$ 162,160**	**$ 202,285**
	Projected	**YTD**	**YTD vs Projected**												
Total 1% Collections for 21/22	**$ 540,541**	**$ 404,058**	**75%**												
Comparison of YTD Actual vs YTD Projected	**120%**			**121%**			**118%**			**120%**			**129%**		
Comparison of YTD Actual vs Total Projected	**71%**			**65%**			**72%**			**74%**			**79%**		
Comparison of Dec Actual vs Dec Projected	**139%**			**89%**			**122%**			**131%**			**150%**		
Comparison of YTD Actual vs Total Actual 20/21	**60%**			**51%**			**90%**			**63%**			**63%**		
% Share of YTD 1% Total Collections	**8%**			**4%**			**9%**			**48%**			**32%**		

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%						
CCV + VR	62.00%	60.00%	57.50%	58.50%	65.00%	75.00%						
HM	29.00%	30.00%	33.00%	33.00%	25.50%	22.00%						
CCR	2.00%	1.50%	1.00%	1.00%	1.00%	1.00%						
BBIL	7.00%	7.50%	8.00%	7.00%	7.50%	2.00%						

OCCUPANCY TAX BY ACCOMMODATION CATEGORY

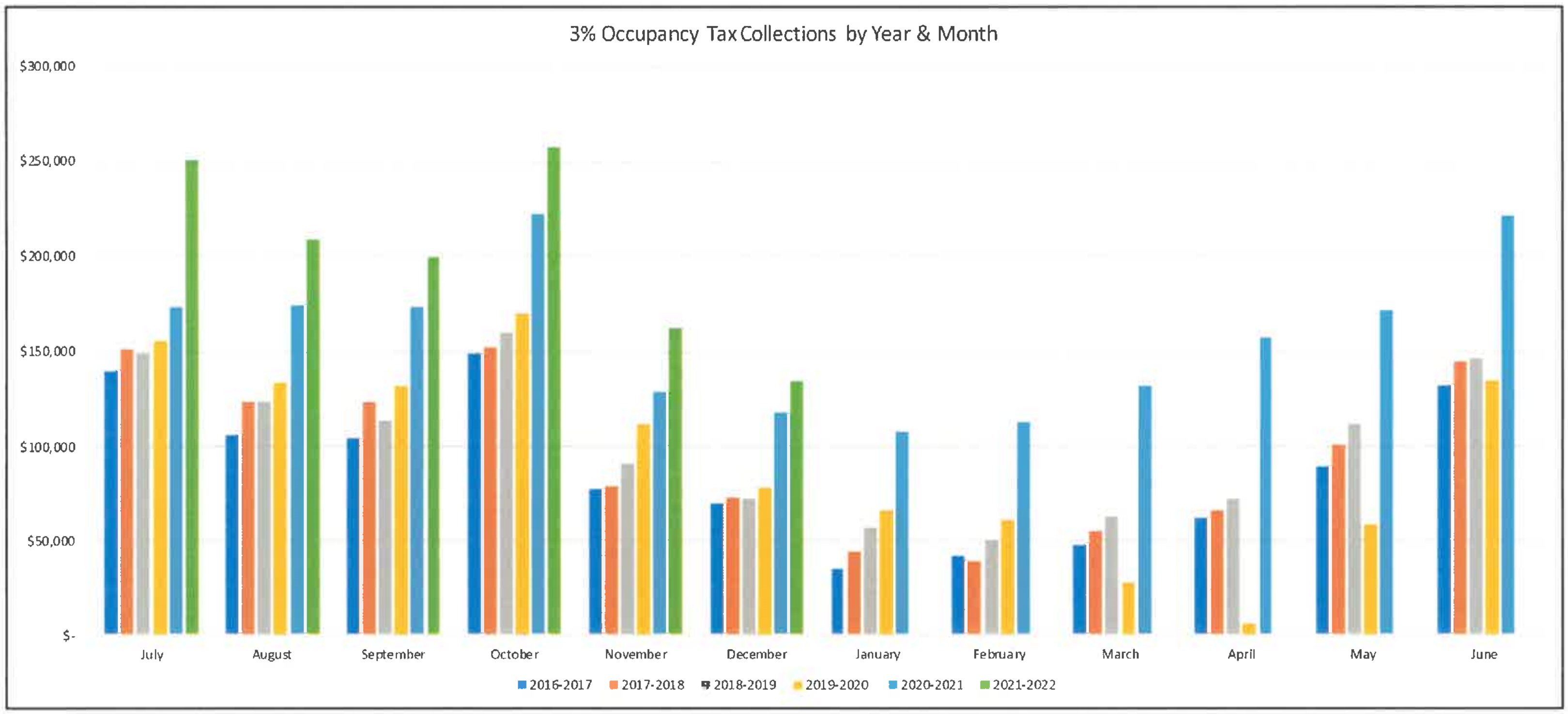


2021-2022 Forecasted 3% Occupancy Tax Collections

	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	Projection A	Projection B
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		$ 107,520	$ 133,325
February	$ 41,742	$ 39,053	$ 50,616	$ 61,711	$ 112,223		$ 112,223	$ 139,157
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	$ 1,211,418	$ 901,244	$ 1,117,543
							$ 2,112,662	$ 2,328,961

Flat to 20-21

24% over 20-21



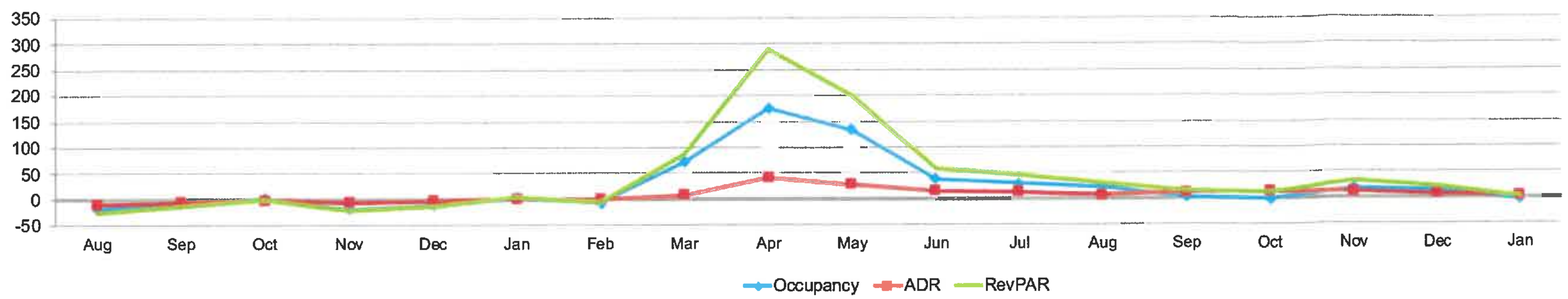
Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority

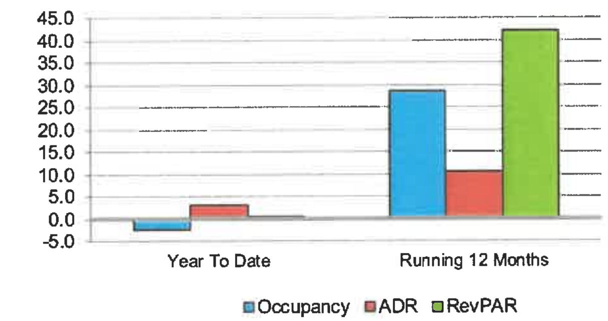
For the Month of January 2022

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)

Occupancy (%)	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
This Year	49.7	55.5	69.7	43.1	36.1	33.2	38.0	45.1	56.6	54.8	64.7	71.1	61.0	56.7	68.7	50.8	41.0	32.4
Last Year	60.8	60.7	68.3	52.4	40.2	32.5	40.6	26.2	20.5	23.5	46.9	55.0	49.7	55.5	69.7	43.1	36.1	33.2
Percent Change	-18.3	-8.5	2.0	-17.8	-10.3	2.3	-6.5	72.4	175.6	133.7	37.9	29.4	22.7	2.1	-1.4	17.9	13.8	-2.5

Occupancy (%)	Year To Date 2020	Year To Date 2021	Year To Date 2022	Running 12 Months 2020	Running 12 Months 2021	Running 12 Months 2022
This Year	32.5	33.2	32.4	54.6	42.0	54.0
Last Year	34.7	32.5	33.2	55.1	54.6	42.0
Percent Change	-6.5	2.3	-2.5	-0.9	-23.1	28.5

ADR

ADR	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
This Year	105.36	104.92	121.30	100.26	98.61	93.44	95.55	96.09	105.35	112.87	112.90	123.24	111.98	116.88	136.83	111.79	106.51	96.42
Last Year	116.58	110.58	123.54	106.67	101.44	92.22	95.62	89.13	74.50	87.91	98.40	109.31	105.36	104.92	121.30	100.26	98.61	93.44
Percent Change	-9.6	-5.1	-1.8	-6.0	-2.8	1.3	-0.1	7.8	41.4	28.4	14.7	12.7	6.3	11.4	12.8	11.5	8.0	3.2

ADR	Year To Date 2020	Year To Date 2021	Year To Date 2022	Running 12 Months 2020	Running 12 Months 2021	Running 12 Months 2022
This Year	92.22	93.44	96.42	108.15	102.23	113.09
Last Year	88.77	92.22	93.44	106.83	108.15	102.23
Percent Change	3.9	1.3	3.2	1.2	-5.5	10.6

RevPAR

RevPAR	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
This Year	52.37	58.24	84.55	43.19	35.56	31.04	36.27	43.35	59.60	61.86	73.01	87.66	68.28	66.24	94.02	56.80	43.70	31.23
Last Year	70.92	67.11	84.44	55.87	40.79	29.93	38.81	23.32	15.29	20.62	46.15	60.08	52.37	58.24	84.55	43.19	35.56	31.04
Percent Change	-26.2	-13.2	0.1	-22.7	-12.8	3.7	-6.6	85.9	289.7	200.0	58.2	45.9	30.4	13.7	11.2	31.5	22.9	0.6

RevPAR	Year To Date 2020	Year To Date 2021	Year To Date 2022	Running 12 Months 2020	Running 12 Months 2021	Running 12 Months 2022
This Year	29.93	31.04	31.23	59.09	42.96	61.06
Last Year	30.80	29.93	31.04	58.88	59.09	42.96
Percent Change	-2.8	3.7	0.6	0.4	-27.3	42.2

Supply

Supply	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
This Year	53,723	51,990	53,723	48,810	48,825	48,081	43,428	49,941	50,400	53,506	51,780	52,855	52,855	51,150	52,855	47,970	48,174	46,190
Last Year	54,467	52,710	54,467	49,530	49,786	49,042	44,296	50,902	47,550	53,723	51,990	53,723	53,723	51,990	53,723	48,810	48,825	48,081
Percent Change	-1.4	-1.4	-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

Supply	Year To Date 2020	Year To Date 2021	Year To Date 2022	Running 12 Months 2020	Running 12 Months 2021	Running 12 Months 2022
This Year	49,042	48,081	46,190	633,894	607,336	601,104
Last Year	53,103	49,042	48,081	665,989	633,894	607,336
Percent Change	-7.6	-2.0	-3.9	-4.8	-4.2	-1.0

Demand

Demand	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
This Year	26,703	28,860	37,449	21,028	17,606	15,972	16,484	22,531	28,511	29,325	33,482	37,593	32,230	28,989	36,320	24,371	19,764	14,963
Last Year	33,135	31,990	37,226	25,945	20,018	15,918	17,980	13,321	9,761	12,601	24,382	29,528	26,703	28,860	37,449	21,028	17,606	15,972
Percent Change	-19.4	-9.8	0.6	-19.0	-12.0	0.3	-8.3	69.1	192.1	132.7	37.3	27.3	20.7	0.4	-3.0	15.9	12.3	-6.3

Demand	Year To Date 2020	Year To Date 2021	Year To Date 2022	Running 12 Months 2020	Running 12 Months 2021	Running 12 Months 2022
This Year	15,918	15,972	14,963	346,373	255,191	324,563
Last Year	18,428	15,918	15,972	367,070	346,373	255,191
Percent Change	-13.6	0.3	-6.3	-5.6	-26.3	27.2

Revenue

Revenue	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
This Year	2,813,480	3,027,979	4,542,541	2,108,188	1,736,130	1,492,416	1,575,027	2,165,010	3,003,733	3,310,003	3,780,263	4,633,079	3,609,134	3,388,198	4,969,635	2,724,483	2,105,158	1,442,683
Last Year	3,862,796	3,537,495	4,599,053	2,767,438	2,030,563	1,467,983	1,719,201	1,187,242	727,217	1,107,807	2,399,254	3,227,717	2,813,480	3,027,979	4,542,541	2,108,188	1,736,130	1,492,416
Percent Change	-27.2	-14.4	-1.2	-23.8	-14.5	1.7	-8.4	82.4	313.0	198.8	57.6	43.5	28.3	11.9	9.4	29.2	21.3	-3.3

Revenue	Year To Date 2020	Year To Date 2021	Year To Date 2022	Running 12 Months 2020	Running 12 Months 2021	Running 12 Months 2022
This Year	1,467,983	1,492,416	1,442,683	37,458,860	26,089,173	36,706,406
Last Year	1,635,826	1,467,983	1,492,416	39,213,401	37,458,860	26,089,173
Percent Change	-10.3	1.7	-3.3	-4.5	-30.4	40.7

Census %

Census %	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar	2021 Apr	2021 May	2021 Jun	2021 Jul	2021 Aug	2021 Sep	2021 Oct	2021 Nov	2021 Dec	2022 Jan
Census Props	44	44	44	40	38	37	37	39	42	44	44	44	44	44	44	40	38	36
Census Rooms	1733	1733	1733	1627	1575	1551	1551	1611	1680	1726	1726	1705	1705	1705	1705	1599	1554	1490
% Rooms Participants	22.7	22.7	22.7	24.2	25.0	31.3	31.3	30.1	31.3	30.4	35.6	34.8	34.8	34.8	34.8	37.1	38.2	39.9

A blank row indicates insufficient data.

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

Data pulled up to Jan-22

140389 - Haywood County

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Total Available Listings													
Entire Place	985	897	1,071	1,156	1,210	1,245	1,236	1,273	1,304	1,390	1,423	1,396	1,417
Private Room	77	76	80	82	81	77	77	69	72	77	73	69	70
Shared Room	2	2	1	2	2	2	2	2	2	3	2	3	3
Booked Listings													
Entire Place	926	839	965	1,072	1,157	1,192	1,213	1,207	1,253	1,352	1,370	1,344	1,336
Private Room	64	68	58	73	73	71	73	65	66	71	64	61	61
Shared Room	1	2	0	2	2	2	2	1	1	3	2	3	2
Room Nights - Entire Place													
Total Available	60,980	54,948	68,392	72,289	80,188	79,986	79,892	83,927	84,845	95,042	96,306	97,753	94,183
Booked	30,968	31,169	44,917	47,177	49,439	60,004	65,765	56,118	52,081	70,494	60,924	58,980	46,594
Room Nights - Hotel Comparable													
Total Available	4,478	4,264	5,134	5,639	5,808	6,009	6,207	5,931	6,103	6,946	6,205	6,241	5,875
Booked	1,855	1,958	2,946	3,486	3,466	3,987	4,533	3,778	3,630	5,023	3,837	3,530	2,497
Listing Nights - Entire Place													
Available	23,689	21,293	26,410	28,158	31,015	30,950	30,914	31,799	32,384	36,507	36,643	37,114	35,762
Booked	11,786	11,831	16,942	18,251	19,132	22,794	24,995	21,235	19,971	27,283	23,206	22,113	17,099
Occupancy													
Entire Place	49.8%	55.6%	64.1%	64.8%	61.7%	73.6%	80.9%	66.8%	61.7%	74.7%	63.3%	59.6%	47.8%
Hotel Comparable	41.4%	45.9%	57.4%	61.8%	59.7%	66.4%	73.0%	63.7%	59.5%	72.3%	61.8%	56.6%	42.5%
ADR													
Entire Place	$221.62	$222.49	$224.21	$225.04	$228.72	$233.32	$242.53	$235.84	$230.83	$237.70	$238.36	$242.15	$239.79
Hotel Comparable	$137.66	$136.45	$134.99	$136.05	$142.17	$142.90	$146.48	$138.24	$141.65	$147.47	$143.05	$142.96	$138.04
RevPAR													
Entire Place	$110.26	$123.62	$143.83	$145.87	$141.09	$171.84	$196.09	$157.49	$142.35	$177.64	$150.96	$144.28	$114.65
Hotel Comparable	$57.02	$62.66	$77.46	$84.11	$84.84	$94.82	$106.97	$88.06	$84.25	$106.64	$88.46	$80.86	$58.67

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

ID #	Business Name	Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed
		AMOUNT OWED TO TDA					
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)
140	Boyd Mountain Log Cabins	54.00			54.00		54.00
469	Brooksong Mountain Mist Inn		96.58		96.58		96.58
375	Dahl-Comfort Inn	(2,448.02)			(2,448.02)		(2,448.02)
359	Four Seasons Inn		147.67		147.67		147.67
22	Ivy Hill By the Creek		(188.96)		(188.96)	-	(188.96)
368	Lauria Properties		16.52		16.52		16.52
466	Lucky Cat (Hearth & Home) owes may penalty short on June tax & July penalty. Lien	0.60 2,363.18	123.38 888.02		 -	123.98 3,251.20	123.98 3,251.20
337	Maggie Valley/Cardinal Inn		144.84		104.04	40.80	144.84
695	Martha's Cabin (penalties overpaid)		-155.89			(155.89)	(155.89)
32	Meadowlark Motel		1569.95		659.15	910.80	1,569.95
163	Oak Park Lodging		11.99		11.99		11.99
777	Our Place Inn owes part of aug penalty		9.67			9.67	9.67
255	Peppertree Resorts		(27.50)			(27.50)	(27.50)
529	R & M Cleaning - PVR		318.81		318.81		318.81
708	R & M Cleaning - PVR		136.26		136.26		136.26
710	R & M Cleaning - PVR		7.80		7.80		7.80
775	Red Leaf River Inn		58.42		58.42		58.42
1013	Route 19 Inn		342.42		342.42		342.42
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
787	Sunburst Realty		138.72		138.72		138.72
972	Vacassa		49.50		49.50		49.50
1015	Veda Inn		24.60		24.60		24.60
	TOTAL	(251.38)	4,267.98	0.00	(362.50)	4,379.10	4,016.60

Crawford

SCOPE OF WORK
[2022 -1 Regarding Strategic Destination Plan]

Subject to Master Agency Agreement between Haywood County, NC Tourism Development Authority (the "Client") and Crawford Strategy, LLC ("Crawford"), dated February 16, 2022.

SERVICES

A. Engagement Period

Client engages Crawford, Magellan Strategies and Streetsense (see Roles on page 3) for the contract period March 1 through December 31, 2022, to execute the scope of work referenced below (the "Scope of Work").

B. Scope of Work

Crawford will provide consulting and research services for the creation of a Strategic Destination Plan for Haywood County. These services are expected to include:

i. Assessment

Crawford will guide the Client and key county stakeholders through a comprehensive SWOT Assessment for all 10 Pillars of Vibrancy. During this phase, Crawford will:

- Conduct a 2.5 to 3 hour Group Assessment Session with the TDA board and staff;
- Conduct approximately 30 one-on-one interviews with key community stakeholders;
- Review existing strategic plans from county and/or town government agencies, etc.;
- Compile all tourism assets including lodging choices;
- Meet with county planning leaders to understand existing approved plans and future opportunities;
- Complete Research phase below as part of assessment report input; and
- Write and present a comprehensive Vibrancy Assessment Report.

ii. Research

Crawford will engage with Texas A&M University's Department of Recreation, Parks & Tourism to conduct a quantitative research study. This research study will address:

- Aided and unaided awareness of the county and its communities;
- Experiences expectations among all;
- Experiences performance among visitors;
- Quadrant analysis of opportunites;
- Competition analysis;
- Compile visitor persona profiles; and
- Feeder market analyses, including high potential markets and potential visitor revenues.

iii. Visioning

Crawford will guide the Client and key county stakeholders through a comprehensive, 3-day Visioning Session. During this phase, Crawford will:

- Facilitate group sessions to review different perspectives on the county's SWOT and Pillars of Vibrancy to reach consensus;
- Facilitate group discussions to achieve concensus on the county's desired future vision and mission;
- Lead group discussions around existing assets in the county and areas of the county that have potential for future development; and
- Write and present an Executive Visioning Report.

iv. Planning

Building upon the key insights gained and directives defined during the Assessment, Research and Visioning phases, Crawford will develp a comprehensive Strategic Destination Plan for Haywood County. This plan will include:

- Renderings of potential future County evolutions that are in line with the vision and mission;
- Specific action plans for each Pillar of Vibrancy;
- Identify individuals to serve as stewards for each Pillar of Vibrancy; and
- Write and present a Strategic Destination Plan.

FEES & COSTS

AGENCY SERVICES	MAR	APR	MAY	JUN	JUL	TOTAL
ASSESSMENT	$30,000	$30,000	-	-	-	$60,000
RESEARCH	$12,500	$12,500	-	-	-	$25,000
VISIONING	-	-	$17,500	$17,500	-	$35,000
PLANNING	-	-	-	-	$35,000	$35,000
						$155,000

Note: Approved travel expenses will be billed at cost.

Haywood County, NC Tourism Development Authority

Signature: ______________________

Name: ______________________

Title: ______________________

Date: ______________________

Crawford Strategy, LLC

Signature: ______________________

Name: ______________________

Title: ______________________

Date: ______________________

ROLES

Crawford, Agency of Record
As the Haywood County TDA's marketing agency, Crawford brings a deep understanding of and appreciation for the county. Our team will manage and participate in every phase of the process, paying keen attention to how marketing will support the county's future vision.

Chris Cavanaugh, Facilitator and Strategic Planner
With 25+ years of destination research, planning, and marketing expertise in communities all across the U.S., including deep experience with Haywood County, Chris brings both a wealth of industry expertise and local knowledge. As Facilitator, Chris will be central to every aspect of the destination planning process, leading discussions and guiding each step to ensure all objectives are met and consensus is achieved.

Streetsense, Placemaking Experts
Longtime collaborative partners with Crawford, Streetsense is a leading placemaking consultant that will bring their unique expertise to destination visioning and planning. Their experts will help evaluate the destination's options, apply visioning exercises, use data to forecast future development options and create renderings to help bring the County's future vision into focus.

VisitNC Smokies

Haywood County Tourism Development Authority
One Time Project Fund (OTPF)
Grant Guidelines 2022

The **Purpose** of the **One Time Project Fund (OTPF)** is to encourage creation or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

The Haywood County Tourism Development Authority (HCTDA) is the legislatively mandated entity responsible for collecting occupancy taxes for all paid accommodations in the county and determines the allocation of those dollars to drive overnight visitation. The HCTDA collects a 4% occupancy tax and invests those funds in a variety of tourism marketing efforts.

All grants will be awarded to Capital Projects and are defined as follows:

New construction, expansion, renovation, or a replacement project for an existing facility or facilities. The project must have a minimum budget of $40,000. All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Shovel ready projects will be preferred
- Project funding is a 50/50 match for all applicants
- No studies or maintenance projects

All awarded One Time Project Funds grants must be used by June 30, 2024

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

Who is on the OTPF Review Committee?

The OTPF Review Committee will be comprised of a total of five (5) members. Two of those members will be HCTDA Board Members and three (3) will be community business members. The HCTDA Executive Committee will send recommendation of members to HCTDA Board for approval.

Who is eligible to apply for the OTPF?

Municipalities such as Haywood County, Town of Canton, Town of Clyde, Town of Maggie Valley, Town of Waynesville, and Lake Junaluska Conference & Retreat Center (representing 28745)

What type of projects are eligible?

- Greenway Projects
- Facility Enhancements
- Parks & Outdoor Recreation Development
- Art, Historical or Culturally Based Attractions
- Other projects that will expand, strengthen, and sustain local Tourism

What are the OTPF grant requirements?

All applications are assessed on the following requirements. If an application fails to meet the requirements the OTPF Review Committee can deny consideration of funds.

- Funding must be for capital investments only. Cannot include operational expenses in funding request.
- All projects must demonstrate that it will create substantial new and incremental overnight stays in Haywood County.
- The OTPF will only fund projects that have a 50/50 matching budget (excluding in-kind goods & services). Design fees already expended will be considered as counting towards the 50/50 match.
- OTPF funds cannot be the first or only funds committed to a project.
- For-profit entities are not eligible for OTPF funding.

How do you apply for the OTPF and what is the timeline?

- Applications will be available at https://haywoodtda.com/
- Applications are due by 5:00 PM on April 29, 2022, to the HCTDA.
- Applications can be sent to lynn@visitncsmokies.com or dropped off in person to the HCTDA Attn: Lynn Collins, 1110 Soco Road, Maggie Valley, NC 28751.
- All applications will be reviewed by the HCTDA's OTPF Review Committee. They will then provide funding recommendations for consideration to the HCTDA Board at the May 25, 2022, meeting for approval and final decision.
- OTPF Review Committee may request an in-person presentation if they feel the need to learn more about a specific grant application.
- Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
- All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- OTPF grant award notifications will be sent via email & letter after the May 25, 2022, HCTDA Board Meeting.

How will the grant application be evaluated?

Applications will be evaluated according to these criteria:

- Project Information: includes timeline, strength of application, uniqueness, and innovation of project. Details are a must.
- Financial Strength: includes stability of organization, strength of business plan, and the proof that a 50/50 match is possible.
- Project Impact: includes room nights generated, size of market being served, community impact, and ability to market project upon completion.

Final Evaluation & Payment Procedures:

Final Evaluation Report must be completed in order to move forward with the payment process. This form will require you to submit a final overview of completed project detailing any successes. The form can be found at https://haywoodtda.com/

Payment Request Forms must be submitted within 60-days of completed project and requires copies of paid invoices in order to receive grant funds. The exception to this rule is if a project takes place in May or June the deadline for submitting a payment request is June 30, 2024.

Send Payment Request Form to:

Attn: Lynn Collins
Haywood County TDA
1110 Soco Road
Maggie Valley, NC 28751

Stipulations:

- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive OTPF funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject an application if it doesn't meet the requirements.

Glossary:

Average Daily Rate (ADR): The average overnight rate paid by guest over a given period of time in a given market. This rate does not include taxes and fees paid by the guest. The HCTDA uses the Smith Travel Report (STR) for lodging date.

Occupancy Tax: A tax paid by guest staying in a paid overnight accommodation such as a hotel, motel, vacation rental or bed & breakfast. Guest visiting Haywood County pay 4% occupancy tax, which is then divided into 3% and 1% budgets.

Out-of-Market: A term used to describe guest who reside outside the Haywood County market. The HCTDA defines out of market as someone living more than 50 miles away. Nearby out-of-markets include Greenville/Spartanburg, Knoxville. Further markets include Charlotte, Atlanta, Raleigh, Greensboro, Columbia.

Room Nights: One room night is defined as a single night spent in one room in a traditional lodging property or one night in a vacation rental. If there are two or more guest staying in the room or vacation rental, it's considered one room night.

VisitNC Smokies

One-Time Project Fund Application
2022

Application Rules:

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

1. Applicant Name (Organization):
2. Name of Event/Project:
3. ZIP Code for Event/Project:
4. Date(s) of Event/Project:
5. Website (if applicable):
6. Event/Project Location:
7. Mailing Address:
8. Contact Person:
9. Telephone Numbers: Office: Cell:
10. Email Address:
11. Grant Amount Requested:

12. Briefly describe your project. (If you have any drawings, photos or renderings, please submit with application.

13. Does a similar project already exist in Western North Carolina or Haywood County? Please describe how your project will attract visitors and create room nights.

14. Will this project include a marketing plan? How much do you plan to invest annually on marketing more than 50 miles away from Haywood County?

15. Has a feasibility study been completed? YES or NO If yes, please submit with application.

☐ YES ☐ NO

16. What is the total budget of your proposed project?

17. Will you secure at least the same amount of funding you are applying for? Must be a 50%.

☐ YES ☐ NO

18. If you receive OTPF funding, will it be the first funding committed for this project?

☐ YES ☐ NO

19. LIST the current funding for your project:

Source	Amount	Secured	Pending

20. How many guests or visitors do you expect to come to your project once completed?

Year 1 ☐ Year 2 ☐ Year 3 ☐

21. Explain how you came up with your numbers above.

22. Projected break ground date?

23. Completion date of project?

24. If different, projected opening date?

25. Please add any additional information you deem relevant.

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

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

Sole Discretion:
All elements of the HCTDA One-Time Project Fund are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Funds awarded within this program are made by the HCTDA and are not subject to external oversight or approval.

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

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

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

Applicant Signature: ____________________ Date: __________

Applicant Printed Name: ____________________