



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

**Haywood County Tourism Development Authority
Agenda
Wednesday, November 30th, 2022
9:00am
Terrace Hotel Dining Room**

- I. Call to Order** – Chairman Chris Corbin
- II. Introductions**
- III. Adjustment of Agenda**
- IV. Public Comment Session** (12 minutes total, limit 3 minutes per person)
- V. Board Comments**
- VI. Audit Report** – Travis Keever, Gould Killian CPA
- VII. Consent Agenda**
 - 1. Request Approval of TDA Board Minutes from August 24th, 2022.
 - 2. Request Approval of Budget Amendment for Wayfinding Signage 2022 in the amount of \$37,187 to be allocated from Contingency.
 - 3. 1% Clyde Request – Clyde was awarded \$9,000 to put fencing around Lynn's Park in downtown Clyde as part of the Wayfinding Placemaking program. Since the award was granted the cost of materials has increased and the price for the fence and installation is now \$13,850. The 1% Subcommittee has recommended approval of the increase in the amount of \$4,850. There are sufficient funds in the Clyde 1% to cover this request. TDA Finance Committee recommends approval.

VIII. Finance Committee Report

1. October Financial Report – Kristian Owen
2. June 3% & Occupancy by Category Reports – David Francis
3. Trending Report
4. October AirDNA & STR Reports
5. Penalty Waiver Recommendations – The Finance Committee recommends the following Penalty Waivers:
SK Hospitality in the amount of \$552.58. The payment was postmarked 4 days late.
Springdale Golf Partners in the amount of \$212.61. The payment was postmarked 4 days late.

IX. New Business

- A. Handout of HCTDA 21/22 Annual Report – TDA Staff
- B. Request Approval of Letter of Recommendation for Reappointment of TDA Board Members Mike Huber, Jeff Hillis, Shelley White
- C. Recognize Outgoing Board Members Colleen Davis, Lauri SoJourney, Twinkle Patel and Commissioner Kirk Kirkpatrick

X. Old Business

XI. Announcements

- A. Next Regularly Scheduled TDA Board Meeting - January 25th, 2023

XII. Adjournment

XIII. 10 Minute Media Communication Session

HCTDA Board Meeting Minutes
August 24th, 2022
Bethea Welcome Center, Lake Junaluska

Members Present: Jim Owens, Gail Mull, Colleen Davis, Kelsie Baker, Chris Corbin, Dr. Shelley White, Laurie SoJourney, Kirk Kirkpatrick, Jeff Hillis, Tammy Wight

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

Chairman Chris Corbin called the HCTDA Board meeting to order at 9:03 AM.

Introductions

- Chairman Corbin welcomed Jeff Hillis from Buffalo Creek Vacations as the newest member of the TDA Board.

Adjustment of Agenda

Public Comment Session

- Jane Mauer states that the GSM is partnering with Bear Wise Taskforce and Leave No Trace programs. Hopefully she will have updated information at the next meeting.

Board Comments

- Jeff Hillis announced that the Buffalo Creek Vacations will be hosting a fall conference in September for the Eastern Bison Association. They will have bison ranchers from all over the country staying on the property.

Consent Agenda

- Request approval of TDA Board Minutes – June 30th, 2022.
- Request approval of Budget Amendment for Wayfinding Signage Phase 1 & 2 in the amount of \$55,516 to be allocated from the 3% Fund balance.
- Request approval of Budget Amendment for FY 21/22 year end.
- Request approval of revisions to Social Media Use policy.
- Request approval of revisions to Internal Controls.
- Request approval of revisions to TDA Employee Manual.

- Chairman Corbin asks if anyone will make a motion to approve the consent agenda.
 - Jim Owens made a motion to approve the consent agenda, as presented.
 - Lauri Sojourner seconded the motion.
 - Motion passed unanimously.

Administrative/Committee Reports

Chairman Corbin presented the 3%, 1%, and Occupancy Tax by category reports.

- Clyde finished at 96%, which is a little shy of previous years, but other towns were on track.

Ben Wilder presented the STR, AirDNA, and Trending reports.

- Both reports show that we have softened slightly over the last few months.

New Business

- Request approval of proposal for services from Chris Cavanaugh of Magellan Strategy in the amount of \$8,400 to search for a new Executive Director.
 - Lauri Sojourner made a motion to approve proposal for services, as presented.
 - Colleen Davis seconded the motion.
 - Motion passed unanimously.
- Request approval of new Credit Card policy – Lynn Collins.
 - Tammy Wight made a motion to approve credit card policy, as presented.
 - Jim Owens seconded the motion.
 - Motion passed unanimously.
- Presentation of HCTDA Annual Plan – TDA Staff

Staff Updates

- Update on Strategic Destination Plan – The plan is on track and we should have updated plans by the end of the year.
- Distribute Board Profile sheets to TDA Board Members to be filled out.
- Update on Elk Fest – Will be 2-day event on September 30th and October 1st. Pass along sign-up sheet for volunteers.
- Next regularly scheduled TDA Board Meeting will be September 28th.

Announcements

Adjournment

- Tammy Wight made a motion to adjourn.
- Dr. Shelley White seconded the motion.
- Chairman Corbin adjourned the meeting at 10:41 AM.

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2022 -2023

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 3 2023

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:				
Wayfinding Signage	537502	90,516	37,187	127,703
Contingency	599101	100,000	(37,187)	62,813
TOTAL		190,516	-	190,516

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

Adopted this 30th day of November, 2022.

ATTEST:

Secretary to the Board

Chairman

Haywood County Tourism Development Authority

Explanation:
Contractor thought Waynesville & Maggie Valley received grants for partial funding on the Phase 2 & 3 Wayfinding so these amounts were not included in the estimate I had to budget for 22/23. The additional amount for Maggie is \$10,814 plus tax and the amount for Waynesville is \$23,940 plus tax for a total of \$37,187. The Maggie allocation is for the placemaking sign at Town Hall and the Waynesville allocation is for 9 additional directional wayfinding signs in Waynesville and Hazelwood.

wd: Message from KM_C450i

message

Joy Garland <joy.garland@townofclyde.com>
: Lynn Collins <lynn@visitncsmokies.com>

Fri, Oct 21, 2022 at 4:29 PM

The Town of Clyde would like to request the fencing grant from TDA to be increased to the cost of the attached quote. (Approved amount of \$9,000 to \$13,850) The Town will be working on the existing landscape to move and reconfigure the area for the park so the fence can be installed. As stated before, this will help with safety to all that use the park facility.
Thank you for your consideration.

Joy



Joy Garland
Town Administrator
8437 Carolina Blvd. | P.O. Box 386 | Clyde, NC 28721
Phone: 828-627-2566 | Fax: 828-627-1190
joy.garland@townofclyde.com | townofclyde.com

Pursuant to North Carolina General Statutes Chapter 132 (Public Records), all electronic correspondence to and from this address may be considered public record, and as such, subject to request and review by third parties at any time.

----- Forwarded message -----

From: <townofclyde.scans@gmail.com>
Date: Fri, Oct 21, 2022 at 3:15 PM
Subject: Message from KM_C450i
To: <joy.garland@townofclyde.com>

 SKM_C450i22102120150.pdf
146K

GreenScapeWorks

1235 Sulphur Springs Rd

Waynesville, NC 28786

☎ 8284002987

☎ 8284002987

Greenscapeworks@facebook.com

greenscapeworks@hotmail.com

ESTIMATE

EST0407

DATE

10/10/2022

TOTAL

USD \$13,850.00

TO

Town of Clyde , Buzz Bizzell

buzz.bizzell@gmail.com

DESCRIPTION	RATE	QTY	AMOUNT
Approximately 300' of fence. Fence will be brand Freedom New Haven style, deminsions 4.5-ft H x 6-ft W Black Aluminum Flat-top Decorative Fence Panel includes tax	\$85.00	52	\$4,420.00
Line post for fence Freedom Concord/New Haven 7-ft H x 2-in W Black Aluminum Decorative Line Fence Post.	\$35.00	54	\$1,890.00
One double gate constructed from same fence materials to match fence custom built. Each Gate on walkway side will be 4 ft in width totalling 8ft entrance for maintenance equipment. Opposite side of fence will have a custom built walk gate approximately 3ft in width. Total includes hardware, latches and labor.	\$860.00	1	\$860.00
Concrete and miscellaneous hardware for installing fence	\$310.00	1	\$310.00
Labor, ordering all fence materials, pickup, delivery and installation of fencing as listed.	\$6,370.00	1	\$6,370.00
TOTAL			USD \$13,850.00

Thank you for the interest in our services.

If you choose to accept bid Greenscapeworks Inc request

50% deposit to cover immediate material cost.

Remainder is to be paid after job completion and

approval of owner / owners. Once job has been started

deposits are non-refundable. This is an Estimate, any

additional fence footage or any request for additional

labor, materials, upgrades etc, will be added to final

invoice. Greenscapeworks Inc is insured and

Incorporated with the state of North Carolina.

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 October 31, 2022, and the related changes in net position budget vs actual for the one month and four 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
November 03, 2022

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

October 31, 22

ASSETS

Current Assets

Checking/Savings

100001 - 1% Cash in Bank - 1st Citizens	155,074.20
100002 - 3% Cash in Bank - 1st Citizens	360,302.65
111501 - NCCMT - 9152 3% General Investm	1,445,876.55
111503 - NCCMT - 9863 1% General Investm	503,024.76

Total Checking/Savings	2,464,278.16
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Other Current Assets

119000 - Petty Cash - TDA	100.00
119001 - Petty Cash - VC	100.00

Total Other Current Assets	200.00
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Total Current Assets	2,464,478.16
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TOTAL ASSETS	2,464,478.16
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LIABILITIES & NET POSITION

Liabilities

Current Liabilities

Other Current Liabilities

231700 - Payroll Liabilities

Federal Taxes (941/944)	3,616.70
NC Income Tax	1,319.00
NC Pension Payable	4,938.18

Total 231700 - Payroll Liabilities	9,873.88
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231800 - Sales Tax Payable	390.82
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Total Other Current Liabilities	10,264.70
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Total Current Liabilities	10,264.70
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Total Liabilities	10,264.70
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Net Position

329300 - Net Assets as July 1	2,517,103.05
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Net Income	(62,889.59)
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Total Net Position	2,454,213.46
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TOTAL LIABILITIES & NET POSITION	2,464,478.16
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Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
October 2022

	July 22 -			
	October 22	October 22	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · Net from Haywood County (3%)	204,974.66	473,714.83	1,876,276.00	25.25%
427012 · 1% Net 28716 Occupancy Tax	2,908.89	6,737.66	50,029.00	13.47%
427013 · 1% Net 28721 Occupancy Tax	672.30	2,208.82	25,015.00	8.83%
427014 · 1% Net 28745 Occupancy Tax	4,792.89	13,109.30	50,029.00	26.2%
427015 · 1% Net 28761 Occupancy Tax	27,815.05	67,287.54	300,174.00	22.42%
427016 · 1% Net 28785/28786 Occupancy Tx	32,135.76	68,632.75	200,116.00	34.3%
427112 · App. of Fund Balance 28716	-	-	6,700.00	0.0%
427113 · App. of Fund Balance 28721	-	-	13,035.00	0.0%
427114 · App. of Fund Balance 28745	-	-	4,646.00	0.0%
427115 · App. of Fund Balance 28751	-	-	51,230.00	0.0%
427116 · App. of Fund Balance 28785/86	-	-	34,771.00	0.0%
449201 · Merchandise Sales	4,416.96	9,434.08	15,500.00	60.87%
449810 · Visitor Guide Ad Sales	12,050.00	19,050.00	30,000.00	63.5%
451000 · Elk Fest Revenue	(16,170.53)	(95.53)	50,000.00	-0.19%
483491 · Investment Earnings 3%	3,599.92	8,418.60	500.00	1,683.72%
483492 · Investment Earnings 1%	1,252.43	2,726.78	75.00	3,635.71%
483831 · Net Occupancy Tax Penalties 3%	-	213.36	4,000.00	5.33%
499990 · Fund Balance Appropriation 3%	-	-	555,516.00	0.0%
Total Income	278,448.33	671,438.19	3,267,612.00	20.55%
Expense				
Payroll				
512110 · NC State Retirement - Promo	3,301.20	13,344.74	47,277.00	28.23%
518301 · Group Health Insurance - Promo	3,153.06	16,292.40	43,116.00	37.79%
518601 · Worker's Comp-Promotional-Promo	-	1,534.00	1,534.00	100.0%
Salaries and Wages				
512101 · Salaries Admin-Promo	11,477.24	41,572.97	159,324.00	26.09%
512201 · Salaries Marketing- Promo	19,502.61	76,163.02	246,994.00	30.84%
Total Salaries and Wages	30,979.85	117,735.99	406,318.00	28.98%
Payroll Taxes				
512220 · FICA & Unemployment Taxes	2,369.95	9,006.78	31,490.00	28.6%
Total Payroll Taxes	2,369.95	9,006.78	31,490.00	28.6%
Total Payroll	39,804.06	157,913.91	529,735.00	29.81%
512232 · Temporary Labor - TR	-	-	500.00	0.0%
517001 · Board Member Meetings/Events	62.50	173.52	3,000.00	5.78%
519201 · Professional Service-Accounting	5,525.00	7,475.00	15,300.00	48.86%
519202 · Professional Services- Legal	-	-	1,000.00	0.0%
519203 · Prof. Svcs - Contract Svcs-P	8,700.00	84,436.00	152,000.00	55.55%
526001 · Office/Visitor Center Supplies	36.92	749.20	5,000.00	14.98%
527001 · Purchases/Resale-Promo	782.34	1,645.28	13,800.00	11.92%
529901 · NonExpendable Office Supp-TR	-	-	2,500.00	0.0%
531101 · In County Travel- Promo	62.50	165.01	1,000.00	16.5%
531201 · Out of County Travel- Promo	180.52	945.35	7,875.00	12.0%

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

	July 22 -			
	October 22	October 22	YTD Budget	% of Budget
531301 · Fuel-T Related	165.96	418.01	2,000.00	20.9%
532101 · Telephone & Internet- Promo	736.83	2,298.51	7,700.00	29.85%
532201 · Postage-Promo	2,577.50	5,475.74	13,237.00	41.37%
534901 · Print & Bind-Promo	5,441.82	7,193.26	9,000.00	79.93%
535201 · Repair & Maintenance-Promo	2,121.34	4,348.51	9,300.00	46.76%
537101 · Marketing-Promo	1,004.49	9,062.58	40,000.00	22.66%
537221 · Advertising- Promo	48,296.67	152,553.83	650,000.00	23.47%
537301 · Visitor Guide Ads-Promo	-	-	40,000.00	0.0%
537401 · Education-Promo	35.00	1,082.00	7,277.00	14.87%
537501 · National Parks - T Related	-	596.02	20,000.00	2.98%
537502 · Wayfinding Signage	11,969.85	61,420.15	90,516.00	67.86%
537701 · Social Media- Promo	3,600.00	6,053.50	25,000.00	24.21%
537800 · Group Sales-Promo				
537801 · Group Sales Marketing	-	-	12,400.00	0.0%
537803 · Group Sales Trade Shows	-	25.00	18,100.00	0.14%
537804 · Group Sales Travel out of Count	233.88	2,046.28	11,700.00	17.49%
537805 · Group Sales Advertising	-	2,495.00	14,000.00	17.82%
537806 · Group Sales Dues & Subscription	-	1,250.00	2,950.00	42.37%
Total 537800 · Group Sales-Promo	233.88	5,816.28	59,150.00	9.83%
541301 · Rent-Promo	2,674.02	13,340.10	32,400.00	41.17%
543201 · Equipment Lease-Promo	487.01	2,275.86	9,500.00	23.96%
545101 · Liability Insurance-Promo	-	4,345.00	7,550.00	57.55%
549101 · Dues & Subscriptions-Promo	2,433.67	12,634.10	40,822.00	30.95%
549902 · Bank Charges-Promo	502.21	1,338.75	3,500.00	38.25%
549903 · Property Tax	-	-	300.00	0.0%
Clyde				
549913 · 28721 - Clyde - Tourism	-	-	12,683.00	0.0%
549912 · 28721 (Clyde)	-	-	25,382.00	0.0%
Total Clyde	-	-	38,065.00	0.0%
Canton				
549911 · 28716 - Canton - Tourism	-	3,000.00	18,910.00	15.87%
549910 · 28716 (Canton) Promo	18,115.00	21,340.00	37,834.00	56.4%
Total Canton	18,115.00	24,340.00	56,744.00	42.89%
Lake Junaluska				
549915 · 28745 - Lake Junaluska -Tourism	-	7,500.00	18,225.00	41.15%
549914 · 28745 (LJ)	-	3,000.00	36,465.00	8.23%
Total Lake Junaluska	-	10,500.00	54,690.00	19.2%
Maggie Valley				
549917 · 28751 - Maggie Valley - Tourism	9,000.00	16,000.00	117,135.00	13.66%
549916 · 28751 Maggie Valley (MV) Promo	40,594.00	75,080.00	234,284.00	32.05%
Total Maggie Valley	49,594.00	91,080.00	351,419.00	25.92%
Waynesville				
549919 · 28785/86 - Waynesville -Tourism	-	-	78,296.00	0.0%
549918 · 28785/86 (Waynesville)	17,634.00	46,125.00	156,608.00	29.45%

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

	October 22	July 22 - October 22	YTD Budget	% of Budget
Total Waynesville	17,634.00	46,125.00	234,902.00	19.64%
551001 · Capital Outlay Promo	1,205.89	1,205.89	5,000.00	24.12%
551002 · Capital Outlay - Tourism	-	-	47,000.00	0.0%
568101 · 3% Grant Promo	-	-	5,625.00	0.0%
568102 · 3% Grants TR	-	3,300.00	21,300.00	15.49%
568103 · 3% Grant Sponsorship	-	-	5,625.00	0.0%
568104 · OTPF	-	-	500,000.00	0.0%
569101 · Elk Fest Expenses-Promo	5,563.25	8,189.62	20,000.00	40.95%
569102 · Elk Fest Expenses-TR	(1,419.75)	3,751.02	20,000.00	18.76%
570102 · Utilities	373.54	2,080.78	8,280.00	25.13%
599101 · Contingency	-	-	100,000.00	0.0%
Total Expense	228,500.02	734,327.78	3,267,612.00	22.47%
Net Ordinary Income	49,948.31	(62,889.59)	0.00	100.0%
Net Income	49,948.31	(62,889.59)	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2022-2023

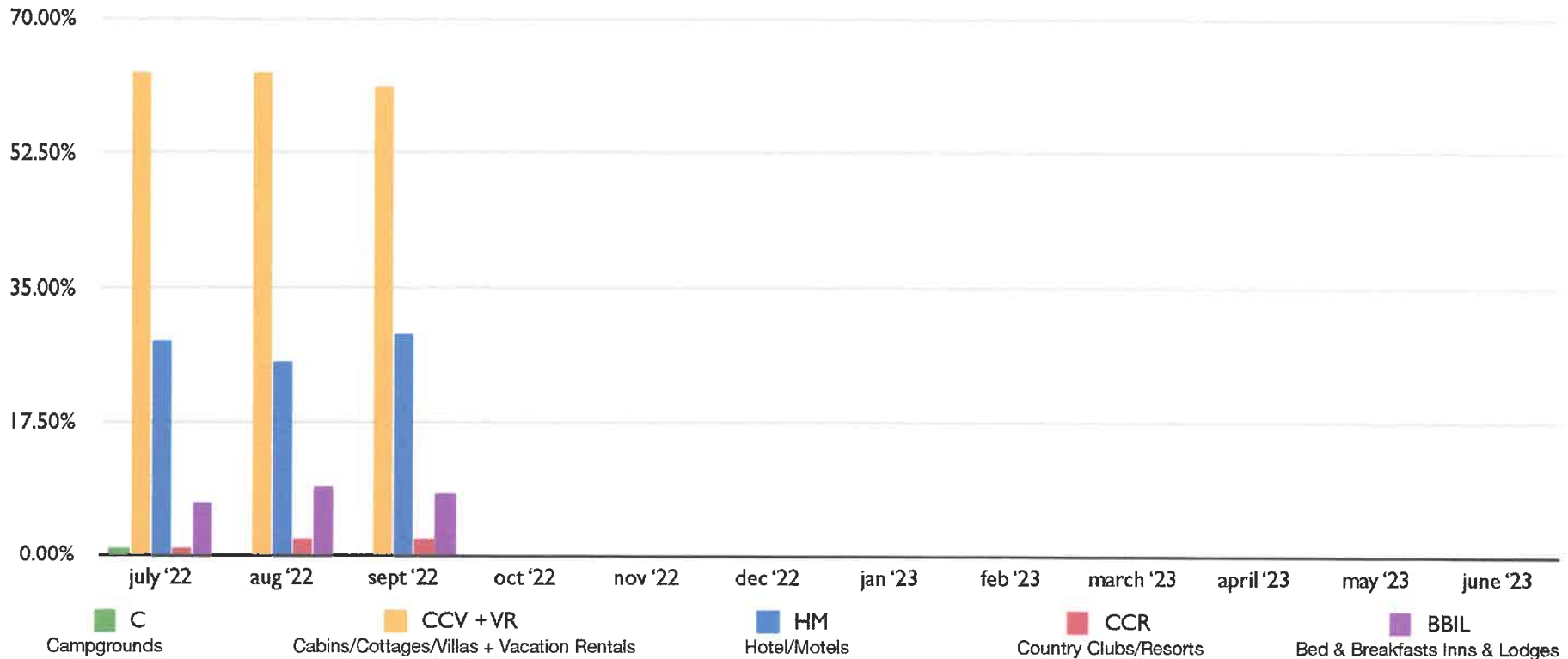
	A	B	C	D	E	F	G
1		2022-2023	2022-2023	% Change	2022-2023	2021-2022	% Change
2		Occupancy	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Tax	Tax	To	Tax	Tax	To
4		Projections	Actual	Budget	Penalties	Actual	Previous
5							Year
6							
7	July	\$225,153	\$267,740	19%	\$213	\$250,376	7%
8	August	\$168,865	\$204,975	21%	\$147	\$208,444	-2%
9	September	\$168,865	\$223,180	32%	\$87	\$199,018	12%
10	October	\$225,153				\$257,233	
11	November	\$131,339				\$162,073	
12	December	\$112,577				\$134,274	
13	January	\$112,577				\$121,230	
14	February	\$93,814				\$114,823	
15	March	\$112,577				\$129,745	
16	April	\$150,102				\$168,153	
17	May	\$168,865				\$185,096	
18	June	\$206,390				\$235,098	
19							
20	Total	\$1,876,277				\$2,165,563	
21							
22							
23	YTD	\$562,883	\$695,895	24%	\$447	\$657,838	6%
24							
25							

22/23 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2022 - JUNE 2023

TYPE	JULY '22	AUG '22	SEPT '22	OCT '22	NOV '22	DEC '22	JAN '23	FEB '23	MARCH '23	APRIL '23	MAY '23	JUNE '23
C	1.00%	0.05%	0.00%									
CCV + VR	63.00%	63.00%	61.00%									
HM	28.00%	25.50%	29.00%									
CCR	1.00%	2.00%	2.00%									
BBIL	7.00%	9.00%	8.00%									

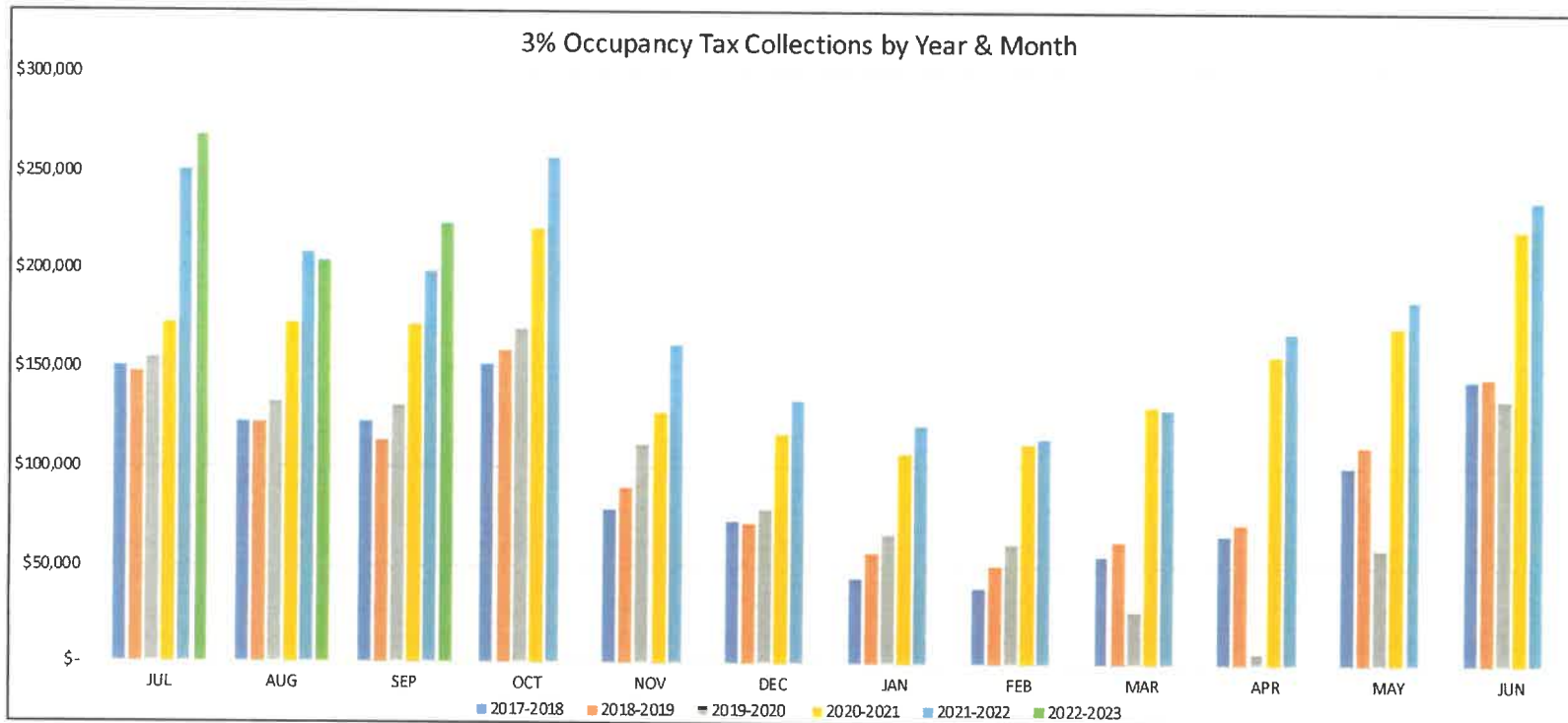
OCCUPANCY TAX BY ACCOMMODATION CATEGORY



2021-2022 Forecasted 3% Occupancy Tax Collections

Month	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
JUL	\$ 151,475	\$ 148,380	\$ 155,055	\$ 173,533	\$ 250,376	\$ 268,954
AUG	\$ 123,611	\$ 123,380	\$ 133,405	\$ 173,664	\$ 208,444	\$ 204,975
SEP	\$ 123,344	\$ 113,828	\$ 131,589	\$ 172,717	\$ 199,018	\$ 223,180
OCT	\$ 152,179	\$ 159,349	\$ 169,745	\$ 221,520	\$ 257,233	\$ -
NOV	\$ 79,190	\$ 90,553	\$ 111,387	\$ 128,278	\$ 162,073	\$ -
DEC	\$ 72,777	\$ 72,016	\$ 78,487	\$ 117,856	\$ 134,274	\$ -
JAN	\$ 44,539	\$ 57,143	\$ 66,237	\$ 107,520	\$ 121,230	\$ -
FEB	\$ 39,053	\$ 50,616	\$ 61,711	\$ 112,223	\$ 114,823	\$ -
MAR	\$ 55,745	\$ 62,855	\$ 27,326	\$ 131,644	\$ 129,745	\$ -
APR	\$ 66,491	\$ 72,309	\$ 5,536	\$ 156,955	\$ 168,153	\$ -
MAY	\$ 100,723	\$ 111,430	\$ 58,909	\$ 171,515	\$ 185,096	\$ -
JUN	\$ 144,365	\$ 146,321	\$ 134,487	\$ 221,387	\$ 235,678	\$ -
Total	\$ 1,153,492	\$ 1,208,180	\$ 1,133,874	\$ 1,888,812	\$ 2,166,143	\$ 697,109

First 3 Months	
20-21	\$ 519,914
21-22	\$ 657,838
22-23	\$ 697,109



Important October 2022 Update

1 message

Laura Clark <laura.clark@airdna.co>
To: lynn@visitncsmokies.com

Wed, Nov 16, 2022 at 10:36 AM

Hi Lynn,

I hope you are well.

I am writing to notify you of a data discrepancy we identified in a routine quality control check of our October figures.

This inconsistency pertains to reserved days and revenue metrics. In October, we found both data points were overstated on average by 5-10%. This originates from data on Airbnb listings, while the performance of VRBO listings has not been affected.

Knowing you depend on this information, we wanted to ensure our delivery of the monthly data was completed on time.

Our industry-standard margin of error is +/- 5%, hence why this difference is worth calling to your attention. We recommend adjusting metrics like reserved days and revenue down to accommodate this discrepancy.

Our team is working tirelessly to ensure our November data (along with a refresh to historicals) will be within the smallest margin of error.

We are determined to provide you with the most accurate and up-to-date vacation rental information possible.

If you have any additional questions, don't hesitate to reach out. I will do my best to provide updates promptly.

Many thanks,
Laura



Laura Clark

Customer Success Specialist, AirDNA

+34 932 205 569 | www.airdna.co

For additional information and support please visit our [help center](#)

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Combined Report
Data pulled up to Oct-22

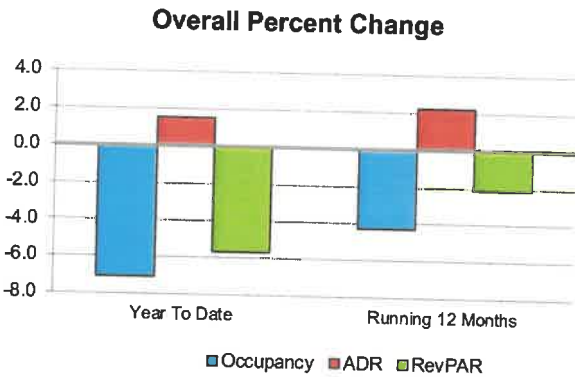
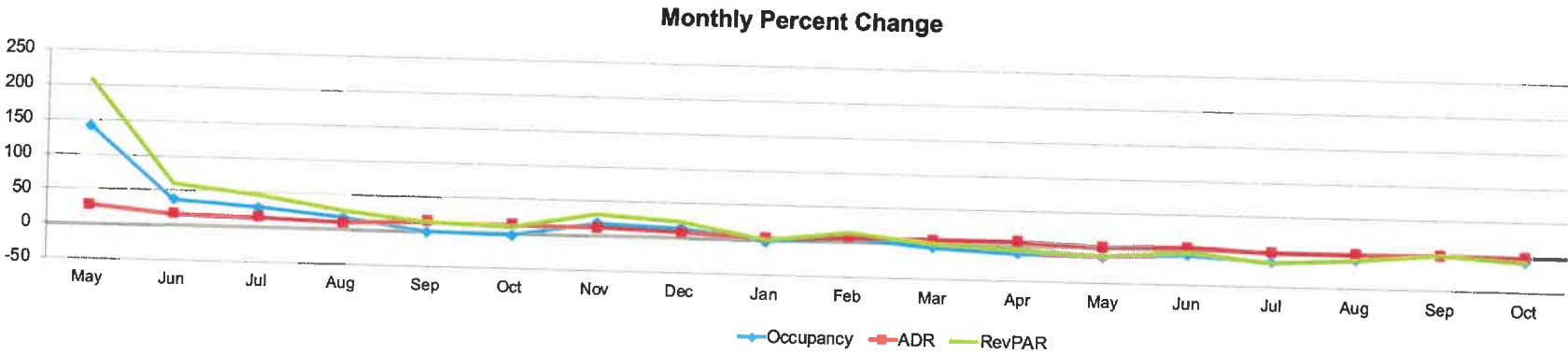
AirDNA
1507 Blake Street
Denver, CO 80202
+1 (720) 372-2318
hello@airdna.co

	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22
140389 - Haywood County													
Total Available Listings													
Entire Place	1,348	1,378	1,352	1,339	1,257	1,365	1,479	1,603	1,647	1,608	1,607	1,684	1,738
Private Room	77	73	69	70	66	68	76	80	80	72	71	78	81
Shared Room	3	2	3	3	1	1	1	1	1	1	1	1	1
Booked Listings													
Entire Place	1,310	1,326	1,298	1,258	1,134	1,130	1,241	1,416	1,498	1,521	1,483	1,593	1,697
Private Room	71	64	61	61	54	59	64	65	69	67	66	70	76
Shared Room	3	2	3	2	0	1	0	0	0	0	0	0	0
Room Nights - Entire Place													
Total Available	92,014	92,923	94,280	87,864	76,667	82,223	86,542	100,225	101,539	103,107	101,664	107,017	116,484
Booked	68,175	58,585	56,579	42,157	34,783	41,867	45,021	48,724	63,345	73,985	62,078	61,844	86,209
Room Nights - Hotel Comparable													
Total Available	6,834	6,121	6,215	5,747	5,116	5,762	5,848	7,041	7,198	7,261	7,536	8,011	8,434
Booked	4,962	3,802	3,516	2,398	2,323	2,955	3,280	3,718	4,354	4,767	4,265	4,447	5,984
Listing Nights - Entire Place													
Available	35,397	35,441	35,878	33,562	29,286	31,626	33,464	39,254	39,722	40,015	39,498	41,749	45,347
Booked	26,460	22,409	21,281	15,591	13,179	16,082	17,521	19,339	24,612	28,330	23,861	23,952	33,542
Occupancy													
Entire Place	74.8%	63.2%	59.3%	46.5%	45.0%	50.9%	52.4%	49.3%	62.0%	70.8%	60.4%	57.4%	74.0%
Hotel Comparable	72.6%	62.1%	56.6%	41.7%	45.4%	51.3%	56.1%	52.8%	60.5%	65.7%	56.6%	55.5%	71.0%
ADR													
Entire Place	\$234.95	\$236.27	\$241.22	\$237.37	\$236.95	\$230.23	\$232.90	\$228.36	\$235.58	\$242.55	\$236.93	\$239.53	\$242.67
Hotel Comparable	\$146.52	\$142.17	\$142.16	\$136.78	\$138.14	\$133.52	\$134.71	\$129.63	\$133.37	\$138.69	\$138.96	\$144.09	\$150.35
RevPAR													
Entire Place	\$175.63	\$149.39	\$143.08	\$110.27	\$106.63	\$117.08	\$121.94	\$112.51	\$145.96	\$171.72	\$143.13	\$137.42	\$179.50
Hotel Comparable	\$106.39	\$88.31	\$80.42	\$57.07	\$62.72	\$68.47	\$75.56	\$68.45	\$80.67	\$91.05	\$78.65	\$79.99	\$106.67

Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority
For the Month of October 2022

Currency: USD - US Dollar



Occupancy (%)		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year		55.5	64.4	70.8	59.4	55.4	69.0	50.8	41.0	32.5	40.0	43.4	51.1	49.2	59.7	60.2	54.0	55.8	64.8
Last Year		23.0	46.9	55.1	50.7	55.8	70.4	43.1	35.9	33.2	37.6	45.9	57.4	55.5	64.4	70.8	59.4	55.4	69.0
Percent Change		141.5	37.3	28.5	17.3	-0.6	-2.0	17.9	14.3	-2.1	6.4	-5.4	-11.0	-11.5	-7.3	-15.0	-9.1	0.6	-6.0
ADR		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year		112.40	113.96	124.54	115.84	120.78	137.16	111.20	105.88	95.92	99.09	99.33	111.11	113.59	118.48	123.48	114.82	121.17	135.08
Last Year		88.27	98.18	109.00	106.23	105.54	121.73	99.72	98.15	92.99	93.24	93.61	104.33	112.40	113.96	124.54	115.84	120.78	137.16
Percent Change		27.3	16.1	14.3	9.0	14.4	12.7	11.5	7.9	3.2	6.3	6.1	6.5	1.1	4.0	-0.9	-0.9	0.3	-1.5
RevPAR		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year		62.43	73.35	88.21	68.82	66.94	94.60	56.53	43.46	31.14	39.63	43.10	56.78	55.86	70.71	74.32	61.98	67.59	87.60
Last Year		20.30	46.01	60.07	53.81	58.85	85.64	42.98	35.26	30.83	35.05	42.96	59.88	62.43	73.35	88.21	68.82	66.94	94.60
Percent Change		207.5	59.4	46.8	27.9	13.8	10.5	31.5	23.3	1.0	13.1	0.3	-5.2	-10.5	-3.6	-15.8	-9.9	1.0	-7.4
Supply		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year		54,405	52,650	53,754	53,754	52,020	53,754	48,840	49,073	47,089	42,532	48,949	49,440	52,514	50,820	52,514	52,514	50,820	52,514
Last Year		54,822	52,860	54,622	54,622	52,860	54,622	49,680	49,724	48,980	44,240	50,840	51,270	54,405	52,650	53,754	53,754	52,020	53,754
Percent Change		-0.4	-0.4	-1.6	-1.6	-1.6	-1.6	-1.7	-1.3	-3.9	-3.9	-3.7	-3.6	-3.5	-3.5	-2.3	-2.3	-2.3	-2.3
Demand		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year		30,217	33,888	38,073	31,934	28,834	37,074	24,829	20,144	15,289	17,009	21,240	25,264	25,826	30,329	31,606	28,349	28,348	34,055
Last Year		12,563	24,772	30,104	27,672	29,473	38,429	21,413	17,865	16,241	16,631	23,330	29,425	30,217	33,888	38,073	31,934	28,834	37,074
Percent Change		140.5	36.8	26.5	15.4	-2.2	-3.5	16.0	12.8	-5.9	2.3	-9.0	-14.1	-14.5	-10.5	-17.0	-11.2	-1.7	-8.1
Revenue		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year		3,396,528	3,861,900	4,741,654	3,699,148	3,482,446	5,084,902	2,760,946	2,132,838	1,466,574	1,685,455	2,109,764	2,807,116	2,933,593	3,593,362	3,902,661	3,254,923	3,434,789	4,600,153
Last Year		1,108,950	2,432,216	3,281,280	2,939,474	3,110,619	4,677,844	2,135,274	1,753,364	1,510,222	1,550,676	2,183,932	3,069,944	3,396,528	3,861,900	4,741,654	3,699,148	3,482,446	5,084,902
Percent Change		206.3	58.8	44.5	25.8	12.0	8.7	29.3	21.6	-2.9	8.7	-3.4	-8.6	-13.6	-7.0	-17.7	-12.0	-1.4	-9.5
Census %		2021								2022									
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props		45	45	45	45	45	45	41	39	37	37	39	42	44	44	44	44	44	44
Census Rooms		1755	1755	1734	1734	1734	1734	1628	1583	1519	1519	1579	1648	1694	1694	1694	1694	1694	1694
% Rooms Participants		29.9	35.0	34.3	34.3	34.3	34.3	36.5	37.5	39.1	39.1	37.6	36.0	35.1	35.1	35.1	35.1	35.1	35.1
Blank row indicates insufficient data.																			

blank row indicates insufficient data.

Haywood County TDA

Occupancy Tax Penalty Waiver Request

Date of Request:	NOV 15 2022	Amount of Penalty:	552.58
Name of Property:	SR HOSPITALITY LLL ECONO LODGE		
Address:	232 PHILLIPS RD, Waynesville, NC 28786		
Name of Person Filing Waiver:	BARRY PATOL		

Reason For Penalty Waiver Request: We were out of town due to family Emergency. This is the 1st time ever we are late paying occupancy tax.

Signature: 

For HCTDA Use Only

Date Received:	11-15-22	TDA/BOCC Board Meeting Date:	Nov. 30, 2022
Penalty Waived:		Authorized By:	
Penalty Waiver History: No prior penalties.			

HAYWOOD COUNTY FINANCE DEPARTMENT
OCCUPANCY TAX COLLECTIONS
215 N MAIN STREET
WAYNESVILLE, NC 28786
Telephone (828) 356-2614 FAX (828) 452-6725

STATEMENT
November 7, 2022

ID #572
SK Hospitality LLC
232 Phillips Road
Waynesville, NC 28786

	Tax Month - coupons Rec'd	Due Date	Post Marked	Tax Due	Penalty Due	Penalty Waived	Tax Paid	Running Bal
Balance Due	Sep-22	10/20/2022	10/24/2022		552.58			552.58

Please pay this amount 552.58

5% penalty- failure to file return on due date 20th of the month
10% penalty- failure to pay tax when due except shall not be less than \$5.00
Addl 5% penalty - is each additional month return is not filed, not to exceed 25%

If you have any questions , please contact Vickie M Cagle 828 356-2614

Haywood County TDA

Occupancy Tax Penalty Waiver Request

Date of Request:	9/19/2022	Amount of Penalty:	\$212.61
Name of Property:	Springdale Golf Partners, LLC		
Address:	200 Golfwatch Rd. Canton, N.C. 28716		
Name of Person Filing Waiver:	Derek Jenner		

Reason For Penalty Waiver Request:

Springdale Golf Partners had a sudden change within the Accounting Department, back at the beginning of August 2022. Because of the Accounting change we were late sending out our July 2022 Occupancy tax by 4 days. We are asking for a one time waiver.

Signature:



Sincerely,

Derek Jenner
(the new accountant)

For HCTDA Use Only

Date Received:	9-19-22	TDA/BOCC Board Meeting Date:	Nov. 30, 2022
Penalty Waived:		Authorized By:	
Penalty Waiver History: penalty denied Jan. 2019			

HAYWOOD COUNTY FINANCE DEPARTMENT
 OCCUPANCY TAX COLLECTIONS
 215 N MAIN STREET
 WAYNESVILLE, NC 28786
 Telephone (828) 356-2614 FAX (828) 452-6725

STATEMENT
 September 10, 2022

ID # 917
 SPRINGDALE GOLF PARTNERS LLC
 LEX WEST
 200 GOLFWATCH ROAD
 CANTON NC 28718

Statement Date	Tax Month	Due Date	Post Marked	Tax Paid	Tax Owed	5% Penalty	10% Penalty	Penalty Total	Add 5% Penalty	Penalty Waived	Penalty Paid	Running Balance
	JULY	8/22/2022	8/26/2022	1417.38	1417.38	70.87	141.74	212.61			-	212.61

5% penalty- failure to file return on due date 20th of the month
 10% penalty- failure to pay tax when due except shall not be less than \$5.00
 Addl 5% penalty - is each additional month return is not filed, not to exceed 25%

Please pay this amount 212.61
 Appeal Notice enclosed

Based on your reported sales for May the total owed for occupancy tax is \$549.20. The total paid for taxes owed was \$411.90. The total penalty based on the actual tax owed is \$82.38. The total actually paid for penalties was \$81.79. Please call me if you have any questions.
 Kelley A. Mosser - 828-356-2614 or e-mail kelly.mosser@haywoodcountync.gov



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

November 30, 2022

Chairman Kevin Ensley
Haywood County Board of Commissioners
215 N. Main Street
Waynesville, NC. 28786

Dear Commissioner Ensley,

The Haywood County TDA Board respectfully requests the reappointment of the following TDA Board members who are eligible to serve another term:

Michael Huber, representing accommodations more than 20 units, to serve a three (3) year term of January 1, 2023 – December 31, 2025

Dr. Shelley White, representing the Town of Clyde, to serve a three (3) year term of January 1, 2023 – December 31, 2025

Jeff Hillis, representing accommodations of 20 units or less, to serve a three (3) year term of January 1, 2023 – December 31, 2025

These three board members have proven to be active and involved members of the TDA Board and we strongly support this request for their reappointment and continued service to the TDA.

Respectfully,

Chris Corbin
Chairman
Haywood County TDA