VisitNC Smokies

HAYWOOD COUNTY

TOURISM DEVELOPMENT AUTHORITY

November 29, 2023

Haywood County Tourism Development Authority
Statement of Net Position
October 31, 2023

ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	251,328.37
100002 · 3% Cash in Bank - 1st Citizens	759,661.11
111501 · NCCMT - 9152 3% General Investm	1,617,636.84
111503 · NCCMT - 9863 1% General Investm	578,383.40
Total Checking/Savings	3,207,009.72
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	200.00
Total Current Assets	3,207,209.72
Noncurrent Assets	
Fixed Assets	
140001 · Equipment and Furniture	32,522.77
140002 · Vehicle	25,903.04
150000 · Accumulated Depreciation	(27,509.18)
Total Fixed Assets	30,916.63
160000 · Right to Used Leased Asset	124,621.00
Total Noncurrent Assets	155,537.63
TOTAL ASSETS	3,362,747.35
DEFERRED OUTFLOWS OF RESOURCES	
180000 · Current Year Pension Plan Contributions	36,651.00
170000 · Pension Deferral	82,082.00
TOTAL DEFERRED OUTFLOWS OF RESOURCES	118,733.00

Haywood County Tourism Development Authority
Statement of Net Position
October 31, 2023

LIABILITIES & NET POSITION

Liabilities	
Current Liabilities	
231700 · Payroll Liabilities	
Federal Taxes (941/944)	3,034.44
NC Income Tax	1,087.00
NC Pension Payable	5,401.26
Total 231700 · Payroll Liabilities	9,522.70
231800 · Sales Tax Payable	63.27
Other Current Liabilities	
233000 · Lease Liability-Current Portion	30,277.00
Total Current Liabilities	39,862.97
Noncurrent Liabilities	
240000 · Lease Liability Noncurrent Portion	98,503.00
250000 · Net Pension Liability	68,398.00
Total Noncurrent Liabilities	166,901.00
TOTAL LIABILITIES	206,763.97

DEFERRED INFLOWS OF RESOURCES

260000 · Pension Deferrals	97,721.00

NET POSITION

Net Position as of July 1	3,094,396.04
Change in Net Position	82,599.34
TOTAL NET POSITION	3,176,995.38

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

	October 2023	July-October 2023	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	229,710.87	499,224.76	2,257,125.00	22.12%
427012 · 1% Occ Tax - 28716 (Canton)	6,767.05	11,495.10	60,190.00	19.1%
427013 · 1% Occ Tax - 28721 (Clyde)	4,175.92	8,930.65	37,618.75	23.74%
427014 · 1% Occ Tax - 28745 (LJ)	6,462.70	16,356.17	67,713.75	24.16%
427015 · 1% Occ Tax - 28751 (MV)	31,046.21	72,354.69	346,092.50	20.91%
427016 · 1% Occ Tax - 28785/28786 (WV)	28,218.29	57,423.48	240,760.00	23.85%
427017 · Admin Fee	5,638.40	16,874.99	40,500.00	41.67%
Total Occupancy Tax Revenue	312,019.44	682,659.84	3,050,000.00	22.38%
449201 · Merchandise Sales	3,396.97	12,952.34	25,000.00	51.81%
449810 · Visitor Guide Ad Sales	900.00	16,285.00	35,000.00	46.53%
450100 · NC Smokies Ice Festival Weekend	500.00	500.00	0.00	100.0%
451890 · Miscellaneous Revenue	0.00	375.00	0.00	100.0%
483491 · Interest Earnings 3%	7,182.21	28,015.02	45,000.00	62.26%
483492 · Interest Earnings 1%	2,567.99	10,016.73	15,000.00	66.78%
483831 · Occupancy Tax Penalties 3%	470.51	3,288.03	1,500.00	219.2%
483832 · Occupancy Tax Penalties 1%	156.84	1,096.02	500.00	0.0%
Fund Balance Appropriation				
427112 · App of Fd Bal - 28716 (Canton)	0.00	0.00	12,000.00	0.0%
427113 · App of Fd Bal - 28721 (Clyde)	0.00	0.00	36,000.00	0.0%
427114 · App of Fd Bal - 28745 (LJ)	0.00	0.00	0.00	0.0%
427115 · App of Fd Bal - 28751 (MV)	0.00	0.00	90,000.00	0.0%
427116 · App of Fd Bal - 28785/86 (WV)	0.00	0.00	12,000.00	0.0%
499990 · Fund Balance TDA	0.00	0.00	253,475.00	0.0%
499995 · Fund Balance OTPF	0.00	0.00	346,131.00	0.0%
Total Fund Balance Appropriation	0.00	0.00	749,606.00	0.0%
Total Income	327,193.96	755,187.96	3,921,606.00	19.26%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	28,575.00	28,575.00	48,126.67	59.38%
549912 · Promotion - 28721 (Clyde)	6,600.00	6,600.00	49,079.17	13.45%
549914 · Promotion - 28745 (LJ)	2,411.41	14,361.50	45,142.50	31.81%
549916 · Promotion - 28751 (MV)	5,815.79	31,399.57	290,728.33	10.8%
549918 · Promotion - 28785/86 (WV)	3,366.27	10,203.20	168,506.67	6.06%
Total 1% Marketing/Adv/Promo	46,768.47	91,139.27	601,583.34	15.15%

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

	October 2023	July-October 2023	YTD Budget	% of Budget
1% Tourism Related				
549911 · Tourism - 28716 (Canton)	0.00	0.00	24,063.33	0.0%
549913 · Tourism - 28721 (Clyde)	8,691.00	8,691.00	24,539.58	35.42%
549915 · Tourism - 28745 (LJ)	0.00	0.00	22,571.25	0.0%
549917 · Tourism - 28751 (MV)	0.00	0.00	145,364.17	0.0%
549919 · Tourism - 28785/86 (WV)	0.00	2,937.15	84,253.33	3.49%
Total 1% Tourism Related	8,691.00	11,628.15	300,791.66	3.87%
Total 1% Expenses	55,459.47	102,767.42	902,375.00	11.39%
Wages and Benefits				
512101 · Salaries Admin-Promo	12,486.76	49,759.84	415,000.00	11.99%
512201 · Salaries Marketing- Promo	18,044.08	60,206.32	0.00	100.0%
512232 · Temporary Labor	0.00	0.00	500.00	0.0%
518601 · Worker's Comp	0.00	1,713.00	1,500.00	114.2%
512220 · FICA Taxes	2,335.60	8,412.42	33,000.00	25.49%
518301 · Health Insurance	3,390.77	15,964.96	42,000.00	38.01%
512110 · NC State Retirement	3,682.08	13,323.24	45,000.00	29.61%
Total Wages and Benefits	39,939.29	149,379.78	537,000.00	27.82%
Administration & Operations				
500000 · Admin Fee	5,638.40	16,874.99	40,500.00	0.0%
549902 · Bank Fees	150.85	1,124.90	3,500.00	32.14%
517001 · Board Member Meetings/Events	0.00	0.00	3,000.00	0.0%
543201 · Equipment Lease	503.05	2,290.00	9,000.00	25.44%
543202 · Hospitality, Gifts & Meals	11.16	303.13	2,000.00	15.16%
545101 · Insurance-Liability	0.00	2,663.00	10,000.00	26.63%
526001 · Office/Visitor Center Supplies	141.99	1,541.18	4,000.00	38.53%
529901 · NonExpendable Office Supplies	75.48	1,919.75	2,000.00	95.99%
532201 · Postage-Office	3,000.00	6,000.00	1,000.00	600.0%
519201 · Prof Svcs-Accounting & Audit	6,582.10	8,596.30	16,000.00	53.73%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	743.50	6,133.25	11,500.00	53.33%
519301 · Professional Svcs-Other	0.00	2,130.00	0.00	100.0%
549903 · Property Tax	51.05	51.05	300.00	17.02%
527001 · Purchases/Resale	157.50	8,807.92	20,000.00	44.04%
541301 · Rent	4,200.00	21,000.00	50,500.00	41.58%
535201 · Repair & Maintenance-Equipment	0.00	167.71	2,500.00	6.71%
535202 · Repair & Maintenance-Vehicle	0.00	103.00	2,500.00	4.12%

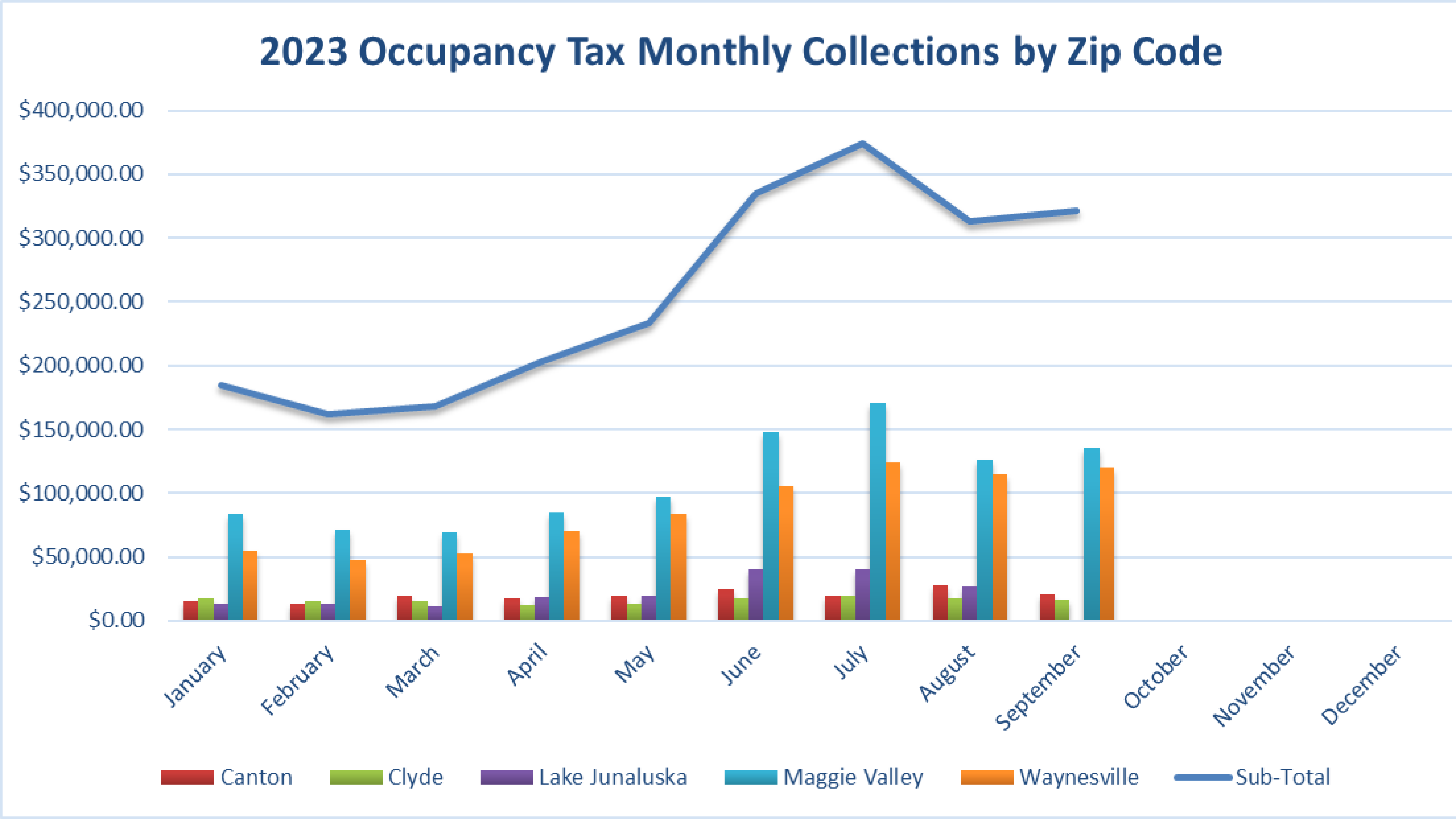
Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

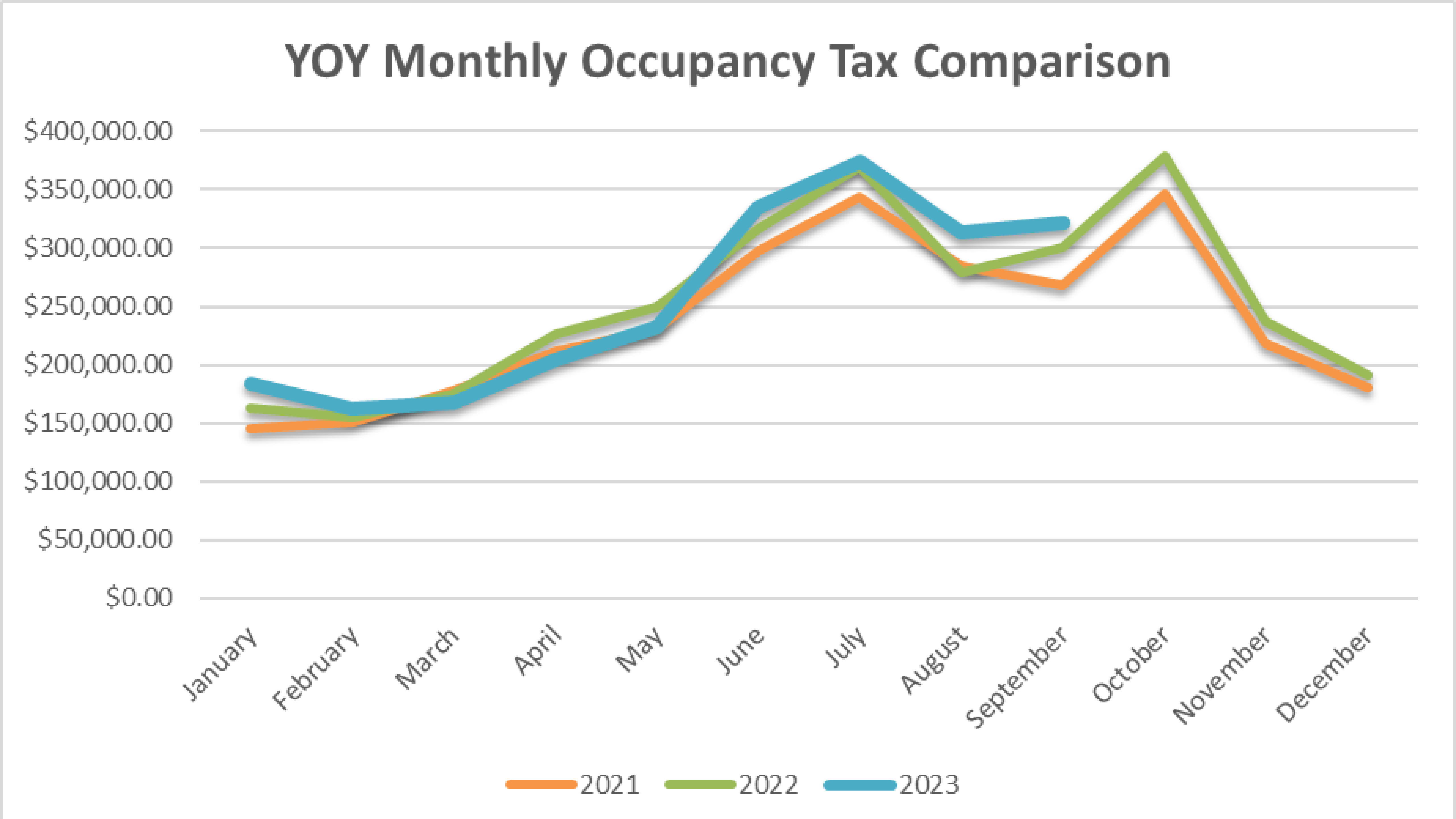
	October 2023	July-October 2023	YTD Budget	% of Budget
537401 · Staff Development and Education	1,410.00	5,622.80	18,000.00	31.24%
531202 · Travel Expense	111.33	665.20	4,500.00	14.78%
532101 · Telephone, Comm, and Internet	316.97	1,205.54	8,500.00	14.18%
570102 · Utilities	0.00	0.00	100.00	0.0%
532200 · Vehicle Expense	299.51	416.77	2,700.00	15.44%
599101 · Contingency	0.00	0.00	0.00	0.0%
Total Administration and Operations	23,392.89	88,066.49	214,600.00	41.04%
Capital Outlay				
551003 · Signs	0.00	0.00	1,500.00	0.0%
551004 · Office Furniture/Equipment	0.00	0.00	1,500.00	0.0%
551006 · Leasehold Improvements	2,075.00	19,778.16	30,000.00	65.93%
551007 · Other Capital	0.00	0.00	1,500.00	0.0%
Total Capital Outlay	2,075.00	19,778.16	34,500.00	57.33%
Marketing & Sales				
537101 · Advertising & Marketing	58,552.13	174,353.06	925,000.00	18.85%
537750 · Web Technology	0.00	5,000.00	15,000.00	33.33%
537775 · Media Relations & Influencers	0.00	2,000.00	15,000.00	13.33%
537301 · Visitor Guides	0.00	36,157.00	40,000.00	90.39%
534901 · Collateral and Other Printing	0.00	3,414.47	9,000.00	37.94%
535000 · Postage & Fulfillment	183.70	662.04	18,000.00	3.68%
549101 · Dues & Subscriptions	0.00	5,269.00	27,000.00	19.52%
537803 · Trade Shows and Travel	744.91	3,373.22	10,000.00	33.73%
537900 · Research	0.00	32,368.00	319,000.00	10.15%
537925 · Community Relations	0.00	0.00	4,000.00	0.0%
568101 · 3% Grant Promo	0.00	0.00	30,000.00	0.0%
Total Marketing & Sales	59,480.74	262,596.79	1,412,000.00	18.6%
Product Development				
568102 · 3% Grants Tourism Related	0.00	0.00	75,000.00	0.0%
537502 · Wayfinding Signage	0.00	0.00	150,000.00	0.0%
537501 · Product Development - Other	0.00	0.00	250,000.00	0.0%
568104 · OTPF	0.00	50,000.00	346,131.00	14.45%
Total Product Development	0.00	50,000.00	821,131.00	6.09%
Total Expense	180,347.39	672,588.64	3,921,606.00	17.15%
Change in Net Position	146,846.57	82,599.34	0.00	0.0%

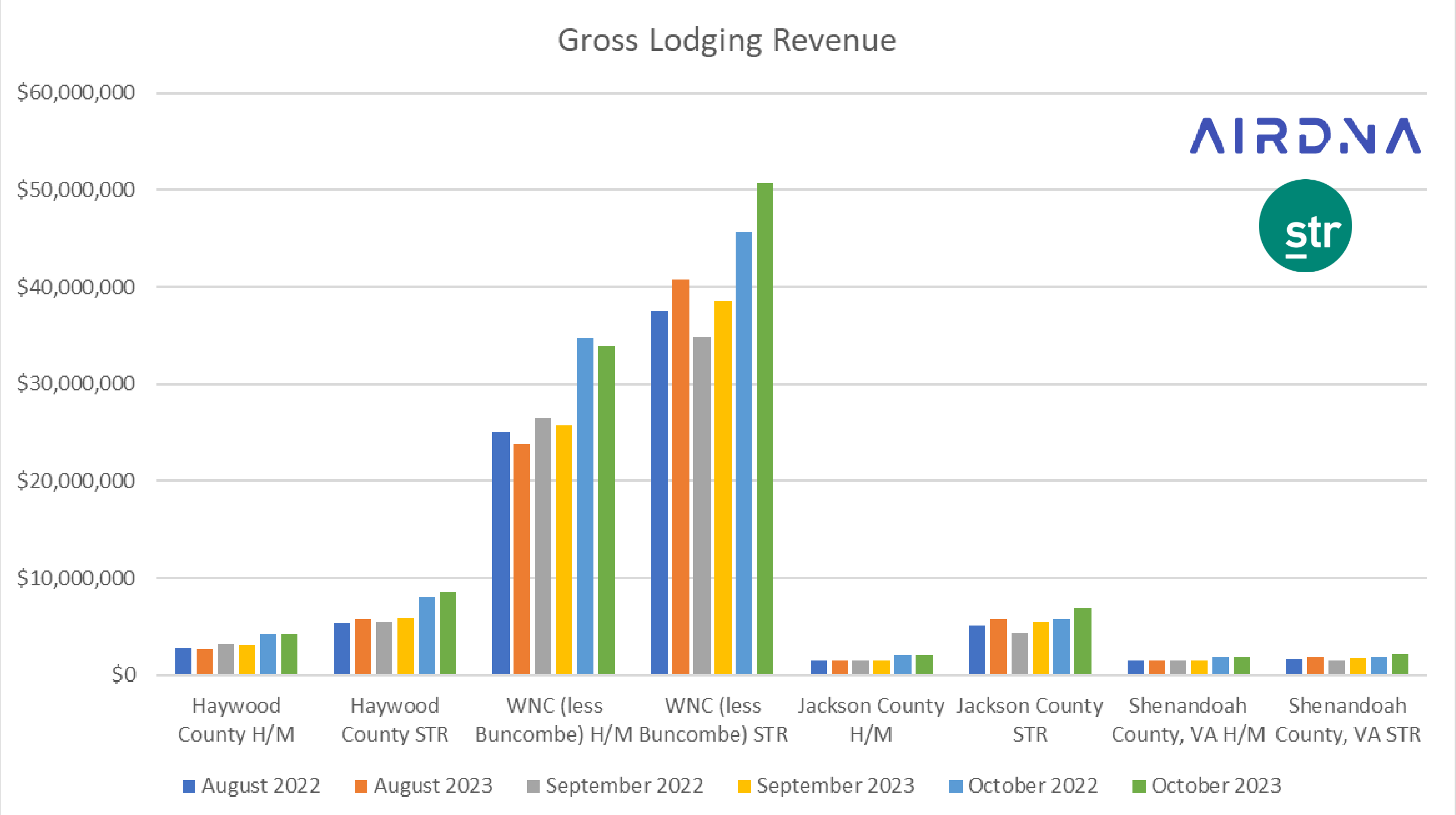
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

	2021-2022	2022-2023	2023-2024	$ Change from Previous Year	% of Change from Previous Year
July	$344,159.31	$369,695.58	$374,553.47	$4,857.89	1.31%
Canton	*$27,783.82*	*$26,879.79*	*$19,497.12*	*($7,382.67)*	*-27.47%*
Clyde	*$15,634.79*	*$12,404.07*	*$19,607.12*	*$7,203.05*	*58.07%*
Lake Junaluska	*$31,226.88*	*$39,626.65*	*$40,797.83*	*$1,171.18*	*2.96%*
Maggie Valley	*$159,871.26*	*$177,268.47*	*$170,417.23*	*($6,851.24)*	*-3.86%*
Waynesville	*$109,642.56*	*$113,516.60*	*$124,234.17*	*$10,717.57*	*9.44%*
August	$283,878.91	$278,678.56	$312,946.44	$34,267.88	12.30%
Canton	*$20,917.76*	*$21,871.08*	*$28,032.84*	*$6,161.76*	*28.17%*
Clyde	*$12,035.89*	*$12,041.72*	*$17,010.14*	*$4,968.42*	*41.26%*
Lake Junaluska	*$30,705.85*	*$23,659.93*	*$26,325.12*	*$2,665.19*	*11.26%*
Maggie Valley	*$126,823.64*	*$126,942.01*	*$126,475.88*	*($466.13)*	*-0.37%*
Waynesville	*$93,395.57*	*$94,163.82*	*$115,102.46*	*$20,938.64*	*22.24%*
September	$268,037.41	$300,578.84	$321,545.97	$20,967.13	6.98%
Canton	*$19,817.98*	*$24,268.90*	*$20,707.64*	*($3,561.26)*	*-14.67%*
Clyde	*$11,635.76*	*$19,558.11*	*$16,975.34*	*($2,582.77)*	*-13.21%*
Lake Junaluska	*$26,089.09*	*$29,171.45*	*$28,818.89*	*($352.56)*	*-1.21%*
Maggie Valley	*$124,968.30*	*$130,740.68*	*$135,273.39*	*$4,532.71*	*3.47%*
Waynesville	*$85,526.28*	*$96,839.70*	*$119,770.71*	*$22,931.01*	*23.68%*
October	$346,441.48	$379,422.94			

https://haywoodcountytourismdevelopment.files.wordpress.com/2023/11/hctda-occtaxcomparison_09.2023_numbers.pdf


2023 Occupancy Tax Monthly Collections by Zip Code
$400,000.00
$350,000.00
$300,000.00
$250,000.00
$200,000.00
$150,000.00
$100,000.00
$50,000.00
$0.00
January
February
March
April
May
June
July
August
September
October
November
December
Canton
Clyde
Lake Junaluska
Maggie Valley
Waynesville
Sub-Total


YOY Monthly Occupancy Tax Comparison
$400,000.00
$350,000.00
$300,000.00
$250,000.00
$200,000.00
$150,000.00
$100,000.00
$50,000.00
$0.00
January
February
March
April
May
June
July
August
September
October
November
December
2021
2022
2023



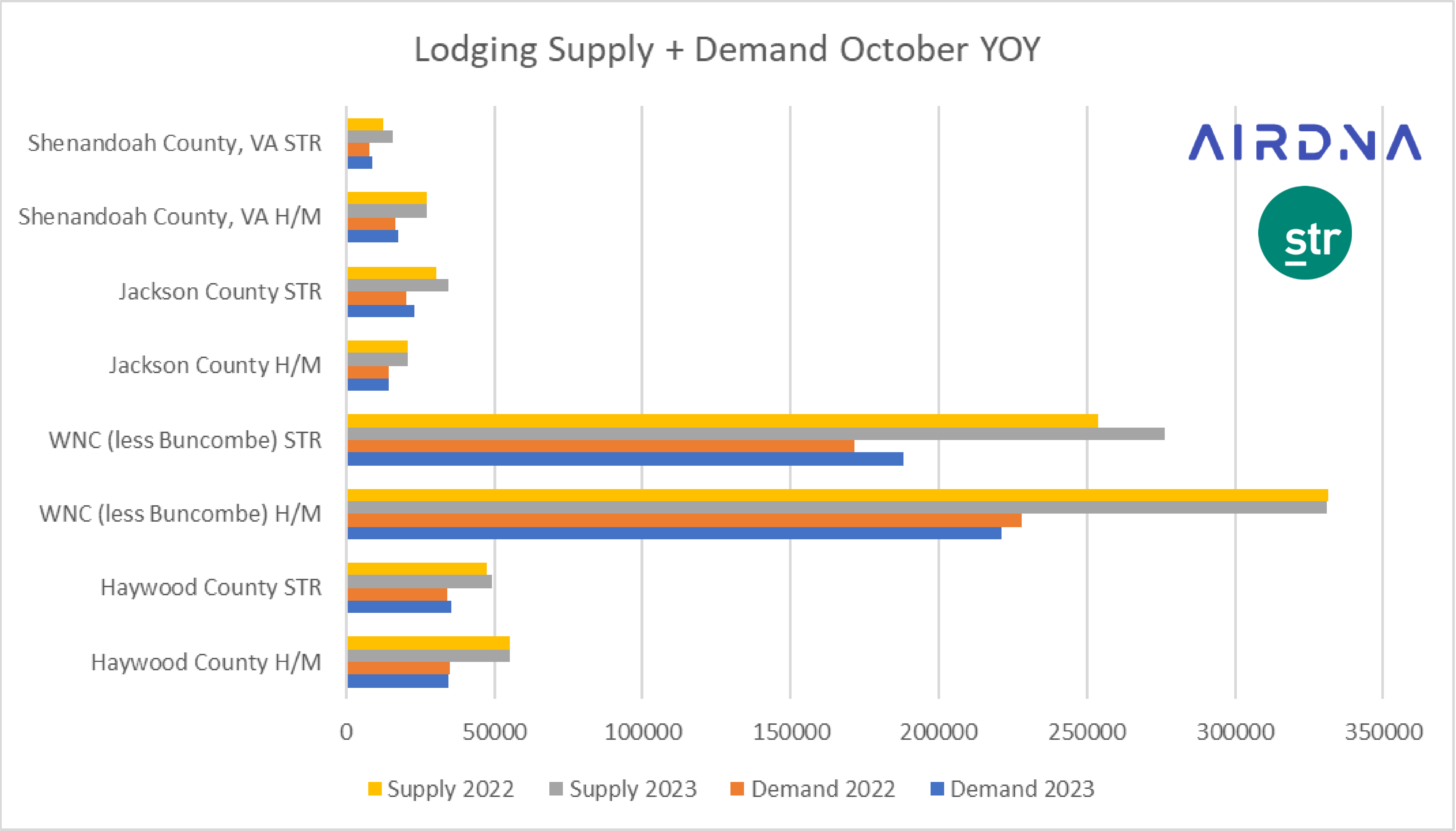
Gross Lodging Revenue
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
AIRDNA
str
Haywood County H/M
Haywood County STR
WNC (less Buncombe) H/M
WNC (less Buncombe) STR
Jackson County H/M
Jackson County STR
Shenandoah County, VA H/M
Shenandoah County, VA STR
August 2022
August 2023
September 2022
September 2023
October 2022
October 2023

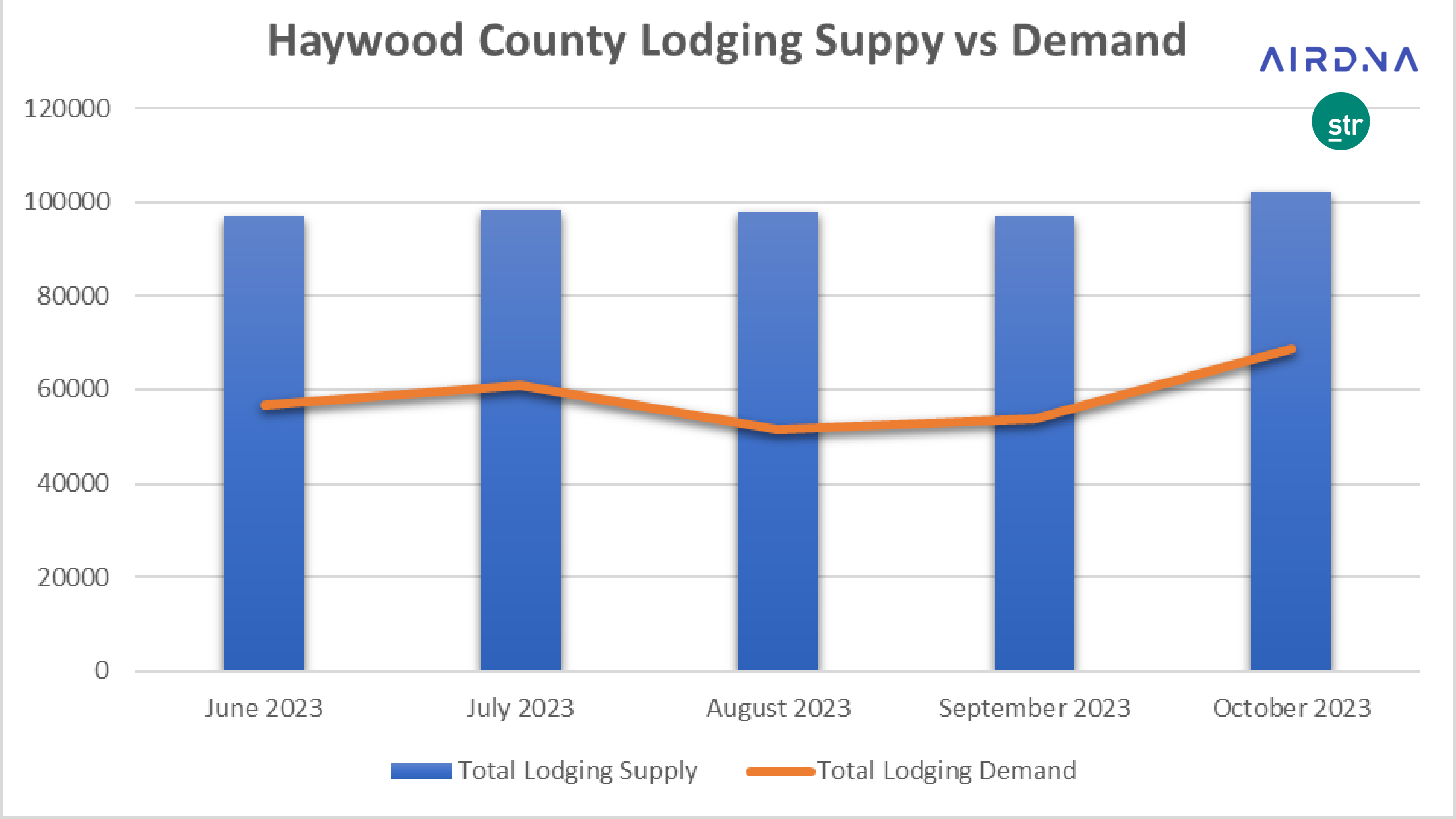
Short Term Rental Demand (Actual Units Booked)

	2022	2023	Percent Change from previous year
July - HC	28198	31519	11.80%
Canton	*2323*	*2625*	*13.00%*
Clyde	*1769*	*2175*	*23.00%*
Lake Junaluska	*1729*	*2347*	*35.70%*
Maggie Valley	*12417*	*13273*	*6.90%*
Waynesville	*9960*	*11099*	*11.40%*
August - HC	23006	24439	6.20%
Canton	*2177*	*2364*	*8.60%*
Clyde	*1346*	*1563*	*16.10%*
Lake Junaluska	*1788*	*1994*	*11.50%*
Maggie Valley	*9580*	*9746*	*1.70%*
Waynesville	*8115*	*8772*	*8.10%*
September - HC	23357	24925	6.70%
Canton	*2012*	*2327*	*15.70%*
Clyde	*1503*	*1830*	*21.80%*
Lake Junaluska	*1464*	*1602*	*9.40%*
Maggie Valley	*9821*	*10374*	*5.60%*
Waynesville	*8557*	*8792*	*2.70%*
October - HC	32791	34377	4.80%
Canton	*2664*	*3201*	*20.20%*
Clyde	*2201*	*2499*	*13.50%*
Lake Junaluska	*2280*	*2295*	*0.70%*
Maggie Valley	*13583*	*13763*	*1.30%*
Waynesville	*12063*	*12619*	*4.60%*

AIRDNA

https://haywoodcountytourismdevelopment.files.wordpress.com/2023/11/haywoodstrdetail_10.2023.pdf


Lodging Supply + Demand October YOY
Shenandoah County, VA STR
Shenandoah County, VA H/M
Jackson County STR
Jackson County H/M
WNC (less Buncombe) STR
WNC (less Buncombe) H/M
Haywood County STR
Haywood County H/M
0
50000
100000
150000
200000
250000
300000
350000
Supply 2022
Supply 2023
Demand 2022
Demand 2023


Haywood County Lodging Suppy vs Demand
120000
100000
80000
60000
40000
20000
0
June 2023
July 2023
August 2023
September 2023
October 2023
Total Lodging Supply
Total Lodging Demand

VisitNC Smokies

Old Business

Haywood Heritage Weekend Grant Revision Request – Part 2

HCTDA Board approved grant funding for the Haywood Heritage Weekend in May 2023 and revisions to the grant on November 1, 2023

Collaborative three-day event produced by the Downtown Waynesville Commission, Folkmoot, Haywood County Arts Council, Shelton House, and Haywood Community College

Last week, Folkmoot made the decision to decline their portion of the grant and not produce the Sunday element of the three-day weekend.

Downtown Waynesville Commission is requesting the grant funds be transferred to them to produce a Sunday food-themed event in partnership with Waynesville restaurants and a broader Restaurant Week promotion.

Haywood Heritage Weekend Grant Revision Request

Board Consideration:

<u>*Option A:*</u>
Accept Folkmoot’s decline, support Haywood Heritage Weekend as a new, two-day event with plans for it to expand in 2025.

<u>*Option B:*</u>
Transfer the $6000 originally allocated to Folkmoot to Downtown Waynesville Commission to facilitate a Sunday Appalachian tasting themed event to close out Haywood Heritage Weekend and launch an additional weeklong heritage themed “Restaurant Week”.

NC Smokies Ice Fest
Fiscal Agent Budget Amendment

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Marketing & Sales - NC Smokies Ice Fest Weekend	538100	$0.00	$25,000.00	$25,000.00
TOTAL			**$25,000.00**	

This amendment will result in a net increase/(decrease) of $25,000.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
Revenue - NC Smokies Ice Fest Weekend	450100	$0.00	$25,000.00	$25,000.00

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

Adopted this 29th day of November, 2023.

Thank You, Tammy!!

New Business


VisitNC Smokies
Staff Reports

ZARTICO

A visitor is someone who has:

1. Come from over 50 miles from where they live or work,
2. Stayed for more than 2 hours in your destination, **and**
3. Have visited at least one place of impact.

Visitor In Location Data

Visitor:

Total number of device count observed more than 50 miles from the common device location to the POI.

Resident:

Total number of device count observed less than 50 miles from the common device location to the POI.

ZARTICO

Visitor Spend Data:

Definitions/Conventions

Merchant Zip

Zip code of the merchant where the transaction took place.

Cardholder Zip

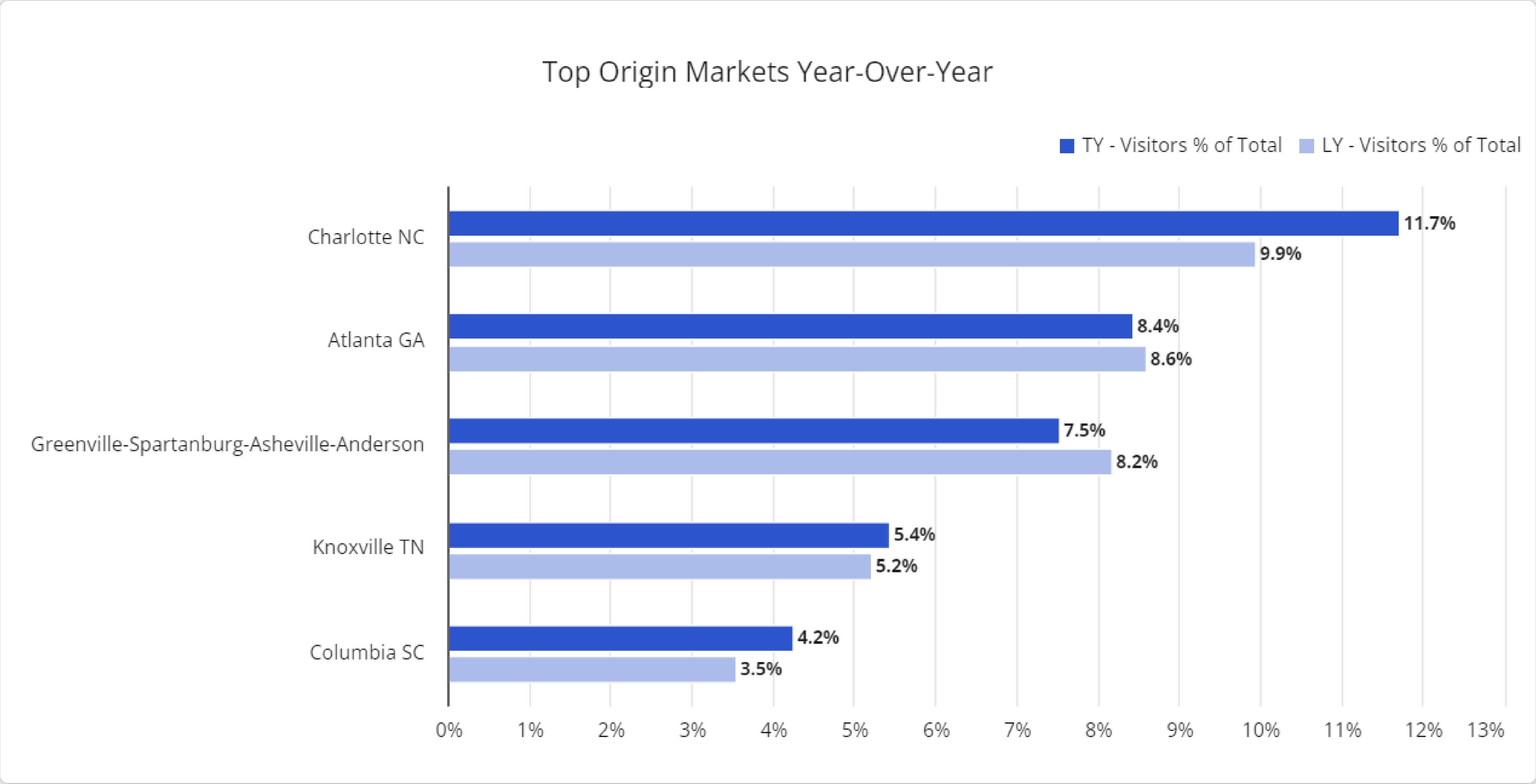
Zip code where the cardholder receives their credit card statement.

Merchant Category Code

900+ merchant codes used to categorize transactions into 18 common categories

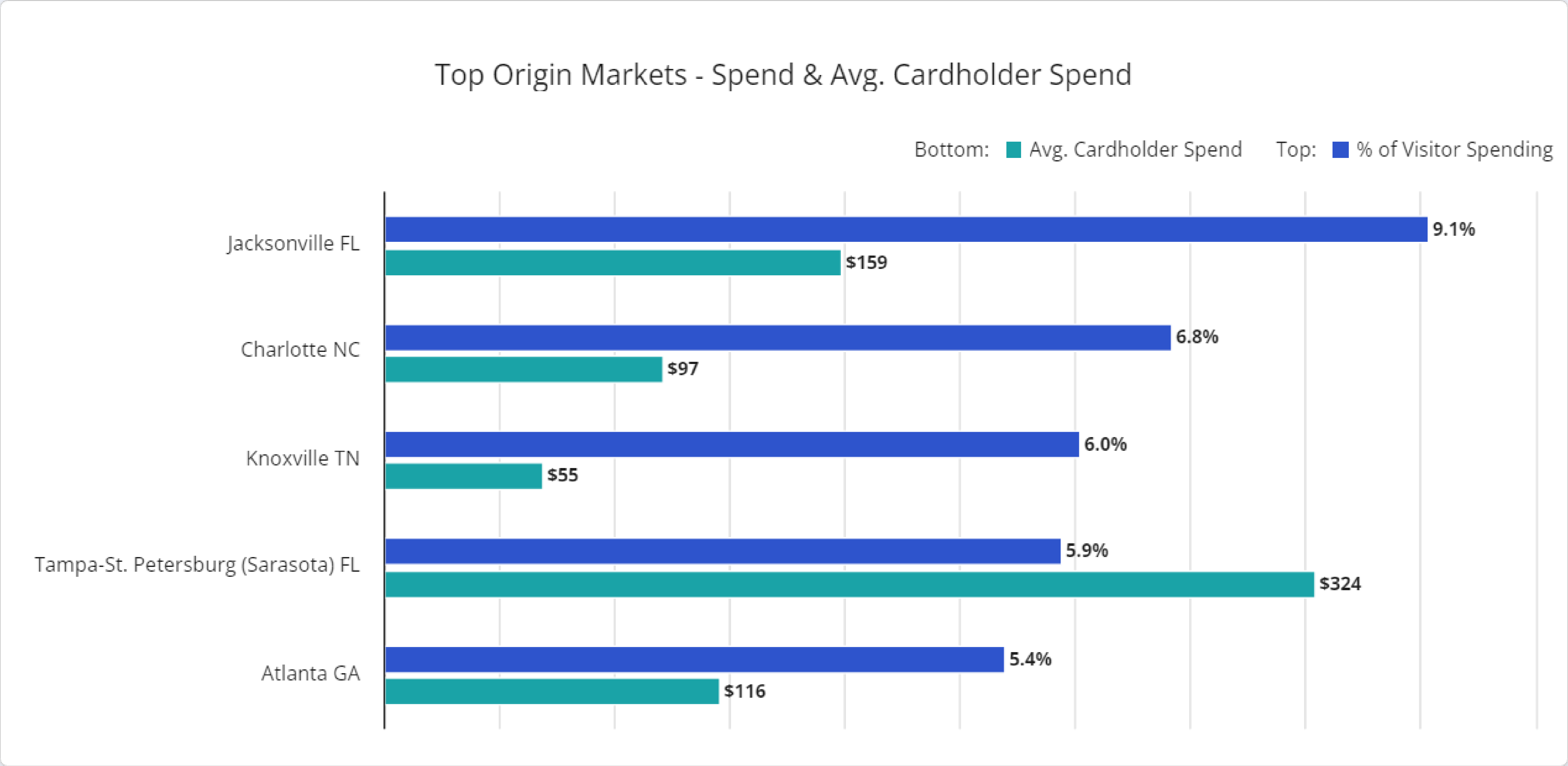
Visitor/Resident

A visitor is > 60 miles between the center of the cardholder zip and the center of the merchant zip.



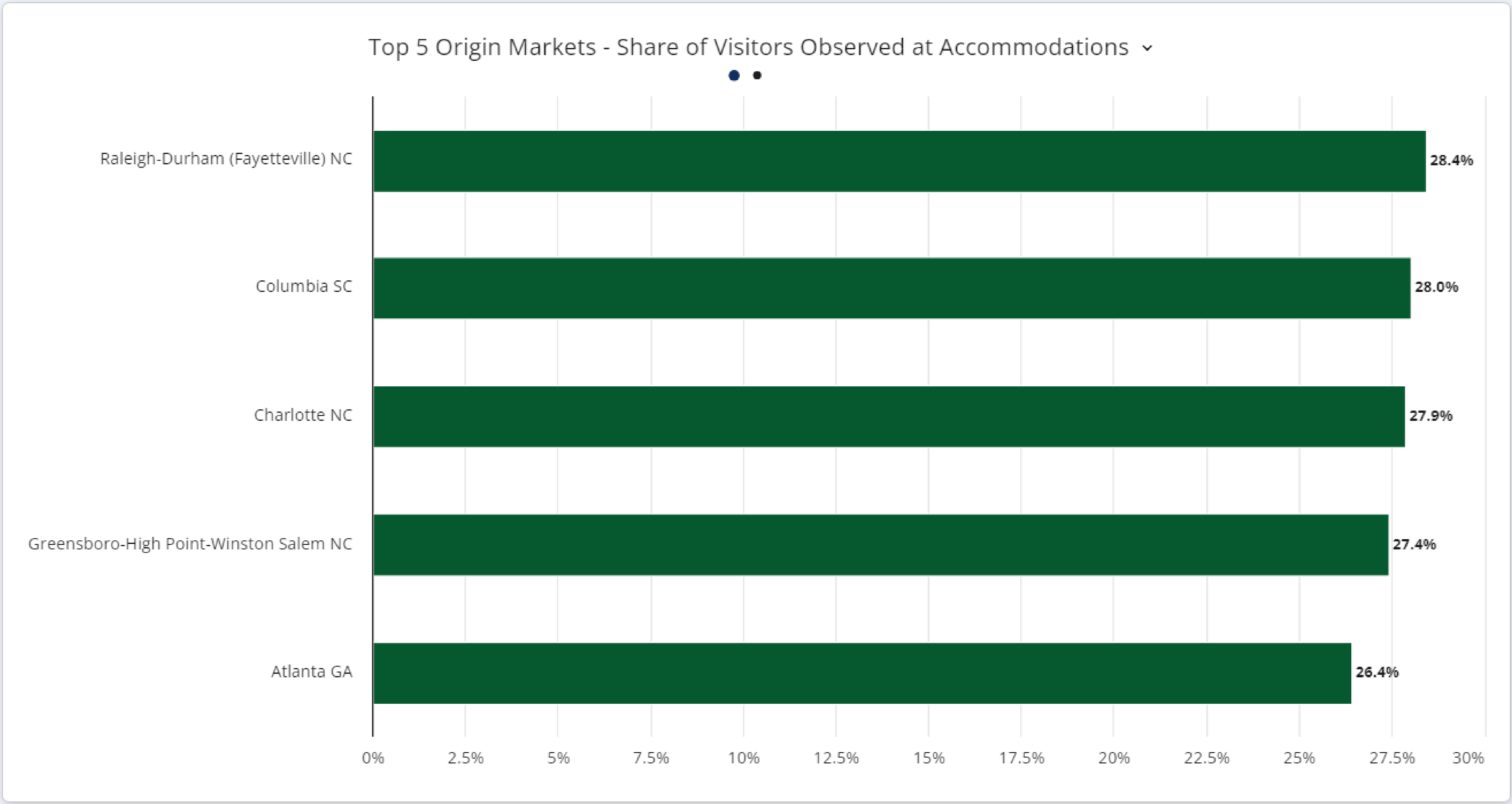
ZARTICO

November 2022-October 2023 | Device Count Sample: 83,000 | Cardholder Count Sample: 40,000



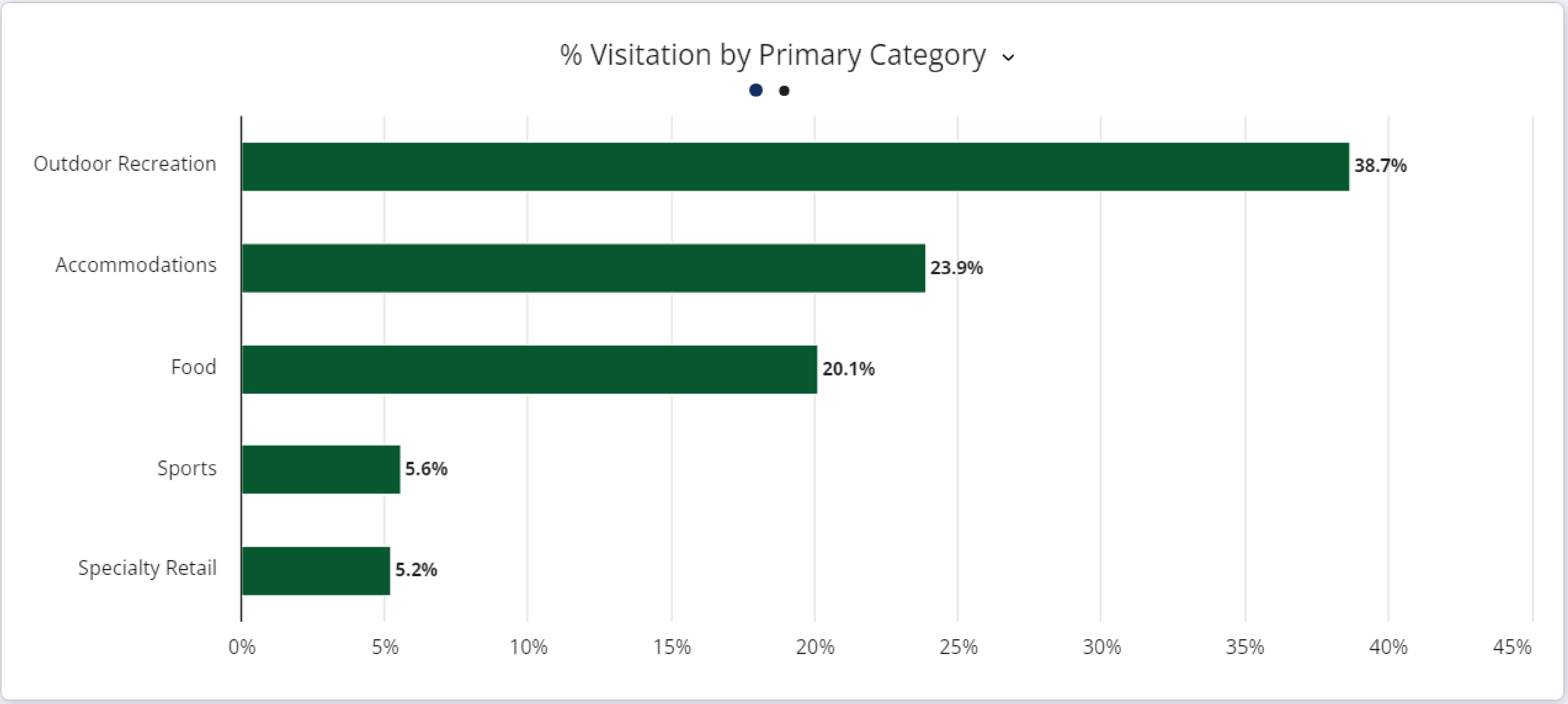
ZARTICO

November 2022-October 2023 | Device Count Sample: 83,000 | Cardholder Count Sample: 40,000

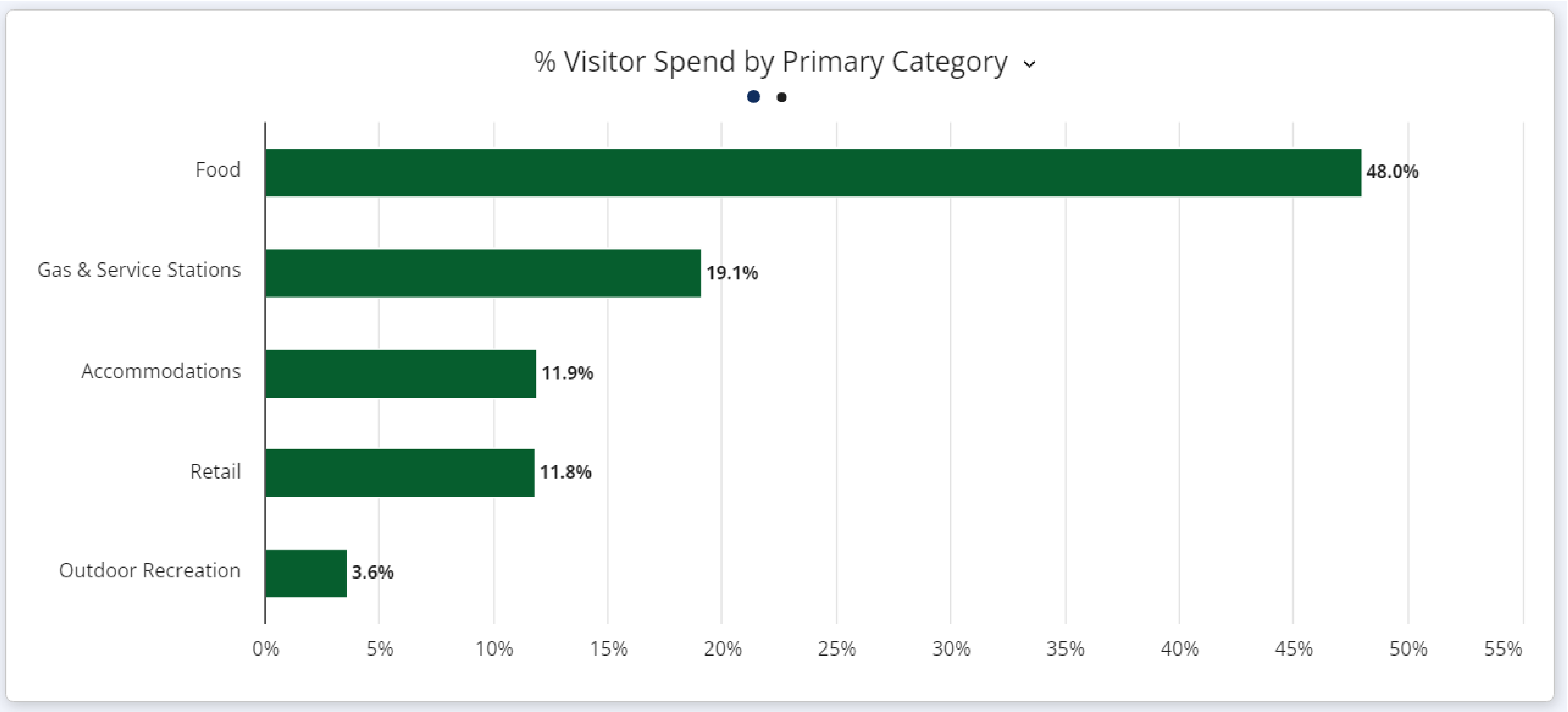


ZARTICO

November 2022-October 2023 | Device Count Sample: 83,000 | Cardholder Count Sample: 40,000



ZARTICO November 2022-October 2023 | Device Count Sample: 83,000 | Cardholder Count Sample: 40,000



ZARTICO

November 2022-October 2023 | Device Count Sample: 83,000 | Cardholder Count Sample: 40,000

FY 23/24 - Second Round Marketing Grant Funding Timeline

December 4	**Tentative date to open grant cycle for applications**
January 2	Application deadline 5PM
January 3-8	HCTDA internal review & processing of applications
January 9	Send applications to PDC for review
January 16 or 18	PDC Meeting
January 24	TDA Board Meeting
January 31	Send recipient award letters

Maggie Valley • Waynesville • Lake Junaluska • Canton • Clyde

ICE FEST

NC SMOKIES

January 26, 27 & 28, 2024 | NCSmokiesIceFest.com

NC Smokies Ice Fest Weekend Highlights

****Deadline to participate – December 1****

Ice Sculpture Stroll in Downtown Waynesville
Friday 5-8 PM (Exact times TBD)

Ice Skating at Sorrell's Park
Friday 5-8 PM | Saturday 4-8 PM | Sunday 4-8 PM

Ice Festival at Maggie Valley Festival Grounds
Saturday 4-9 PM

Cataloochee Ski's Torch Run
Saturday 10:30 PM

Ice Fest 5K at Haywood Community College
Sunday 10:00 AM – 12:00 PM

Lodging, shopping, and dining specials
All weekend!!

Thank you to our Sponsors!

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Cardinal Inn

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ROUTE 19 INN

January 26, 27 & 28, 2024 | NCSmokiesIceFest.com

Still Seeking Sponsors

NC Smokies Ice Fest Weekend Sponsorships

Downtown Waynesville Ice Sculpture Stroll

Canton Ice Rink Sculptures

Volunteer

https://bit.ly/3Mhzpwy

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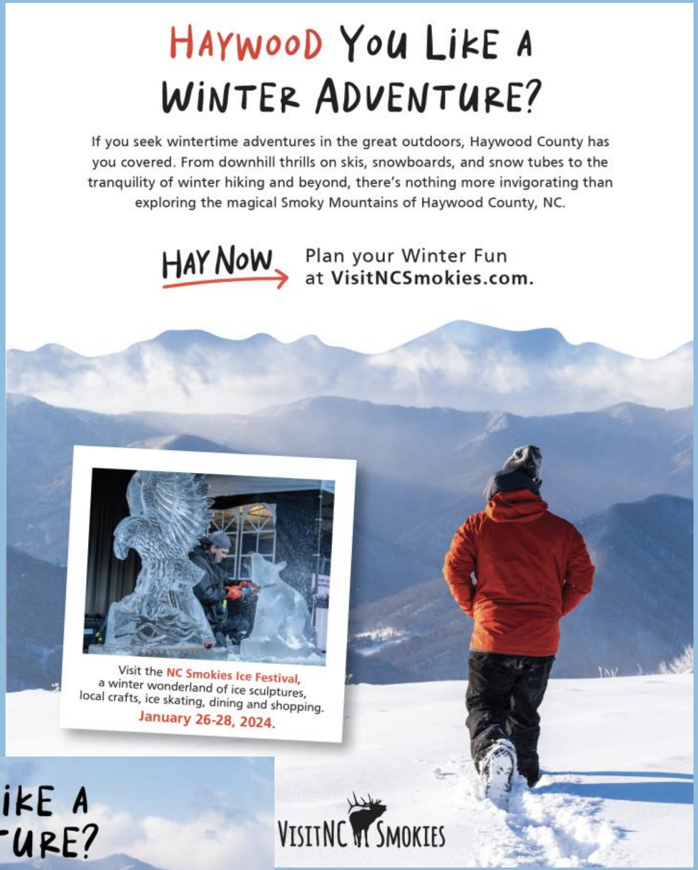
ICE FEST
NC SMOKIES

Advertising



MMGY NJF

Master Plan + Destination Branding Update/ Dates

Action Item	Target Dates	Responsible
Kick-Off Call	Nov. 9	ALL
Draft Survey Questions (Past/Potential Visitor + Travel Media + Internal Stakeholder)	Week of Nov. 13	DCI (with input from partners)
Invite Focus Group Participants	Nov. 13 - Dec. 22	NC Smokies
Team call	Dec. 4	ALL
Review/Approve Survey Questions	Week of Dec. 11	NC Smokies
Distribute Past/Potential Visitor Survey	Early January	DCI
Distribute Travel Media Survey	Early January	DCI
Internal Stakeholder Survey (Brand/Messaging Focused)	Early January	DCI
Immersion Tour/Stakeholder Workshops	Week of Jan. 16	ALL
One-on-One Stakeholder Interviews	Week of Jan. 16 OR Virtual	ALL
Product Assessment, LeadDO & LeadDESTINATION Surveys	Distribute Early February	DCG, NTG, TIS
Synthesize Perception Survey Findings	Feb. 12-29	DCI
Brand Audit	Jan. 8 - Feb. 29	DCI

dci
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Welcome Center/ Office Holiday Hours

OFFICE:

Closed Monday-Wednesday December 25, 26 & 27;
Open Thursday-Friday

Closed Monday, January 1, 2024

WELCOME CENTER:

Closed Saturday, December 23 and Monday, December 25;
Open Tuesday-Saturday

Closed Monday, January 1, 2024


VisitNC Smokies
Next TDA Board meeting:
January 24, 2024

VisitNC Smokies

Merry Christmas &
Happy New Year!