VisitNC Smokies

HAYWOOD COUNTY

TOURISM DEVELOPMENT AUTHORITY

February 28, 2024

Haywood County Tourism Development Authority
Statement of Net Position
January 31, 2024

ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	302,608.63
100002 · 3% Cash in Bank - 1st Citizens	680,328.65
111501 · NCCMT - 9152 3% General Investment	1,989,560.19
111503 · NCCMT - 9863 1% General Investment	686,193.17
Total Checking/Savings	3,658,690.64
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	200.00
Total Current Assets	3,658,890.64
Noncurrent Assets	
Fixed Assets	
140000 · Improvements	7,418.00
140001 · Equipment and Furniture	30,029.77
140002 · Vehicle	25,903.04
150000 · Accumulated Depreciation	(38,090.00)
Total Fixed Assets	25,260.81
160000 · Right to Used Leased Asset	12,483.00
Total Noncurrent Assets	37,743.81
TOTAL ASSETS	3,696,634.45
DEFERRED OUTFLOWS OF RESOURCES	
180000 · Current Year Pension Plan Contributions	43,067.00
170000 · Pension Deferral	125,817.00
TOTAL DEFERRED OUTFLOWS OF RESOURCES	168,884.00

https://haywoodcountytourismdevelopment.files.wordpress.com/2024/02/january-2024-financials-1.pdf

Haywood County Tourism Development Authority
Statement of Net Position
January 31, 2024

LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
231700 · Payroll Liabilities	
FSA Payable	180.00
NC Income Tax	872.00
NC Pension Payable	6,954.21
Total 231700 · Payroll Liabilities	8,006.21
231800 · Sales Tax Payable	16.55
Other Current Liabilities	
233000 · Lease Liability-Current Portion	5,323.00
Total Current Liabilities	13,345.76
Noncurrent Liabilities	
240000 · Lease Liability Noncurrent Portion	7,422.00
250000 · Net Pension Liability	246,530.00
Total Noncurrent Liabilities	253,952.00
TOTAL LIABILITIES	267,297.76
DEFERRED INFLOWS OF RESOURCES	
260000 · Pension Deferrals	3,821.00
NET POSITION	
Net Position as of July 1	3,056,214.68
Change in Net Position	538,185.01
TOTAL NET POSITION	3,594,399.69

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

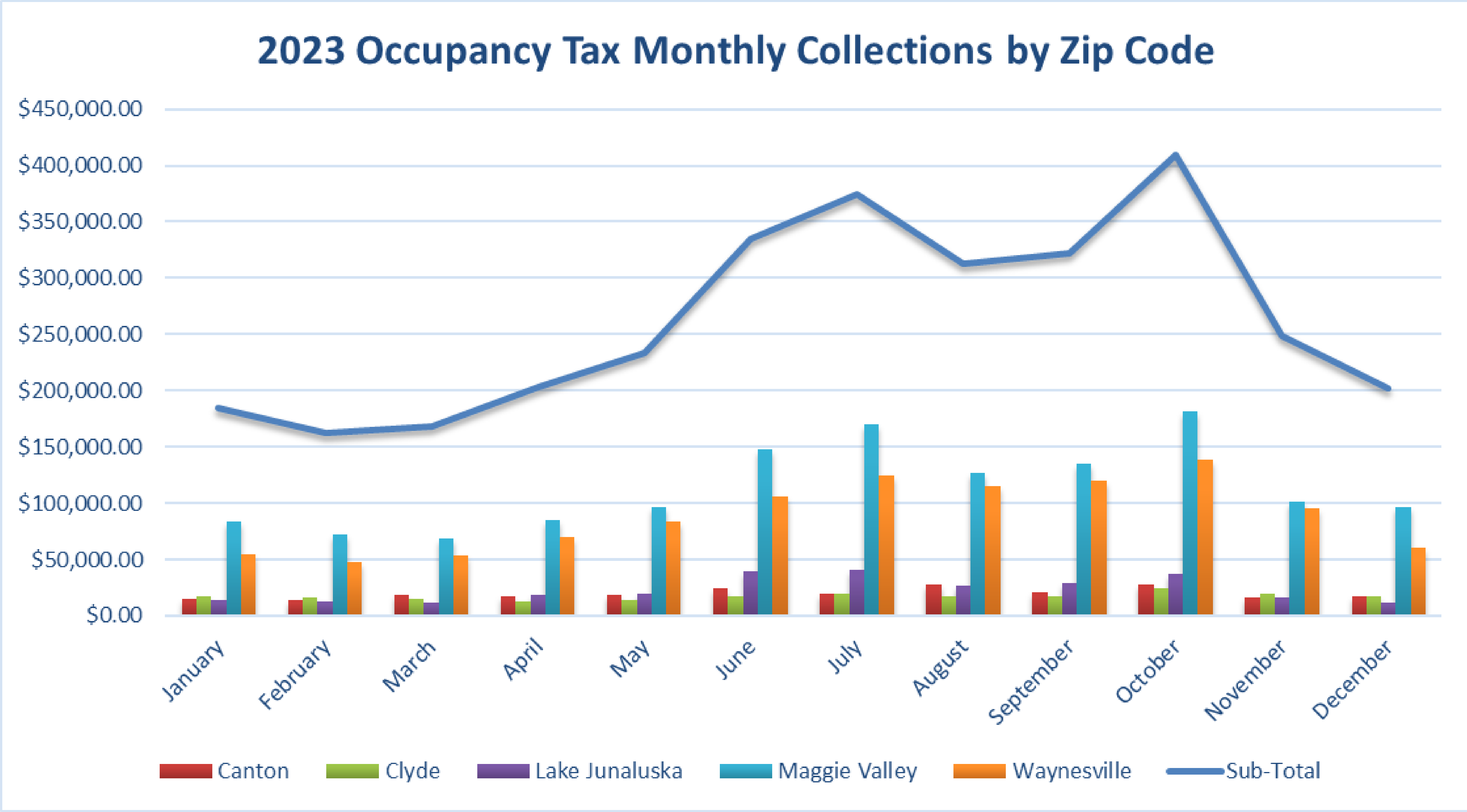
	January 2024	July 2023-January 2024	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	183,929.20	1,224,597.40	2,257,125.00	54.26%
427012 · 1% Occ Tax - 28716 (Canton)	3,885.79	27,426.68	60,190.00	45.57%
427013 · 1% Occ Tax - 28721 (Clyde)	4,785.45	23,870.07	37,618.75	63.45%
427014 · 1% Occ Tax - 28745 (LJ)	4,093.17	36,868.42	67,713.75	54.45%
427015 · 1% Occ Tax - 28751 (MV)	25,078.95	175,359.64	346,092.50	50.67%
427016 · 1% Occ Tax - 28785/28786 (WV)	23,466.37	144,826.16	240,760.00	60.15%
427017 · Admin Fee	2,481.22	26,670.13	40,500.00	65.85%
Total Occupancy Tax Revenue	247,720.15	1,659,618.50	3,050,000.00	54.41%
449201 · Merchandise Sales	637.94	14,957.46	25,000.00	59.83%
449810 · Visitor Guide Ad Sales	0.00	16,285.00	35,000.00	46.53%
450100 · NC Smokies Ice Festival Weekend	16,704.31	27,639.31	25,000.00	110.56%
451890 · Miscellaneous Revenue	0.00	375.00	0.00	100.0%
483491 · Interest Earnings 3%	7,673.81	49,938.37	45,000.00	110.97%
483492 · Interest Earnings 1%	2,714.87	17,826.50	15,000.00	118.84%
483831 · Occupancy Tax Penalties 3%	301.68	5,204.60	1,500.00	346.97%
483832 · Occupancy Tax Penalties 1%	100.56	1,734.88	500.00	346.98%
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	275,853.32	1,793,579.62	3,946,606.00	45.45%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	710.64	40,848.64	48,126.67	84.88%
549912 · Promotion - 28721 (Clyde)	710.64	11,310.64	49,079.17	23.05%
549914 · Promotion - 28745 (LJ)	2,464.87	21,508.83	45,142.50	47.65%
549916 · Promotion - 28751 (MV)	7,085.30	73,078.74	290,728.33	25.14%
549918 · Promotion - 28785/86 (WV)	4,438.01	35,451.90	168,506.67	21.04%
Total 1% Marketing/Adv/Promo	15,409.46	182,198.75	601,583.34	30.29%

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

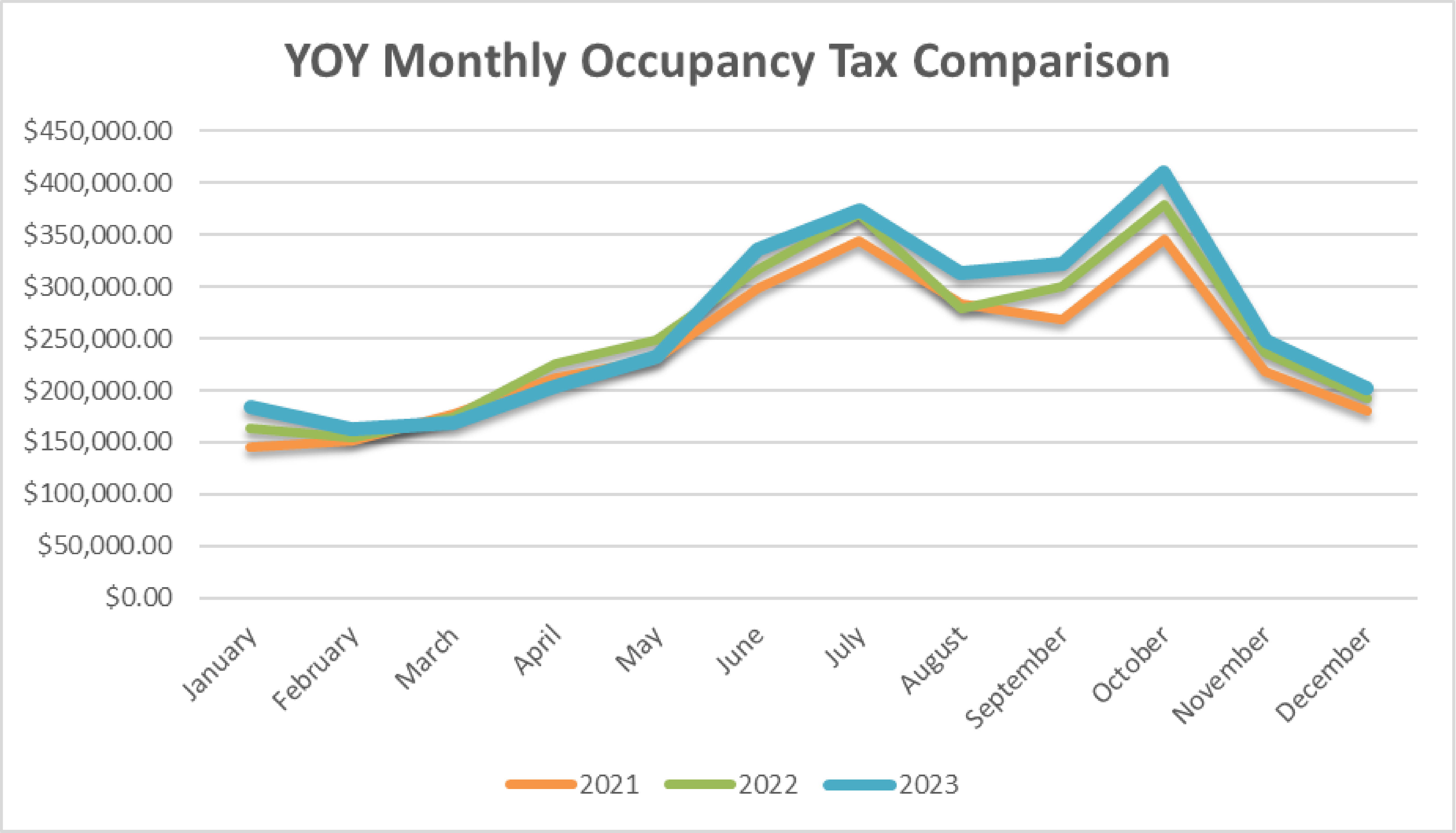
	January 2024	July 2023-January 2024	YTD Budget	% of Budget
1% Tourism Related				
549911 · Tourism - 28716 (Canton)	0.00	0.00	24,063.33	0.0%
549913 · Tourism - 28721 (Clyde)	0.00	8,691.00	24,539.58	35.42%
549915 · Tourism - 28745 (LJ)	0.00	0.00	22,571.25	0.0%
549917 · Tourism - 28751 (MV)	0.00	0.00	145,364.17	0.0%
549919 · Tourism - 28785/86 (WV)	0.00	2,937.15	84,253.33	3.49%
Total 1% Tourism Related	0.00	11,628.15	300,791.66	3.87%
Total 1% Expenses	15,409.46	193,826.90	902,375.00	21.48%
Wages and Benefits				
512101 · Salaries Admin-Promo	12,552.36	88,348.79	415,000.00	21.29%
512201 · Salaries Marketing- Promo	13,243.31	101,617.21	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	1,966.47	14,518.62	33,000.00	44.0%
518301 · Health Insurance	6,233.66	25,603.90	42,000.00	60.96%
512110 · NC State Retirement	3,144.50	22,765.19	45,000.00	50.59%
Total Wages and Benefits	37,140.30	254,566.71	537,000.00	47.41%
Administration & Operations				
500000 · Admin Fee	2,481.22	26,670.13	40,500.00	65.85%
549902 · Bank Fees 3%	51.35	1,013.38	3,500.00	28.95%
549904 · Bank Fees 1%	30.00	377.20	0.00	100.0%
517001 · Board Member Meetings/Events	0.00	49.51	3,000.00	1.65%
543201 · Equipment Lease	520.17	4,128.31	9,000.00	45.87%
543202 · Hospitality, Gifts & Meals	21.39	583.88	2,000.00	29.19%
545101 · Insurance-Liability	1,225.00	7,461.00	10,000.00	74.61%
526001 · Office/Visitor Center Supplies	131.25	1,688.81	4,000.00	42.22%
529901 · NonExpendable Office Supplies	0.00	2,021.34	2,000.00	101.07%
532201 · Postage-Office	(5,917.47)	82.53	1,000.00	8.25%
519201 · Prof Svcs-Accounting & Audit	2,717.02	12,683.94	16,000.00	79.28%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	750.05	9,859.95	11,500.00	85.74%
519301 · Professional Svcs-Other	0.00	2,130.00	0.00	100.0%
549903 · Property Tax	0.00	91.82	300.00	30.61%
527001 · Purchases/Resale	3,600.00	14,205.63	20,000.00	71.03%
541301 · Rent	4,200.00	33,600.00	50,500.00	66.54%
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

	January 2024	July 2023- January 2024	YTD Budget	% of Budget
537401 · Staff Development and Education	4,464.13	11,446.59	18,000.00	63.59%
531202 · Travel Expense	0.00	1,444.88	4,500.00	32.11%
532101 · Telephone, Comm, and Internet	632.27	2,817.32	8,500.00	33.15%
570102 · Utilities	0.00	1,116.72	100.00	1,116.72%
532200 · Vehicle Expense	0.00	416.77	2,700.00	15.44%
599101 · Contingency	0.00	0.00	0.00	0.0%
Total Administration and Operations	14,906.38	134,610.42	214,600.00	62.73%
Capital Outlay				
551003 · Signs	0.00	0.00	1,500.00	0.0%
551004 · Office Furniture/Equipment	0.00	2,031.93	1,500.00	135.46%
551006 · Leasehold Improvements	0.00	19,778.16	30,000.00	65.93%
551007 · Other Capital	0.00	0.00	1,500.00	0.0%
Total Capital Outlay	0.00	21,810.09	34,500.00	63.22%
Marketing & Sales				
537101 · Advertising & Marketing	60,833.37	351,531.40	925,000.00	38.0%
537750 · Web Technology	5,260.00	10,260.00	15,000.00	68.4%
537775 · Media Relations & Influencers	0.00	2,000.00	15,000.00	13.33%
537301 · Visitor Guides	5,424.41	41,581.41	40,000.00	103.95%
534901 · Collateral and Other Printing	1,625.61	5,360.39	9,000.00	59.56%
535000 · Postage & Fulfillment	5,917.47	6,894.54	18,000.00	38.3%
549101 · Dues & Subscriptions	450.00	9,749.00	27,000.00	36.11%
537803 · Trade Shows and Travel	0.00	3,373.22	10,000.00	33.73%
537900 · Research	23,963.90	107,174.90	319,000.00	33.6%
537925 · Community Relations	0.00	1,238.25	4,000.00	30.96%
538100 · NC Smokies Ice Festival	7,500.00	7,500.00	25,000.00	30.0%
568101 · 3% Grant Promo	0.00	3,917.38	30,000.00	13.06%
Total Marketing & Sales	110,974.76	550,580.49	1,437,000.00	38.31%
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	100,000.00	346,131.00	28.89%
Total Product Development	0.00	100,000.00	821,131.00	12.18%
Total Expense	178,430.90	1,255,394.61	3,946,606.00	31.81%
Change in Net Position	**97,422.42**	**538,185.01**	**0.00**	**0.0%**



2023 Occupancy Tax Monthly Collections by Zip Code
$450,000.00
$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
$450,000.00
$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

Links to all Lodging & Occupancy Data presented 02.28.2024

https://haywoodcountytourismdevelopment.files.wordpress.com/2024/02/occtaxlodgingdata_02.28.2024.pdf

https://haywoodcountytourismdevelopment.files.wordpress.com/2024/02/hctda-occtaxcomparison_12.2023_numbers.pdf

https://haywoodcountytourismdevelopment.files.wordpress.com/2024/02/hctda_shorttermrentaldemand_12.2023.pdf

Old Business

VisitNC Smokies

New Business

CANTON
NORTH CAROLINA

HAYWOOD COUNTY
N.C.
BLUE RIDGE 1808 GREAT SMOKIES

VisitNC Smokies

Pigeon River Access Plan Proposal

- Collaborated with Haywood County Economic Development, County P&R and the entire Building Outdoor Communities Committee to write a grant application as part of the BOC program for a Pigeon River Access Plan
- Reviewed concept with current Master Plan consultants and agreed on a $40,000 addition to our current project plan scope for this specific project
- Unfortunately, we did not win the grant, however all parties feel the project is both worthwhile and will be more affordable to add to our current scope, rather than postpone to a later time
- Three partners have agreed to jointly fund the plan as follows:

  $19,900 Haywood County Economic Development

  $10,000 Town of Canton

  $10,100 Haywood County TDA

Request: Motion to approve the DCI Contract Addendum for $40,000 and to approve Corrina Ruffieux to sign the contract.

Request: Motion to approve multi-jurisdictional Memorandum of Understanding between HCTDA, Town of Canton and Haywood County to share costs for this plan and to approve Corrina Ruffieux to sign the MOU.

Pigeon River Access Plan 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 - Research	538100	$319,000.00	$40,000.00	$359,000.00
TOTAL			**$40,000.00**	

This amendment will result in a net increase/(decrease) of $40,000.00 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
Fund Balance TDA	499990	$253,475.00	$10,100.00	$263,575.00
Revenue - Partnership Contribution	450500	$0.00	$29,900.00	$29,900.00
TOTAL			**$40,000.00**	

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

Adopted this 28th day of February, 2024.

Staff Reports

Congratulations Ashley on 20 years at the TDA!

Job Openings

Currently accepting applications for two part-time positions:

- Digital Marketing & Event Assistant and
- Welcome Center Representative

Applications Opened on February 8 and will close on February 29

Applications Received To Date:

- Welcome Center Representative – 40
- Digital Marketing Assistant – 68

Looking Ahead

- Feb 27 – March 1 – Phone interviews
- March 6-12 – In-person Interviews
- March 14 – Make decision & send offer letter to chosen applicants
- April 1-8 – Tentative start date(s) for new hires

https://haywoodtda.com/jobs/

FY 24/25 Grant Funding Cycle

March 14 – PDC to review new Legacy Event guidelines and any revisions to existing Advertising guidelines & scoring sheets

March 27 – TDA Board to vote on new guidelines/legacy events

March 28, 9AM
Grant workshop Option 1

April 5 – Grant cycle opens

April 10, 2PM
Grant workshop Option 2

May 10 –Preliminary application deadline 5PM

May 13-24 – HCTDA internal review, feedback and outreach to applicants

June 3 - Final/ Second deadline to submit revisions to application (advertising only)

June 18 – PDC reviews applications and determines recommendations for grants

June 26 – TDA Board to vote on grants

June 28 – Send recipient decision letters

2024 NC Smokies Ice Festival Weekend

ICE FEST NC SMOKIES
Maggie Valley • Waynesville • Lake Junaluska • Canton • Clyde

January 26, 27 & 28, 2024

NCSmokiesIceFest.com

@NCSmokiesIceFest

NC Smokies Ice Fest Weekend Highlights

Ice Sculpture Stroll in Downtown Waynesville
Friday 5-8PM

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

Winter Arts Show at Metzgers Burl Wood Gallery
Friday & Saturday 10AM – 5PM | Sunday 12 - 4PM

Polar Express Model Train Expo at Buffalo Creek Vacations
Saturday 11AM - 2PM

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

Cataloochee Ski's Torch Run – watch on the webcam!
Saturday 10:30PM

Winter Hikes With Haywood County Parks & Recreation
Saturday & Sunday

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

Clyde Winter Lights
All weekend!!

Lodging, shopping, and dining specials
All weekend!!

Thank you to our Sponsors!

Buffalo Creek Vacations

First Citizens Bank

Cataloochee Ski Area

Haywood County N.C. Blue Ridge 1808 Great Smokies

mcgill

Lake Junaluska Conference & Retreat Center

Underwood, Dills & Associates, P.C.
Certified Public Accountants
UD

Cabbage Rose

Frankie's
italian trattoria
Where true Italian meets the Great Smokies.

Hill Team Real Estate

Allen Tate Realtors | Beverly-Hanks Realtors

Mast General Store Since 1883

J. Arthur's Restaurant

Maggie Valley North Carolina Est. 1974

USA TODAY

Cardinal Inn

Ward Plumbing · Heating · Air

Route 19 Inn

The Biltmore Beacon

The Mountaineer
Haywood's #1 News Source

Volunteers

Maggie Valley Ice Festival

- 8 in the ticket booth
- 9 assisting with parking

Thank You!

Partners

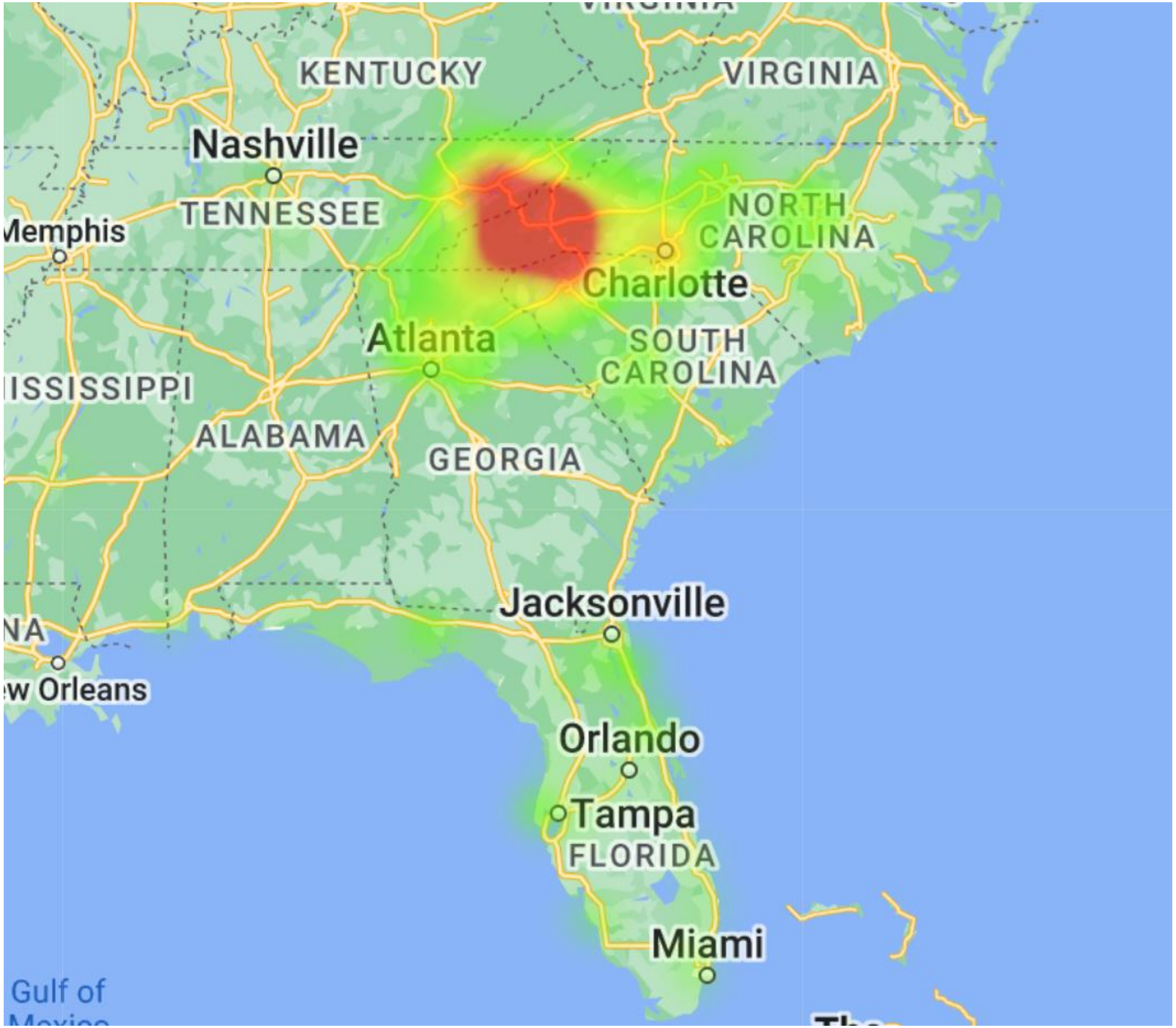
Town of Maggie Valley
Downtown Waynesville Commission
Cataloochee Ski Area
Canton Parks & Recreation
Waynesville Parks & Recreation
Maggie Valley Chamber of Commerce
Haywood Chamber of Commerce
Metzger's Burl Wood Gallery
Haywood Community College
Haywood County Parks & Recreation
Haywood County
Town of Canton
Buffalo Creek Vacations
Bearwaters Brewing
Haywood County
Town of Canton
Buffalo Creek Vacations
Bearwaters Brewing
Lake Junaluska Conference & Retreat Center

Yellow House on Plott Creek
Maggie Mountain Vacations
Carolina Mornings Vacations
Country Cabins
Serene Green Vacation Rental
Bella Mountain Properties
Andon Redi B&B

Partners

Scotsman Public House
Minted Mercantile
Sassafrass
Town of Waynesville
Haywood County
Haywood County Arts Council
The Kitchen Shop
Charmed/Green Hill Gallery
Twigs and Leaves Gallery
Mast General Store
Ava and Arden
Gallery 164
Kilwin’s
Amici's
Sauced
828 market
Organic Beans Coffee
Blue Ridge Beer Hub

J Arthurs
Grateful Table
Valley Wine & Cigar
Hazelwood Soap
Pigeon River Mercantile
Willow Hill Soap Co
Soul Sisters Depot
Geek Mountain
Winchester Creek Farm
Sundara Wellness
The Yoga & Bodywork Collective



Maggie Valley Ice Festival

Total Ticket Sales

12 & up	1946
Under 12	541
Total	**2487**

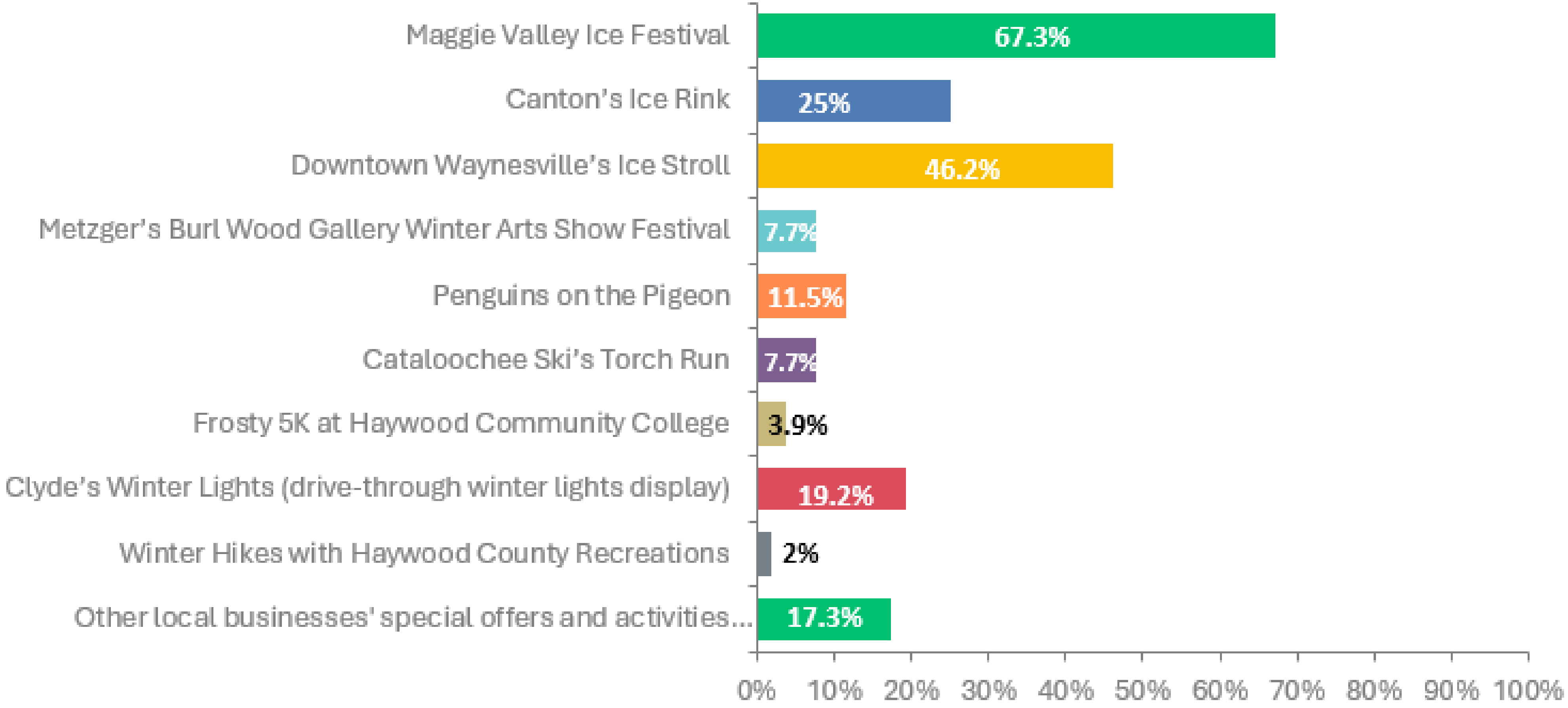
Day-of Ticket Sales

Online	179
Cash at Gate	376
Total	**555**

Source: RunSignUp.com Ticket Dashboard

Visitor Survey

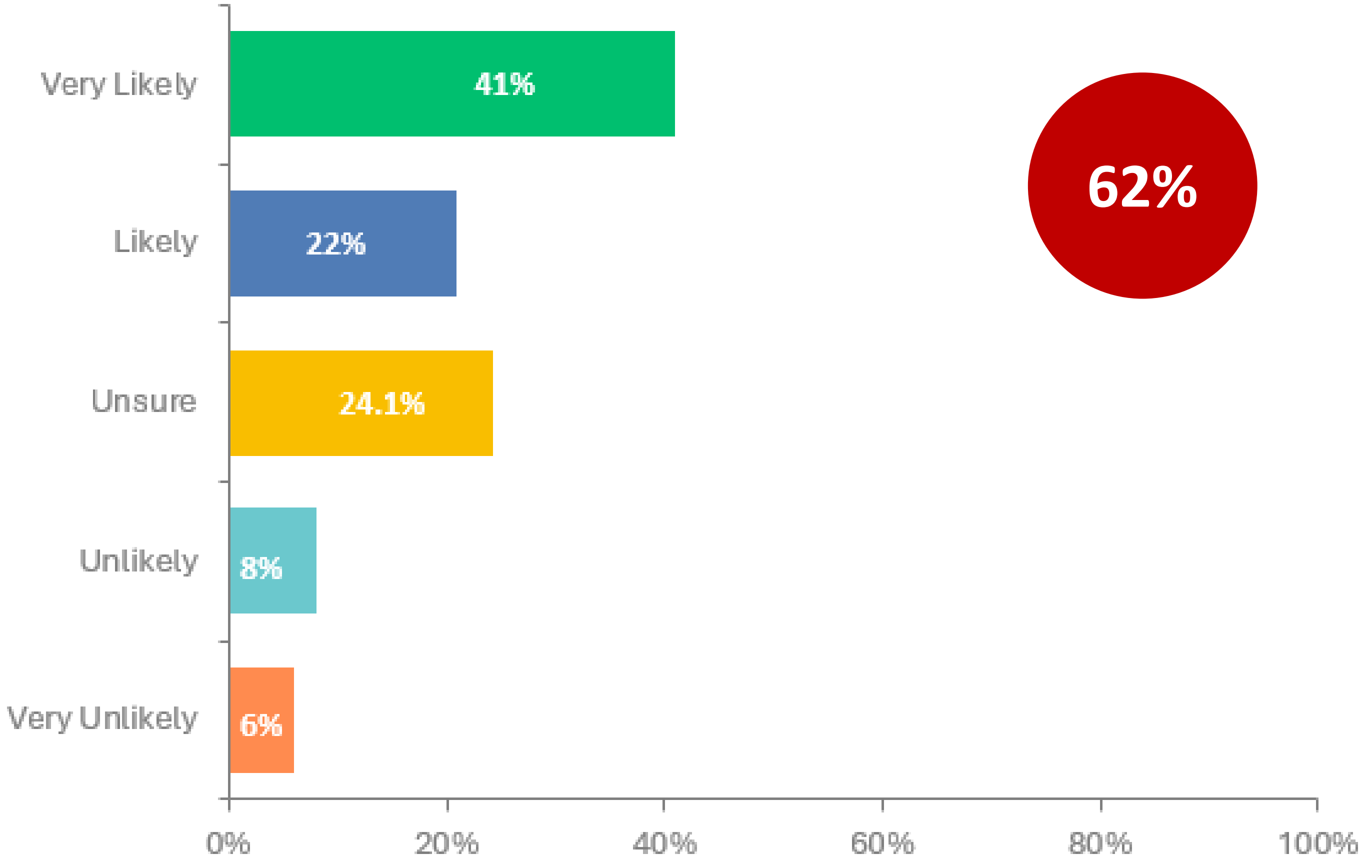
152 Responses



Which Ice Festival Weekend Event did you attend? Select all that apply.

Visitor Survey

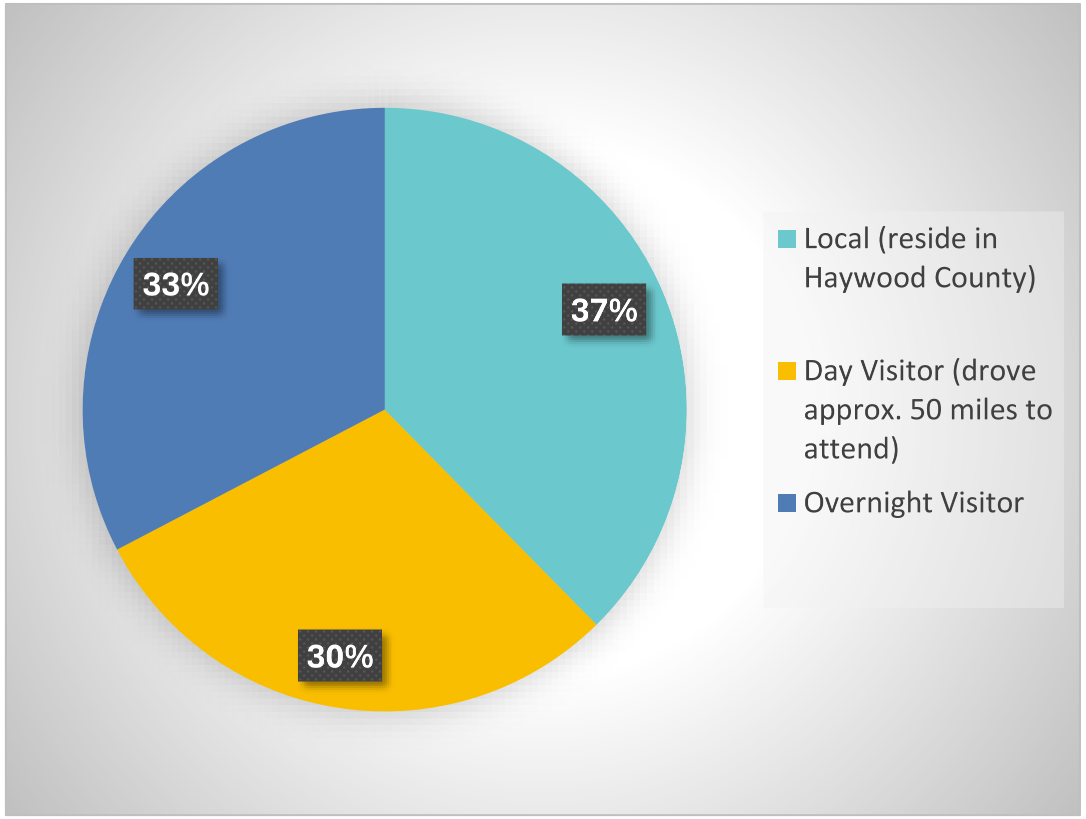
152 Responses



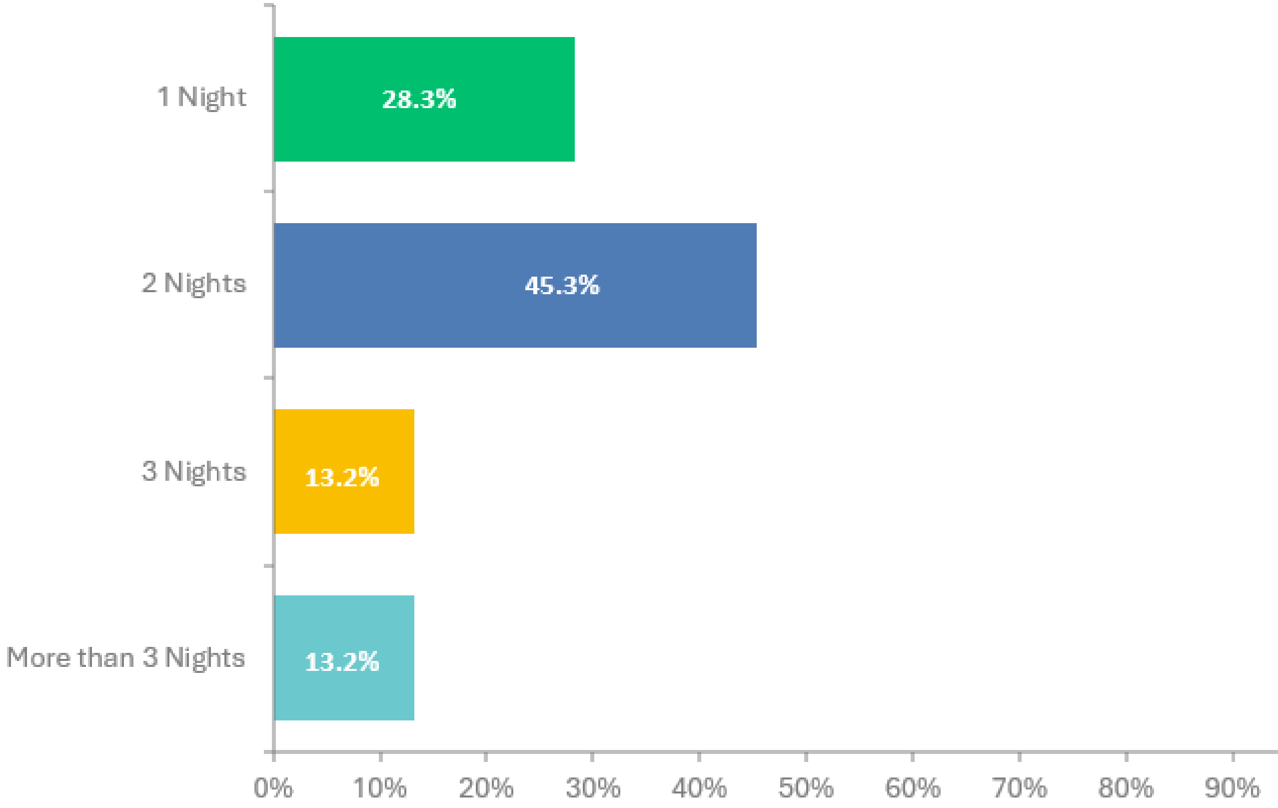
On a scale of one to five, how likely are you to attend a future Ice Festival Weekend?

Visitor Survey

152 Responses



Visitor Type



Duration of Stay

VisitNC Smokies

dci

ELEVATING NC SMOKIES

A Research and Stewardship-Driven
Tourism Brand Strategy and Destination Master Plan

Destination Master Planning Process and Activities

January (16 – 18) Assignment orientation, focus group discussions, personal interviews

February (6 – 8) Steering Committee orientation meeting, public land superintendent workshop, community/attraction tour, personal interviews

Destination Master Planning Process and Activities

March (25 - 28) Steering Committee follow-up meeting on issues/challenges, open house/public input session, DMO staff meeting

May (6 - 9) Steering Committee meeting on vision, goal pillars and objectives/strategies, DMO staff meeting on above topics

August (5-7) Draft destination master plan shared with HCTDA Board of Directors, Staff and Steering Committee

Public Lands & Steering Committee Meetings

Progress to Date

As of 02.26.2024

In-Person Input

- **78** — Stakeholder participants in nine in-person focus groups, with representation from all 5 communities
- **9** — Public Land Officials Workshop
- **12** — Steering Committee kick-off meeting
- **22** — 1:1 interviews with Elected officials & Local Leaders

Surveys

- **96** — Travel Media
- **1100** — Visitors (Past & Potential)
- **89** — Haywood County Stakeholders

Please Share the Survey

Master Plan & Branding Digital Survey intended for Haywood County leaders, elected officials, staff & residents
DEADLINE: March 11

https://developmentci.co1.qualtrics.com/jfe/form/SV_2b3ajWkQaDjXPHE

Preliminary Feedback

What are 3 words to describe Haywood County?

"Better Together"

What does that look like?

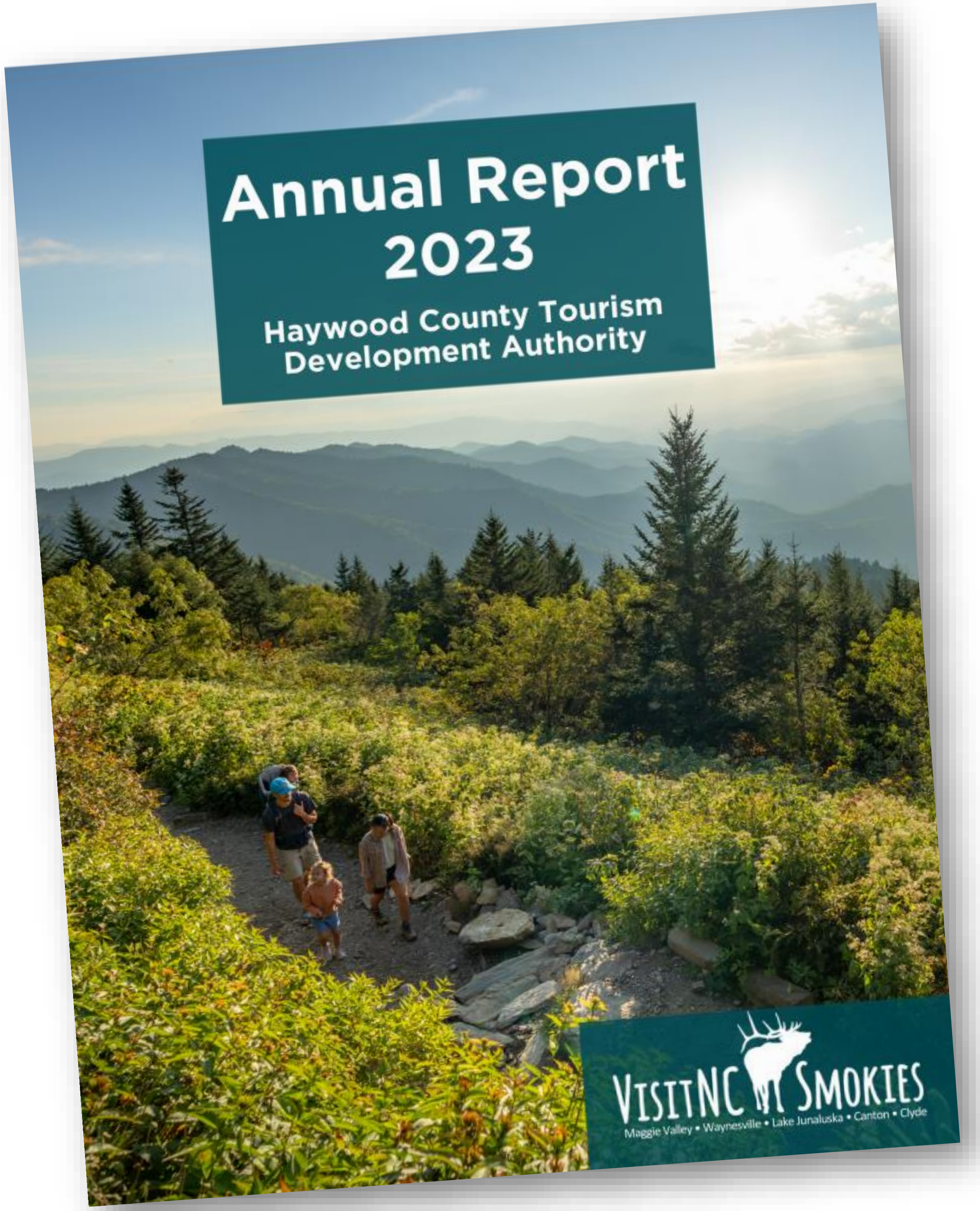
Save The Date

Master Plan Community Input Session

Tuesday, March 26

4:30-6:00pm

Lake Junaluska, Harrell Center, Room 201



https://haywoodtda.com/annual-report/

Report covers calendar year 2023.
Published 02.28.2024.

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Next TDA Board meeting:
March 27, 2024

VisitNC Smokies

Thank you!