VisitNC Smokies

HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

May 22, 2024

Haywood County Tourism Development Authority
Statement of Net Position
April 30, 2024

ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	156,391.75
100002 · 3% Cash in Bank - 1st Citizens	164,572.18
111501 · NCCMT - 9152 3% General Investment	2,517,531.51
111503 · NCCMT - 9863 1% General Investment	870,697.76
Total Checking/Savings	3,709,193.20
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	200.00
Total Current Assets	3,709,393.20
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	3,747,137.01
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

Haywood County Tourism Development Authority
Statement of Net Position
April 30, 2024

LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
231700 · Payroll Liabilities	
Federal Taxes (941/944)	3,664.08
FSA Payable	520.00
NC Income Tax	1,140.00
NC Pension Payable	8,149.97
Total 231700 · Payroll Liabilities	13,474.05
231800 · Sales Tax Payable	32.23
Other Current Liabilities	
233000 · Lease Liability-Current Portion	5,323.00
Total Current Liabilities	18,829.28
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	272,781.28
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	583,204.05
TOTAL NET POSITION	3,639,418.73

https://haywoodtda.com/wp-content/uploads/2024/05/april-financials.pdf

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

	April 2024	July 2023-April 2024	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
Occupancy Tax Revenue				
427011 · Net from Haywood County (3%)	97,384.44	1,610,491.75	2,257,125.00	71.35%
427012 · 1% Occ Tax - 28716 (Canton)	4,445.87	41,084.91	60,190.00	68.26%
427013 · 1% Occ Tax - 28721 (Clyde)	3,456.57	35,501.80	37,618.75	94.37%
427014 · 1% Occ Tax - 28745 (LJ)	2,757.35	44,645.96	67,713.75	65.93%
427015 · 1% Occ Tax - 28751 (MV)	19,417.44	239,876.31	346,092.50	69.31%
427016 · 1% Occ Tax - 28785/28786 (WV)	2,384.24	175,873.43	240,760.00	73.05%
427017 · Admin Fee	1,715.93	32,274.75	40,500.00	79.69%
Total Occupancy Tax Revenue	131,561.84	2,179,748.91	3,050,000.00	71.47%
449201 · Merchandise Sales	3,927.92	21,752.19	25,000.00	87.01%
449810 · Visitor Guide Ad Sales	2,000.00	35,235.00	35,000.00	100.67%
450100 · NC Smokies Ice Festival Weekend	0.00	30,450.52	25,000.00	121.8%
450500 · Partnership Contribution	29,900.00	29,900.00	29,900.00	100.0%
451890 · Miscellaneous Revenue	124.61	499.61	0.00	100.0%
483491 · Interest Earnings 3%	9,918.58	77,909.69	45,000.00	173.13%
483492 · Interest Earnings 1%	3,362.68	27,331.09	15,000.00	182.21%
483831 · Occupancy Tax Penalties 3%	295.46	5,725.56	1,500.00	381.7%
483832 · Occupancy Tax Penalties 1%	96.50	1,908.54	500.00	381.71%
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	263,575.00	0.0%
499995 · Fund Balance OTPF	0.00	0.00	346,131.00	0.0%
Total Fund Balance Appropriation	0.00	0.00	759,706.00	0.0%
Total Income	181,189.59	2,410,461.11	3,986,606.00	60.46%
Expense				
1 % Expenses				
1% Marketing/Adv/Promo				
549910 · Promotion - 28716 (Canton)	0.00	46,848.64	48,126.67	97.34%
549912 · Promotion - 28721 (Clyde)	0.00	19,960.64	49,079.17	40.67%
549914 · Promotion - 28745 (LJ)	2,379.18	32,309.19	45,142.50	71.57%
549916 · Promotion - 28751 (MV)	9,875.90	134,061.55	290,728.33	46.11%
549918 · Promotion - 28785/86 (WV)	6,691.92	46,995.71	168,506.67	27.89%
Total 1% Marketing/Adv/Promo	18,947.00	280,175.73	601,583.34	46.57%

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

	April 2024	July 2023-April 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	400.00	145,364.17	0.28%
549919 · Tourism - 28785/86 (WV)	0.00	4,487.15	84,253.33	5.33%
Total 1% Tourism Related	0.00	13,578.15	300,791.66	4.51%
Total 1% Expenses	18,947.00	293,753.88	902,375.00	32.55%
Wages and Benefits				
512101 · Salaries Admin-Promo	15,298.52	135,675.92	415,000.00	32.69%
512201 · Salaries Marketing- Promo	20,320.96	159,113.81	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	2,716.09	22,511.63	33,000.00	68.22%
518301 · Health Insurance	3,255.77	35,487.08	42,000.00	84.49%
512110 · NC State Retirement	3,959.65	34,953.24	45,000.00	77.67%
Total Wages and Benefits	45,550.99	389,454.68	537,000.00	72.52%
Administration & Operations				
500000 · Admin Fee	1,715.93	32,274.75	40,500.00	79.69%
549902 · Bank Fees 3%	60.64	1,742.96	3,500.00	49.8%
549904 · Bank Fees 1%	30.00	472.20	0.00	100.0%
517001 · Board Member Meetings/Events	0.00	49.51	3,000.00	1.65%
543201 · Equipment Lease	520.17	5,966.62	9,000.00	66.3%
543202 · Hospitality, Gifts & Meals	184.11	1,173.58	2,000.00	58.68%
545101 · Insurance-Liability	0.00	7,461.00	10,000.00	74.61%
526001 · Office/Visitor Center Supplies	233.74	2,401.52	4,000.00	60.04%
529901 · NonExpendable Office Supplies	0.00	2,021.34	2,000.00	101.07%
532201 · Postage-Office	0.00	82.53	1,000.00	8.25%
519201 · Prof Svcs-Accounting & Audit	38.52	14,749.50	16,000.00	92.18%
519202 · Professional Services- Legal	0.00	450.00	2,500.00	18.0%
519300 · Professional Svcs-Managed IT	788.01	11,398.01	11,500.00	99.11%
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	4,027.50	18,233.13	20,000.00	91.17%
528000 · Cash Short/Over	55.00	55.00	0.00	100.0%
541301 · Rent	4,200.00	46,200.00	50,500.00	91.49%
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

	April 2024	July 2023-April 2024	YTD Budget	% of Budget
537401 · Staff Development and Education	3,553.73	16,515.32	18,000.00	91.75%
531202 · Travel Expense	268.89	1,868.71	4,500.00	41.53%
532101 · Telephone, Comm, and Internet	666.72	4,031.30	8,500.00	47.43%
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	16,342.96	171,173.00	214,600.00	79.76%
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	68,729.95	534,665.81	925,000.00	57.8%
537750 · Web Technology	0.00	10,260.00	15,000.00	68.4%
537775 · Media Relations & Influencers	0.00	2,236.30	15,000.00	14.91%
537301 · Visitor Guides	0.00	41,581.41	40,000.00	103.95%
534901 · Collateral and Other Printing	53.39	5,819.31	9,000.00	64.66%
535000 · Postage & Fulfillment	0.00	10,398.42	18,000.00	57.77%
549101 · Dues & Subscriptions	122.00	10,931.00	27,000.00	40.49%
537803 · Trade Shows and Travel	0.00	3,373.22	10,000.00	33.73%
537900 · Research	41,379.37	208,082.56	359,000.00	57.96%
537925 · Community Relations	0.00	1,313.25	4,000.00	32.83%
538100 · NC Smokies Ice Festival	0.00	18,486.75	25,000.00	73.95%
568101 · 3% Grant Promo	0.00	3,917.38	30,000.00	13.06%
Total Marketing & Sales	110,284.71	851,065.41	1,477,000.00	57.62%
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	191,125.66	1,827,257.06	3,986,606.00	45.83%
Change in Net Position	(9,936.07)	583,204.05	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	$367,752.94	($1,942.64)	-0.53%
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*	*$117,433.64*	*$3,917.04*	*3.45%*
August	$283,878.91	$278,678.56	$305,809.64	$27,131.08	9.74%
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*	*$107,965.66*	*$13,801.84*	*14.66%*
September	$268,037.41	$300,578.84	$309,562.65	$8,983.81	2.99%
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*	*$107,787.39*	*$10,947.69*	*11.30%*
October	$346,441.48	$379,422.94	$403,324.69	$23,901.75	6.30%
Canton	*$24,622.91*	*$28,986.01*	*$27,962.64*	*($1,023.37)*	*-3.53%*
Clyde	*$12,496.88*	*$18,567.11*	*$24,050.80*	*$5,483.69*	*29.53%*
Lake Junaluska	*$29,836.71*	*$34,681.85*	*$37,520.80*	*$2,838.95*	*8.19%*
Maggie Valley	*$170,620.65*	*$176,221.04*	*$181,249.41*	*$5,028.37*	*2.85%*
Waynesville	*$108,864.43*	*$120,966.93*	*$132,541.04*	*$11,574.11*	*9.57%*
November	$218,280.74	$236,691.92	$244,378.03	$7,686.11	3.25%
Canton	*$17,342.89*	*$19,998.00*	*$15,700.17*	*($4,297.83)*	*-21.49%*
Clyde	*$11,372.31*	*$13,324.83*	*$19,335.14*	*$6,010.31*	*45.11%*
Lake Junaluska	*$13,023.77*	*$15,061.93*	*$16,548.77*	*$1,486.84*	*9.87%*
Maggie Valley	*$107,137.19*	*$104,245.28*	*$101,699.89*	*($2,545.39)*	*-2.44%*
Waynesville	*$69,404.58*	*$84,061.88*	*$91,094.06*	*$7,032.18*	*8.37%*
December	$180,840.48	$191,659.98	$199,043.88	$7,383.90	3.85%
Canton	*$14,127.69*	*$14,733.48*	*$16,917.24*	*$2,183.76*	*14.82%*
Clyde	*$8,399.77*	*$11,658.41*	*$16,880.86*	*$5,222.45*	*44.80%*
Lake Junaluska	*$10,636.42*	*$13,268.85*	*$11,442.78*	*($1,826.07)*	*-13.76%*
Maggie Valley	*$94,869.09*	*$91,738.20*	*$96,321.10*	*$4,582.90*	*5.00%*
Waynesville	*$52,807.51*	*$60,261.04*	*$57,481.90*	*($2,779.14)*	*-4.61%*
January	$163,272.54	$184,467.69	$186,374.80	$1,907.11	1.03%
Canton	*$13,686.65*	*$15,055.47*	*$20,320.83*	*$5,265.36*	*34.97%*
Clyde	*$9,586.12*	*$17,470.28*	*$16,150.10*	*($1,320.18)*	*-7.56%*
Lake Junaluska	*$10,218.76*	*$13,371.82*	*$8,856.70*	*($4,515.12)*	*-33.77%*
Maggie Valley	*$82,791.99*	*$84,230.59*	*$86,145.46*	*$1,914.87*	*2.27%*
Waynesville	*$46,989.02*	*$54,339.53*	*$54,901.71*	*$562.18*	*1.03%*
February	$154,643.38	$162,325.68	$171,592.82	$9,267.14	5.71%
Canton	*$13,652.64*	*$13,852.03*	*$17,963.11*	*$4,111.08*	*29.68%*
Clyde	*$8,774.38*	*$15,802.06*	*$13,965.94*	*($1,836.12)*	*-11.62%*
Lake Junaluska	*$8,861.32*	*$13,240.97*	*$11,140.80*	*($2,100.17)*	*-15.86%*
Maggie Valley	*$76,712.63*	*$71,592.00*	*$78,844.03*	*$7,252.03*	*10.13%*
Waynesville	*$46,642.41*	*$47,838.62*	*$49,678.94*	*$1,840.32*	*3.85%*
March	$174,740.40	$168,067.49	$211,448.41	$43,380.92	25.81%
Canton	*$18,081.04*	*$19,106.54*	*$20,266.92*	*$1,160.38*	*6.07%*
Clyde	*$10,966.10*	*$15,154.29*	*$19,672.69*	*$4,518.40*	*29.82%*
Lake Junaluska	*$11,793.56*	*$11,528.51*	*$13,510.97*	*$1,982.46*	*17.20%*
Maggie Valley	*$78,416.17*	*$69,112.76*	*$84,011.37*	*$14,898.61*	*21.56%*
Waynesville	*$55,483.53*	*$53,165.39*	*$73,986.46*	*$20,821.07*	*39.16%*
April	$226,468.81	$203,478.94			
Canton	*$18,361.49*	*$17,209.27*			
Clyde	*$11,285.55*	*$12,449.39*			
Lake Junaluska	*$18,392.91*	*$18,268.39*			
Maggie Valley	*$102,682.92*	*$85,237.87*			
Waynesville	*$75,745.94*	*$70,314.02*			
May	$249,286.59	$233,113.46			
Canton	*$21,523.58*	*$19,061.44*			
Clyde	*$10,764.71*	*$13,387.14*			
Lake Junaluska	*$20,841.59*	*$19,947.89*			
Maggie Valley	*$109,621.91*	*$97,101.82*			
Waynesville	*$86,535.16*	*$83,615.17*			
June	$316,629.69	$335,302.73			
Canton	*$25,424.90*	*$24,373.06*			
Clyde	*$9,930.42*	*$17,348.05*			
Lake Junaluska	*$35,750.52*	*$39,982.68*			
Maggie Valley	*$151,590.73*	*$147,697.81*			
Waynesville	*$93,933.12*	*$105,901.13*			
	$2,926,679.74	**$3,043,483.81**	**$2,399,287.86**	**$127,699.18**	**5.62%**

https://haywoodtda.com/wp-content/uploads/2024/05/hctda-occtaxcomparison_03.2024_numbers.pdf

Fiscal Year Occupancy Tax Comparison: Looking at April/ March - 2023/2024 Variances

2023

Easter 2023: April 9

Top City Markets - Spring Breaks in 2023:

Charlotte, NC:	4/07/2023-4/14/2023
Raleigh, NC:	4/07/2023-4/14/2023
Greensboro, NC:	4/07/2023-4/14/2023
Columbia, SC:	4/10/2023-4/14/2023
Atlanta, GA:	4/03/2023 – 4/07/2023

Ave Temperature March 2023: **47.68°**

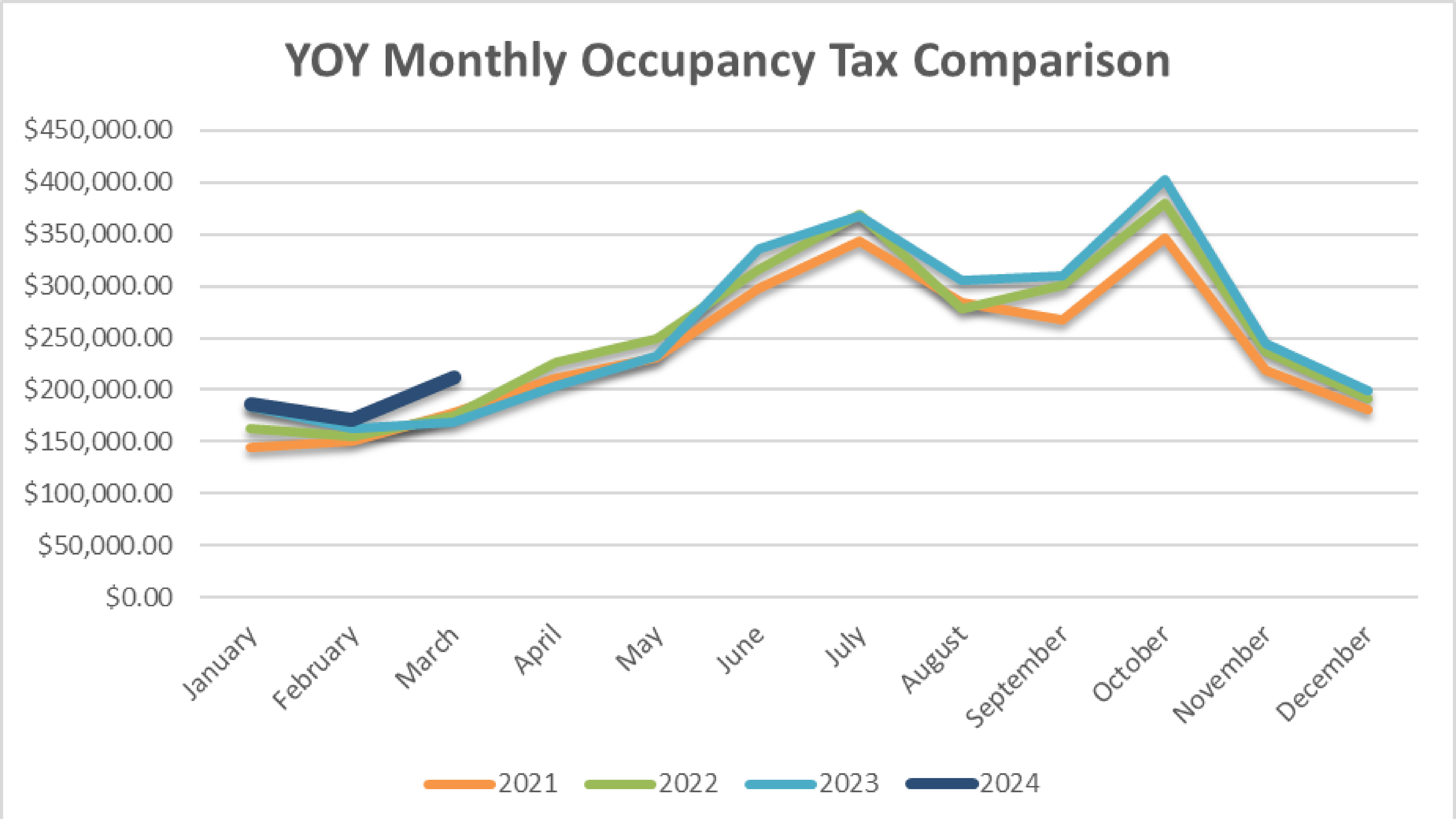
2024

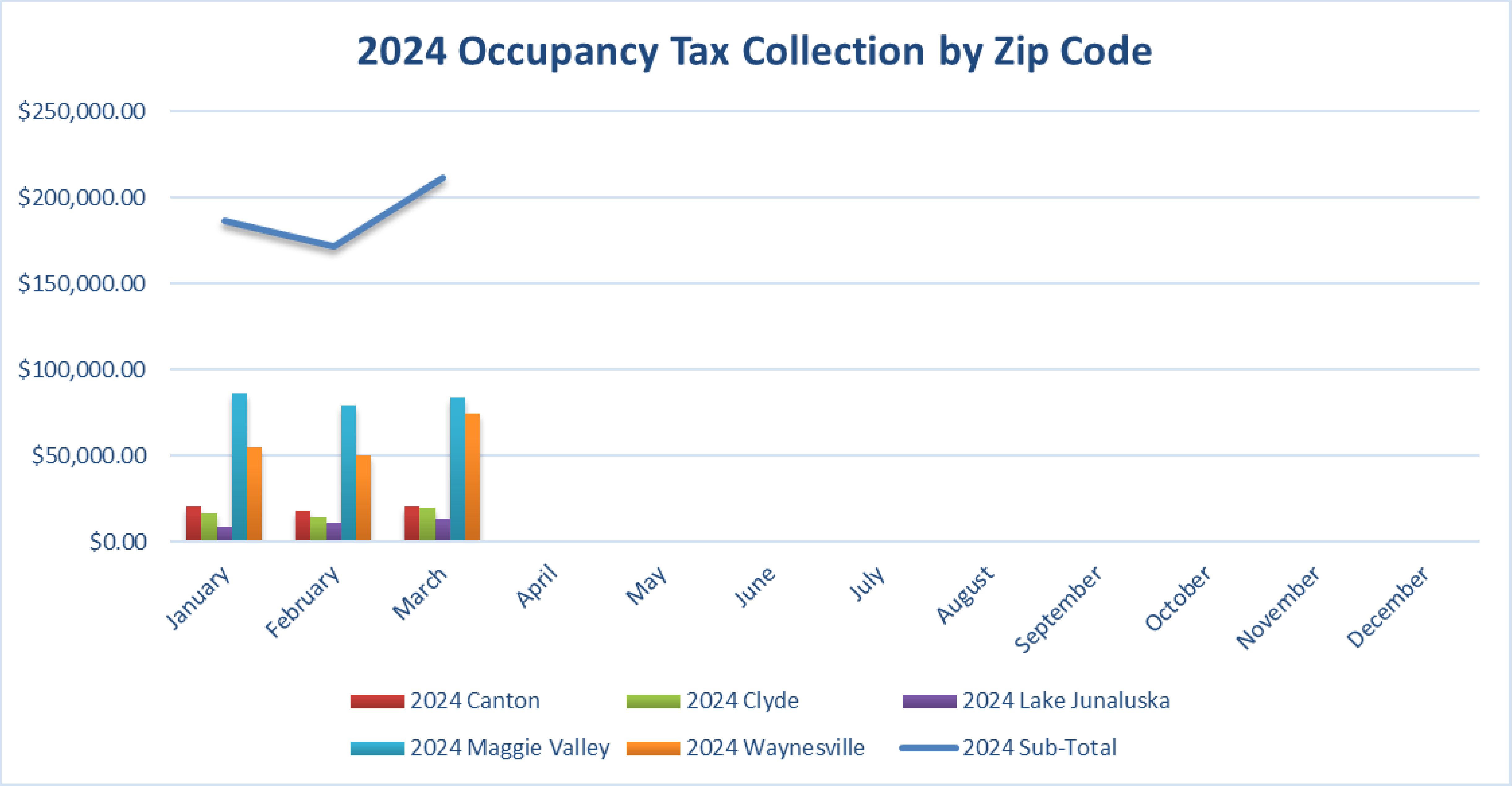
Easter 2024: March 31

Top City Markets - Spring Breaks in 2024:

Charlotte, NC:	3/29/2024-4/5/2024
Raleigh, NC:	3/25/2024-3/29/2024
Greensboro, NC:	3/25/2024-3/29/2024
Columbia, SC:	3/25/2024-3/29/2024
Atlanta, GA:	3/29/2024-4/05/2024

Average Temperature March 2024: **51.45°**

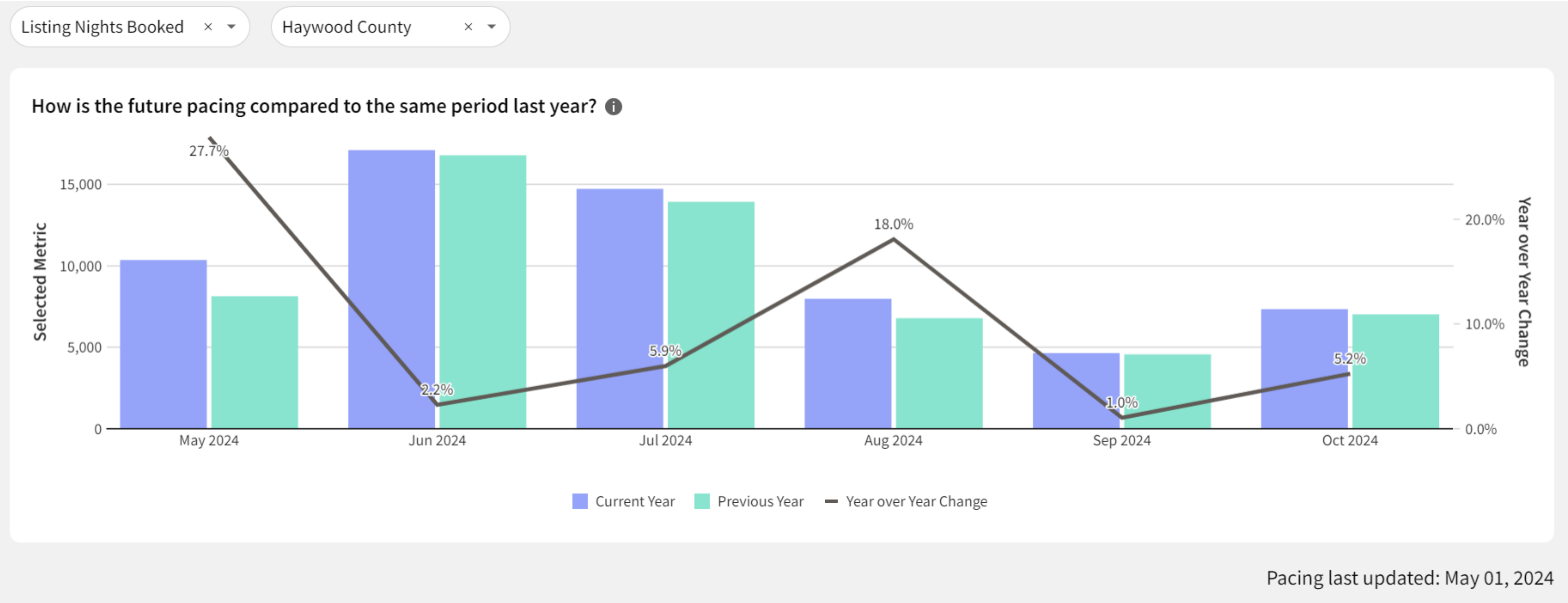

YOY Monthly Occupancy Tax Comparison
$450,000.00
$400,000.00
$350,000.00
$300,000.00
$250,000.00
$200,000.00
$150,000.00
$100,000.00
$50,000.00
$0.00
January
February
March
April
May
June
July
August
September
October
November
December
2021
2022
2023
2024


2024 Occupancy Tax Collection by Zip Code
$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
2024 Canton
2024 Clyde
2024 Lake Junaluska
2024 Maggie Valley
2024 Waynesville
2024 Sub-Total

VisitNC Smokies

CHANGING DATA

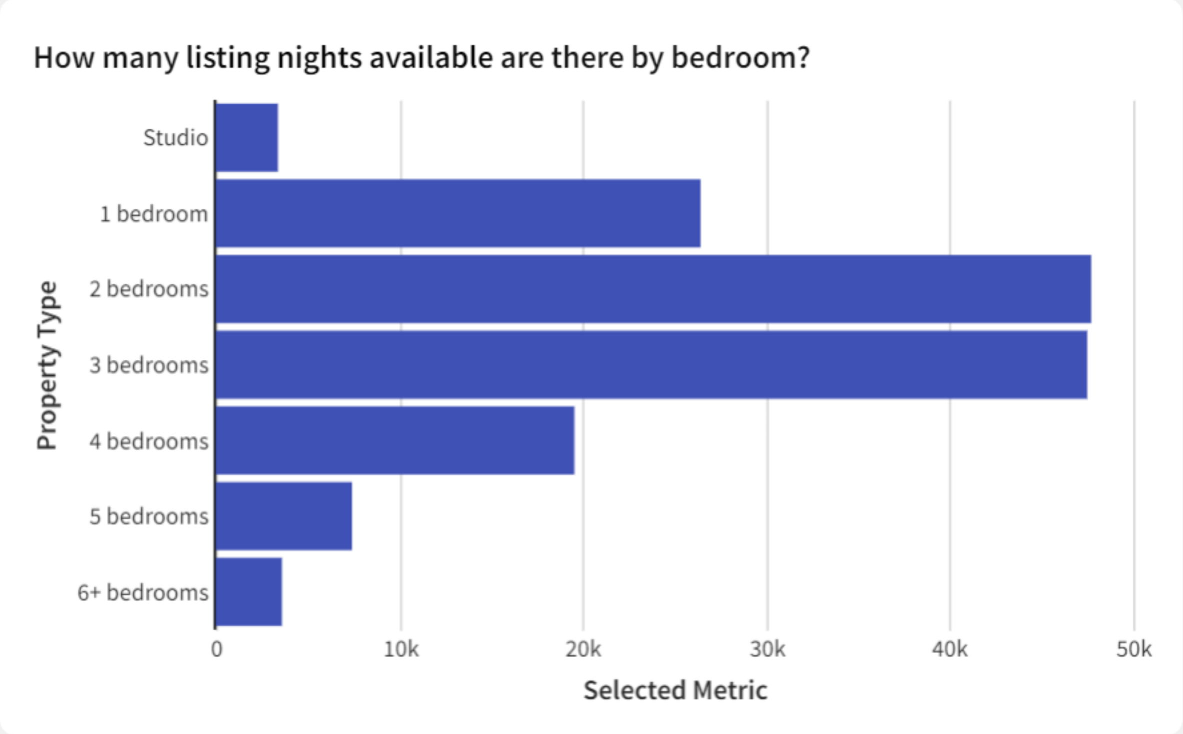
Short-Term Vacation Rental ONLY - AirDNA

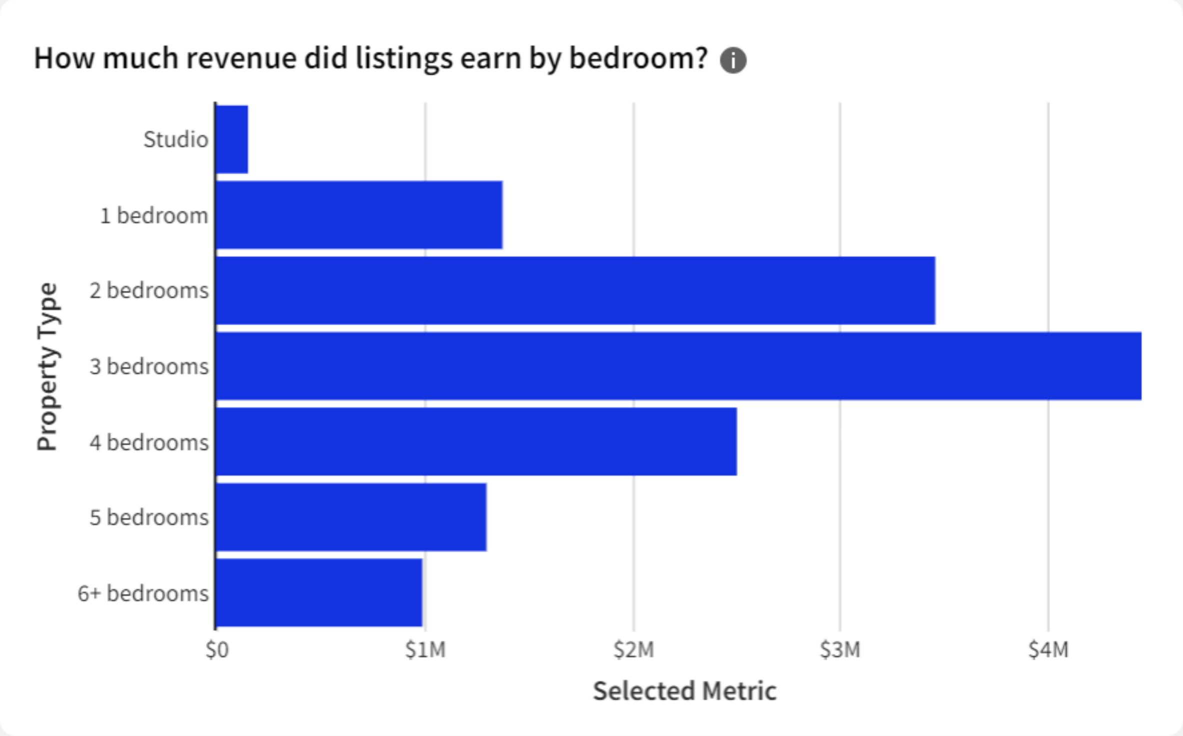


AIRDNA

Short-Term Vacation Rentals Future Pacing, May 2024-October 2024

Short-Term Vacation Rental BEDROOM Data - AirDNA





Short-Term Vacation Rental ONLY - AirDNA

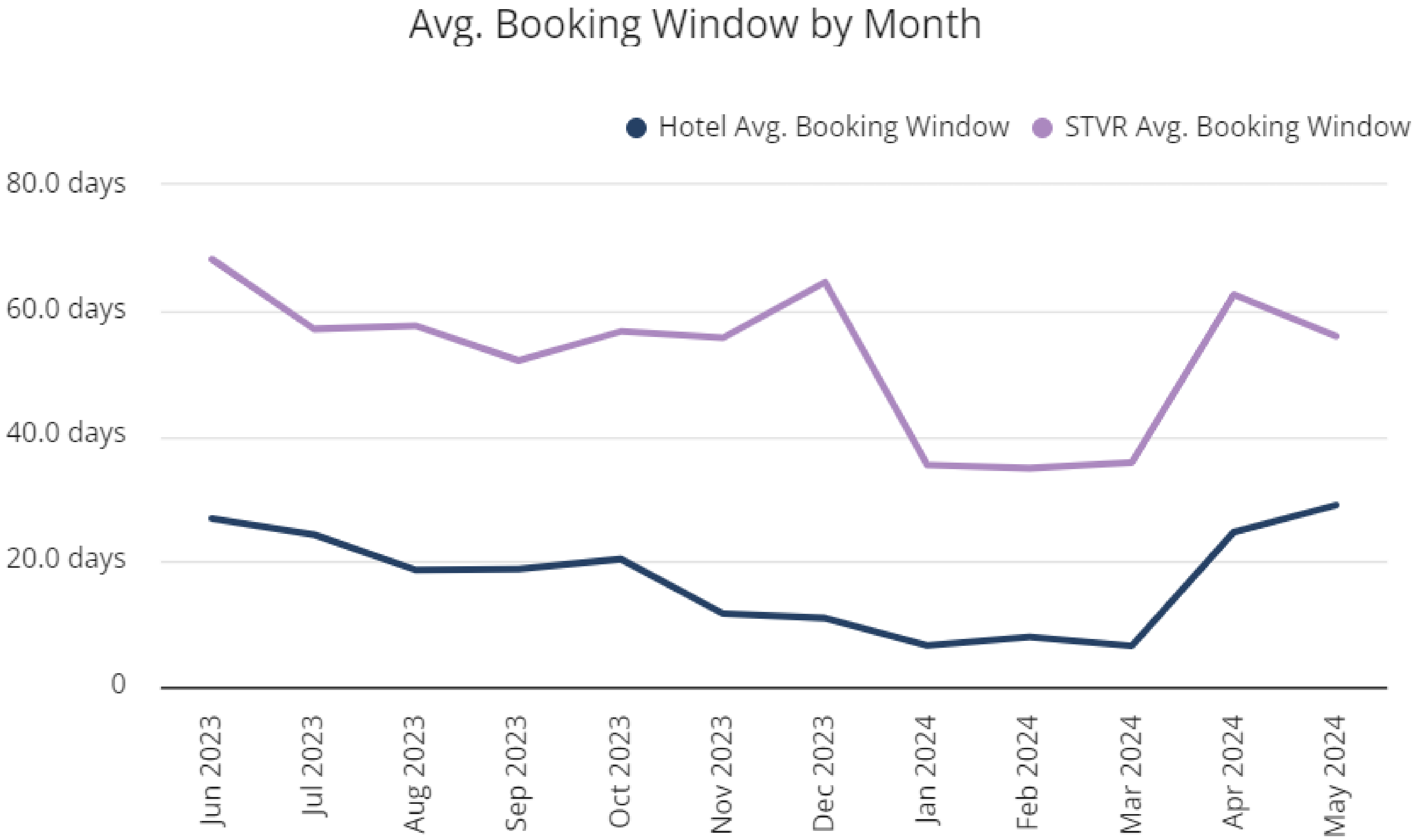
Monthly Trend: April '24

Revenue	$3.8M	↓ 6.7% vs April '23
Average Daily Rate	$233	↑ 4.0% vs April '23
RevPAR	$94	↓ 12.6% vs April '23
Available Listings	1,688	↑ 5.6% vs April '23
Booked Listings	1,595	↑ 5.8% vs April '23
Occupancy Rate	40%	↓ 16.0% vs April '23

TRIAL Zartico | Short-Term Vacation Rental + Hotels

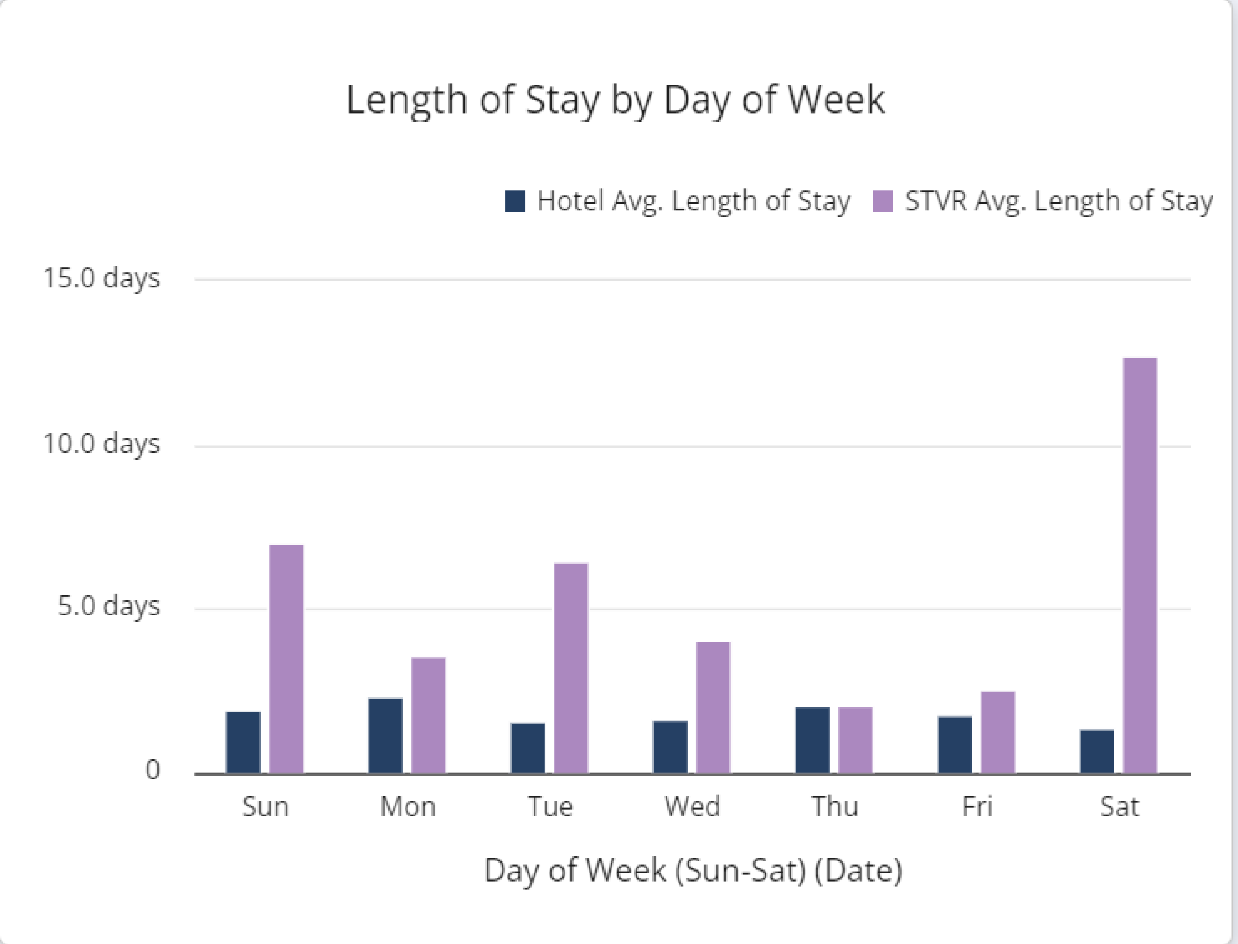
Hotel Avg. Stay Value	STVR Avg. Stay Value	Hotel Avg. Length of Stay	STVR Avg. Length of Stay
$204	**$636**	**1.9 days**	**3.8 days**
15% % Change	0% % Change	7% % Change	-7% % Change
$177 Previous Year	$638 Previous Year	1.7 days Previous Year	4.0 days Previous Year

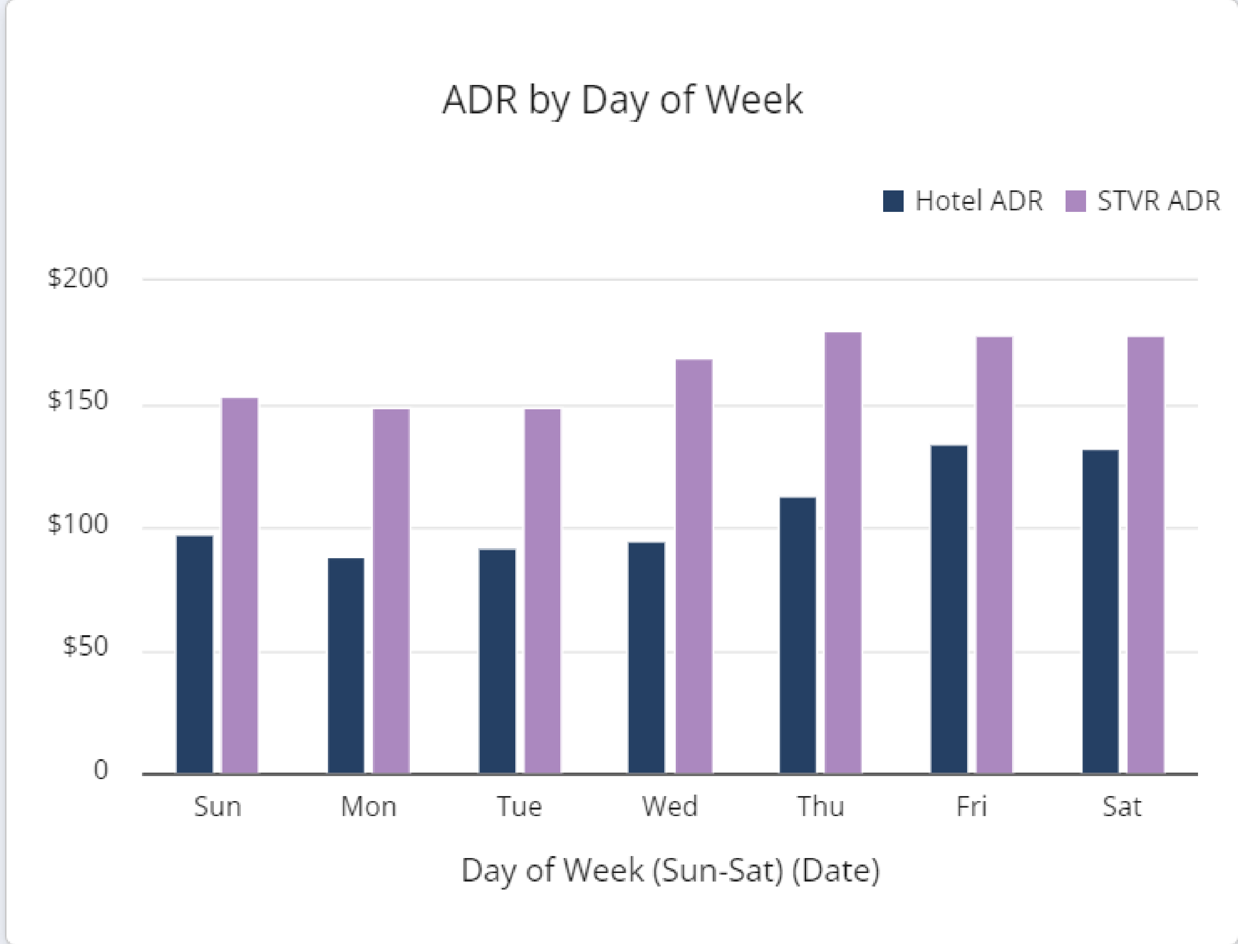
TRIAL Zartico | Short-Term Vacation Rental + Hotels



ZARTICO KEYDATA amadeus

TRIAL Zartico | Short-Term Vacation Rental + Hotels





ZARTICO KEYDATA™ amadeus

Compare Hotels to STVRs | April 2023 vs April 2024 | Day of Week

Old Business

New Business

Revenues

Haywood County Tourism Development Authority BUDGET	Approved 2023-2024 Budget	PROPOSED 2024-2025 Budget
Occupancy Tax Revenue	$3,050,000	$3,100,000
Occ Tax - 3%/ TDA	*$2,257,125.00*	*$2,294,250.00*
Occ Tax - 28716/ Canton	*$60,190.00*	*$53,532.00*
Occ Tax - 28721/ Clyde	*$37,618.75*	*$45,885.00*
Occ Tax - 28745/ Lake Junaluska	*$67,713.75*	*$61,180.00*
Occ Tax - 28751/ Maggie Valley	*$346,092.50*	*$344,138.00*
Occ Tax - 28785+86/ Waynesville	*$240,760.00*	*$260,015.00*
Admin Fee	*$40,500*	*$41,000*
Merchandise Sales	$25,000	$30,000
Visitor Guide Ad Sales	$35,000	$40,000
NC Smokies Ice Fest	$0	$40,000
Partnership Contribution	$0	$0
Miscellaneous	$0	$0
Interest Earnings - 3%	$45,000	$50,000
Interest Earnings - 1%	$15,000	$17,500
Occ Tax Penalties - 3%	$1,500	$2,000
Occ Tax Penalties - 1%	$500	$500
Fund Balance Appropriation	$526,131	$310,950
Fund Balance - TDA	*$30,000*	*$160,950*
Fund Balance - OTPF	*$346,131*	*$150,000*
Fund Balance - 28716/ Canton	*$12,000*	*$0*
Fund Balance - 28721/ Clyde	*$36,000*	*$0*
Fund Balance - 28745/ Lake Junaluska	*$0*	*$0*
Fund Balance - 28751/ Maggie Valley	*$90,000*	*$0*
Fund Balance - 28785+86/ Waynesville	*$12,000*	*$0*
TOTAL REVENUES	**$3,698,131**	**$3,590,950**

Expenses

Haywood County Tourism Development Authority BUDGET	Approved 2023-2024 Budget	PROPOSED 2024-2025 Budget
Total 1% Expenses	$902,375.00	$764,750.00
Total Wages & Benefits	$537,000	$545,000
Total Administration & Operations	$269,125	$281,700
Total Capital Outlay	$34,500	$7,500
Total Marketing & Sales	$1,134,000	$1,292,000
Total Product Development	$821,131	$700,000
TOTAL EXPENSES	**$3,698,131**	**$3,590,950**

Marketing

Haywood County Tourism Development Authority BUDGET	Approved 2023-2024 Budget	PROPOSED 2024-2025 Budget
Advertising & Marketing	$925,000	$985,000
Web Technology	$15,000	$15,000
Media Relations & Press Trips	$15,000	$20,000
Visitor Guides	$40,000	$50,000
Collateral + other printing	$9,000	$12,000
Promotional Items	$0	$10,000
Postage - Fulfillment	$18,000	$20,000
Dues & Subscriptions	$27,000	$16,000
Trade Shows & Travel	$10,000	$10,000
Research	$41,000	$120,000
Community Relations	$4,000	$4,000
NC Smokies Ice Fest	$0	$30,000
3% Grants - Promo	$30,000	$0
Total Marketing & Sales	**$1,134,000**	**$1,292,000**

Overview

Haywood County Tourism Development Authority BUDGET	Approved 2023-2024 Budget	PROPOSED 2024-2025 Budget
Occupancy Tax Revenue	$3,050,000	$3,100,000
Other Revenue	$122,000	$180,000
Fund Balance Appropriation	$526,131	$310,950
TOTAL REVENUES	**$3,698,131**	**$3,590,950**
Total 1% Expenses	$902,375.00	$764,750.00
Total Wages & Benefits	$537,000	$545,000
Total Administration & Operations	$269,125	$281,700
Total Capital Outlay	$34,500	$7,500
Total Marketing & Sales	$1,134,000	$1,292,000
Total Product Development	$821,131	$700,000
TOTAL EXPENSES	**$3,698,131**	**$3,590,950**

Vote to move the budget forward and call for a public hearing on June 28, 2024

Advertising Contract Extension from July 1 to September 30, 2024

Account Management	$11,625.00
Media Management & Reporting	$14,107.50
Creative Development (as needed)	$ 7,013.75
Email Services	$ 9,067.50
Digital Paid Media	$57,000.00
TOTAL	**$98,813.75**

Requesting a motion approving this scope of work, extending our Advertising Agency Contract through the end of September, noting that the funding is included in the budget, and authorizing the Executive Director to sign.

FY 2024-2025 Grant Applications - Overview

Legacy Event Sponsorships: *10*
Promotion Grant Applications: *20*

Town	Total Funding Available	Total Funding Requested
Canton	$20,000	$45,621
Clyde	$20,000	$22,000
Lake Junaluska	$40,000	$50,334
Maggie Valley	$110,000	$130,195
Waynesville	$90,000	$108,101

Legacy Grant Applications on Deadline

Event	Event Total Budget	Grant Request
Canton Labor Days	$160,750	$15,000
Maggie Valley Fall Days	$26,150	$6,567.50
Folkmoot International Festival	$30,300	$5,000


VisitNC Smokies
Staff Reports

Outdoor NC Trail Town Program

Launching Haywood County as an Outdoor NC Movement partner:

- Join the Movement
- How to Be a Responsible Traveler
- Accessible Outdoors
- Destination Trip Tips

OUTDOOR NC℠ MAKE IT YOUR NATURE

Ice Fest Weekend

January 30/31 - February 2, 2025

SPONSORSHIPS

SPONSOR BENEFITS	POLAR PROMOTER $7,500 1 AVAILABLE	CHILLY CHAMPION $5,000 2 AVAILABLE	ARCTIC ADVENTURER $3,500 3 AVAILABLE	ICICLE INFLUENCER $2,000 5 AVAILABLE	SNOWY SUPPORTER $1,000 10 AVAILABLE	FROSTY FRIENDS $425 UNLIMITED
Recognition on Main Fire & Ice Sculpture	✓					
Recognition on Ice Slides or Throne		✓				
Recognition on Warming Tent or Live Demo Area	✓		✓			
Recognition on Key Event Ice Sculptures				✓		
Recognition in Print/Digital Advertising	✓	✓				
Recognition on Printed Handouts	✓	✓	✓			
Booth Space at the Maggie Valley Ice Fest	✓	✓	✓	✓		
Recognition In Visit NC Smokies Email Newsletter	✓	✓	✓	✓		
Recognition on Ice Festival Facebook Page	✓	✓	✓	✓	✓	
Business Logo & Website on Ice Fest Website	✓	✓	✓	✓	✓	
Maggie Valley Ice Fest Tickets	12	10	8	6	4	
Listing on Wander Map	✓	✓	✓	✓	✓	✓
Custom Ice Sculpture to Represent Your Business	3-BLOCK	2-BLOCK	2-BLOCK	1-BLOCK	1-BLOCK	1-BLOCK

Mountain Mornings

MOUNTAIN
MORNINGS

Join the Haywood County Tourism Development Authority as we celebrate National Travel & Tourism Week by kicking off the first ever 'Mountain Mornings' meet-up: a space for tourism businesses to network, brainstorm, and shape Haywood County's future together.

When: May 23, 2024 from 8-9AM

Where: Panacea Coffee Company
66 Commerce St. Waynesville, NC

RSVP: amie@visitncsmokies.com

ELEVATING NC SMOKIES

Update April 24, 2024

Destination Master Plan Tourism Vision and TDA Mission

Vision Statement 2035 | DRAFT Versions – Seeking Feedback

In Haywood County, every visitor becomes part of our unfolding narrative. As a gateway to the Great Smoky Mountains and the Blue Ridge, we offer a welcoming embrace to diverse, year-round experiences. Our commitment to preserving our rich natural heritage and fostering community harmony makes Haywood a place where people are proud to live, visit, and thrive.

In Haywood County, we celebrate our seamless blend of community-driven initiatives and environmental stewardship. Our travel-focused economy enhances the quality of life for residents and provides visitors with authentic, sustainable experiences amid our natural wonders—all delivered with genuine Appalachian hospitality.

Haywood County will be renowned as a sustainable sanctuary where the mountains meet the sky. We prioritize preserving our natural beauty while continuously enhancing life for our residents and enriching experiences for our visitors. Here, every journey through our charming mountain towns and unspoiled landscapes uplifts and inspires, embodying our down-to-earth, neighborly spirit.

Destination Master Plan Tourism Vision and TDA Mission

Mission Statement 2035 | DRAFT Versions – Seeking Feedback

At Haywood County TDA, we enrich our community and economy by innovatively marketing our diverse experiences and unique heritage. We're committed to sustainable practices, fostering local partnerships, and ensuring Haywood remains a premier, welcoming destination for all."

As the industry leader, the Haywood County Tourism Development Authority drives economic prosperity in Haywood County by nurturing our tourism development. Leveraging community collaboration and a deep respect for our environment, we provide authentic, uplifting experiences for every visitor and resident, maintaining our role as the region's premier, welcoming destination.

To enhance Haywood County's charm and livability by promoting and protecting our natural and cultural assets. The Haywood County Tourism Development Authority fosters an environment where visitors and locals alike can thrive, supported by our dedication to community harmony and environmental stewardship

SAVE THE DATES

Destination Master Plan Community Session

August 6 | 4:30-6PM
Haywood Community College

Haywood Brand Summit

Morning of September 24 or 26
Location: TBD

VisitNC Smokies

Next TDA Board meeting:
June 26, 2024


VisitNC Smokies
Thank you!