



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

August 28, 2024 Meeting



FINANCE REPORTS

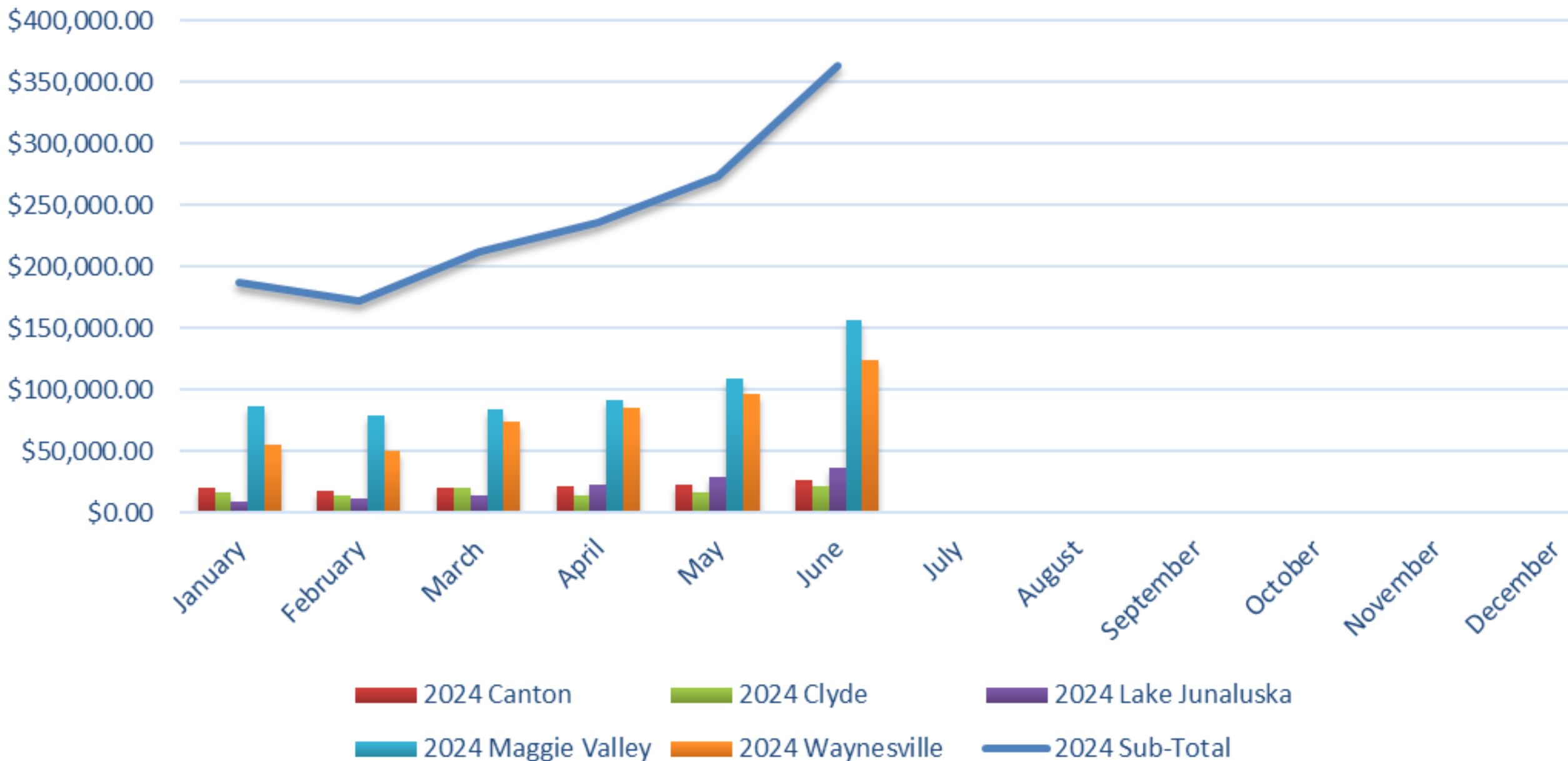
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

				\$ Change from Previous Year	% of Change from Previous Year
	2021-2022	2022-2023	2023-2024		
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%

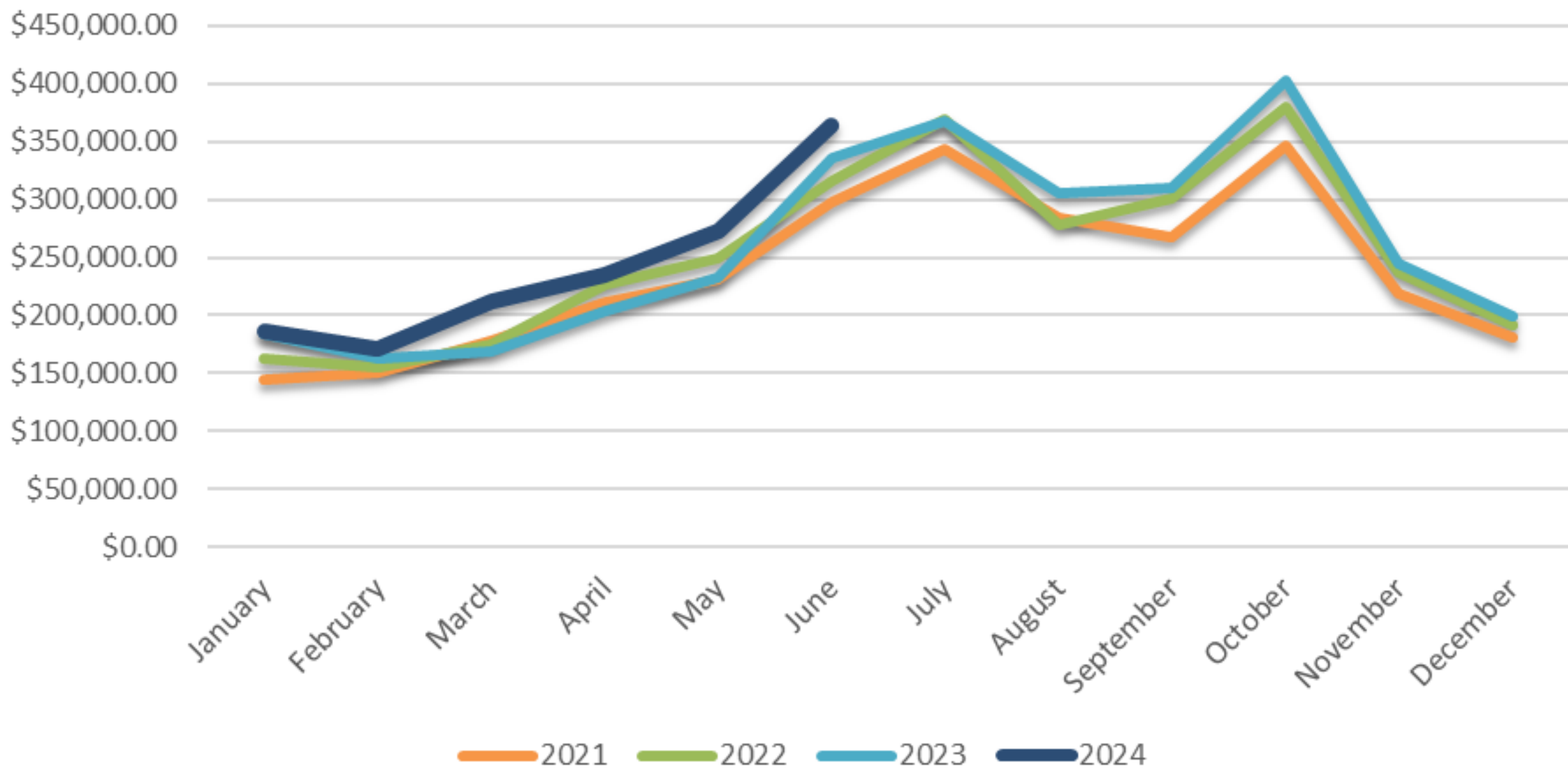
January	\$163,272.54	\$184,467.69	\$186,374.80	\$1,907.11	1.03%
Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$5,265.36	34.97%
Clyde	\$9,586.12	\$17,470.28	\$16,150.10	(\$1,320.18)	-7.56%
Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	(\$4,515.12)	-33.77%
Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$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	\$235,196.31	\$31,717.37	15.59%
Canton	\$18,361.49	\$17,209.27	\$21,361.43	\$4,152.16	24.13%
Clyde	\$11,285.55	\$12,449.39	\$14,164.16	\$1,714.77	13.77%
Lake Junaluska	\$18,392.91	\$18,268.39	\$22,781.57	\$4,513.18	24.70%
Maggie Valley	\$102,682.92	\$85,237.87	\$91,853.89	\$6,616.02	7.76%
Waynesville	\$75,745.94	\$70,314.02	\$85,035.26	\$14,721.24	20.94%
May	\$249,286.59	\$233,113.46	\$272,736.36	\$39,622.90	17.00%
Canton	\$21,523.58	\$19,061.44	\$22,735.85	\$3,674.41	19.28%
Clyde	\$10,764.71	\$13,387.14	\$16,655.53	\$3,268.39	24.41%
Lake Junaluska	\$20,841.59	\$19,947.89	\$28,182.10	\$8,234.21	41.28%
Maggie Valley	\$109,621.91	\$97,101.82	\$109,128.39	\$12,026.57	12.39%
Waynesville	\$86,535.16	\$83,615.17	\$96,035.49	\$12,420.32	14.85%
June	\$316,629.69	\$335,302.73	\$363,645.98	\$28,343.25	8.45%
Canton	\$25,424.90	\$24,373.06	\$26,066.17	\$1,693.11	6.95%
Clyde	\$9,930.42	\$17,348.05	\$21,142.39	\$3,794.34	21.87%
Lake Junaluska	\$35,750.52	\$39,982.68	\$35,768.84	(\$4,213.84)	-10.54%
Maggie Valley	\$151,590.73	\$147,697.81	\$156,516.31	\$8,818.50	5.97%
Waynesville	\$93,933.12	\$105,901.13	\$124,152.27	\$18,251.14	17.23%
	\$2,926,679.74	\$3,043,483.81	\$3,270,866.51	\$227,382.70	7.47%

https://haywoodtda.com/wp-content/uploads/2024/08/hctda_occtaxcomparison_numbers_06.2024.pdf

2024 Occupancy Tax Collection by Zip Code



YOY Monthly Occupancy Tax Comparison





VISIT NC  IN THE SMOKIES

AirDNA & Zartico DATA

Short-Term Vacation Rental ONLY - AirDNA

Monthly Trend: July '24

Revenue

\$7.6M

↑ 6.6% vs July '23

Average Daily Rate

\$247

↑ 2.0% vs July '23

RevPAR

\$162

↑ 3.0% vs July '23

Available Listings

1,834

↑ 3.9% vs July '23

Booked Listings

1,791

↑ 4.3% vs July '23

Occupancy Rate

66%

↑ 1.0% vs July '23

Short-Term Vacation Rental ONLY - AirDNA

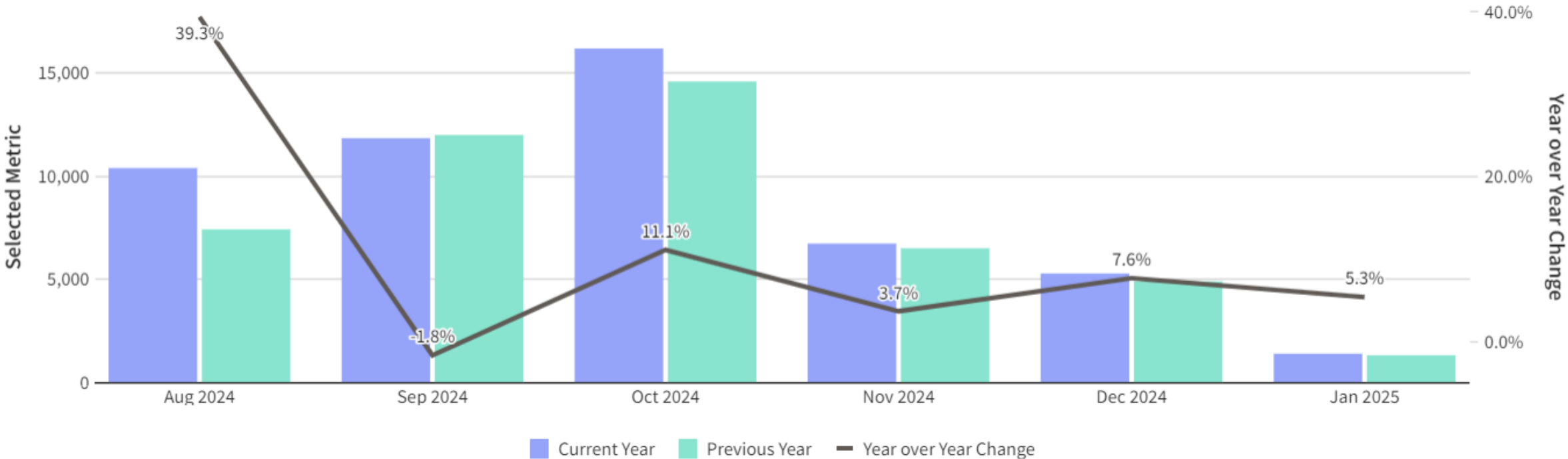
Metric Type

Market

Listing Nights B... x ▾

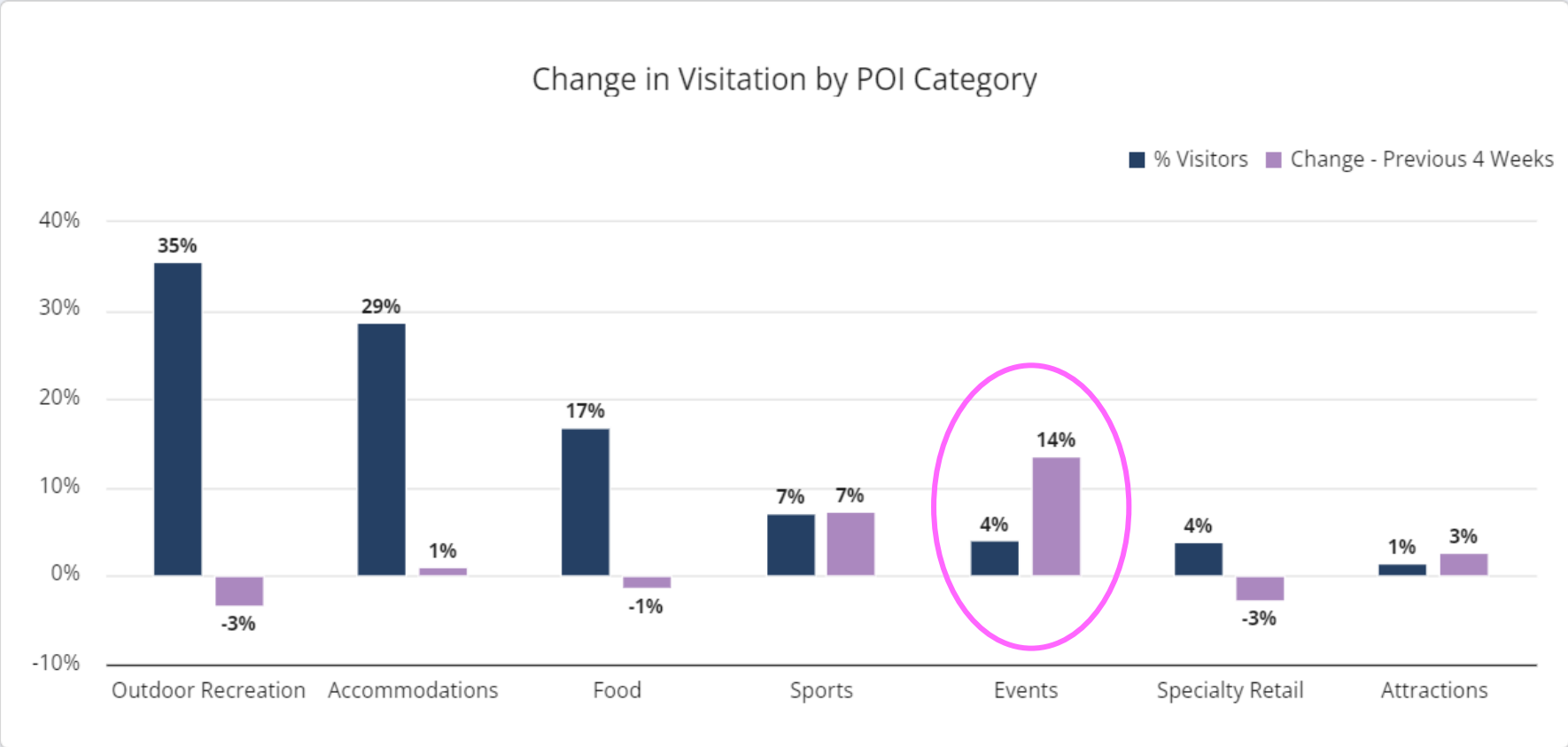
Haywood County x ▾

How is the future pacing compared to the same period last year? ⓘ



Category visitation shifts

Source: Zartico Geolocation Data



Date Range

Start Date

2024-06-30

End Date

2024-07-07

Visitor spend insights and shifts

Source: Zartico Spend Data

Change in Retail Spend

35.4%

Change in Restaurant Spend

72.0%

Impact on local economy

Source: Zartico Spend Data

Change in Total Spend

21.9%

Change in Total Visitor Spend

36.9%

Change in Resident Spend

15.5%

Visitor Cardholder
Count

2,267

Visitor Device Count

2,888



ZARTICO

Event Impact Report | June 30, 2024 – July 7, 2024 compared to the average of the same days during the previous 4 weeks



VISIT NC MT SMOKIES

Old Business

Advertising Agency Request For Approval

- Request For Proposals Published - May 1, 2024
- Received 26 Proposals by deadline of June 20, 2024
- 3 Finalist were selected for in-person interviews on August 08, 2024
- Unanimous recommendation by Marketing Committee to move forward with DCI
- Contract is in two parts:
 - MSA includes overall terms and conditions. From 09.01.2024 to 06.30.2025 with the option to renew for 5 additional 12-month terms.
 - SOW includes specific plan of work with budget for the 09.01.2024 to 06.30.2025 period.



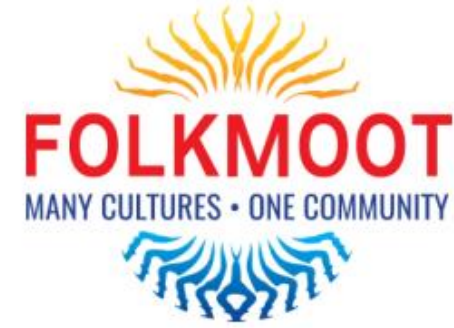
Request: Motion to approve the contract and scope of work as presented and to approve Corrina Ruffieux to sign the contracts and all related documents.

Appalachian Heritage Weekend Date Change Request

Project	Total Project Cost	Grant Request
Appalachian Heritage Weekend	\$65,200	\$30,000

Project Summary:

- On June 26 we awarded a FY 24-25 grant to Downtown Waynesville Commission in collaboration with Haywood County Arts Council, Shelton House & Folkmoot.
- This two-day event aims to showcase Haywood's Appalachian mountain heritage. The weekend will include demonstrations of heritage crafts, an arts and crafts show, a Historic Main Street Crime Trail, and a new Quilt Trails Bus Tour.
- The original application cited event dates of April 18 & 19, 2025 and scored higher as a shoulder-season event (November-April).

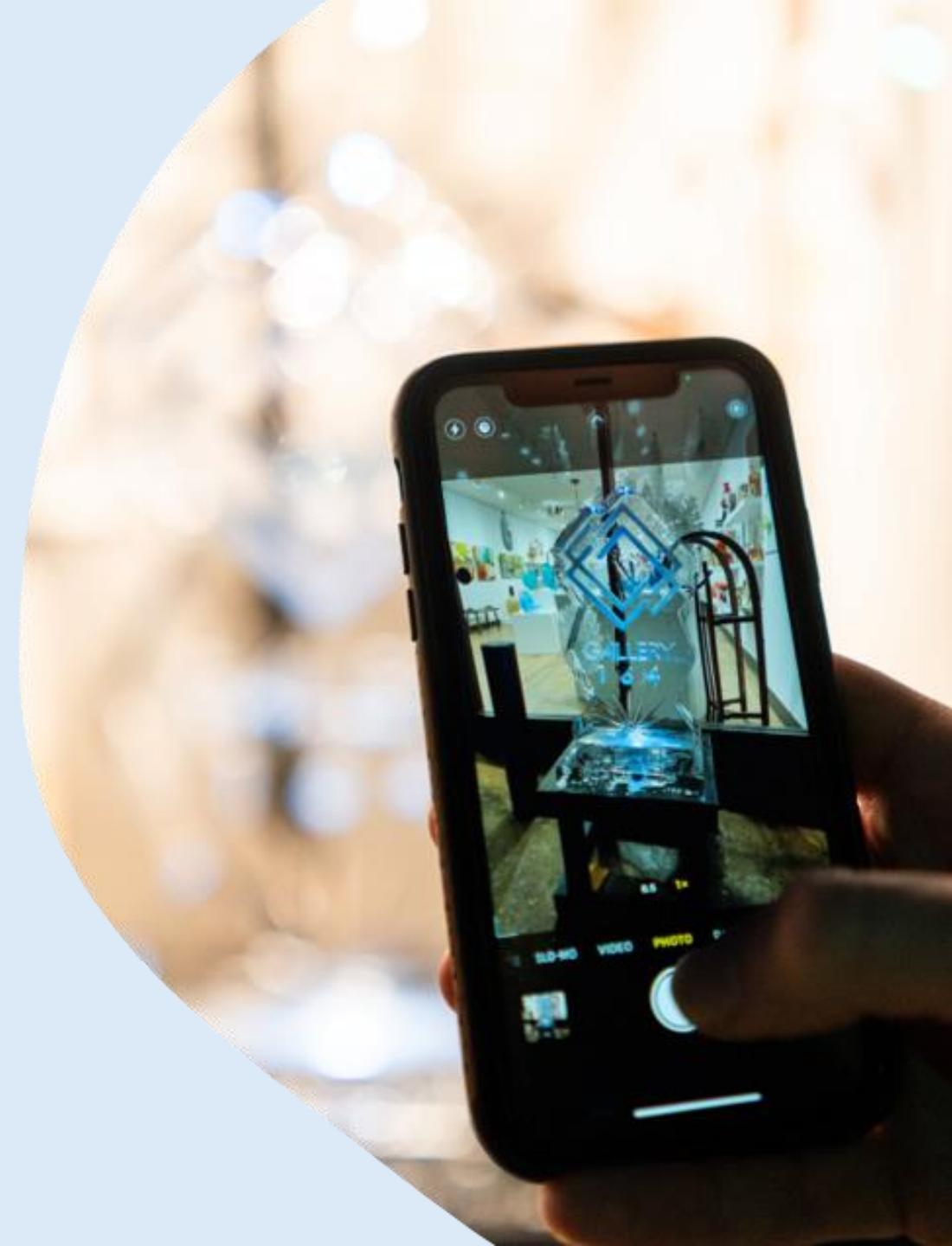


Appalachian Heritage Weekend Date Change Request

- Post the grant award, the partners realized the original date is on Easter weekend. They were encouraged to find an alternative April date to remain within the shoulder-season parameters of our grant guidelines.
- On 08.21.2021 they officially submitted a request to shift the date from April 19 to May 3.

Ice Sculpture Stroll Event Change

- Downtown Waynesville Commission has requested that the HCTDA manage the Ice Sculpture Stroll and have released their grant funding for the event.
- Finance Committee recommends that we transfer the original \$5,000 grant award, as well as the required match amount of \$5,000 from the Waynesville 1% account to the NC Smokies Ice Fest account to cover expenses associated with this request.



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2024-2025

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 30, 2025.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Waynesville 1% Promotion	549918	\$171,609.90	(10,000)	\$161,609.90
NC Smokies Ice Fest	538100	30,000	10,000	\$40,000.00
TOTAL			\$0.00	

This amendment will result in a net increase/(decrease) of \$0.00
in the expenditures in the General Fund.



VISIT NC MY SMOKIES

New Business



- The marketing committee supports Haywood County Tourism Development Authority (HCTDA) in developing marketing strategies and campaigns that inspire travel to Haywood County.
- Advisory in nature. All contracts, budgets, etc. must be voted on by the Board.
- In addition to Board members, there are committee representatives from each of our communities.
- Community Committee members are marketing specialists

Currently One Vacancy. Two applications received.

- Lorelei Garnes – Digital Buzz Media Owner
- Andie Robbins – Haywood Regional Medical Center Director of Marketing & Communications

Clyde Promotional Grant Application



The Town of Clyde is requesting to use Clyde 1% funds to pay for an ad in the Haywood County 2025 Visitor Guide.

- Total project cost is \$1,100 and the grant request is for \$734.
- Clyde has more than \$83,000 available in their promotion fund.



Staff Reports



Mountain Mornings - Recap

We had another successful Mountain Mornings on August 22 at The Grateful Table in Canton with 20 participating partners!

Next Mountain Mornings:

November 19

Maggie Valley Town Hall Pavilion
Coffee by Organic Beans Coffee



Favorite Sessions:

1. **Arthur Brook's Opening Keynote: Build The Life You Want** – Happiness is made of 3 macro-nutrients: enjoyment, satisfaction and meaning – Need to find the WHY in your life and make your own personal mission statement.
2. **How to Showcase the Value of Tourism to Your Local Community** – In this session, Visit St. Pete-Clearwater shared their “From Visitors, With Love” campaign that showcased the importance for destination organizations to not only have a strategic message for visitors but also a strategic message for the residents on the value tourism brings to their community – bridging that gap between locals and visitors.



Ice Fest Weekend Sponsorship Packages



2025
SPONSORSHIP PACKAGES
JANUARY 30 – FEBRUARY 2, 2025

FILL OUT THE FORM [HERE!](#)

SPONSORSHIPS

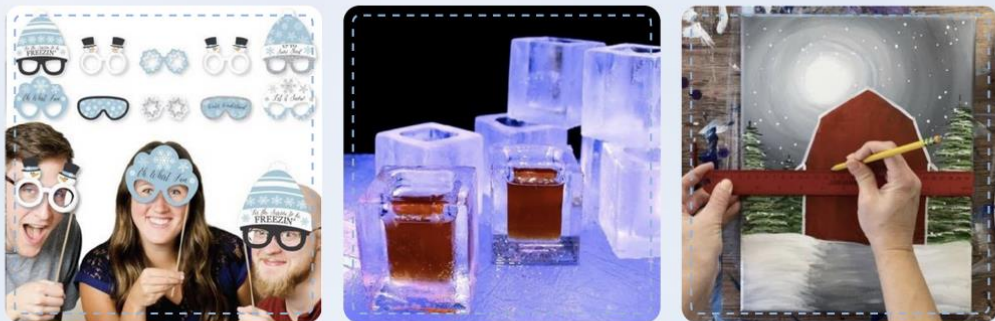
DEADLINE DECEMBER 2, 2024

SPONSOR BENEFITS	POLAR PROMOTER \$7,500 1 AVAILABLE	CHILLY CHAMPION \$5,000 2 AVAILABLE - 1 SOLD	ARCTIC ADVENTURER \$3,500 3 AVAILABLE	ICICLE INFLUENCER \$2,000 5 AVAILABLE	SNOWY SUPPORTER \$1,000 10 AVAILABLE	FROSTY FRIENDS \$400 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

Ice Fest Weekend Business Promotion Ideas

The 2024 Ice Fest Weekend was a huge success and will be returning in 2025! Join the 55 businesses that participated last year in the celebration from January 31 – February 2, 2025.

Reap the benefits of Ice Fest Weekend participation! Not only will your business be featured on NCSmokiesIceFest.com, our social media platforms, interactive map, and through media outreach, but you will also see a boost in business during a generally slower season. By getting involved and offering ice-themed menu items, hosting events, or featuring ice-themed products, you'll have the potential to attract more customers and generate more revenue. Join us and take advantage of this opportunity to make the most of the event and elevate your business!



Need ideas?

- **Ice Menu:** Offer a special "Ice Fest" menu featuring cold starters, icy desserts like ice cream sammies, or winter-themed dishes.
- **Icy Drink Specials:** Special drinks or cocktails inspired by the festival, e.g., blue icicle cocktails, frosted mint mojitos, winter wonderland margaritas, themed beer flights, winter wine tastings.
- **Ice Festival Package:** Offer a package deal for the weekend, including tickets to the festival, a special room rate, and possibly transportation to/from the events.
- **Window Displays:** Ice or winter-themed window displays to tie into the festival.
- **Winter Merchandise:** Highlight or offer discounts on winter merchandise.
- **Live Demonstrations:** Host live demonstrations or workshops, e.g., ice jewelry making, ice-themed crafts, paint and sip nights.
- **Winter Markets:** Host a maker's market highlighting different local vendors.

Some successful promotion examples:

- **The Scotsman** – The restaurant offered menu items for Ice Fest Weekend including the 'Chilly' Cheeseburger, 'Chilly' Mac, 'Chilly' Cheese Fries, and 'Chilly' Cups. They also featured the Ice Fest Rum Punch.
- **Metzger's Burl Wood Gallery** – Held a Winter Arts Show Festival filled with Scandinavian delights! Served Nordic cookies, traditional dishes like lefse and lutefisk, and glogg. They also featured live music.
- **Bella Mountain Properties** – Included a handmade glass snowflake and Maggie Valley Ice Fest tickets with an Ice Fest Weekend stay.



Items to consider when creating a package/promotion:

- The more exciting, enticing, or exclusive the offer, the more traffic and exposure your business will get.
- Enticing doesn't always have to mean a larger discount—adding unique and exclusive experiences can have a significant impact.
- Avoid promotions tailored to a narrow audience.

Participation Deadlines:

For consideration to be included in **PR pitches** submit promotion/package by **July 15, 2024**.

For consideration to be included in **print materials** submit by **September 30, 2024**

To be included on **NCSmokiesIceFest.com** submit package/promotion by **December 2, 2024**.

PUBLIC RELATIONS UPDATE

Southern Living®

StyleBlueprint

FOR A LIFE OF STYLE + SUBSTANCE *delivered daily*

The 11 Best Things To Do In Maggie Valley, North Carolina, A Smoky Mountain Gem

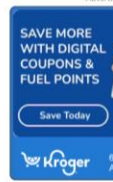
By [Lydia Mansel](#) | Published on July 19, 2024

In This Article

- Outdoor Activities
- Things To Do
- Dining
- Where to Stay



PHOTO: GETTY IMAGES



Adverts

16 Best Lakes In North Carolina For A Waterfront Getaway

These are the best lakes waiting for you in The Tar Heel State.

15 of 16 Lake Junaluska



PHOTO: TANYA STUKALOVA / 500PX / GETTY

Lake Junaluska

Situated in the western North Carolina mountains, Lake Junaluska is well known for being a retreat center and the ideal place for a [summer vacation](#) rental. There are also plenty of water-centric activities to fill your time, such as canoeing, fishing, golfing, and hiking. However, the lake is also close to many area attractions, so you should plan to go offsite to explore. Spend a day at the Pisgah National Forest or head to the overlooks along the [Blue Ridge Parkway](#). Because of its proximity to notable tourist sites, many plan to spend their whole vacation exploring the lake and beyond.

lakejunaluska.com, 91 North Lakeshore Drive, Lake Junaluska, NC 28745

Southern Living (UVM: 14,483,139 | Ad Value: \$289,663): [The 11 Best Things To Do In Maggie Valley, North Carolina, A Smoky Mountain Gem](#)

Southern Living (UVM: 15,823,211 | Ad Value: \$316,464): [16 Best Lakes In North Carolina For a Waterfront Getaway](#)



VACATION IDEAS

Where to Eat, Stay & Play in Haywood County, NC

If you're searching for the quintessential mountain getaway, look no further than Haywood County, North Carolina. From outdoor adventure to the vibrant dining scene, here's how to spend a weekend in this pocket of NC. Image: Visit NC Smokies

by **BRIANNA GOEBEL**

Published on July 22, 2024

StyleBlueprint (UVM: 128,268 | Ad Value: \$2,565): [Where to Eat, Stay & Play in Haywood County, NC](#)

PUBLIC RELATIONS UPDATE (cont)

LAKE NORMAN CURRENTS



Glamorous + Camping =
Glamping

Or, how to spend time in nature without giving up home comforts
by Vanessa Infarson



A lodge-out tent from Smoky Mountain Glamping in Waynesville. (Photo courtesy NC Smokies)



Flowerdown Charm Off-Grid Teahouse in Canton. Photo courtesy NC Smokies.



Charlotte resident Shenelle Robinson didn't know where to start," Robinson says. "We can bring the inside to the outside."

Glamping, a play on the words "glamorous" and "camping," started in the 20th century when elaborate tents were designed for vacationers in remote destinations. The concept became particularly popular during the recent pandemic when people sought refuge outside. Glamping has grown to include cabins, luxurious tents, yurts, restored buses and train cars, treehouses and any accommodation getting people closer to nature but still providing the comforts (and sometimes a bit of luxury) of the indoors.

In 2022, Robinson opened Metro Glamping (serving North and South Carolina as well as southern Virginia), a mobile glamping business for first-time campers, various groups and wellness enthusiasts. She and her husband wanted to make camping available to more people.

"People like me, who didn't grow up camp-

ing but see it as something interesting, don't know where to start," Robinson says. "We can bring the inside to the outside."

Next steps

A glamping vacation is unlike staying in a hotel, but that's why people are flocking to mountaintop yurts and riverside treehouses. "The experience is very different and it's very unique, and that's the whole point of why people enjoy it," says Matt Bare, founder of The Glamping Collective in Clyde (about 20 miles west of Asheville). "Understand what you're signing up for and align your expectations accordingly."

Bare suggests considering the amenities offered, such as bedding, electricity, bathroom location and Wi-Fi, before choosing a glamping accommodation. Some sites offer privacy while others are closer to other glampers. The setting is important: Do you want a campground, waterfront, mountain view or wooded area? Depending on your itinerary, proximity to breweries, coffee shops, grocery stores and restaurants may play a part in deciding what works best.

"When you think about your trip, how close to activities do you want to be?" Bare says. "Do you want to go glamping and enjoy there the whole time, or do you want to go into town and do different activities?" □

Check out these glamping options in North Carolina:

Buffalo Creek Vacations: Retrofitted train cabooses to overnight accommodations with bathrooms, beds and kitchens in Clyde. www.buffalocreekvacations.com/cabooses-entire

Concord Treehouse: a one-bedroom cabin, is elevated in the trees on a 20-acre farm estate in Concord. www.horticultural.com/properties/concord-treehouse

Flowerdown Charm Off-Grid Teahouse: a one-bedroom studio, built on 23 acres of wooded lands in Canton (like Clyde, also just west of Asheville). www.flowerdowncharmoffgrid.com

Getaway Ashboro: brings the tiny house concept to glamping. Hike and fish on the property and visit the North Carolina Zoo in nearby Ashboro. www.getawayhouseofthelife-raleigh.com

The Glamping Collective: features geo domes and glass cabins with hot tubs, king-size beds and private decks overlooking the mountains in Clyde. www.theglampingcollective.com

Hendersonville Tree House: sets the scene for a romantic getaway with a hot tub and floor-to-ceiling windows overlooking the woods. www.airbnb.com/south/543388305689736679

Metro Glamping: makes it easy to camp in your backyard or off-site by setting up a complete with all the comforts of home in the Charlotte area. www.metroglamping.com

The Original Yurt: combines a cabin and tent experience within a round yurt, accommodating up to six guests in Mount Pleasant. www.skyrideryurts.com/mount-pleasant-yurt

Smoky Mountain Glamping: treats guests to a queen-size mattress inside a canvas tent after a day exploring nature in Waynesville. www.smoky-mountainglamping.com

Teahouse Cabins: provide mountain top views from rustic accommodations fitted with an outdoor jacuzzi, deck and gas fireplace in Hot Springs. www.hotspringsteahousecabins.com

Vines & Goats Glamping: luxury geo dome with a hot tub and fire pit is next door to Bannockburn Winery. www.vinesandgoats.com

Yogi Bear's Jellystone Park Campground: offers cabins in a family-friendly environment with activities and playgrounds onsite and access to local attractions in Ashboro. www.ashborocampground.com

www.LNCurrents.com | JULY 2024 45

Forbes

'Secret' Places In The U.S. To See The Perseids, Northern Lights And The Comet

Blue Ridge Mountains, North Carolina

The 5,000-6,000-foot elevation of the Blue Ridge Mountains in western North Carolina makes them a great place to experience exceptionally clear and dark night skies in the U.S. Stargazing on the Blue Ridge Parkway includes locations like [Richland Balsam Overlook](#), [Graveyard Fields](#) and [Frying Pan Lookout Tower](#). All are in Haywood County, which includes many other places to go stargazing.

Forbes (UVM: 87,519,063 | Ad Value: \$1,750,381):

[Secret Places In The U.S. To See The Perseids, Northern Lights And The Comet](#)

PUBLIC RELATIONS UPDATE (cont)

WHEREVERFAMILY

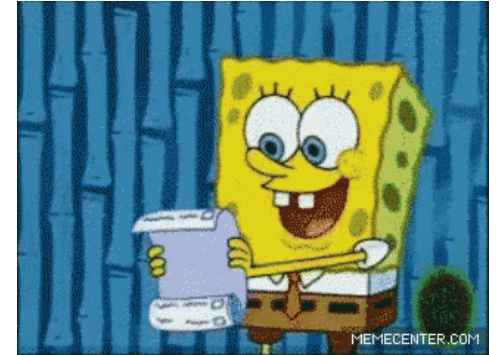
4 FESTIVALS TO ATTEND BEFORE THE SUMMER'S END



Canton Labor Day Festival

Labor Day weekend typically marks the unofficial end of summer. Canton, North Carolina's, annual end-of-summer bash is the oldest Labor Day festival in the south. On Sept. 1-2, celebrate with drinks from local breweries, live music, food vendors and goods from local artisans.

Amie trying to fit everything there is to do in Haywood County into a 2-day itinerary:



Upcoming Press Trips:

- Our State
- Southern Living
- Visit NC
- DotDash Meredith
- DCI Team
- And more TBA!

Wherever Family (UVM: 3,174): [4 Festivals to Attend Before the Summer's End](#)



ELEVATING Haywood County

Destination Master Plan Update

Market Research & Input

78

Stakeholder participants in nine in-person focus groups, with representation from all 5 communities

4

Specialized Workshops - public land officials, emergency response managers, outdoor recreation stakeholders Workshop, TDA Marketing Committee

85

Participants at first community input session

4

17-Person Steering Committee meetings

26

1:1 interviews with Elected officials & Local Leaders

Surveys

96

Travel
Media

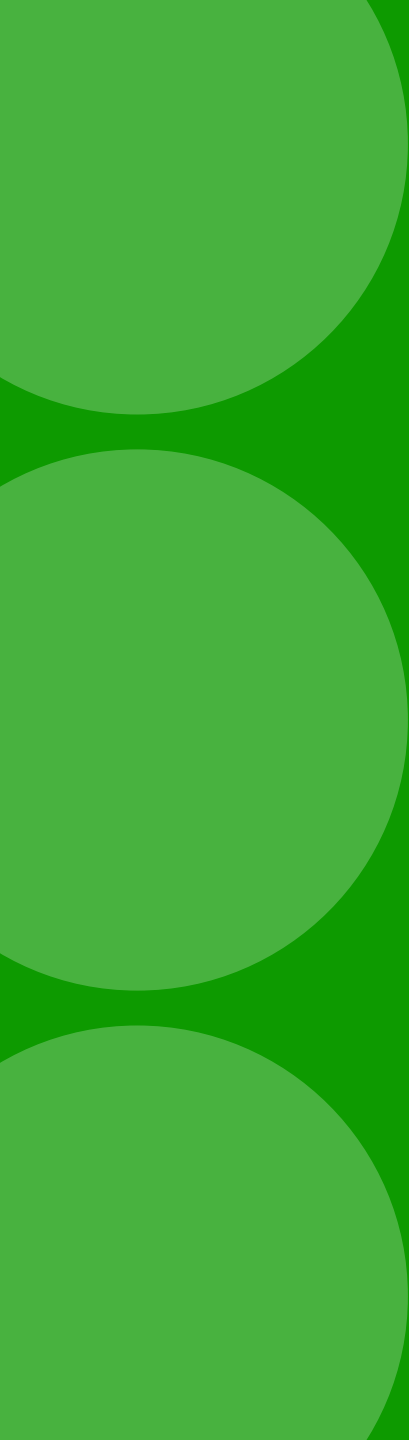
1,100

Visitors
(Past & Potential)

329

Haywood County
Stakeholders

As of 8.5.2024



Destination Vision and HCTDA Mission Statements



Destination Vision and HCTDA Mission Statements

Vision

Haywood County will be renowned as the authentic destination in the Great Smoky and Blue Ridge Mountains, offering diverse, year-round experiences while preserving our natural and cultural heritage for future generations.

Mission

The Haywood County Tourism Development Authority (HCTDA) drives community and economic prosperity as a strategic leader of the destination. By fostering collaboration and destination stewardship, we strive to make Haywood County an unrivaled place to live, work, and play.



Strategic Pillars

- 1. Strengthen Awareness and Perception of the Haywood County Tourism Brand**
- 2. Diversify Tourism Product Offerings and Experiences that Enhance the Destination Appeal for All**
- 3. Foster Stewardship of Natural Resources and Outdoor Recreation Opportunities**
- 4. Enhance HCTDA's Evolution While Cultivating Community Engagement and Collaboration**



Steps Going Forward

1. Finalize objectives, strategies, and tactics with HCTDA staff
2. Incorporate feedback from August sessions
3. Finalize plan and present to Board of Directors at a future meeting



Join Us Brand Summit

Breakfast
Provided

Cool Swag

- September 24, 2024
- 8am - 11am
- **Maggie Valley Country Club**
1819 Country Club Dr
Maggie Valley, NC 28751



RSVP

CERTIFICATE OF ACHIEVEMENT

Hayley Printz

SUCCESSFULLY COMPLETED THE COURSE OF STUDY, PASSED THE FINAL EXAMINATION,
AND HEREBY HOLDS THE

Professional Administrative Certification of Excellence

THIS ACHIEVEMENT SIGNIFIES A HIGH LEVEL OF
EXPERTISE AND KNOWLEDGE IN THE ADMINISTRATIVE PROFESSION.

GRANTED ON July 19, 2024

EXPIRES ON July 19, 2026



Becca Carifio

BECCA CARIFIO, E-LEARNING AND MEMBERSHIP MANAGER
AMERICAN SOCIETY OF ADMINISTRATIVE PROFESSIONALS





**Next TDA Board meeting:
September 25, 2024**



VISITNC  SMOKIES

Thank you!