



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

January 22, 2025 | Board of Directors Meeting

— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

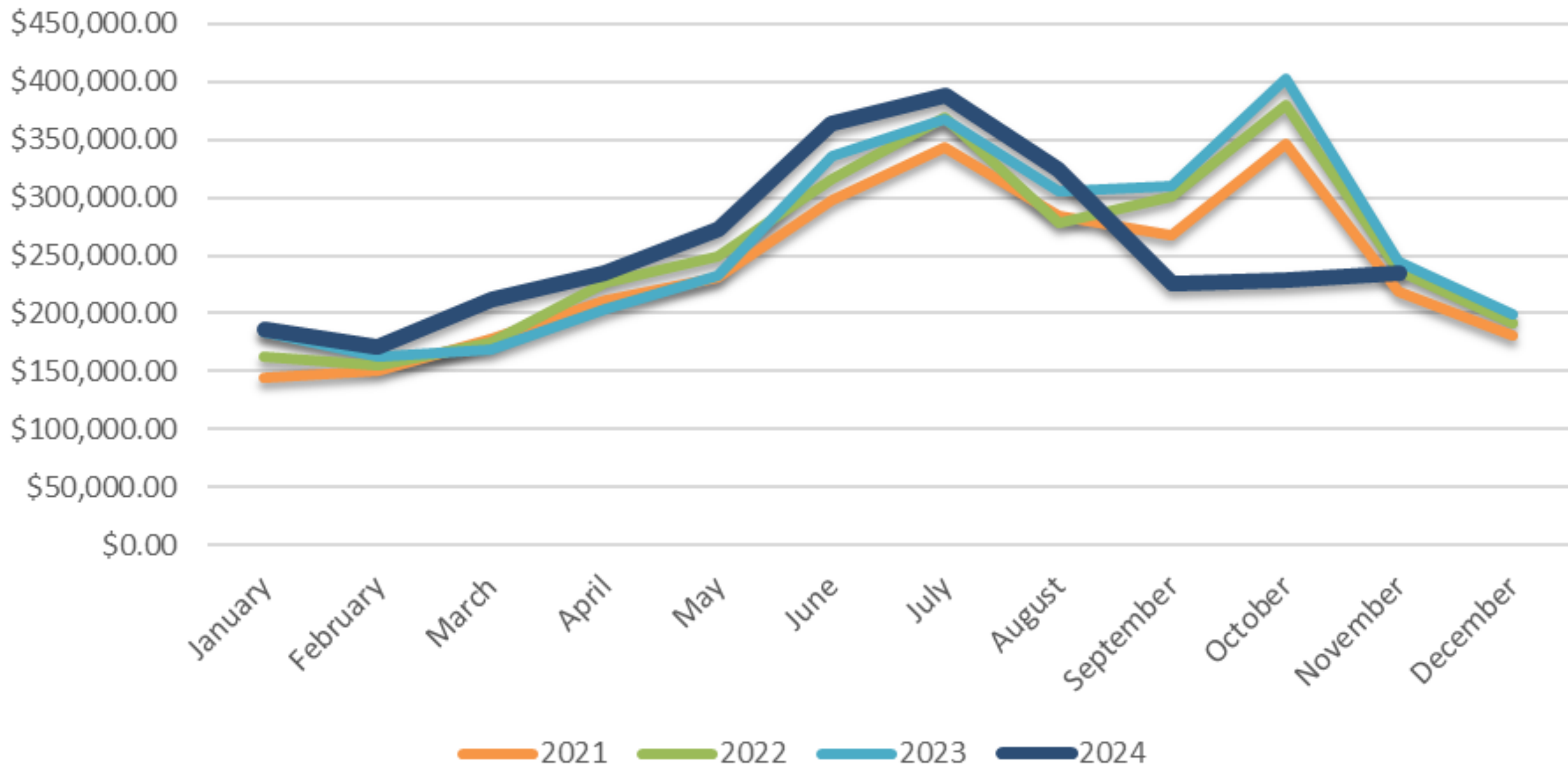
Occupancy Tax & Lodging Data



Fiscal Year Monthly Occupancy Tax Comparison (Gross)

					\$ Change from Previous Year	% Change from Previous Year
	2021-2022	2022-2023	2023-2024	2024-2025		
July	\$344,159.31	\$369,695.58	\$367,752.94	\$388,684.72	\$20,931.78	5.69%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	\$25,455.96	\$5,958.84	30.56%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$21,166.77	\$1,559.65	7.95%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$43,022.88	\$2,225.05	5.45%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	\$175,808.74	\$5,391.51	3.16%
Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$123,230.37	\$5,796.73	4.94%
August	\$283,878.91	\$278,678.56	\$305,809.64	\$323,963.71	\$18,154.07	5.94%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$23,336.22	(\$4,696.62)	-16.75%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$17,041.81	\$31.67	0.19%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$27,008.34	\$683.22	2.60%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	\$143,722.74	\$17,246.86	13.64%
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$112,854.60	\$4,888.94	4.53%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$225,130.03	(\$84,432.62)	-27.27%
Canton	\$19,817.98	\$24,268.90	\$20,707.64	\$10,569.43	(\$10,138.21)	-48.96%
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	\$11,812.43	(\$5,162.91)	-30.41%
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	\$24,685.05	(\$4,133.84)	-14.34%
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$95,390.88	(\$39,882.51)	-29.48%
Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$82,672.24	(\$25,115.15)	-23.30%
October	\$346,441.48	\$379,422.94	\$403,324.69	\$228,808.59	(\$174,516.10)	-43.27%
Canton	\$24,622.91	\$28,986.01	\$27,962.64	\$12,417.99	(\$15,544.65)	-55.59%
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$1,011.44	(\$23,039.36)	-95.79%
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$46,052.87	\$8,532.07	22.74%
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$96,673.36	(\$84,576.05)	-46.66%
Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$72,652.93	(\$59,888.11)	-45.18%
November	\$218,280.74	\$236,691.92	\$244,378.03	\$235,377.74	(\$9,000.29)	-3.68%
Canton	\$17,342.89	\$19,998.00	\$15,700.17	\$8,310.87	(\$7,389.30)	-47.07%
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$10,600.83	(\$8,734.31)	-45.17%
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$27,879.84	\$11,331.07	68.47%
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	\$102,616.10	\$916.21	0.90%
Waynesville	\$69,404.58	\$84,061.88	\$91,094.06	\$85,970.10	(\$5,123.96)	-5.62%

YOY Monthly Occupancy Tax Comparison



Overall Budget Review

11.06.2024

FY 2024-2025

Revised Revenue
Forecast due to
Helene

-20%

01.22.2025

FY 2024-2025

Actual Revenue
(includes Sept, Oct,
& Nov) tracking at

-14%

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WESTERN NC MOUNTAINS

Old Business



Correct Board Term Description in Bylaws

CURRENT LANGUAGE:

SECTION 3. TENURE & REQUIREMENTS

- A. Members shall serve three-year terms. Members' terms shall coincide with the *fiscal and administrative year as specified in Article I, Section 4.*

PROPOSED REVISED LANGUAGE:

SECTION 3. TENURE & REQUIREMENTS

- A. Members shall serve three-year terms. Members' terms shall coincide with the *calendar year.*

A scenic view of a snowy mountain landscape. The foreground is covered in a layer of snow with some dry grass visible. In the background, there are rolling mountains under a cloudy sky. A semi-transparent dark rectangle is overlaid on the upper half of the image, containing the text '— VISIT — HAYWOOD' in large white letters, and 'WESTERN NC MOUNTAINS' in smaller white letters below it. The text 'New Business' is also overlaid in white on the lower part of the dark rectangle.

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New Business

A photograph of a winter scene. In the background is a red brick wall. In front of the wall is a large sculpture of a man wearing a hat and playing a guitar. To the left of the sculpture is a small evergreen tree covered in snow. In the foreground, there are several wooden benches covered in snow. A large tree with brown leaves is on the left side of the image. The ground is covered in a thick layer of snow.

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WESTERN NC MOUNTAINS

Staff Reports

Audit Update

FY 2023-2024 Audit –
Scheduled to be complete by January 31, 2025



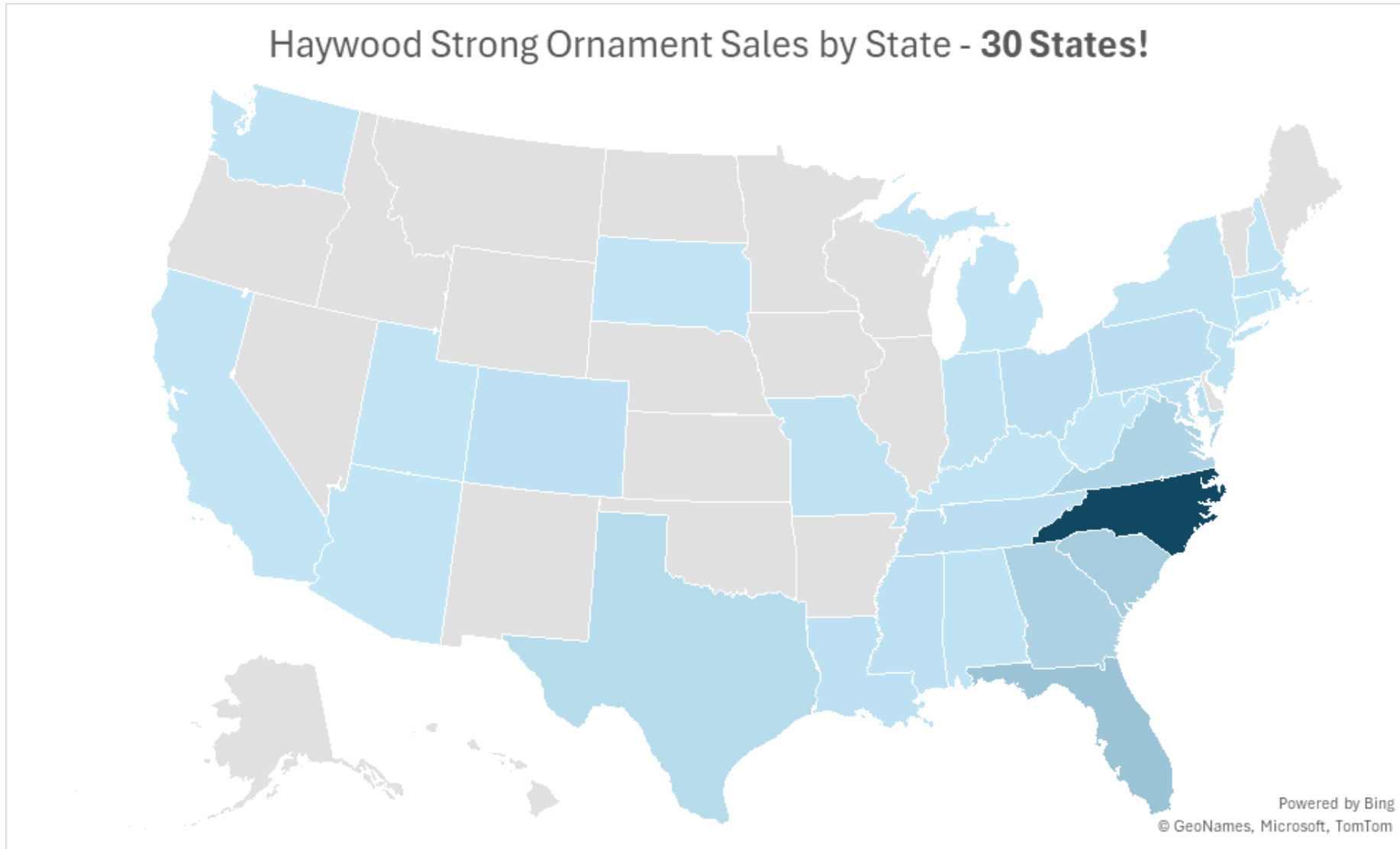
Haywood County Small Business Recovery Grant Initial Recipients

Business	Award	Type of Business	Town
Sorrells Creek Farm	\$25,000	Trout Farm/ Agritourism	Canton
Sunburst Trout	\$25,000	Trout Farm	Canton
Riverview Farm	\$25,000	Farm & Feed Supplies	Canton
WPTL	\$2,626	Communication	Canton
Confidential	\$20,000	Confidential	Canton
K9 Curriculum	\$15,000	Pet training & supplies	Clyde
Legacy Dance	\$25,000	Dance studio	Clyde
Ferguson Supply	\$19,500	Groceries/ Agritourism	Clyde
Buffalo Creek Vacation	\$20,870	Lodging/ Agritourism	Clyde
74 Mane	\$20,703	Beauty	Clyde
Maggie Mountaineer Crafts	\$25,000	Gift Shop	Maggie Valley
Route 19 Inn	\$25,000	Lodging	Maggie Valley
Hair Chateau	\$15,000	Beauty	Waynesville
Funky Fern	\$18,000	Clothing & Gifts	Waynesville
Hazelwood Tire	\$25,000	Automotive	Waynesville
Riverside Trailers	\$25,000	Automotive	Waynesville
Soul Sisters	\$18,000	Clothing & Gifts	Waynesville

Total Awarded: \$350,000

Gift of Haywood Update

Haywood Strong Ornament Sales by State - **30 States!**



Gift of Haywood Update



Local Events:

- Mistletoe Maker's Market
- Issues & Ornaments
- Balsam Range Art of Music Festival
- Kris Kringle Market
- Smoky Mountain Christmas

Gift of Haywood Update



	Sold	Remaining	Gross Sales
Ornaments	813	2187	\$20,352
Beanies	249	51	\$6,972
Magnets	205	295	\$1,435
Donations*	25	N/A	\$8,590

**Donations directly due to our outreach. \$2090 to HCTDA, \$1500 direct to HAF, plus \$5000 match from Champion, Civil Design Concepts and the HCC Small Business Center.*

Marketing & Advertising

Gift of Haywood

Visit Haywood
Sponsored · 🌐

This season, shop small and make a BIG impact. Every "Haywood Strong" ornament purchase supports the Small Business Relief Fund for those impacted by Hurricane Helene. Order by December 18th to arrive by Christmas.



visithaywood.com
Give The Gift Of Haywood

Shop now



**Give The Gift of
Haywood This Holiday**

— SHOP LOCAL —

GiftHaywood.com

Sponsored By Visit Haywood



Give The Gift of Haywood This Holiday

— SHOP LOCAL —

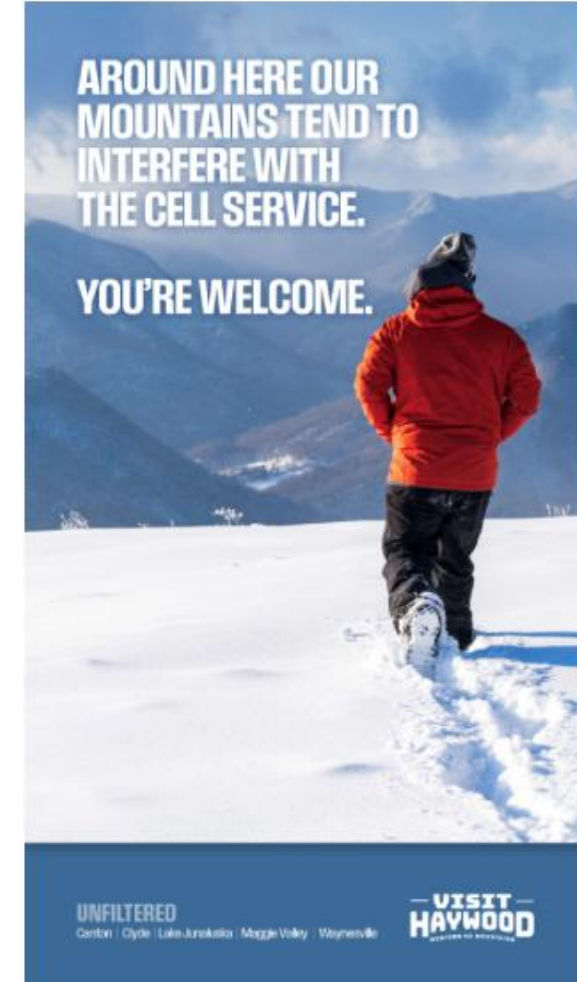
GiftHaywood.com

\$277,726
In PR Coverage

Marketing & Advertising

Winter Ads

Number 2 Most-Visited page on our website
November 2024 – January 2025.
Over 22,000 unique viewers.



<https://visithaywood.com/planning/seasonal-fun/winter/>



Number 1 Most-Visited page on our website
November 2024 – January 2025.
Over 36,000 unique viewers.

<https://visithaywood.com/things-to-do/visit-haywood-ice-fest-weekend>

Jan. 30



Feb. 2



2025 Weekend Event Schedule Overview

- ❄️ Cool Jazz Concert – HART
- ❄️ Torch Run – Cataloochee Ski Area
- ❄️ Visit Haywood Ice Stroll – Main St Waynesville
- ❄️ Visit Haywood Ice Festival – Maggie Valley Festival Grounds
- ❄️ Frosty 5K – Haywood Community College & Town of Clyde
- ❄️ Ice Skating – Town of Canton
- ❄️ Winter birding & fishing – Haywood Co. Rec & Parks
- ❄️ Snowball Wars - Smoky Mountain Sk8way
- ❄️ Maker's Market – Frog Level Brewing
- ❄️ Polar Express Model Train + Family Activities – Buffalo Creek Vacations
- ❄️ Discounted Tours & Specials – Winchester Creek Farms
- ❄️ Lodging Specials & Packages
- ❄️ Dining Specials
- ❄️ Shopping Discounts

VisitHaywood.com/icefest



Press Coverage

- Our State January 2025 (print and online) - <https://www.ourstate.com/visit-haywood-ice-fest/>
- Asheville Citizen Times (print & online) (UVM: 3,123,290)
- Cardinal & Pine Newsletter (UVM: 100,000)
- Cardinal & Pine (online) (UVM: 29,424):
[Embrace the cold at the 2025 Visit Haywood Ice Fest Weekend](#)

Our State
NORTH CAROLINA

OLD-SCHOOL COOL

Haywood on Ice

This mountain county produces some of the cleanest water in the United States. In January, people gather to celebrate the local resource and to enjoy the beauty of winter in the Smokies.

by Katie Kane



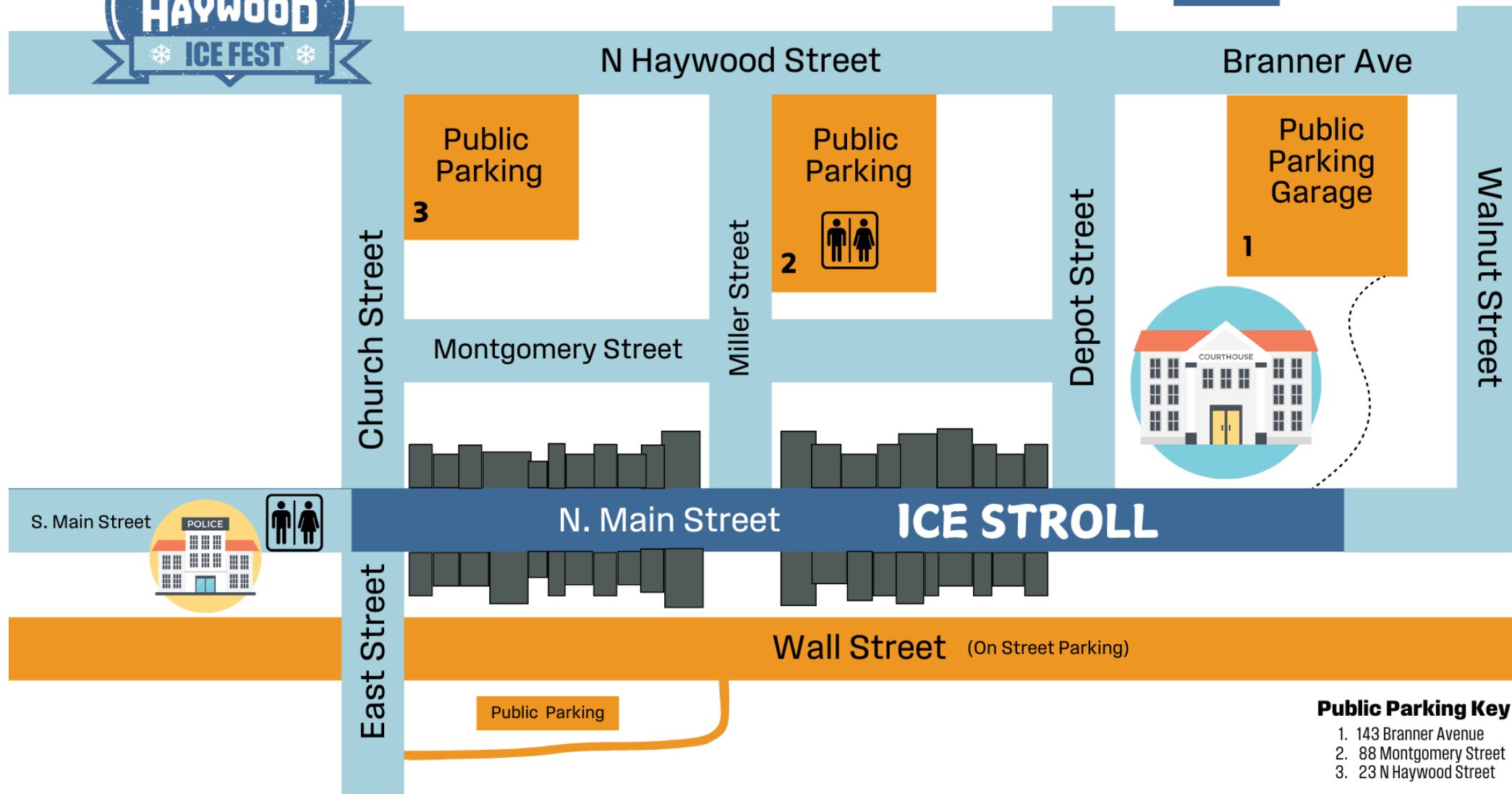
Not to fear: This sculpture of Bigfoot in downtown Waynesville is frozen midstep. In 2023, Bigfoot was one of 20 ice sculptures displayed on the first day of Visit Haywood Ice Fest.

PHOTOGRAPHY COURTESY OF VISIT HAYWOOD



2025 Visit Haywood Ice Stroll Downtown Waynesville Parking Map

-  Free Public Parking
-  Restrooms
-  Event Location





The Scotsman Public House



Ice Sculptures



- | | | |
|----------------------------|------------------------|----------------------------|
| 1. The Kitchen Shop | 8. Snowflake | 15. Affairs of the Heart |
| 2. Mast General Store | 9. Trout | 16. Twigs & Leaves Gallery |
| 3. Buffalo Creek Vacations | 10. Bear (photo frame) | 17. Kilwin's |
| 4. Lake Junaluska | 11. Elk | 18. Artist Palette |
| 5. LN Davis Insurance | 12. The Mountaineer | 19. Ava & Arden |
| 6. Chill Zone | 13. The Modern Deer | 20. Boojum Brewing |
| 7. Chill Zone | 14. Visit Haywood | 21. Town of Waynesville |
| | | 22. Saxophone |



The Kitchen Shop



Mast General Store



Buffalo Creek Vacations



Lake Junaluska
Conference & Retreat
Center



LN Davis Insurance



The Chill Zone

Beer and wine
available for
purchase from
Frog Level Brewing
& Saint Paul
Mountain Farms

Musical offerings
by Evelyn Gagnon



The Haywood
Community Band



Photo Booth



Roll Up
Herbal Bar



Mast
General

Shelton
House

18
HCAC Art
Activity

Kilwins
Booth

Glass Blower
Demo

Waypoint
Booth

14
Visit Haywood
Booth

Fire Performers

828 Market
Booth



Antique Car Show



Ben's Backdraft BBQ

The Mountaineer



828 Market

The Modern Deer



Affairs of The Heart



Twigs & Leaves Gallery



Kilwins



Ave & Arden



Boojum



Main Street Diner



Blue Ridge Beer Hub



Food & Drink Specials

- The Scotsman Public House
- Blue Ridge Beer Hub
- Main Street Diner
- Boojum
- 828 Market

Visit Haywood Ice Stroll
Downtown Waynesville
January 31 • 5 - 8PM



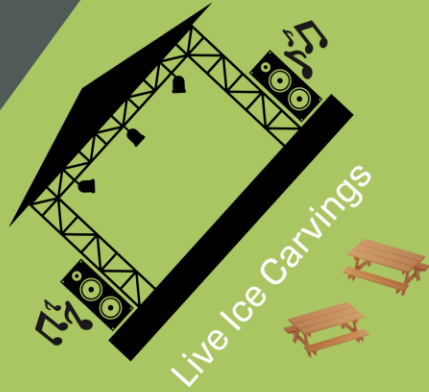
VisitHaywood.com/IceFest

Vendor Parking

Thank You to Our Event Sponsors!

Cataloochee Ski Area
Cabbage Rose
Mercy Urgent Care
The Mountaineer

Route 19 Inn
McGill Associates
Wheels Through Time



Ice Sculpture Garden



Ice Games



Waynesville P&R Basecamp
& Kiwanis Kids Play Area



Ice Photo Frame
Sculpture



Snow Play

Visit Haywood Ice Festival Maggie Valley Festival Grounds February 1 • 4 - 9PM



Ice Slides



Graffiti Wall



Fire Tower



Visit Haywood



Ticket
Booth



RESTROOM



35+ Craft Vendors



Food & Beverage Court



VisitHaywood.com/IceFest



HCC
Lumberjack Demo



Warming Igloo



Ice Throne

Vendor
Parking



NEW! Ice Festival Shirts

- Available on the Visit Haywood online store.
- \$5 presale discount active until January 30.
\$20 now; \$25 during the festival for S-XL
\$25 now; \$30 during the festival for 2XL-3XL
- Screenprinted locally by Flying Pig Signs & Apparel in Canton.



*Scan to visit the
online store!*





Ice Fest Weekend Volunteer Recruitment

Ice Stroll – Waynesville

4:45pm – 8:00pm | Information and overall assistance

4:45pm – 8:00pm | Intercept Surveys

(Training from 4:45-5:00pm)

Ice Festival – Maggie Valley

3:00pm – 6:00pm | Ticket Check-In

6:00pm – 9:00pm | Ticket Check-In

3:00pm – 6:00pm | Parking Attendant

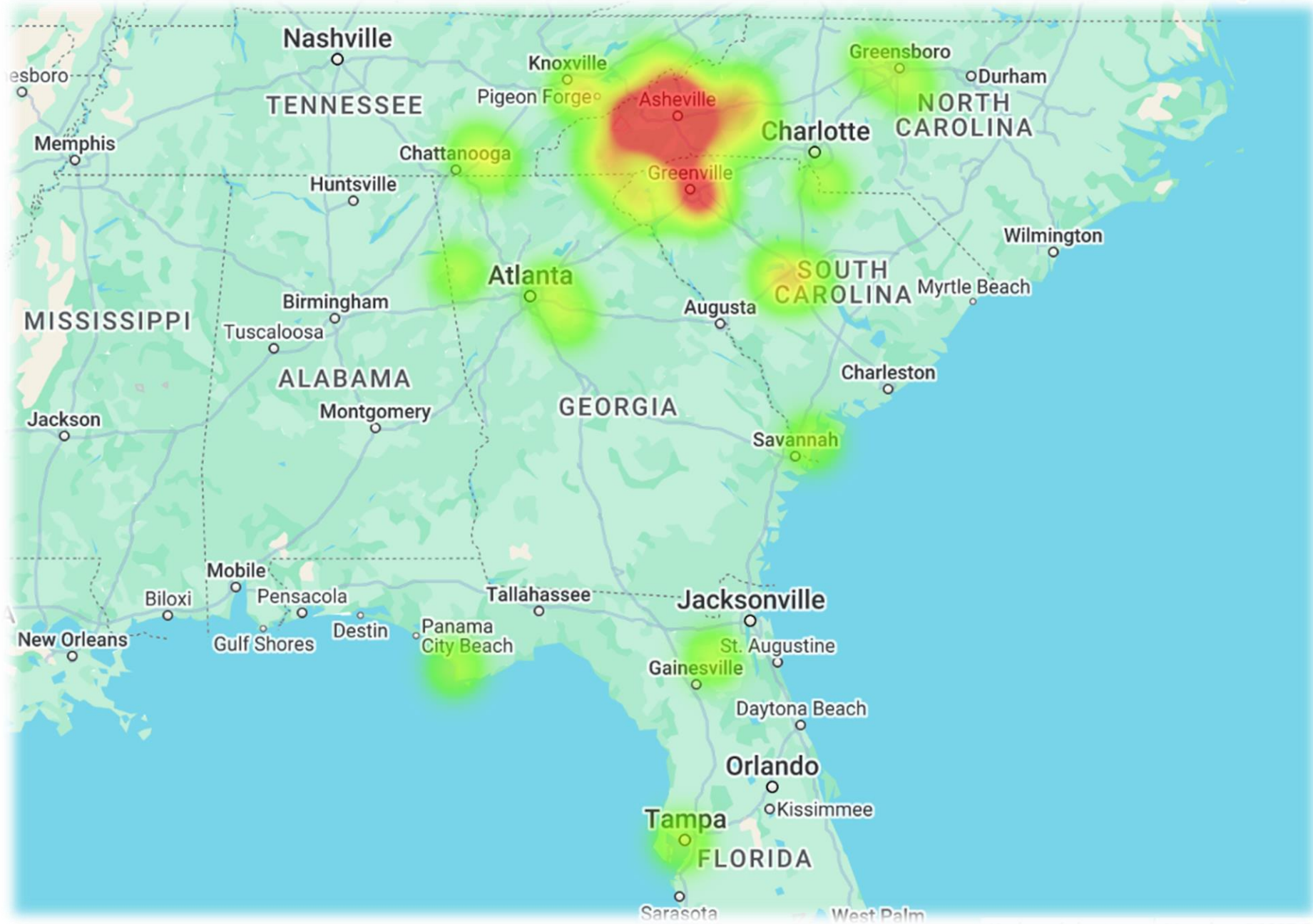
6:00pm – 9:00pm | Parking Attendant

3:00pm – 6:00pm | Intercept Surveys

6:00pm – 9:00pm | Intercept Surveys

(Training first 15 minutes of each shift)

<https://runsignup.com/TicketEvent/MaggieValleyIceFest2025>



As of: 01/21/2025

Ticket Presales: 253

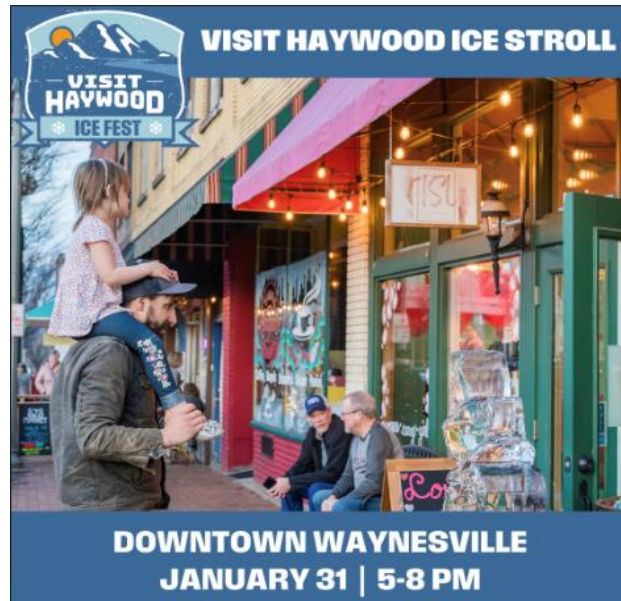
Help us spread the word!

[VisitHaywood.com/icefest](https://www.visitHaywood.com/icefest)



Promote the event on Facebook:

1. [Visit Haywood Ice Fest Weekend](#)
2. [Visit Haywood Ice Stroll](#)
3. [Visit Haywood Ice Festival](#)



February 26	TDA Board votes on grant guidelines
February 27	Open Grant Applications
February 27	Grant workshop #1 3:00pm, Bethea Welcome Center
March 4	Grant workshop #2 9:00am, Bethea Welcome Center
March 27	Applications Due
April 25	Deadline for additional information if requested
May	Committees review, score and develop recommendations on applications
May 28	TDA Board votes on applications & awards

FY 2025-2026 Grant Updates

NEW! Fat Burger Month



What is it?

- A March 2025 (March 15-April 6) event where participating restaurants create and showcase unique Fat Burgers*
- Dates align with March Madness
- Designed to grow into a larger event in 2026 and beyond.

What do restaurants need to do to participate?

- Create and showcase a unique burger (it can be new or already on the menu).
- Provide a photo, description and recipe by February 10, 2025
- Help promote the event in the restaurant, via email, or online. We'll provide materials!

**Fat Burgers can be creative! Not just traditional burgers, although those are great, too.*

A photograph of a child in a colorful winter jacket sliding down a large ice slide at night. The scene is illuminated by purple and blue lights, and the event is taking place under a large white tent. Other people are visible in the background, and a large orange inflatable ring is on the left.

— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Next TDA Board meeting:
February 26, 2025

A person wearing a red jacket and dark pants is walking away from the camera on a snowy mountain trail. The person is leaving a trail of footprints in the snow. In the background, there are rolling mountains under a blue sky with some clouds. The overall scene is a winter landscape.

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Thank you!