

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

May 28, 2025 | Board of Directors Meeting



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

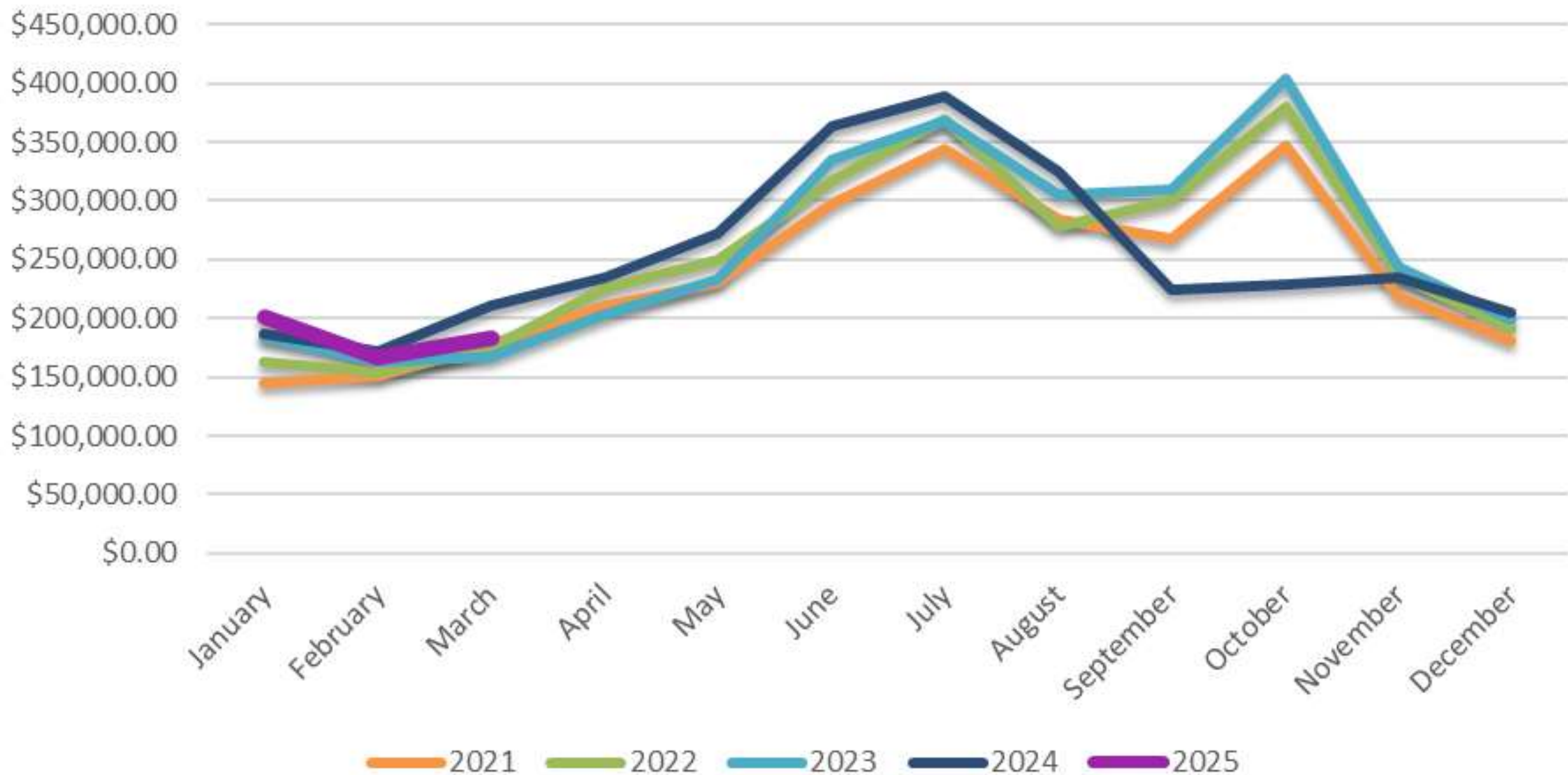
Occupancy Tax & Lodging Data

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

					\$ Change from		% Change from									
					Previous	Year		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%		January	\$163,272.54	\$184,467.69	\$186,374.80	\$201,802.09	\$15,427.29	8.28%	
Canton	\$27,783.82	\$26,879.79	\$19,497.12	\$25,455.96	\$5,958.84		30.56%		Canton	\$13,686.65	\$15,055.47	\$20,320.83	\$15,212.14	(\$5,108.69)	-25.14%	
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$21,166.77	\$1,559.65		7.95%		Clyde	\$9,586.12	\$17,470.28	\$16,150.10	\$11,492.80	(\$4,657.30)	-28.84%	
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$43,022.88	\$2,225.05		5.45%		Lake Junaluska	\$10,218.76	\$13,371.82	\$8,856.70	\$15,684.34	\$6,827.64	77.09%	
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	\$175,808.74	\$5,391.51		3.16%		Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$98,739.45	\$12,593.99	14.62%	
Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$123,230.37	\$5,796.73		4.94%		Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$60,673.36	\$5,771.65	10.51%	
August	\$283,878.91	\$278,678.56	\$305,809.64	\$323,963.71	\$18,154.07		5.94%		February	\$154,643.38	\$162,325.68	\$171,592.82	\$167,308.30	(\$4,284.52)	-2.50%	
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$23,336.22	(\$4,696.62)		-16.75%		Canton	\$13,652.64	\$13,852.03	\$17,963.11	\$14,973.41	(\$2,989.70)	-16.64%	
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$17,041.81	\$31.67		0.19%		Clyde	\$8,774.38	\$15,802.06	\$13,965.94	\$10,246.79	(\$3,719.15)	-26.63%	
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$27,008.34	\$683.22		2.60%		Lake Junaluska	\$8,861.32	\$13,240.97	\$11,140.80	\$7,753.81	(\$3,386.99)	-30.40%	
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	\$143,722.74	\$17,246.86		13.64%		Maggie Valley	\$76,712.63	\$71,592.00	\$78,844.03	\$77,469.39	(\$1,374.64)	-1.74%	
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$112,854.60	\$4,888.94		4.53%		Waynesville	\$46,642.41	\$47,838.62	\$49,678.94	\$56,864.90	\$7,185.96	14.46%	
September	\$268,037.41	\$300,578.84	\$309,562.65	\$225,130.03	(\$84,432.62)		-27.27%		March	\$174,740.40	\$168,067.49	\$211,448.41	\$182,523.15	(\$28,925.26)	-13.68%	
Canton	\$19,817.98	\$24,268.90	\$20,707.64	\$10,569.43	(\$10,138.21)		-48.96%		Canton	\$18,081.04	\$19,106.54	\$20,266.92	\$16,762.40	(\$3,504.52)	-17.29%	
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	\$11,812.43	(\$5,162.91)		-30.41%		Clyde	\$10,966.10	\$15,154.29	\$19,672.69	\$12,889.35	(\$6,783.34)	-34.48%	
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	\$24,685.05	(\$4,133.84)		-14.34%		Lake Junaluska	\$11,793.56	\$11,528.51	\$13,510.97	\$19,478.05	\$5,967.08	44.16%	
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$95,390.88	(\$39,882.51)		-29.48%		Maggie Valley	\$78,416.17	\$69,112.76	\$84,011.37	\$63,363.34	(\$20,648.03)	-24.58%	
Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$82,672.24	(\$25,115.15)		-23.30%		Waynesville	\$55,483.53	\$53,165.39	\$73,986.46	\$70,030.01	(\$3,956.45)	-5.35%	
October	\$346,441.48	\$379,422.94	\$403,324.69	\$228,808.59	(\$174,516.10)		-43.27%		April	\$226,468.81	\$203,478.94	\$235,196.31				
Canton	\$24,622.91	\$28,986.01	\$27,962.64	\$12,417.99	(\$15,544.65)		-55.59%		Canton	\$18,361.49	\$17,209.27	\$21,361.43				
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$1,011.44	(\$23,039.36)		-95.79%		Clyde	\$11,285.55	\$12,449.39	\$14,164.16				
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$46,052.87	\$8,532.07		22.74%		Lake Junaluska	\$18,392.91	\$18,268.39	\$22,781.57				
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$96,673.36	(\$84,576.05)		-46.66%		Maggie Valley	\$102,682.92	\$85,237.87	\$91,853.89				
Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$72,652.93	(\$59,888.11)		-45.18%		Waynesville	\$75,745.94	\$70,314.02	\$85,035.26				
November	\$218,280.74	\$236,691.92	\$244,378.03	\$235,377.74	(\$9,000.29)		-3.68%		May	\$249,286.59	\$233,113.46	\$272,736.36				
Canton	\$17,342.89	\$19,998.00	\$15,700.17	\$8,310.87	(\$7,389.30)		-47.07%		Canton	\$21,523.58	\$19,061.44	\$22,735.85				
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$10,600.83	(\$8,734.31)		-45.17%		Clyde	\$10,764.71	\$13,387.14	\$16,655.53				
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$27,879.84	\$11,331.07		68.47%		Lake Junaluska	\$20,841.59	\$19,947.89	\$28,182.10				
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	\$102,616.10	\$916.21		0.90%		Maggie Valley	\$109,621.91	\$97,101.82	\$109,128.39				
Waynesville	\$69,404.58	\$84,061.88	\$91,094.06	\$85,970.10	(\$5,123.96)		-5.62%		Waynesville	\$86,535.16	\$83,615.17	\$96,035.49				
December	\$180,840.48	\$191,659.98	\$199,043.88	\$204,924.68	\$5,880.80		2.95%		June	\$316,629.69	\$335,302.73	\$363,645.98				
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$18,943.07	\$2,025.83		11.97%		Canton	\$25,424.90	\$24,373.06	\$26,066.17				
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$12,415.73	(\$4,465.13)		-26.45%		Clyde	\$9,930.42	\$17,348.05	\$21,142.39				
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	\$16,663.99	\$5,221.21		45.63%		Lake Junaluska	\$35,750.52	\$39,982.68	\$35,768.84				
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$102,099.33	\$5,778.23		6.00%		Maggie Valley	\$151,590.73	\$147,697.81	\$156,516.31				
Waynesville	\$52,807.51	\$60,261.04	\$57,481.90	\$54,802.56	(\$2,679.34)		-4.66%		Waynesville	\$93,933.12	\$105,901.13	\$124,152.27				
										\$2,926,679.74	\$3,043,483.81	\$3,270,866.51	\$2,158,523.01	(\$240,764.85)	-10.03%	

https://haywoodtda.com/wp-content/uploads/2025/05/hctda_occtaxcomparison_03.2025_numbers.pdf

YOY Monthly Occupancy Tax Comparison



Haywood County Future Pacing: AirDNA

Pacing

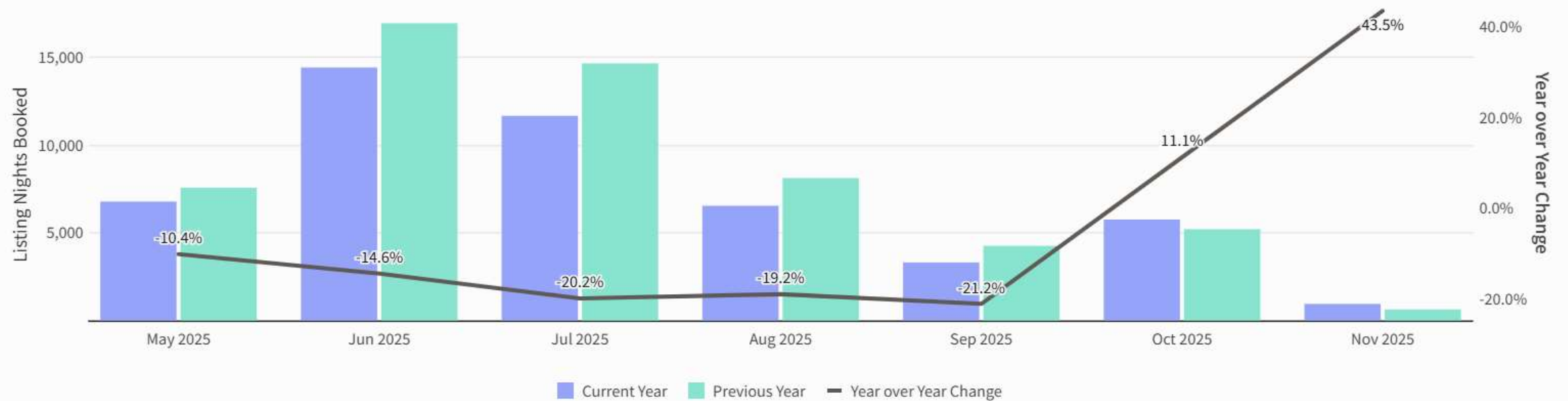
Metric Type

Listing Nights Booked

Market

Haywood County

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



Pacing last updated: May 19, 2025

Western NC Counties* Future Pacing: AirDNA

Pacing

Metric Type

Listing Nights Booked

Market

Western NC Countie... x

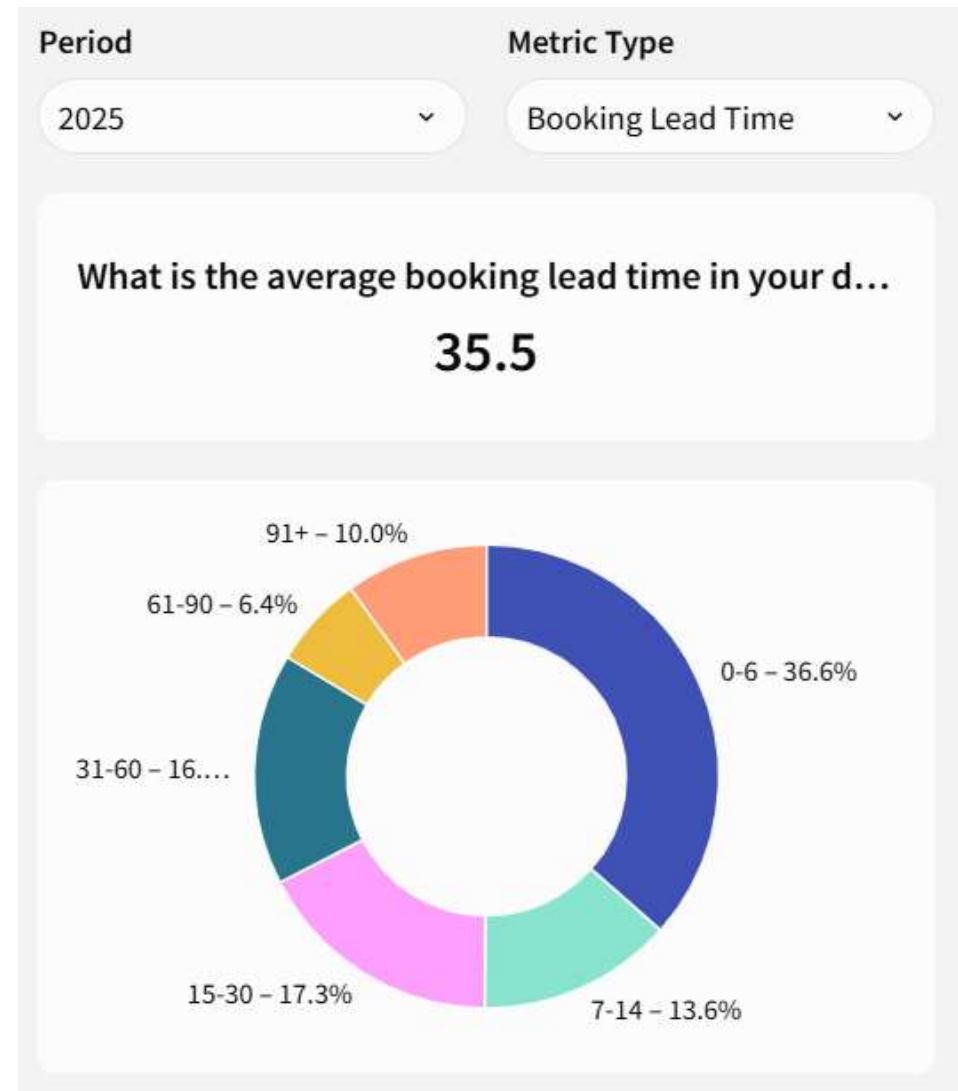
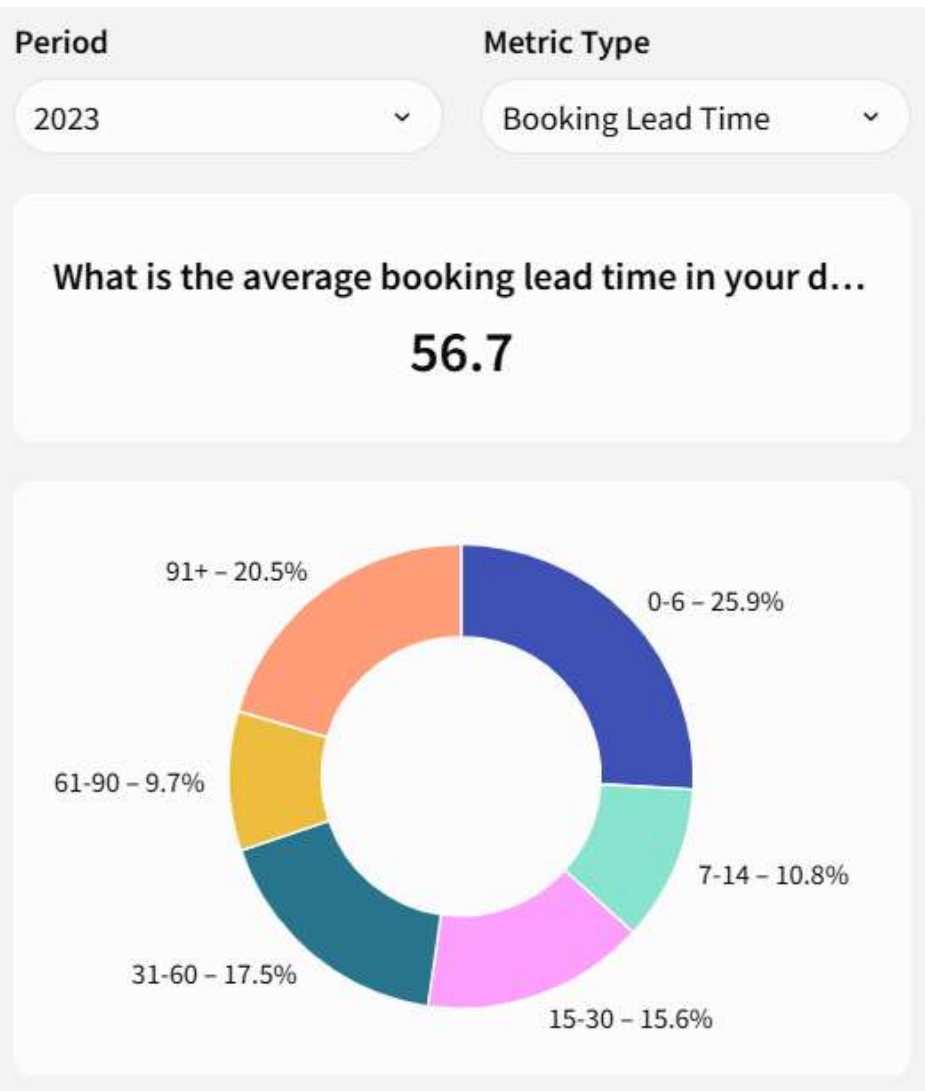
How is the future pacing compared to the same period last year? ⓘ



Pacing last updated: May 19, 2025

*INCLUDES: Cherokee County; Graham County; Macon County; Swain County; Jackson County; Clay County; Transylvania County; Haywood County; Rutherford County; McDowell County; Polk County

Haywood County Booking Lead Time: AirDNA





— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Old Business

Budget Amendment 05.28.2025

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
Bank Fees 3%	549902	\$2,400.00	(\$1,000.00)	\$1,400.00
Professional Services - Accounting/Audit	519201	\$16,500.00	\$1,000.00	\$17,500.00
Online Store & POS Fees	549910	\$0.00	\$2,000.00	\$2,000.00
Board Member Meetings & Events	517001	\$1,500.00	(\$1,000.00)	\$500.00
Professional Services - Legal	519202	\$2,500.00	(\$1,000.00)	\$1,500.00
TOTAL			\$0.00	

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

BA Explanation:
Creating new code to account for online store and POS expenses, and readjusting other fees to their correct accounts, including accounting.



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

New Business

Budget Narrative FY 2025-2026

INTRODUCTION

REVENUE OVERVIEW

EXPENDITURES BY CATEGORY

1% Funds

Wages & Benefits

Administration & Operations

Capital Outlay

Marketing & Sales

Product Development

ALIGNMENT WITH THE DESTINATION MASTER PLAN

CONCLUSION

Proposed Budget FY 25-26

Haywood County Tourism Development Authority

PROPOSED 2025-2026 Budget

REVENUES

Occupancy Tax Revenue	\$3,000,000
Merchandise Sales	\$30,000
Visitor Guide Ad Sales	\$40,000
Visit Haywood Ice Fest	\$32,000
Gift Haywood	\$25,000
Miscellaneous	\$0
Interest Earnings - 3%	\$75,000
Interest Earnings - 1%	\$25,000
Occ Tax Penalties - 3%	\$1,500
Occ Tax Penalties - 1%	\$500
Fund Balance Appropriation	\$696,380
Total Revenues	\$3,925,380

Proposed Budget FY 25-26

Haywood County Tourism Development Authority

PROPOSED 2025-2026 Budget

1% EXPENSES

1% Marketing/ Advertising/ Promotion	\$568,336	
Total 1% Contribution to Destination Mktg	-\$172,125	<i>contra amount for accurate bookkeeping purposes</i>
Total 1% Contribution to Ice Fest	-\$102,500	<i>contra amount for accurate bookkeeping purposes</i>
1% Tourism Related	\$246,664	
Total 1% Expenses	\$540,375	

Proposed Budget FY 25-26

MARKETING & SALES

Advertising & Marketing	\$1,433,330	<i>transfer \$172,125 from 1%, contra bookkeeping</i>
Local Marketing	\$16,500	<i>includes 100,000 for national brand partnership;</i>
Web Technology	\$15,000	<i>\$45,000 for PR enhancements; \$75,000 for</i>
Media Relations, Influencers & Press Trips	\$26,500	<i>Open Haywood -all Helene-recovery related</i>
Visitor Guides	\$55,000	<i>plus \$50,000 rollover from 24-25 for video</i>
Collateral + other printing	\$15,000	
Promotional Items	\$6,000	
Postage - Fulfillment	\$23,500	
Dues & Subscriptions	\$14,000	
Trade Shows & Travel	\$14,000	
Research	\$49,000	
Community Relations	\$5,000	
Visit Haywood Ice Fest	\$152,500	<i>transfer \$102,500 from 1%, contra bookkeeping</i>
Gift Haywood - Purchases	\$5,000	
Haywood Strong Small Business Recovery	\$25,000	
County Wide Grants - Promo	\$14,000	
Total Marketing & Sales	\$1,869,330	

Proposed Budget FY 25-26

Haywood County Tourism Development Authority

PROPOSED 2025-2026 Budget

TOTAL REVENUES	\$3,925,380
Total 1% Expenses	\$540,375
Total Wages & Benefits	\$553,300
Total Administration & Operations	\$292,375
Total Capital Outlay	\$180,000
Total Marketing & Sales	\$1,869,330
Total Product Development	\$490,000
TOTAL EXPENSES	\$3,925,380
<i>Variance</i>	<i>\$0</i>

*Suggested Motion:
Vote to move the
budget forward and
call for a public hearing
on June 25, 2025*



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

FY 25-26
Promotion Grant & Legacy Event
Sponsorship Applications

Powered By Visitors

Visitors who spend the night in Haywood County lodging facilities (Hotels, Motels, B&Bs and Short-Term Rentals) pay 4% occupancy tax on their accommodations. Lodging properties collect the assessment, then remit it per state law for the HCTDA to leverage and invest on behalf of Haywood County - all through the lens of our travel economy and local residents.

3% of these funds are used for HCTDA operations and county-wide programs. The remaining 1% is split by zip code, used for destination marketing and reinvested into each zip code via grant programs.



Occupancy Tax Restrictions

Per Session Law 2007-337, House Bill 1013:

The Haywood County Tourism Development Authority shall use at least two-thirds of the funds to **promote travel and tourism** in the county and shall use the remainder for **tourism-related expenditures**.

Promote Travel & Tourism:

To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, *or engage in similar promotional activities that attract tourists or business travelers to the area.*

Tourism-Related Expenditures:

Expenditures that, in the judgement of the HCTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention in the county by attracting tourists or business travelers to the county. The term *includes tourism-related capital expenditures.*

FY 24-25 1% EXPENSES

1% Marketing/ Advertising/ Promotion **\$504,735**

Promotion + Grants - 28716/ Canton *\$35,331.12*

Promotion + Grants - 28721/ Clyde *\$30,284.10*

Promotion + Grants - 28745/ Lake Junaluska *\$40,378.80*

Promotion + Grants - 28751/ Maggie Valley *\$227,131.08*

Promotion + Grants - 28785+86/ Waynesville *\$171,609.90*

1% Tourism Related **\$260,015**

Tourism Related - 28716/ Canton *\$18,200.88*

Tourism Related - 28721/ Clyde *\$15,600.90*

Tourism Related - 28745/ Lake Junaluska *\$20,801.20*

Tourism Related - 28751/ Maggie Valley *\$117,006.92*

Tourism Related - 28785+86/ Waynesville *\$88,405.10*

Total 1% Expenses **\$764,750.00**

2nd Round Grants Timeline

August 4-8 – HCTDA determine available funds for 2nd round

August 11 – Open grant cycle

September 19 – Deadline to submit initial grant applications

September 30 – TDA to send information requests

October 14 – Deadline to submit additional information

December 3 – TDA Board to vote on grants

December 5 – Send applicant decision letters

Canton Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: Labor Day Festival	\$180,000	\$15,000	17.0	\$14,758	\$14,758
PROMO: Cold Mountain Music Festival	\$111,600	\$19,000	15.8	\$5,000	\$5,000

Scoring Guidelines:

FY 25-26 Funding Requests: \$34,000

FY 25-26 Funding Available: \$19,758

Promo Fund Balance Available: \$0

18-20

High priority for funding

15-17

Recommended for funding

12-14

Consider funding if resources allow

0-11

Not recommended for funding

Clyde Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
PROMO: Pioneer Heritage Festival	\$6,700	\$2,000	11.1	\$2,000	\$2,000

Scoring Guidelines:

FY 25-26 Funding Requests: \$2,000
FY 25-26 Funding Available: \$8,000
Promo Fund Balance Available: \$95,000

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding

Lake Junaluska Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: LJ Independence Day Celebration	\$45,600	\$11,400	16.9	\$8,400 (with \$3000 add'l coming from Way)	\$8,400 (with \$3000 add'l coming from Way)
PROMO: LJ Seasonal Advertising	\$100,500	\$67,000	17.0	\$14,000* (conference & photography)	\$14,000
PROMO: Steve Sutton Festival	\$42,452	\$28,426	13.6	\$12,600	\$12,600

FY 25-26 Funding Requests: \$106,826

FY 25-26 Funding Available: \$35,000

Promo Fund Balance Available: \$0

Scoring Guidelines:

18-20

High priority for funding

15-17

Recommended for funding

12-14

Consider funding if resources allow

0-11

Not recommended for funding

Maggie Valley Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: Backyard 4th	\$23,850	\$5,962	17.4	\$5,962	\$5,962
LEGACY: Fall Days	\$31,100	\$7,775	13.9	\$7,775	\$7,775
PROMO: Bluegrass Festival	\$52,214	\$10,000	14.2	\$10,000	\$10,000

FY 25-26 Funding Requests: \$23,737
FY 25-26 Funding Available: \$50,000
Promo Fund Balance Available: \$255,000

Scoring Guidelines:

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding

Waynesville Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: Church St Craft Show	\$53,800	\$13,450	16.6	\$13,450	\$13,450
LEGACY: LJ Independence Day	\$45,600	\$TBD (also LJ)	16.9	\$3,000	\$3,000
PROMO: Appalachian True Heritage Wknd	\$75,000	\$50,000	13.9	\$35,000	\$25,000
PROMO: Art After Dark	\$15,817.43	\$10,544.95	14.6	\$10,544.95	\$10,544.95
PROMO: HART Studio Series	\$15,000	\$6,500	14.4	\$6,500	\$6,500
PROMO/RESEARCH: Recreation Master Plan	\$205,050	\$102,525	13.9	\$75,000 (from fund balance)	\$75,000 (from fund balance)
PROMO: Ride Haywood County	\$10,000	\$5,000	9.7	\$0	\$0
PROMO: Haywood Restaurant Week + Festival	\$29,438	\$19,625.33	15.8	\$9,812.66 (Full amount - 50/50 from 3% + Way)	\$9,812.66 (Full amount - 50/50 from 3% + Way)

FY25-26 Funding Request: \$188,019.95
FY25-26 Funding Available: \$78,000
Promo Fund Balance Available: \$195,000



County-Wide Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
PROMO: Appalachian Sustainable Agriculture Project	\$50,000	\$3,000	10.2	\$0	\$0
PROMO: Haywood Restaurant Week + Festival	\$29,438	\$19,625.33	15.8	\$9,812.67 (Full amount - 50/50 from 3% and Way)	\$9,812.67 (Full amount - 50/50 from 3% and Way)
PROMO: Haywood Studio Tour	\$10,549.50	\$4,000	12.9	\$4,000	\$4,000

FY 25-26 Funding Request: \$26,625.33

FY 25-26 Funding Available: \$14,000

Scoring Guidelines:

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding

Open Haywood Campaign: Expedia/VRBO Contract

Campaign Proposal \$40k

The proposed campaign employs a Full-Funnel Marketing Approach to boost awareness and conversions for Haywood via VRBO and Expedia.

- **Onsite Display:** Strategic targeting and full-funnel onsite placements, reach VRBO and Expedia shoppers across their travel browsing journey.

All ads and social media posts will drive to a **VRBO and Expedia Standard Landing Pages**, offering a more engaging and interactive experience on VRBO and Expedia that pulls in live inventory from our site to encourage conversion.

User
Location

New Bern NC, Florence NC, Greensboro NC, Wilmington NC, Jacksonville FL, Charleston SC, Miami FL, Orlando FL, West Plam Beach FL, Greenville NC, Raleigh NC, Tampa FL, Atlanta GA, Birmingham AL, Alpharetta GA, Myrtle Beach SC, Pensacola FL, Mobile AL, Savannah Ga, Durham NC, High Point NC, Fort Pierce FL, Columbia SC, Waynesville NC

Timings

06/23/2025 – 09/30/2025

Placements

VRBO +Expedia Onsite Full Funnel
Native Placements and Standard Banner Ads

Targeting

Searchers or Previous Searchers of :Banner Elk, NC, Myrtle Beach SC, Asheville NC, Boone NC, Cherokee, NC, Hendersonville NC, Sevierville TN, Gatlinburg TN, Pigeon Forge TN, Bryson City NC, Lake Lure NC

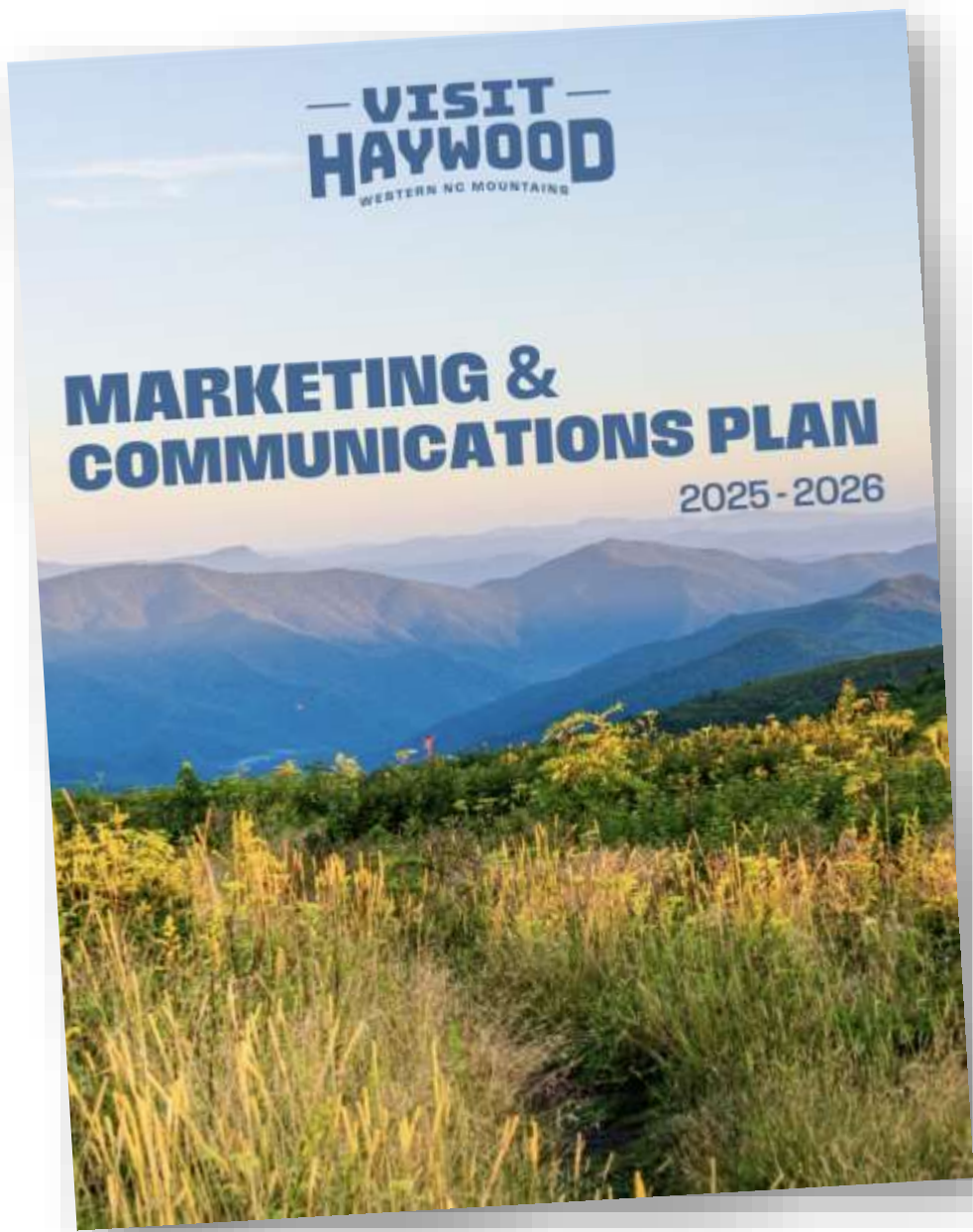
Reporting
Metrics

Impressions, Clicks, Room Nights, Gross Booking \$, Return on Ad Spend

Budget

\$40,000

Requesting a motion affirming this contract, noting that the funding is included in the budget, and authorizing the Executive Director to sign.



2025-2026 Marketing & Communications Plan

- ❖ **First-ever comprehensive plan:** Guiding FY 2025–2026 marketing efforts and supporting accreditation.
- ❖ **Aligns with the Destination Master Plan:** To drive sustainable tourism, brand development, and community inclusion.
- ❖ **Focuses on high-value visitors:** Through the “Unfiltered” campaign, seasonal promotions, and stakeholder engagement.
- ❖ **Emphasizes measurement and ROI:** With clear KPIs across advertising, PR, and visitor engagement channels.

Public relations Scope of Work | FY 2025-2026



FEATURE STORY | APRIL 2025

Come for a Visit, Stay for a While

Head west for mountain adventures.

By Vanessa Harrison



The mountain towns of Western North Carolina are mostly open for business and are excited to welcome visitors for dining, music, recreation and more. After the damage caused by Hurricane Helene, tourism stopped, leaving a serious dent in revenue. Local attractions and the people who keep them operating depend on visitors' dollars.



\$142,248 Public Relations Budget includes:

- Agency Fees; \$7718/ month
- Admin Fees; \$386/ month
- PR Enhancement: \$45,000

Requesting a motion approving this scope of work, extending our Public Relations Agency Contract through the end of June 2026, noting that the funding is included in the budget, and authorizing the Executive Director to sign.

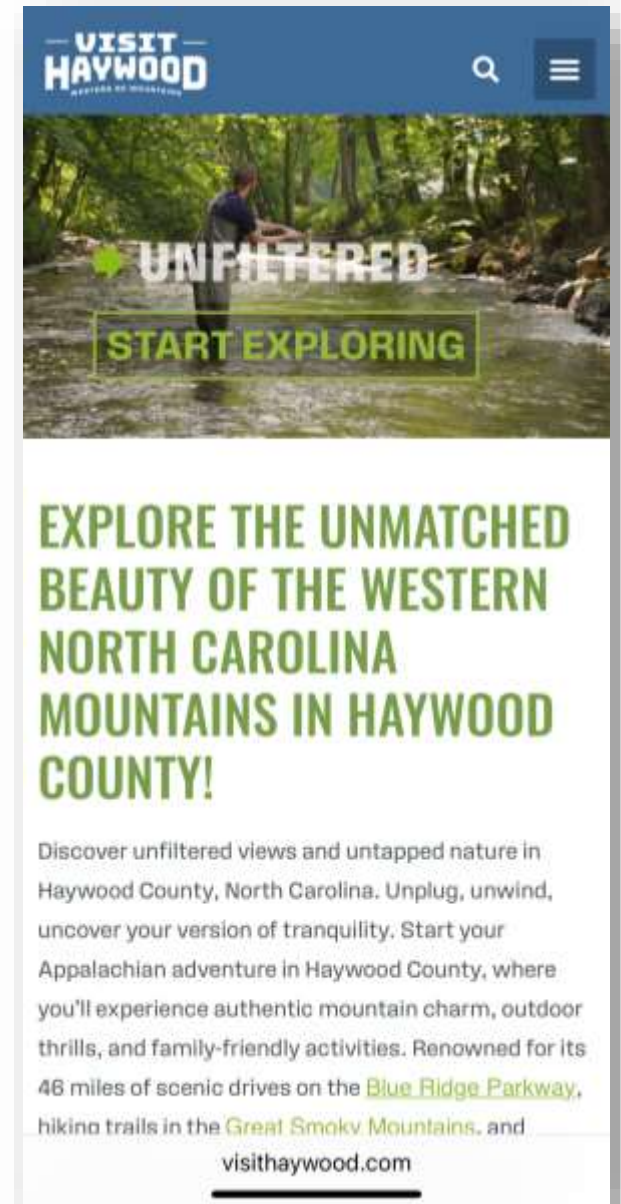
Website Request For Proposals (RFP)

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to design, develop, and consolidate a new destination website for Visit Haywood. This is a strategic next step following the completion of our Destination Master Plan and the launch of our refreshed brand identity.

The final website will:

- Reflect the authentic character and charm of Haywood County.
- Deliver an elevated, mobile-friendly user experience for both visitors and partners.
- Feature intuitive navigation, a robust and filterable event calendar, and scalable, open-source technology.
- Preserve existing SEO value and digital assets, including legacy redirects and backlinks.
- Meet industry standards for accessibility, search engine optimization, and future growth.

- Proposed Project Budget Range: \$100,000 to \$175,000
- Contract presentation to BOD on September 24
- Project kickoff beginning in October



Greenway Field Technician Proposal

Haywood Waterways Association proposes a cost-effective, \$5,400/year cost-sharing opportunity to fund a Field Technician who will:

- Handle weekly litter cleanups along greenways
- Serve as the public contact for Greenway inquiries
- Organize volunteer events and manage the Adopt-a-Greenway program
- Provide monthly reports to each partner

Possible Partners:

- HCTDA
- Haywood County
- Town of Waynesville
- Other Towns as appropriate/
greenways come online



A scenic photograph of two hikers with large backpacks ascending a grassy mountain ridge. The hiker on the left is a woman with curly hair, wearing a tan shirt and brown pants. The hiker on the right is a man with a beard, wearing a grey shirt, dark pants, and a baseball cap. They are both looking towards the right. The background features a vast mountain range under a blue sky with scattered white clouds. A semi-transparent grey box 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.

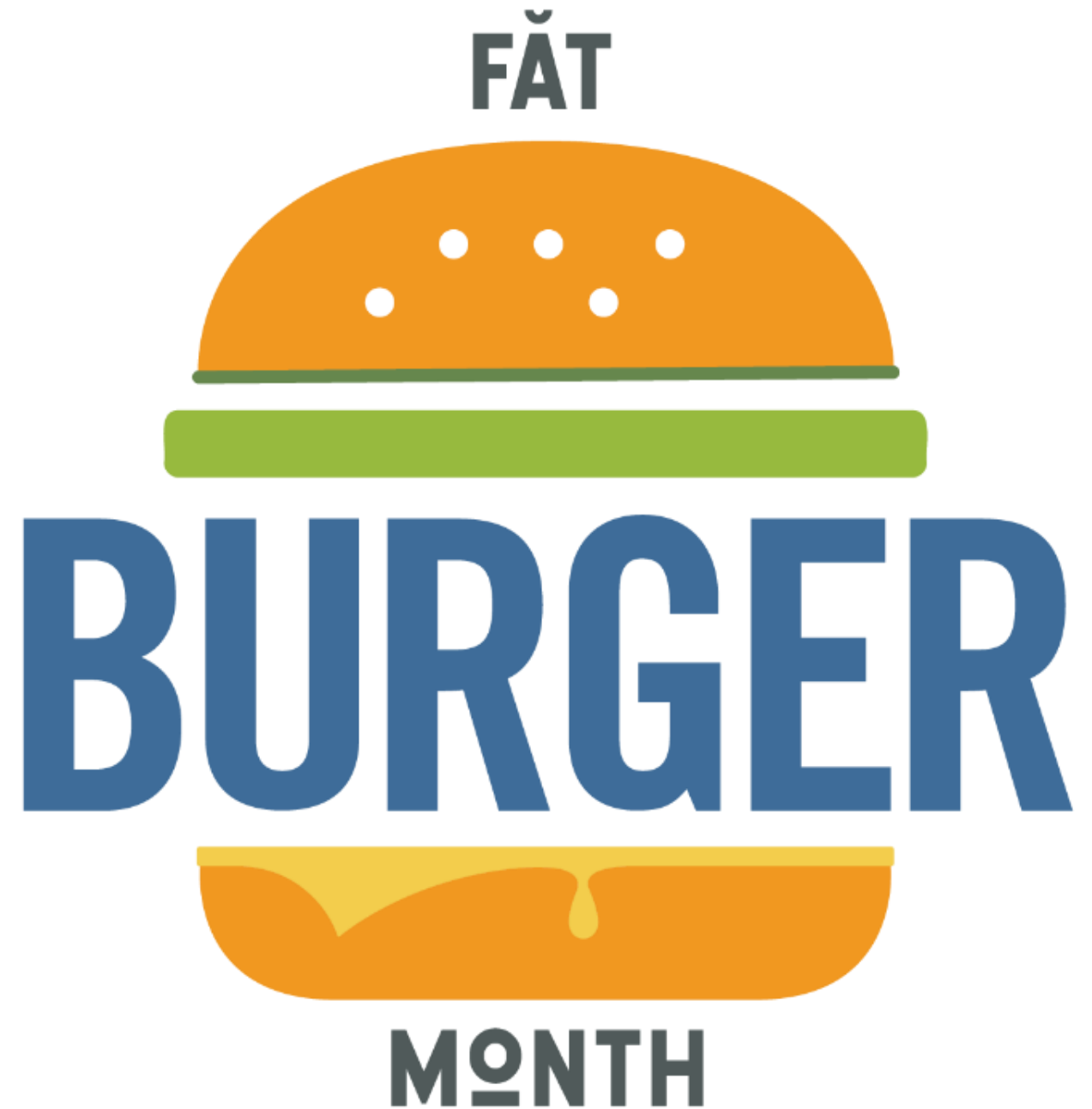
— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Staff Reports

Fat Burger Month

- 14 participating restaurants
- 160 people completed the challenge and received a T-Shirt
- 100% of participants tried a new restaurant





Annual T-Shirt Contest

- 17 eligible submissions from 12 artists
- Public voting open until June 6! Cast your vote at:
[VisitHaywood.com/TShirt-Contest](https://www.visithaywood.com/TShirt-Contest)



Recovery Group Press Trip

- May 5th – 9th
- Telling the story of recovery after Helene, through visits to businesses such as: Cold Mountain Art Collective, Funky Fern, Roll Up Herbal Bar, Ten Acre Garden, Inspiration Park at Maggie Mountaineer Crafts, Frog Level Brewing, and more.



Open Roads, Open Skies, Open Haywood

- Campaign will run June 23 – September 30, 2025
- 2+ night stays (mid-week only) are eligible for Elk Bucks
- Elk Bucks can be spent at participating Haywood County businesses
- \$75,000 allocated for campaign
- OpenHaywood.com





— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Next Board Meeting
June 25, 2025
9 AM