



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY



November 5, 2025| Board of Directors Meeting

Occupancy Tax & Lodging Data

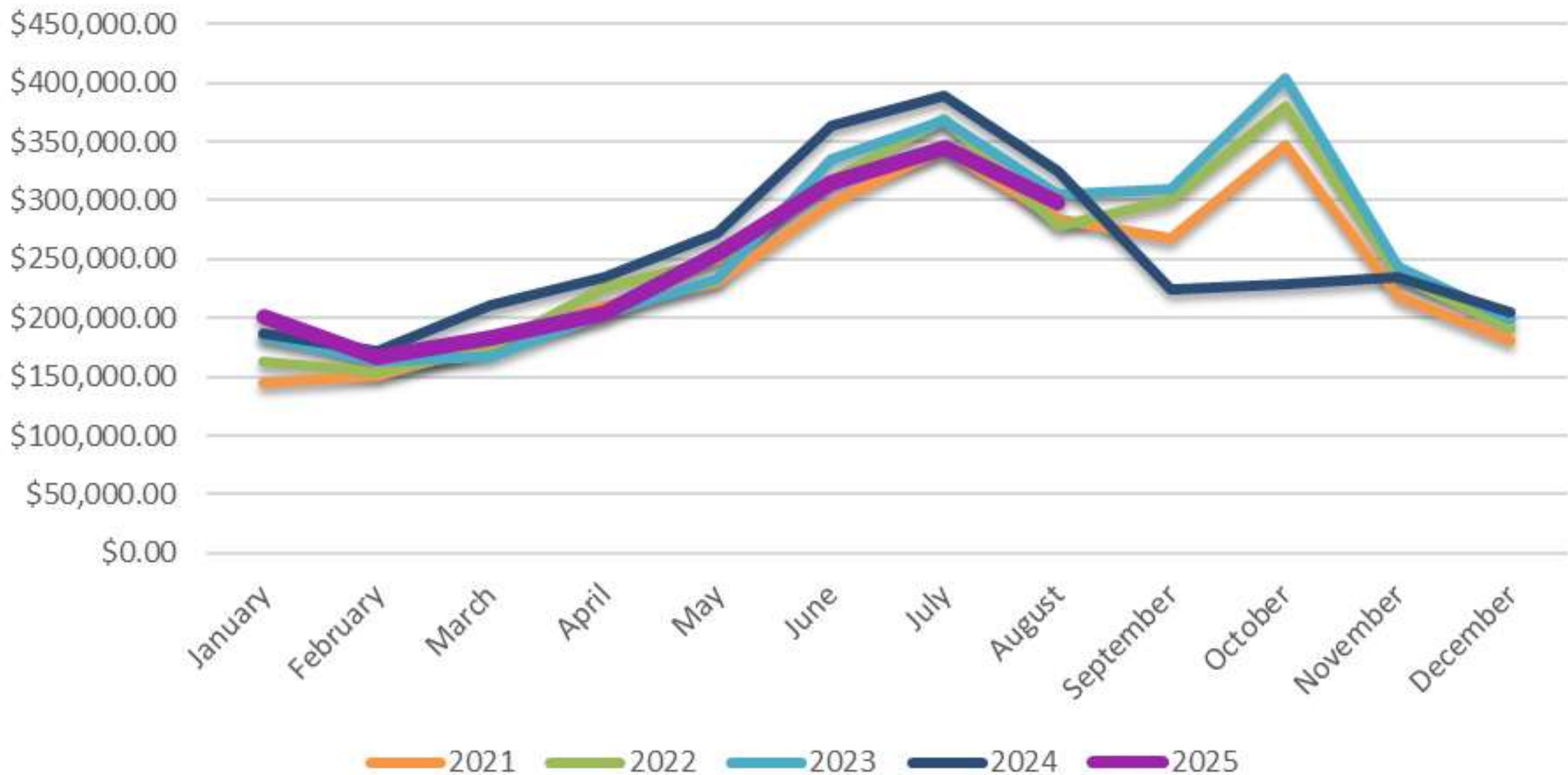
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HAYWOOD
WESTERN NC MOUNTAINS

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

					\$ Change from Previous Year	% Change from Previous Year
	2022-2023	2023-2024	2024-2025	2025-2026		
July	\$369,695.58	\$367,752.94	\$388,684.72	\$345,170.63	(\$43,514.09)	-11.20%
Canton	\$26,879.79	\$19,497.12	\$25,455.96	\$23,596.53	(\$1,859.43)	-7.30%
Clyde	\$12,404.07	\$19,607.12	\$21,166.77	\$23,515.31	\$2,348.54	11.10%
Lake Junaluska	\$39,626.65	\$40,797.83	\$43,022.88	\$41,873.31	(\$1,149.57)	-2.67%
Maggie Valley	\$177,268.47	\$170,417.23	\$175,808.74	\$141,219.00	(\$34,589.74)	-19.67%
Waynesville	\$113,516.60	\$117,433.64	\$123,230.37	\$114,966.48	(\$8,263.89)	-6.71%
August	\$278,678.56	\$305,809.64	\$323,963.71	\$297,964.84	(\$25,998.87)	-8.03%
Canton	\$21,871.08	\$28,032.84	\$23,336.22	15660.89	(\$7,675.33)	-32.89%
Clyde	\$12,041.72	\$17,010.14	\$17,041.81	15899.06	(\$1,142.75)	-6.71%
Lake Junaluska	\$23,659.93	\$26,325.12	\$27,008.34	30155.08	\$3,146.74	11.65%
Maggie Valley	\$126,942.01	\$126,475.88	\$143,722.74	114187.66	(\$29,535.08)	-20.55%
Waynesville	\$94,163.82	\$107,965.66	\$112,854.60	122062.15	\$9,207.55	8.16%
	\$3,043,483.81	\$3,270,866.51	\$2,932,906.56	\$643,135.47	(\$69,512.96)	-9.75%

[Link to Online Version](#)

YOY Monthly Occupancy Tax Comparison



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Old Business

Recommend Renewing Board Member Terms January 2026 to December 2028

- Mike Huber, has served one partial term and one full, three-year term, January 2023 to December 2025.
- Jeff Hillis, has served one partial term and one full, three-year term, January 2023 to December 2025.
- Scot Blair, has served one full, three-year term, January 2023 to December 2025.



- 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

Received Three Applications recently:

- **Lilly Ferguson** – Haywood Regional Medical Center, Marketing Coordinator, representing Haywood County
- **Kathryn Gould** – Haywood Community College, Tourism Professor, representing Clyde or Haywood County
- **Sabrina Greene** – Sabrina Greene Photography, representing Clyde

Finance Policy Revisions, pg 1

Section 3. Purchasing and Procurement

- A. Authority and Guidelines: The Haywood County Tourism Development Authority follows the purchasing requirements of the North Carolina General Statutes and other guidelines as approved with adoption of these financial policies and procedures. Purchases will be conducted by management and staff pursuant to the Annual Budget as approved each year by the Authority. The Executive Director is authorized to execute the necessary agreements within the approved Budget Ordinance for the following purposes:
- Execute grant agreements between public and non-profit agencies.
 - Leases of normal and routine business equipment.
 - Purchase of apparatus, supplies, and materials where formal bids are not required by law.
 - Consultant, professional, or maintenance service agreements, other contracts or quotes up to a contract amount of ~~\$20,000~~ **\$50,000** and with terms within the budget year.
 - All contracts involving expenditures in excess of ~~\$20,000~~ **\$50,000** must be specifically authorized by the Board of Directors unless the expense was ~~specifically~~ included in the original approved budget.

Finance Policy Revisions, pg 2

Section 3. Purchasing and Procurement

- D. Sole-Source Contracts for Advertising: Due to the unique nature of the Authority's mission, the Board acknowledges that advertising placements **or creative production** may both be sole source and more than \$20,000. If an analysis of available advertising opportunities or **advertising production/creative** makes it clear that a large sole-source placement **authorization** is in the best interest of the Authority's mission, the Executive Director, **and with the recommendation of the Marketing Committee, may present the sole-source contract to the HCTDA Board of Directors for approval.** ~~have the authority to accept these contracts without the need for additional quotes or a formal request for proposal.~~

Finance Policy Revisions, pg 3

Section 7. Credit Card Policy & Procedure

HCTDA uses credit cards issued by their current contracted bank. Credit cards are issued to facilitate certain purchases that cannot be made through the standard purchasing process. Common uses are for travel accommodations, small dollar purchases with vendors that will not invoice the Authority, and small dollar emergency purchases.

- A. Issuance of Credit Card: The Executive Director, ~~and~~ ~~or~~ **other staff designated by him/her** ~~to Marketing Manager, Social Media Manager and Administrative Assistant~~ will have an Authority credit card. **The Executive Director shall report the names of any designated staff or changes in credit card holders to the Finance Committee.** Should it appear necessary that an additional staff member also require a credit card, the Executive Director and the Treasurer will present the recommendation to the Finance Committee for review and authorization.

Other changes include removing specific staff titles and replacing with generic language

Administrative Assistant → **office administrator**

Marketing Manager, Social Media Manager → **Marketing staff**

2026 Ice Festival Budget Addition



Requesting Approval to spend up to:

- \$9,800 from the Lake Junaluska 1% Promotion Account

*Previously Approved
(spend up to):*

- \$80,000 for Maggie Valley
- \$27,000 for Waynesville
- \$7,000 for Clyde
- \$2,500 for Canton



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Staff Reports

Fall Foliage FAM Tour, 9/29 to 10/3/2025



SATW Site Visit, October 12-15



2026 ANNUAL CONVENTION

- Tour of Lake Junaluska facilities
- Meeting with Lake Junaluska team
- Tour of Downtown Waynesville
- Meeting with Waynesville businesses regarding the “Dine Around” event
- Tour of Cataloochee Ranch for Welcome Reception
- Driving tours of Haywood including 215, Blue Ridge Parkway, Cataloochee Valley
- Walking tour of Downtown Canton & review of day tour sites
- Walk through of the Stompin’ Ground and Wheels Through Time
- Tons of additional site assessments, discussions and more!

Open Haywood Highlights

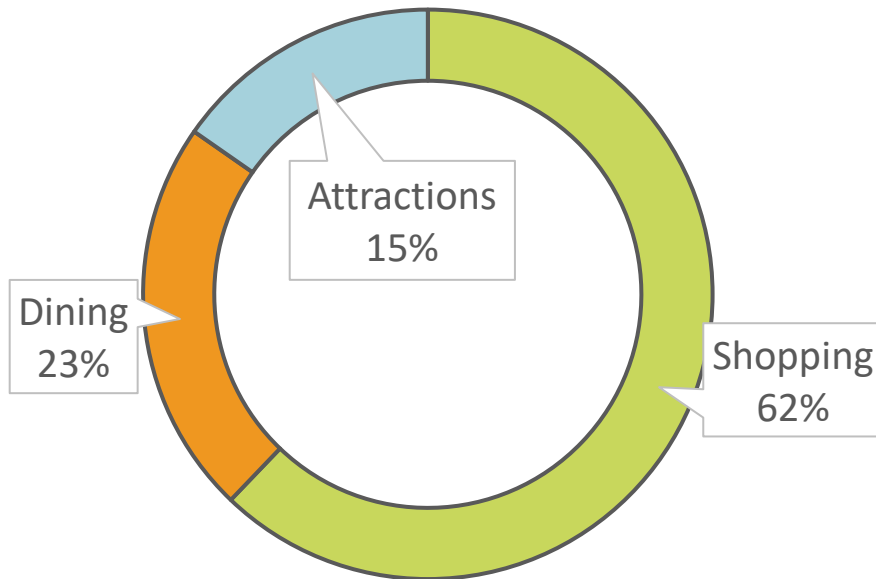
June 23 to September 30, 2025

67 eligible Elk Bucks, mid-week stay submissions.

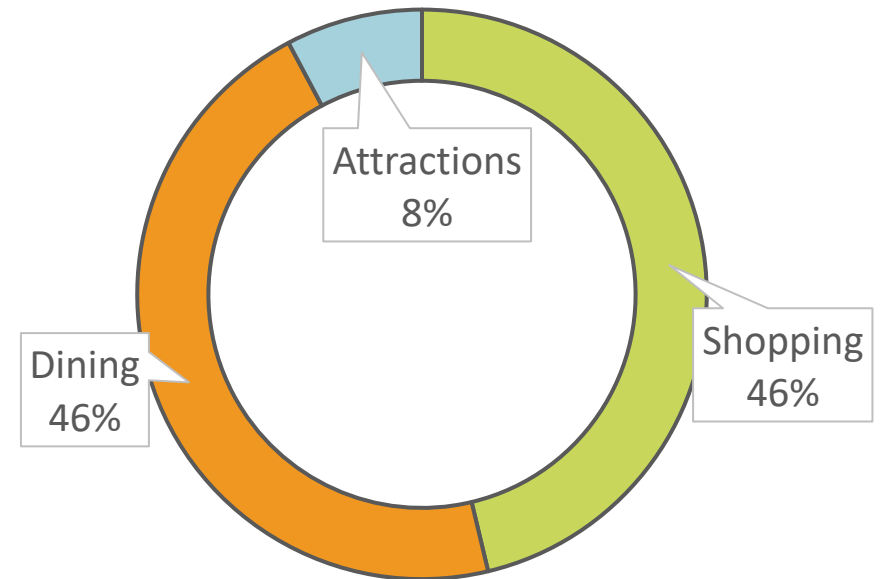
Of the eligible submissions:

- 35 were for 4+ nights (\$200)
- 10 were for 3 midweek nights (\$100)
- 22 were for 2 midweek nights (\$50)

Business Types Signed Up (total = 111)



Elk Bucks Sales by Business Type



Elk Bucks Success

BOGO Offer

Launched 10/8/2025

Sold out by 10/13/2025

88 purchased Elk Bucks digital cards

88 BOGO cards issued

Total Budget: \$16,517.75

Fees Deducted: \$964.75

Distributed BOGO Funds: \$15,553

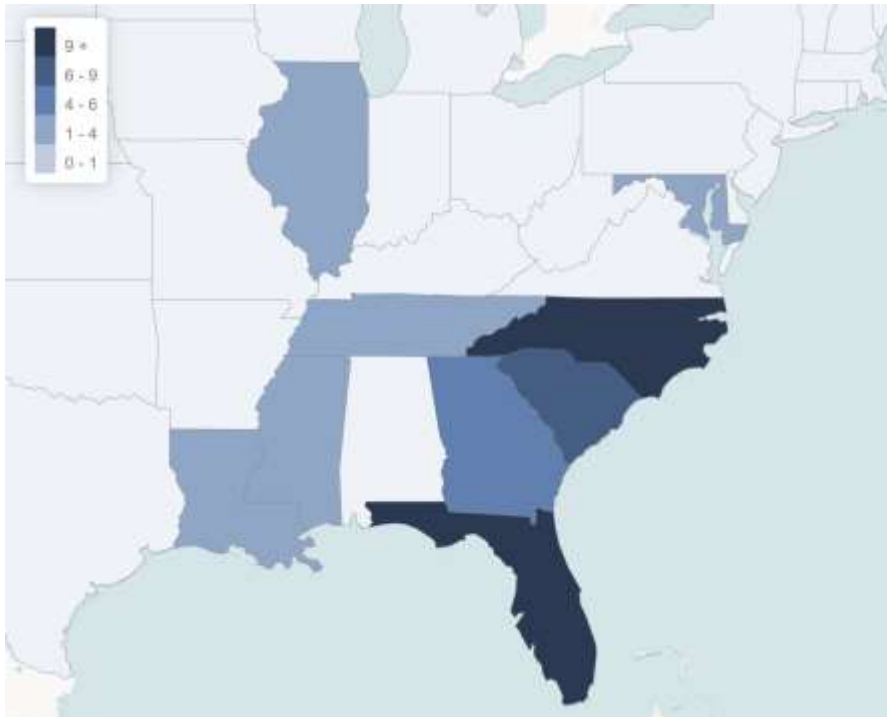
Total Elk Bucks amount available to spend in
Haywood County Businesses: \$31,106

SHOP SMALL SUPPORT LOCAL

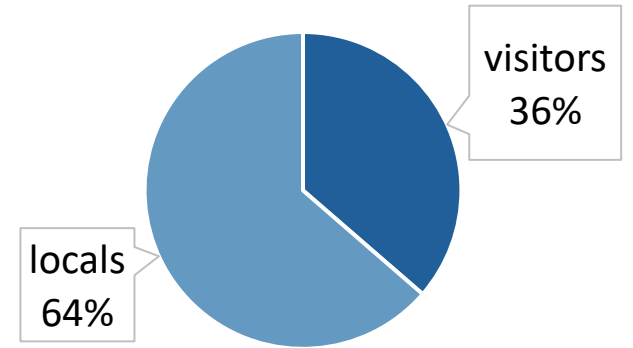


Elk Bucks Success

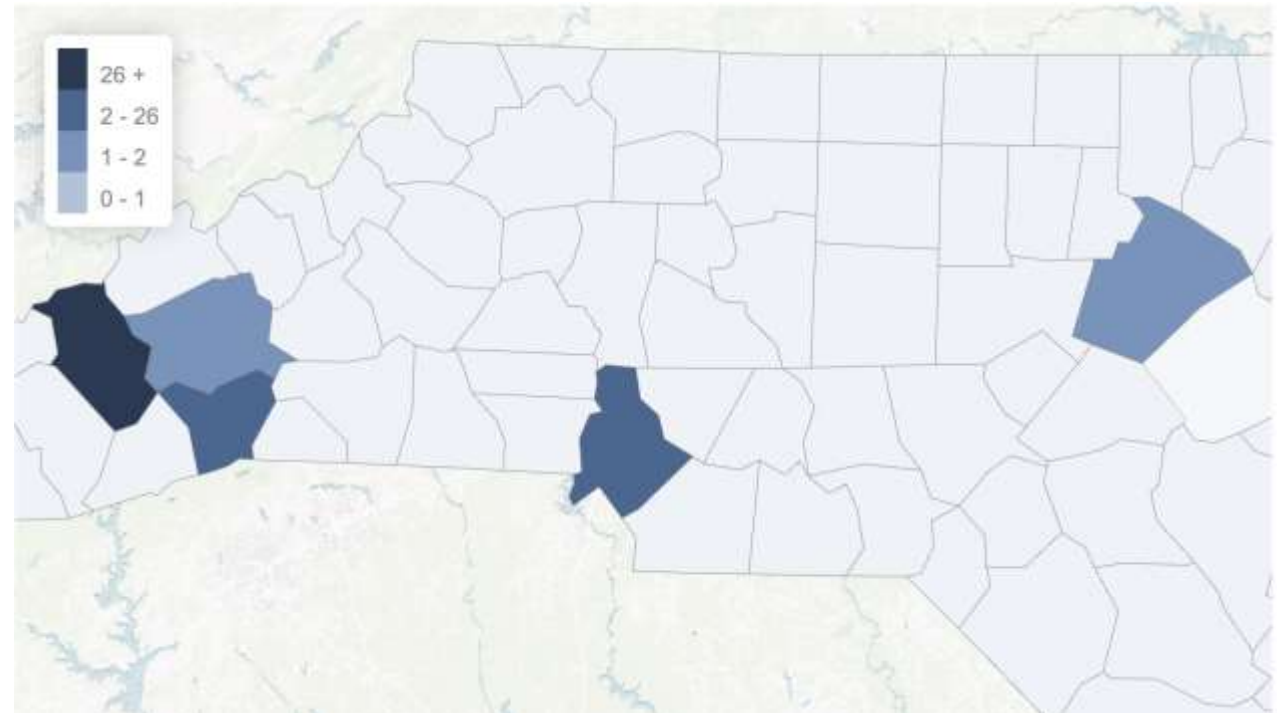
Total Elk Bucks Purchases by Location



Purchases by Residence



North Carolina Elk Bucks Purchases by Location





Ice Fest Weekend | Jan. 29 – Feb 1, 2026

1. Sponsor a Custom Ice Sculpture

Always a festival favorite, sponsor a stunning ice sculpture —with a one-of-a-kind design created just for you.

Cost:

Visit Haywood is underwriting part of the cost this year to make participation more affordable.

- One-block sculpture: \$250
- Two-block sculpture: \$500



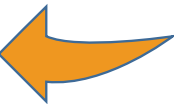
Reserve your sculpture [HERE](#) by December 5.

2. Join in the celebration by offering something ice-themed:

- Feature a special dish, drink, or menu item
- Run an Ice Fest promotion
- Create a themed overnight package
- Host a small Ice Fest-themed activity
- Or other creative ideas!

Businesses that participate will be featured on the Ice Fest website and included in event promotions.

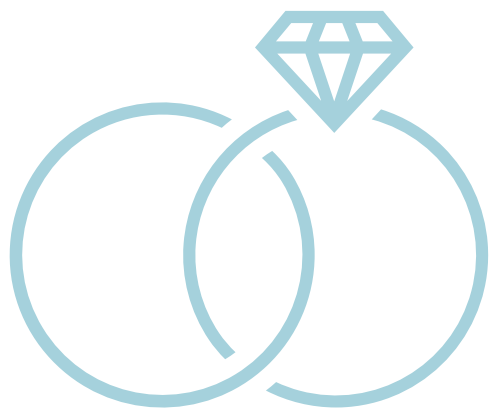
Submit your Ice Fest special [HERE](#) by December 5.



[VisitHaywood.com/IceFest](https://www.VisitHaywood.com/IceFest)

The background of the entire image is a lush green park scene. In the foreground, a woman with long brown hair, wearing a red and blue plaid shirt, is swinging happily on a swing set. To her right, a man in a dark green shirt and black pants is leaning against the thick trunk of a large, leafy tree. The background shows a well-maintained lawn, more trees, and a small building in the distance under a bright sky.

**NEXT MOUNTAIN MORNINGS:
NOVEMBER 13 | CATALOOCHEE RANCH | 8:30AM**



Congrats Amie!!





Next Board Meeting
December 3, 2025 | 10 AM
Rocky Face Tavern, Springdale Resort

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A scenic view of the Western North Carolina Mountains. In the foreground, a family of five (a man, a woman, and three children) are gathered around a wooden trail map kiosk on a paved path. The man is pointing at the map. The background features rolling blue mountains under a clear sky, with evergreen trees in the mid-ground and some autumn-colored shrubs in the lower left.

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New Business — CLOSED SESSION