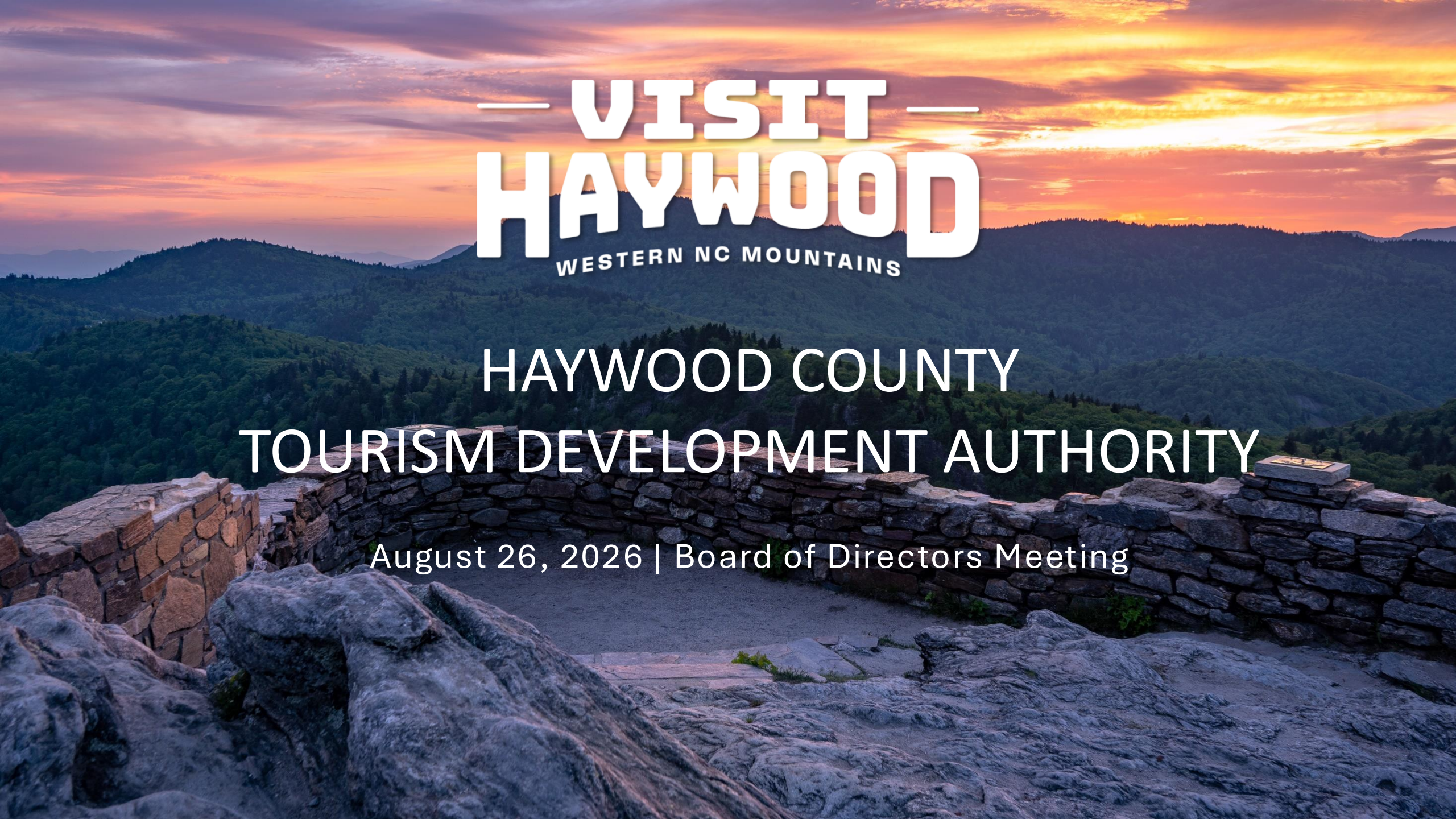




— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

August 26, 2026 | Board of Directors Meeting



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

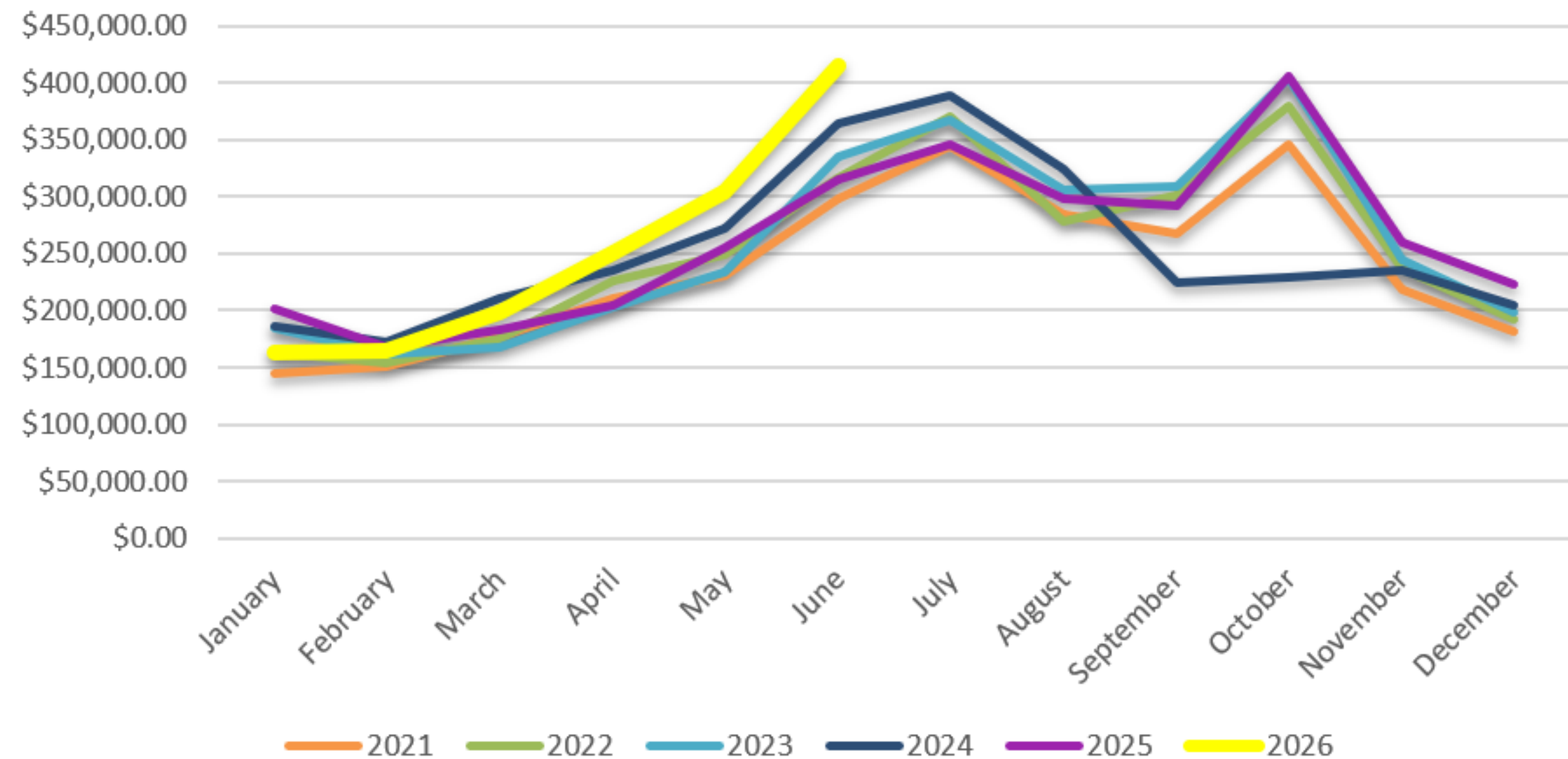
Occupancy Tax & Lodging Data

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

					\$ Change from Previous Year	% Change from Previous Year
	2022-2023	2023-2024	2024-2025	2025-2026		
January	\$184,467.69	\$186,374.80	\$201,802.09	\$162,893.11	(\$38,908.98)	-19.28%
Canton	\$15,055.47	\$20,320.83	\$15,212.14	\$13,623.75	(\$1,588.39)	-10.44%
Clyde	\$17,470.28	\$16,150.10	\$11,492.80	\$14,514.62	\$3,021.82	26.29%
Lake Junaluska	\$13,371.82	\$8,856.70	\$15,684.34	\$5,952.10	(\$9,732.24)	-62.05%
Maggie Valley	\$84,230.59	\$86,145.46	\$98,739.45	\$73,493.67	(\$25,245.78)	-25.57%
Waynesville	\$54,339.53	\$54,901.71	\$60,673.36	\$55,308.97	(\$5,364.39)	-8.84%
February	\$162,325.68	\$171,592.82	\$167,308.30	\$165,420.70	(\$1,887.60)	-1.13%
Canton	\$13,852.03	\$17,963.11	\$14,973.41	\$13,621.36	(\$1,352.05)	-9.03%
Clyde	\$15,802.06	\$13,965.94	\$10,246.79	\$13,826.42	\$3,579.63	34.93%
Lake Junaluska	\$13,240.97	\$11,140.80	\$7,753.81	\$9,591.11	\$1,837.30	23.70%
Maggie Valley	\$71,592.00	\$78,844.03	\$77,469.39	\$70,314.01	(\$7,155.38)	-9.24%
Waynesville	\$47,838.62	\$49,678.94	\$56,864.90	\$58,067.80	\$1,202.90	2.12%
March	\$168,067.49	\$211,448.41	\$182,523.15	\$198,551.83	\$16,028.68	8.78%
Canton	\$19,106.54	\$20,266.92	\$16,762.40	16464.39	(\$298.01)	-1.78%
Clyde	\$15,154.29	\$19,672.69	\$12,889.35	18609.86	\$5,720.51	44.38%
Lake Junaluska	\$11,528.51	\$13,510.97	\$19,478.05	13489.64	(\$5,988.41)	-30.74%
Maggie Valley	\$69,112.76	\$84,011.37	\$63,363.34	70051.91	\$6,688.57	10.56%
Waynesville	\$53,165.39	\$73,986.46	\$70,030.01	79936.03	\$9,906.02	14.15%
April	\$203,478.94	\$235,196.31	\$204,861.17	\$250,047.46	\$45,186.29	22.06%
Canton	\$17,209.27	\$21,361.43	\$14,873.00	\$14,798.62	(\$74.38)	-0.50%
Clyde	\$12,449.39	\$14,164.16	\$11,083.69	\$17,650.18	\$6,566.49	59.24%
Lake Junaluska	\$18,268.39	\$22,781.57	\$21,908.22	\$22,224.40	\$316.18	1.44%
Maggie Valley	\$85,237.87	\$91,853.89	\$80,098.71	\$102,571.62	\$22,472.91	28.06%
Waynesville	\$70,314.02	\$85,035.26	\$76,897.55	\$92,802.64	\$15,905.09	20.68%
May	\$233,113.46	\$272,736.36	\$254,929.16	\$304,867.40	\$49,938.24	19.59%
Canton	\$19,061.44	\$22,735.85	\$19,039.86	\$22,206.85	\$3,166.99	16.63%
Clyde	\$13,387.14	\$16,655.53	\$13,963.87	\$19,517.23	\$5,553.36	39.77%
Lake Junaluska	\$19,947.89	\$28,182.10	\$31,537.11	\$36,859.78	\$5,322.67	16.88%
Maggie Valley	\$97,101.82	\$109,128.39	\$96,226.37	\$114,233.06	\$18,006.69	18.71%
Waynesville	\$83,615.17	\$96,035.49	\$94,161.95	\$112,050.48	\$17,888.53	19.00%
June	\$335,302.73	\$363,645.98	\$314,593.22	\$415,008.13	\$100,414.91	31.92%
Canton	\$24,373.06	\$26,066.17	\$22,153.92	\$26,573.13	\$4,419.21	19.95%
Clyde	\$17,348.05	\$21,142.39	\$9,354.15	\$13,884.60	\$4,530.45	48.43%
Lake Junaluska	\$39,982.68	\$35,768.84	\$51,634.20	\$49,009.61	(\$2,624.59)	-5.08%
Maggie Valley	\$147,697.81	\$156,516.31	\$120,467.96	\$173,771.14	\$53,303.18	44.25%
Waynesville	\$105,901.13	\$124,152.27	\$110,982.99	\$151,769.65	\$40,786.66	36.75%
	\$3,043,483.81	\$3,270,866.51	\$2,932,906.56	\$3,319,446.61	\$386,540.05	13.18%

[Link to Online Version](#)

YOY Monthly Occupancy Tax Comparison





— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Old Business

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
[Admin] Contingency	599101	\$5,060.58	\$22,760.81	\$27,821.39
TOTAL			\$22,760.81	

This amendment will result in a net increase/(decrease) of \$22,760.81 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
[Income] Miscellaneous Revenue	451890	\$0.00	\$16,533.69	\$16,533.69
[Income] Fund Balance TDA	499990	\$823,013.00	\$6,227.12	\$829,240.12
TOTAL			\$22,760.81	

Budget Amendment Explanation:
Allocating all insurance payout funds from March 2026 accident back to contingency after shifting funds from contingency to cover purchase of new company car in July, 2026.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
[Marketing] Advertising & Marketing	537101	\$1,206,000.00	\$2,000.00	\$1,208,000.00
TOTAL			\$2,000.00	

This amendment will result in a net increase/(decrease) of \$2,000.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
[Income] Co-Op Advertising	449820	\$20,000.00	\$2,000.00	\$22,000.00
TOTAL			\$2,000.00	

Budget Amendment Explanation:
Accounting for co-op funds received from Haywood Recreation and the accompanying spend to support advertising two events at Raccoon Creek Bike Park.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
[1% Expenses] Promo - 28785/86 WV	549918	\$240,578.00	\$10,000.00	\$250,578.00
[Marketing] Visit Haywood Ice Fest	538100	\$210,000.00	\$10,000.00	\$220,000.00
[1% Expenses] Contra Bookeeping; Ice Fest		(\$164,000.00)	(\$10,000.00)	(\$174,000.00)
TOTAL			\$10,000.00	

This amendment will result in a net increase/(decrease) of \$10,000.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
[Fund Bal] App of Fd Bal- 28785/86 (WV)	427116	\$77,778.00	\$10,000.00	\$87,778.00
TOTAL			\$10,000.00	

Budget Amendment Explanation:
Allocating unspent funds from FY25-26 promotion budget towards advisory-group recommended additional event production for the Waynesville Ice Block Party 2027.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
[1% Expenses] Promo - 28751 MV	549916	\$213,833.00	\$44,112.00	\$257,945.00
[Marketing] Visit Haywood Ice Fest	538100	\$155,000.00	\$55,000.00	\$210,000.00
[1% Expenses] Contra Bookeeping; Ice Fest		(\$109,000.00)	(\$55,000.00)	(\$164,000.00)
TOTAL			\$44,112.00	

This amendment will result in a net increase/(decrease) of \$44,112.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
[Fund Bal] App of Fd Bal- 28751 (MV)	427115	\$0.00	\$44,112.00	\$44,112.00
TOTAL			\$44,112.00	

Budget Amendment Explanation:
Allocating funds remaining from MV promo this FY and an additional funding from MV Promo Fund Balance to invest in town-approved large light installations in support of the new Life-Sized Snow Globe Trail.

— VISIT — HAYWOOD

WESTERN NC MOUNTAINS



New Business

— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

ADVANCING HAYWOOD COUNTY'S PUBLIC ASSETS
& RECONNECTING THE COMMUNITIES OF
HAYWOOD TO OUR WATERWAYS

Built Through Cross-County Collaboration

- Advisory committee guiding priorities and process
- Cross-county partnership across all towns
- Cross-sector collaboration (public, nonprofit, and conservation)

Bryant Morehead, Haywood County

Jodi Ferguson, Haywood County

Lisa Stinnet, Canton

Joy Garland, Clyde

Sam Cullen, Maggie Valley

Noah Taylor, Maggie Valley

Elizabeth Teague, Waynesville

Luke Kinsland, Waynesville

Ken Howle, Lake Junaluska

Preston Jacobsen, Haywood Waterways

**Hanni Muerdter, Southern Appalachian
Highlands Conservancy**

Greg Szenas, Trout Unlimited

Duane Vanhook, Haywood Soil & Water

Case Brown, HCTDA Board Member

Corrina Ruffieux, HCTDA Executive Director

Project Timeline

April 22 – RFQ Issued: HCTDA released the RFQ for a professional partner to advance priority destination development projects.

June 24 – Responses Due: Eight firms submitted qualifications.

July 16–21 – Review & Finalist Selection: After independently reviewing and scoring all eight responses, the Advisory Committee met to discuss the results and selected three firms for interviews.

August 4 – Finalist Interviews & Selection: All three finalists presented in person. Following discussion, the committee reached unanimous consensus on the preferred firm for contract negotiations.

August 26 – Board Consideration





**Robinson
Design
Engineers**



COASTAL DYNAMICS DESIGN LAB

AUGUST 4, 2026

**REQUEST FOR QUALIFICATIONS (RFQ): HAYWOOD COUNTY PROJECT DEVELOPMENT PLANNING
VISIT HAYWOOD / HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY (HCTDA)**

**EVOLVING
LAND INVENTORY**

Existing “Buyouts”
+ 2004 (Ivan) and 2021 (Fred)

Pending 2024 (Helene) “Buyouts”
+ Varying Availability Timelines

**OVERLAPPING PLANNING +
IMPLEMENTATION ENVIRONMENT**

HCTDA Destination Master Plan
Pigeon River Access Plan
USACE Pigeon River Study
Pigeon River Flood Risk Reduction
Haywood County Floodprint
Haywood County Parks and Rec Plan
Haywood County Greenways Plan
Smoky Mountain RHMP

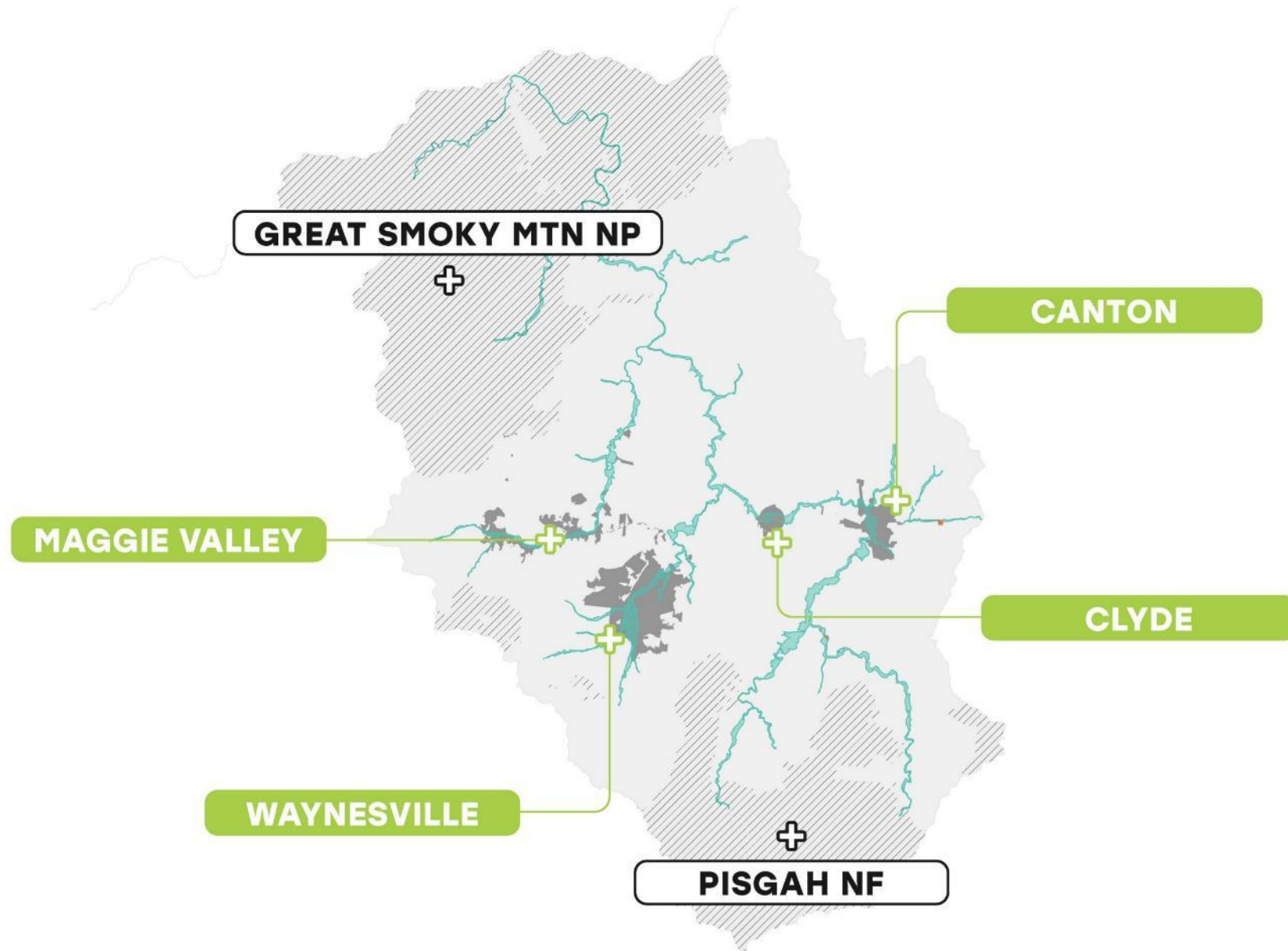
FEMA HMGP “Buyout” Restrictions
CWMTF Easements + Restrictions
Long-Term Management Capacity
Active Recovery Projects

**SHARED OPPORTUNITIES
FOR CONNECTIVITY**

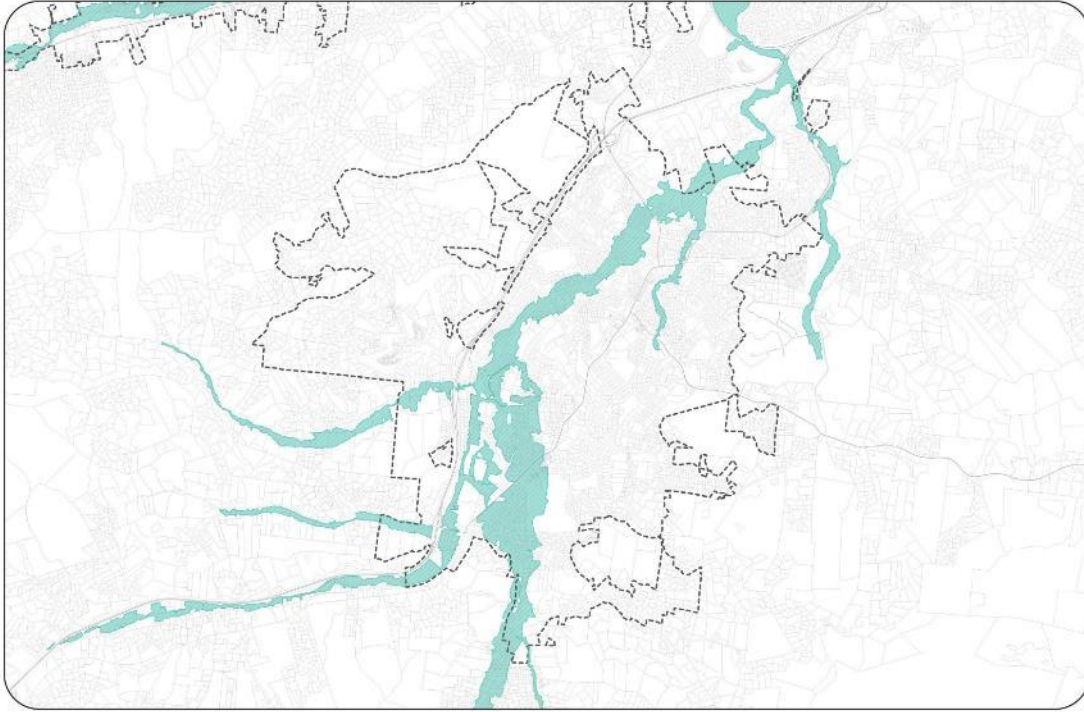
Pigeon River + Tributaries
Existing + Proposed Destinations
Blueways / Greenways
Diversified Partnership Network

IT’S NOT OUR JOB TO START FROM SCRATCH. THERE’S A LOT GOING ON.

Our task is to exist “in between” all of these spaces: making thoughtful recommendations about programming and management across various site control conditions, aligning new work with existing initiatives, and leveraging the unique character of Haywood County’s landscape, its culture, and partnership network as critical pieces of the capital campaign puzzle.



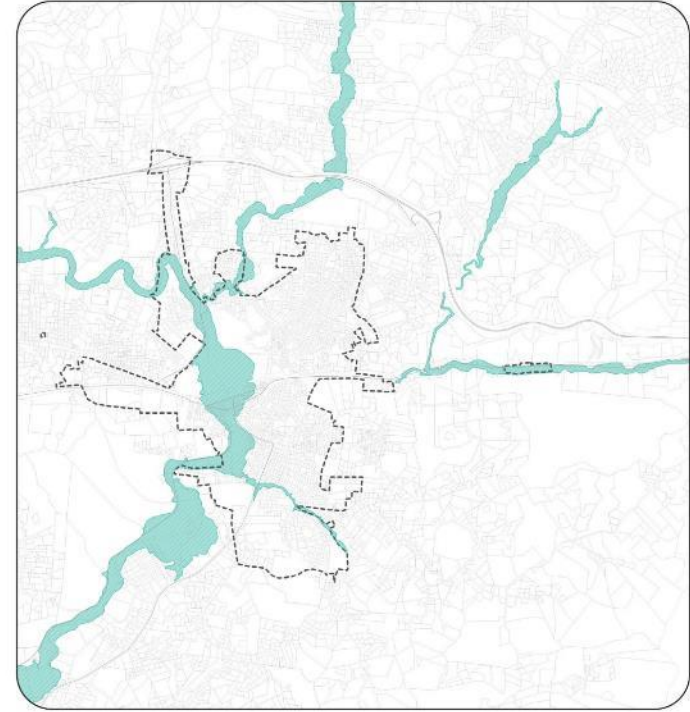
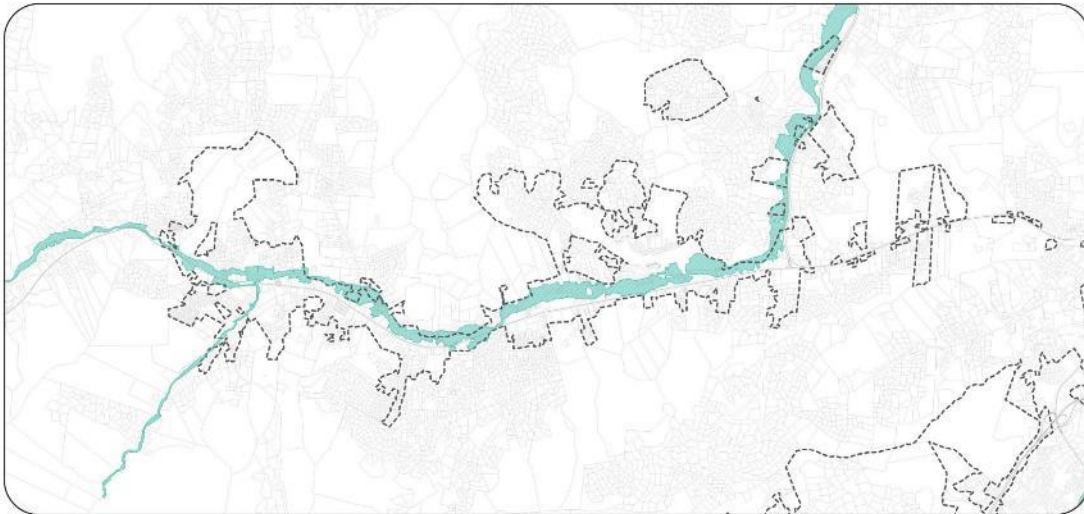
WAYNESVILLE



CLYDE



CANTON

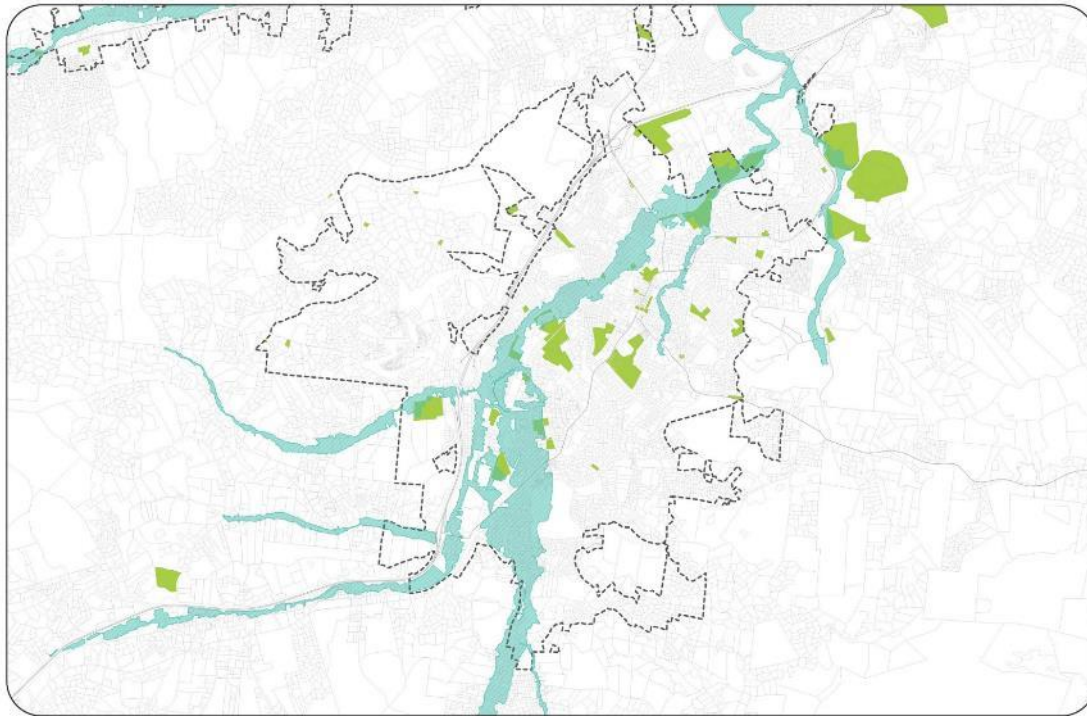


MAGGIE VALLEY

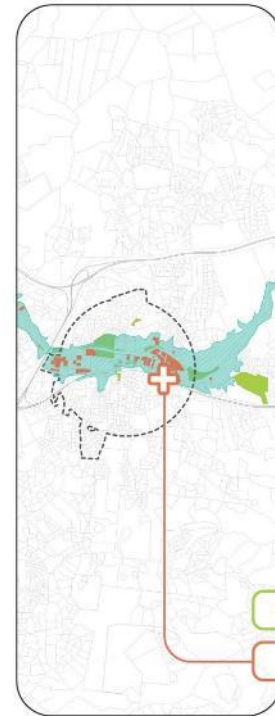
Image: Pigeon River Outfitters (Yelp)



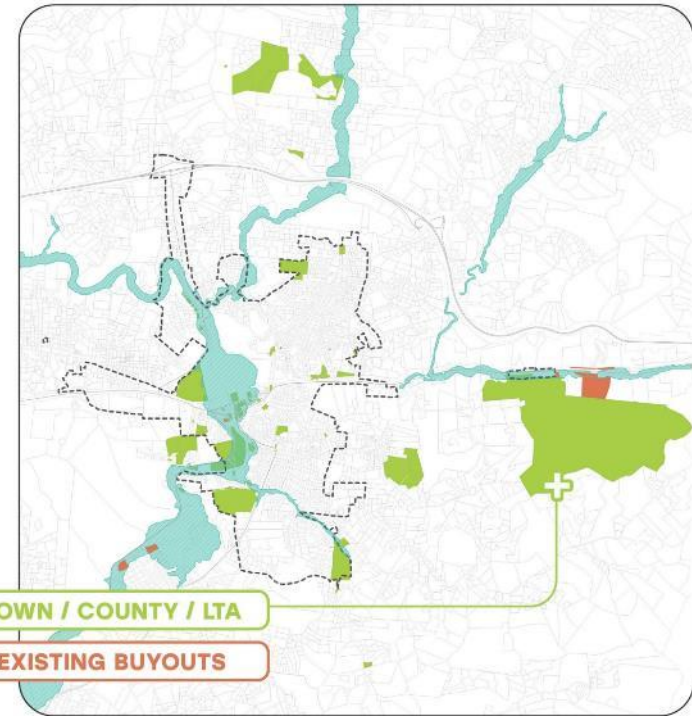
WAYNESVILLE



CLYDE

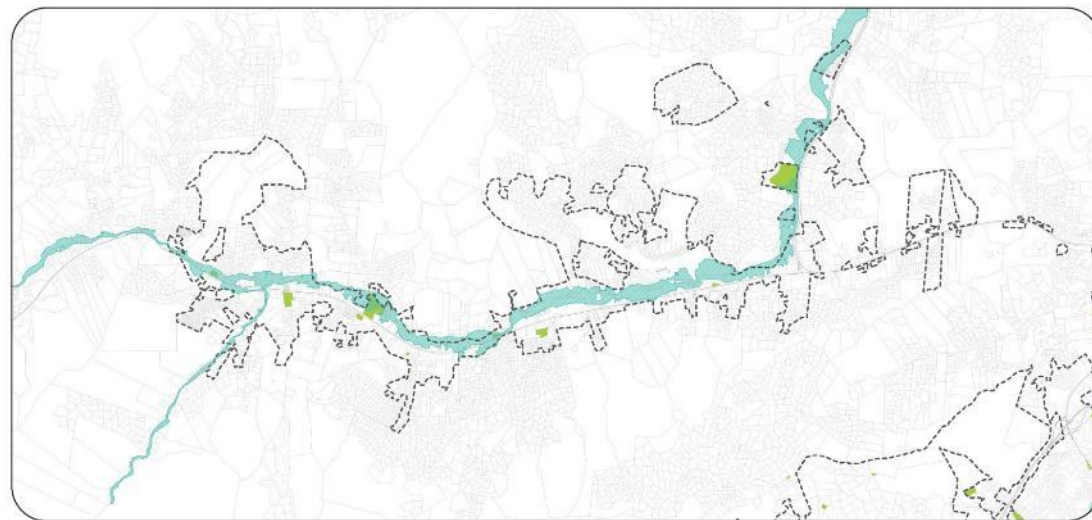


CANTON



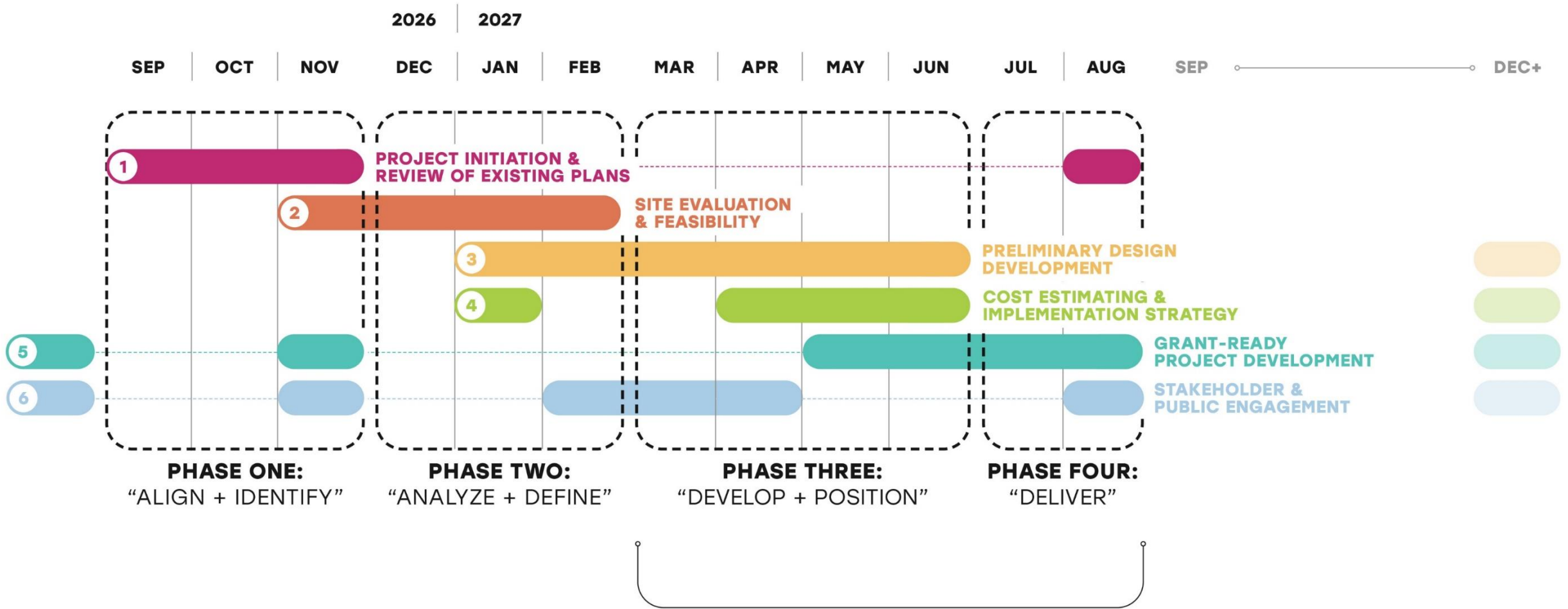
TOWN / COUNTY / LTA

EXISTING BUYOUTS



MAGGIE VALLEY



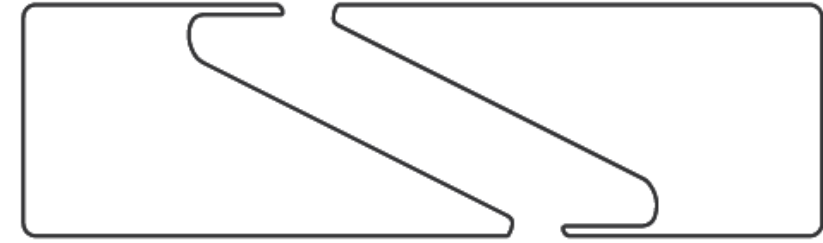


ALIGNMENT WITH GRANT APPLICATION WINDOWS

If target grant programs have application deadlines that occur during Phases Three or Four, we will adjust workflows for specific "high-priority" projects as necessary to support submission of grant applications within the "core" project period.



**Robinson
Design
Engineers**



COASTAL DYNAMICS DESIGN LAB

**EXHIBIT B
COMPENSATION SUMMARY**

Phase		Budget	% of Contract
Phase 1	Align + Identify	\$ 35,000	12%
Phase 2	Analyze + Define	\$ 70,000	23%
Phase 3	Develop + Position	\$ 105,000	35%
Phase 4	Deliver	\$ 24,000	8%
Phase 5	Catalyze (Incubator)	\$ 66,000	22%
Total		\$ 300,000	100%

Requesting a motion approving this contract and scope of work and authorizing the Executive Director to sign.



Our success will be defined by awarded grants
and built projects.

Not a plan that sits on a shelf.

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Staff Reports



2025 Tourism Impact Data



Visitor spending of **\$358.29 million**



The travel and tourism industry directly **employed more than 2,202 people**



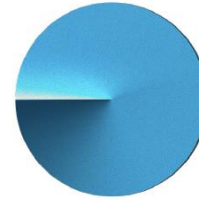
Tourism generated **\$93 million in payroll** for Haywood County workers.



Visitor spending generated **\$13.09 million in state tax revenue** and **\$12.42 million in local tax revenue**.



As a result of visitor spending, each Haywood County resident saved an **average of \$396.77 in state and local taxes**. **The statewide average was \$244 per resident*



THIS IS TO CERTIFY THAT

Hayley Printz

HAS BEEN FORMALLY EVALUATED FOR DEMONSTRATED KNOWLEDGE, SKILL AND UNDERSTANDING OF THE PROCESSES, TERMINOLOGY, AND BEST PRACTICES IN PROJECT MANAGEMENT FUNDAMENTALS PREDICTIVE METHODOLOGIES, AGILE PRINCIPLES AND BUSINESS ANALYSIS THAT ARE NEEDED FOR EFFECTIVE PROJECT MANAGEMENT AND IS HEREBY BESTOWED THE GLOBAL PROFESSIONAL CERTIFICATION

Certified Associate in Project Management (CAPM)®

IN TESTIMONY WHEREOF, WE HAVE SUBSCRIBED OUR SIGNATURES UNDER THE SEAL OF THE INSTITUTE

A handwritten signature in black ink, reading 'Ike Nwankwo'.

Ike Nwankwo, PMP | Chair, Board of Directors



A handwritten signature in black ink, reading 'Pierre Le Manh'.

Pierre Le Manh | President & CEO

Certification Number: 4432331

Original Grant Date: 26 June 2026

Expiration Date: 26 June 2029



Destinations International Annual Convention






Your Gateway to the Great Smoky Mountains.

Discover the charm of Downtown Waynesville's Historic Main Street. Stroll red brick sidewalks to locally owned shops, browse galleries of handcrafted art, savor fresh locally inspired cuisine, and experience the warm mountain hospitality that makes every visit memorable.

Scan To Learn More



TWIGS & LEAVES GALLERY



Take Home the Mountains.

Explore one of Western North Carolina's premier fine craft galleries, showcasing handcrafted work by more than 150 local and regional artists. Whether visiting the mountains or shopping for meaningful gifts, you'll discover something truly unforgettable.

Scan To Shop Online



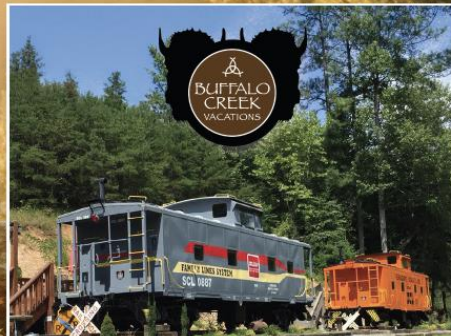


Where Great Golf and Great Getaways Come Together.

Whether you're chasing birds or simply seeking a peaceful mountain getaway, Springdale Resort offers exceptional golf, charming accommodations, award-winning dining, and warm hospitality—all surrounded by the natural beauty of Western North Carolina.

Scan To Discover Springdale





Stay Where the Buffalo Roam.

Relax in luxury cabins or unique caboose rentals on a 65-acre bison ranch. Enjoy pet-friendly accommodations, scenic mountain views, and a one-of-a-kind model train layout at Trinity Bison Ranch.

Book Your Stay



FIND YOURSELF SURROUNDED BY EVERY SHADE OF WOW.

Uncover the wonder of Canton, Clyde, Lake Junaluska, Maggie Valley and Waynesville during the **UNFILTERED** color rush of fall.

VisitHaywood.com

VISIT
HAYWOOD
WESTERN NC MOUNTAINS

CO-OP MARKETING

- 1 Digital Newsletter spot available in November
 - *Space deadline is August 28*
- 1 Print spot available in April
 - *Space deadline is December 17*
- 2 Digital Newsletter spots available in April
 - *Space deadline is January 5*

[Link to Sign Up](#)



Raccoon Creek Bike Park Opening



Velosolutions UCI Pump Track Championship Qualifier



Welcome to Haywood County

Welcome to Haywood County—where adventure runs deep and the mountains set the pace. We're excited to host the Velosolutions UCI Pump Track World Championships (Qualifier) racers in our corner of Western North Carolina. Saturday, **September 12.**

Here, every turn leads to something worth discovering. From the lively charm of Waynesville to the wide-open views of Maggie Valley, the lakeside calm of Lake Junaluska, and the authentic mountain spirit found in Canton and Clyde, Haywood County is built for both high-energy moments and easygoing exploration.

While you're here to ride, we invite you to stay a little longer—wander our trails, savor local flavors, and experience the kind of mountain hospitality that keeps people coming back.

Ready to Ride?

[Register Now](https://visithaywood.com/pump-track-qualifier/) ↗

<https://visithaywood.com/pump-track-qualifier/>

Velosolutions UCI Pump Track Championship Qualifier

Visit Haywood and Haywood County Recreation & Parks
Ad · 🌐

The Velosolutions World Qualifier is coming to Waynesville, NC, Sept. 11-13. Think you have what it takes? Register to race—or come out, get loud, and cheer on the riders.



Show the World What
Western NC Is Made Of

[Learn more](#)

Visit Haywood and Haywood County Recreation & Parks
Ad · 🌐

The Velosolutions World Qualifier hits Waynesville, NC, Sept. 11-13! Think you've got what it takes? Register to race—or bring the energy and cheer on the riders.



Show the World What
Western NC Is Made Of

[See details](#)

Visit Haywood
Ad · 🌐

The final Velosolutions USA World Qualifier before the Championships hits Waynesville, NC, Sept. 11-13. Race for your spot, then stay for the mountains with exclusive lodging, dining + shopping offers for competitors.



Register. Race. Explore.

[Sign up](#)

Visit Haywood
Ad · 🌐

The final Velosolutions USA World Qualifier before the Championships hits Waynesville, NC, Sept. 11-13. Race for your spot, then stay for the mountains with exclusive lodging, dining + shopping offers for competitors.



Register. Race. Explore.

[Sign up](#)

Social Ads Have Driven 4,252 Website Visits from 08.14 to 08.24.26



January 28-31, 2027

[Link to Sign Up](#)

THURSDAY, JANUARY 28

Cool Jazz Concert - HART Theatre

FRIDAY, JANUARY 29

Ice Skating Party - Sorrells Street Park

Canton Mill Around Town Bingo Challenge

SATURDAY, JANUARY 30

Clyde Frosty 5K - at Lake Junaluska

Winter Activity TBD - Haywood Rec & Parks

Ice Block Party - Main Street Waynesville

SUNDAY JANUARY 31

Brunch Specials

Winter Activity TBD - Haywood Rec & Parks

Cool Jazz Concert Matinee - HART Theatre

ALL WEEKEND

Maggie Valley

Life Sized Snow Globe Trail

Downtown Canton

Anything But Snow, Snowman Contest

Ice Skating Rink

Lake Junaluska

Winter Lights Garden

Town Themes

Canton - Snowmen



Maggie Valley - Snow Globes



Waynesville - Ice Block Party



Participation Deadlines:

- September 14: Preliminary deadline (eligible for early media outreach)
- December 2: Final deadline (to be included on the Ice Fest website)



4 Opportunities To Participate

[Link to Sign Up](#)

Custom Ice Sculpture

Sponsoring a custom ice sculpture is a great way to showcase your business during the biggest winter event in Haywood County.

Winter-Themed Ideas & Promotions

Your participation helps elevate the weekend while giving your business valuable exposure

Canton: "Anything But Snow" Snowman Contest

Downtown Canton businesses are invited to show off their creativity in the "Anything But Snow" Snowman Contest!

Maggie Valley: Snow Globe Trail

Create a smaller, photo-worthy snow globe inside your business. Participating business will be highlighted in marketing materials.



NEW WEBSITE TRAINING SESSIONS

WHAT

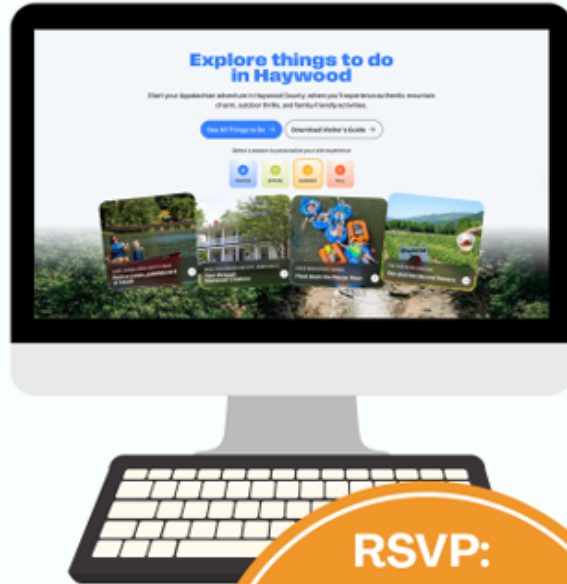
Tourism-related businesses will set up their partner portals on Visit Haywood's new website & learn how to create and edit event and business listings.

WHEN

9/1/26, 3:30 - 5 PM
9/2/26, 9 - 10:30 AM



91 N LAKESHORE DR,
LAKE JUNALUSKA, NC 28745



RSVP:



NEW WEBSITE FINAL TIMELINE!

- Soft launch Thursday, August 27
- Partner training sessions
[SIGN UP HERE](#)
- Full launch Thursday, September 3



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

**Next TDA Board Meeting:
September 23, 2026
Gaines Auditorium, Lake Junaluska**