



**Haywood County Tourism Development Authority  
Board of Directors Meeting**

**ZOOM Meeting**

**Date: December 2nd, 2020**

**Time: 9:00AM**

- 
- I. Call to Order – Chairman Lowe**
  - II. Introductions – Chairman Lowe**
    - Welcome Interim Finance Director Kristian Owen
  - III. Adjustment of Agenda**
  - IV. Public Comment Session (12 minutes total, limit 3 minutes per person)**
  - V. Board Comments**
  - VI. Consent Agenda – Chairman Lowe**
    - a. Request Approval of Minutes – September 30th, 2020
  - VII. Administrative/Committee Reports**
    - a. September & October Financial Reports – Julie Davis
    - b. 3%, 1% & 4% Net Occupancy Tax Reports – Chris Corbin
    - c. Penalty & Penalty Waiver Report – Chris Corbin
      - Penalty Waivers Approved for Grandview Lodge & Dahi Inc.
    - d. STR & AirDNA Reports – P. Shah
  - VIII. New Business – Chairman Lowe**
    - a. Request Approval of Budget Amendment
    - b. Request Approval to Accept Grant Awards
    - c. Request Approval of 1% & 3% Grants
    - d. Request Approval of Granicus Host Proposal and Authorize Director Collins to Sign Agreement Document
    - e. Recognize Outgoing Board Member(s)
  - IX. Old Business – Chairman Lowe**
  - X. Adjournment**
  - XI. 10 Minute Media Communication Schedule**

**HCTDA Board Meeting Minutes  
September 30th, 2020  
Maggie Valley Pavilion, Maggie Valley**

**Members Present:** Lyndon Lowe, Mike Eveland, Chris Corbin, Jon Feichter, Colleen Davis, P. Shah, Becky Seymour, Mike Huber, Julie Davis

**Members Absent:** Dave Angel, Katy Gould, Gail Mull, David Francis, Kirk Kirkpatrick,

Chairman Lyndon Lowe called the HCTDA Budget Forum to order at 9:00am and introduced our two new board members, Jon Feichter with the Town of Waynesville replacing Amie Owens and Mike Huber with Lake Junaluska Conference & Retreat Center replacing Rob Huckaby. Chairman Lowe welcomed them to the board and asked each of them to tell the board about themselves.

**Introductions**

**Adjustments to Agenda**

- Add the Economic Impact Report to Administrative/Committee Reports Item F.

**Public Comment**

- No public comment.

**Board Comments**

- Chairman Lowe informed the board that Katy Gould's Mother has passed away and asked the board to keep Katy and her family in their thoughts.

**Consent Agenda**

- Chris Corbin made a motion to approve the Consent Agenda as presented. The Consent Agenda includes the following:
- Approval of the Minutes from the August 26<sup>th</sup> TDA Board meeting
- Colleen Davis seconded the motion.
- Motion passed unanimously.

**Administrative/Committee Reports**

- Julie Davis presented the August Financial report as follows:

1% Cash in Bank	\$192,572
3% Cash in Bank	\$689,775
Total Assets	\$885,124

Total Liabilities	\$ 12,150	
Total Equity	\$872,973	
Revenue	\$ 2,570	.16%
Expenses	\$158,748	9.79%

#### **Finance Committee Report**

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that July is the largest collection month we have had. July was 91% over budget and 13% year over year.
- Chris reviewed the 1% report and stated that collections are up across the board except for Lake Junaluska and that is because there just isn't any group business right now like we do in a normal year.
- On the 4% report you can see that the number of accounts are down 6% but that is due to so many owners are going exclusively with VRBO and Air B&B. The category report shows that vacation rentals are dominating right now with just under 60%.
- On the new Gross Sales Report, you can see that the largest percentage of growth year over year was in Waynesville with 24% growth. Ben Wilder reviewed the 5-year history of gross sales stating that in 16-17 sales were just under 5 million and in 20-21 we are right at 6 million.
- Finance Chairman Corbin informed that the Penalty report is relative short this month with no big changes. He then reported that the Finance Committee had approved two penalty waiver requests. One for Creekwood Village Resort in the amount of \$107.37 and the other for Buffalo Creek Vacations in the amount of \$238.73.

#### **STR & AirDNA Reports**

- P. Shaw presented the STR and the AirDNA reports and pointed out that Vacation Rentals are the largest percentage of the market and RevPAR is close to a 40% increase over the past year. This makes up for the hotel/motel shortfall. He went on to state that it will be interesting to see if this trend holds into next year.
- Mr. Shah then went on to ask if and when the municipalities and the county would start regulating the vacation rental business.
- Mike Eveland stated that as some point, regulating the vacation rentals will have to be looked at and that the TDA can help with identifying all of the rentals in the county and moving on from there.
- Director Collins informed the board that she and Ben have been talking with two different Compliance Companies and would be bringing a recommendation to the Finance Committee and then to the board for the next meeting.

#### **New Business**

- Chairman Lowe
- P. Shah made the motion to increase the Occupancy Tax revenue as presented.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

- Chairman Lowe informed the board that we have to do a budget amendment for the increased revenue and asked Director Collins to review with the board the budget amendment
- Chairman Lowe requested approval of the budget amendment in the amount of \$271,275.
- Mike Huber made a motion to accept the budget amendment as presented.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
- Director Collins asked Marketing Manager Ashley Rice to report on a recent award, the materials left at each board members seat, the 2021 Visitor Guide and the Backpacker Video project.
- Director Collins informed the board that the second round of grant funding is now open to accept applications. The deadline is October 28<sup>th</sup> and the board will be voting on the grant awards at the December 2<sup>nd</sup> meeting.

#### **Old Business**

- None

#### **Adjournment**

- Chairman Lowe adjourned the meeting at 9:49am.
- Lynn Collins, Recorder

#### **ADDENDUM TO AGENDA**

Reports can be found at [www.HaywoodTDA.com](http://www.HaywoodTDA.com)

# Haywood County Tourism Development Authority

## Financial Statements

September 2020



**Haywood County TDA**  
**Statement of Financial Position**  
**As of September 2020**

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
100001 1% Cash in Bank - 1st Citizens	42,052.03
100002 3% Cash in Bank - 1st Citizens	52,940.20
111501 NCCMT - 9152 3% General Investment	477.72
111502 NCCMT - 1598 3% General Term	735,740.35
111503 NCCMT - 9863 1% General Investment	65.62
111504 NCCMT- 1788 1% General Term	199,895.62
<b>Total Bank Accounts</b>	<b>\$ 1,031,171.54</b>
11200-Accounts Receivable-Square	<b>\$ 2,551.46</b>
<b>Other Current Assets</b>	2,776.50
119000 Petty Cash - TDA	100.00
119001 Petty Cash - VC	100.00
<b>Total Other Current Assets</b>	<b>\$ 200.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,033,948.04</b>
<b>LIABILITIES AND NET POSITION</b>	
<b>Payroll Liabilities</b>	10,939.15
<b>Total Other Current Liabilities</b>	<b>\$ 251.54</b>
<b>Total Liabilities</b>	<b>\$ 11,190.69</b>
329300 Net Assets as July 1	1,029,150.85
Net Revenue	-8,289.71
<b>Total Net Position</b>	<b>\$ 1,020,861.14</b>
<b>Total Liabilities and Net Position</b>	<b>\$ 1,036,499.50</b>

# Haywood County Tourism Development Authority

## Budget vs Actuals

### September 2020

	Sep 20	Jul - Sep 20	Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
427011 · 3% Net Occupancy Tax	173,532.60	173,514.60	1,107,487.00	15.67%
427012 · 1% Net 28716 Occupancy Tax	4,772.45	4,772.45	29,559.00	16.15%
427013 · 1% Net 28721 Occupancy Tax	2,930.12	2,930.12	11,422.00	25.65%
427014 · 1% Net 28745 Occupancy Tax	3,947.57	3,947.57	40,807.00	9.67%
427015 · 1% Net 28751 Occupancy Tax	28,398.22	28,392.22	174,294.00	16.29%
427016 · 1% Net 28785/28786 Occupancy Tx	17,933.40	17,933.40	113,089.00	15.86%
427112 · App. of Fund Balance 28716	0.00	0.00	10,498.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	26,479.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	1,972.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	20,302.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,355.00	0.0%
449201 · Product Sales	2,922.62	5,379.68	10,000.00	53.8%
449810 · Visitor Guide Ad Sales	4,850.00	4,850.00	22,500.00	21.56%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	14.28	128.55	8,500.00	1.51%
483492 · Investment Earnings 1%	3.36	26.52	1,500.00	1.77%
483831 · Net Occupancy Tax Penalties 3%	412.70	412.70	5,000.00	8.25%
499990 · Fund Balance Appropriation 3%	0.00	0.00	250,736.00	0.0%
499991 · Appropriation of Fund Balance	0.00	0.00	25,955.00	0.0%
<b>Total Income</b>	<b>239,717.32</b>	<b>242,287.81</b>	<b>1,892,455.00</b>	<b>12.8%</b>
<b>Expense</b>				
512101 · Salaries-Admin-Promo	13,671.15	31,639.94	124,873.00	25.34%
512110 · NC State Retirement - Promo	3,763.91	8,652.15	32,770.00	26.4%
512201 · Salaries-Visitor Center	3,566.40	8,939.78	44,627.00	20.03%
512221 · FICA Visitor Ctr	272.82	683.89	3,460.00	19.77%
517001 · Board Members-Promo	31.16	31.16	1,500.00	2.08%
518101 · FICA Admin	1,045.85	2,420.45	9,675.00	25.02%
518201 · Salaries Marketing	19,845.55	44,663.34	170,692.00	26.17%
518202 · FICA Marketing	1,492.09	3,390.65	13,229.00	25.63%
518301 · Group Health Insurance - Promo	6,458.08	10,514.45	44,014.00	23.89%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	287.61	287.61	6,460.00	4.45%
519203 · Prof. Svcs - Contract Svcs-P	5,969.16	20,386.36	156,200.00	13.05%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	24.44	47.88	2,000.00	2.39%
526101 · Visitor Center Supplies	0.00	81.01	1,000.00	8.1%
527001 · Purchases/Resale-Promo	409.00	895.96	7,000.00	12.8%
531201 · Travel-NonLocal-Promo	0.00	0.00	1,500.00	0.0%
531301 · Fuel-T Related	27.80	27.80	600.00	4.63%
532101 · Telephone-Promo	477.51	897.50	6,900.00	13.01%
532201 · Postage-Promo	-4,020.00	-3,737.88	14,050.00	-26.6%
534901 · Print & Bind-Promo	566.83	2,789.62	9,000.00	31.0%

# Haywood County Tourism Development Authority

## Budget vs Actuals

### September 2020

	Sep 20	Jul - Sep 20	Budget	% of Budget
535201 · Repair & Maintenance-Promo	850.00	2,200.00	9,050.00	24.31%
537101 · Marketing-Promo	0.00	304.37	11,750.00	2.59%
537221 · Advertise-PR/Internet/Billboard	20,220.00	42,085.00	425,000.00	9.9%
537301 · Visitor Guide Ads-Promo	0.00	0.00	22,500.00	0.0%
537401 · Education-Promo	104.81	700.81	3,500.00	20.02%
537502 · Wayfinding	0.00	32,067.75	128,271.00	25.0%
537701 · Public Relations/Comm-Promo	0.00	0.00	2,500.00	0.0%
537801 · Group Sales-Promo	680.87	1,714.87	37,878.00	4.53%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,465.48	7,396.44	28,153.00	26.27%
543201 · Equipment Lease-Promo	1,159.68	2,828.85	15,624.00	18.11%
545101 · Liability Insurance-Promo	0.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	3,675.00	8,977.11	21,067.00	42.61%
549902 · Bank Charges-Promo	313.90	627.74	2,000.00	31.39%
549903 · Property Tax	389.48	389.48	400.00	97.37%
549910 · 28716 (Canton) Promo	0.00	0.00	25,819.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	12,606.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	25,240.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	12,323.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	27,606.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	12,846.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	525.00	3,579.00	127,724.00	2.8%
549917 · 28751 - Maggie Valley - Tourism	7,000.00	8,129.65	59,779.00	13.6%
549918 · 28785/86 (Waynesville)	0.00	0.00	89,174.00	0.0%
549919 · 28785/86 - Waynesville -Tourism	0.00	0.00	41,750.00	0.0%
549921 · Canton- Admin	0.00	0.00	1,356.00	0.0%
549922 · Clyde- Admin	0.00	0.00	452.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,657.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	7,082.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	4,520.00	0.0%
551001 · Capital Outlay Promo	0.00	0.00	4,000.00	0.0%
569101 · Elk Fest Expenses-Promo	0.00	0.00	4,000.00	0.0%
569102 · Elk Fest Expenses-TR	0.00	0.00	4,000.00	0.0%
570102 · Utilities	556.00	1,618.78	7,073.00	22.89%
599101 · Contingency	0.00	0.00	65,000.00	0.0%
<b>Total Expense</b>	<b>91,829.58</b>	<b>250,577.52</b>	<b>1,892,455.00</b>	<b>13.24%</b>
<b>Net Ordinary Income</b>	<b>147,887.74</b>	<b>-8,289.71</b>	<b>0.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>147,887.74</b>	<b>-8,289.71</b>	<b>0.00</b>	<b>100.0%</b>



# **Haywood County Tourism Development Authority**

## **Financial Statements**

**October 20, 2020**



**Haywood County TDA**  
**Statement of Financial Position**  
**As of October 2020**

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
100001 1% Cash in Bank - 1st Citizens	95,905.37
100002 3% Cash in Bank - 1st Citizens	138,800.27
111501 NCCMT - 9152 3% General Investment	736,227.39
111502 NCCMT - 1598 3% General Term	0.00
111503 NCCMT - 9863 1% General Investment	199,963.77
111504 NCCMT- 1788 1% General Term	0.00
<b>Total Bank Accounts</b>	<b>\$ 1,170,896.80</b>
11200-Accounts Receivable-Square	<b>\$ 8,197.98</b>
<b>Other Current Assets</b>	<b>2,776.50</b>
119000 Petty Cash - TDA	100.00
119001 Petty Cash - VC	100.00
<b>Total Other Current Assets</b>	<b>\$ 200.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,181,871.28</b>
<b>LIABILITIES AND NET POSITION</b>	
<b>Payroll Liabilities</b>	<b>10,622.58</b>
<b>Total Other Current Liabilities</b>	<b>\$ 136.49</b>
<b>Total Liabilities</b>	<b>\$ 10,759.07</b>
329300 Net Assets as July 1	1,029,150.85
<b>Net Revenue</b>	<b>141,961.36</b>
<b>Total Net Position</b>	<b>\$ 1,171,112.21</b>
<b>Total Liabilities and Net Position</b>	<b>\$ 1,181,871.28</b>

# Haywood County Tourism Development Authority

## Budget vs Actuals

### October 2020

	Oct 20	Jul - Oct 20	Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
427011 · 3% Net Occupancy Tax	173,663.95	347,178.55	1,107,487.00	31.35%
427012 · 1% Net 28716 Occupancy Tax	4,854.05	9,626.50	29,559.00	32.57%
427013 · 1% Net 28721 Occupancy Tax	3,376.07	6,306.19	11,422.00	55.21%
427014 · 1% Net 28745 Occupancy Tax	3,872.93	7,820.50	40,807.00	19.17%
427015 · 1% Net 28751 Occupancy Tax	26,564.37	54,956.59	174,294.00	31.53%
427016 · 1% Net 28785/28786 Occupancy Tx	19,260.04	37,193.44	113,089.00	32.89%
427112 · App. of Fund Balance 28716	0.00	0.00	10,498.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	26,479.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	1,972.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	20,302.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,355.00	0.0%
449201 · Product Sales	6,449.63	11,829.31	10,000.00	118.29%
449810 · Visitor Guide Ad Sales	6,475.00	11,325.00	22,500.00	50.33%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	9.32	137.87	8,500.00	1.62%
483492 · Investment Earnings 1%	2.53	29.05	1,500.00	1.94%
483831 · Net Occupancy Tax Penalties 3%	118.41	531.11	5,000.00	10.62%
499990 · Fund Balance Appropriation 3%	0.00	0.00	250,736.00	0.0%
499991 · Appropriation of Fund Balance	0.00	0.00	25,955.00	0.0%
499992 · Grant 3%	2,500.00	2,500.00	0.00	100.0%
<b>Total Income</b>	<b>247,146.30</b>	<b>489,434.11</b>	<b>1,892,455.00</b>	<b>25.86%</b>
<b>Expense</b>				
512101 · Salaries-Admin-Promo	8,616.26	40,256.20	124,873.00	32.24%
512110 · NC State Retirement - Promo	2,407.63	11,059.78	32,770.00	33.75%
512201 · Salaries-Visitor Center	2,377.60	11,317.38	44,627.00	25.36%
512221 · FICA Visitor Ctr	181.88	865.77	3,460.00	25.02%
512232 · Temporary Labor - Visitor Ctr	216.15	216.15	0.00	100.0%
517001 · Board Members-Promo	0.00	31.16	1,500.00	2.08%
518101 · FICA Admin	659.15	3,079.60	9,675.00	31.83%
518201 · Salaries Marketing	12,726.74	57,390.08	170,692.00	33.62%
518202 · FICA Marketing	947.51	4,338.16	13,229.00	32.79%
518301 · Group Health Insurance - Promo	3,502.00	14,016.45	44,014.00	31.85%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	0.00	287.61	6,460.00	4.45%
519203 · Prof. Svcs - Contract Svcs-P	6,150.00	26,536.36	156,200.00	16.99%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	514.47	562.35	2,000.00	28.12%
526101 · Visitor Center Supplies	153.39	234.40	1,000.00	23.44%
527001 · Purchases/Resale-Promo	587.50	1,483.46	7,000.00	21.19%
529701 · Miscellaneous - Promo	157.84	157.84	0.00	100.0%
531201 · Travel-NonLocal-Promo	0.00	0.00	1,500.00	0.0%
531301 · Fuel-T Related	0.00	27.80	600.00	4.63%

# Haywood County Tourism Development Authority

## Budget vs Actuals

### October 2020

	Oct 20	Jul - Oct 20	Budget	% of Budget
532101 · Telephone-Promo	685.08	1,582.58	6,900.00	22.94%
532201 · Postage-Promo	181.12	-3,556.76	14,050.00	-25.32%
534901 · Print & Bind-Promo	0.00	2,789.62	9,000.00	31.0%
535201 · Repair & Maintenance-Promo	513.60	2,713.60	9,050.00	29.99%
537101 · Marketing-Promo	0.00	304.37	11,750.00	2.59%
537221 · Advertise-PR/Internet/Billboard	29,049.36	71,134.36	425,000.00	16.74%
537301 · Visitor Guide Ads-Promo	0.00	0.00	22,500.00	0.0%
537401 · Education-Promo	354.81	1,055.62	3,500.00	30.16%
537502 · Wayfinding	18,500.63	50,568.38	128,271.00	39.42%
537701 · Public Relations/Comm-Promo	0.00	0.00	2,500.00	0.0%
537801 · Group Sales-Promo	0.00	1,714.87	37,878.00	4.53%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,465.48	9,861.92	28,153.00	35.03%
543201 · Equipment Lease-Promo	1,303.23	4,132.08	15,624.00	26.45%
545101 · Liability Insurance-Promo	0.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	700.83	9,677.94	21,067.00	45.94%
549902 · Bank Charges-Promo	369.83	997.57	2,000.00	49.88%
549903 · Property Tax	0.00	389.48	400.00	97.37%
549910 · 28716 (Canton) Promo	0.00	0.00	25,819.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	12,606.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	25,240.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	12,323.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	27,606.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	12,846.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	1,700.00	5,279.00	127,724.00	4.13%
549917 · 28751 - Maggie Valley - Tourism	218.56	8,348.21	59,779.00	13.97%
549918 · 28785/86 (Waynesville)	1,250.00	1,250.00	89,174.00	1.4%
549919 · 28785/86 - Waynesville -Tourism	0.00	0.00	41,750.00	0.0%
549921 · Canton- Admin	0.00	0.00	1,356.00	0.0%
549922 · Clyde- Admin	0.00	0.00	452.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,657.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	7,082.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	4,520.00	0.0%
551001 · Capital Outlay Promo	0.00	0.00	4,000.00	0.0%
569101 · Elk Fest Expenses-Promo	0.00	0.00	4,000.00	0.0%
569102 · Elk Fest Expenses-TR	0.00	0.00	4,000.00	0.0%
570102 · Utilities	404.58	2,023.36	7,073.00	28.61%
599101 · Contingency	0.00	0.00	65,000.00	0.0%
<b>Total Expense</b>	<b>96,895.23</b>	<b>347,472.75</b>	<b>1,892,455.00</b>	<b>18.36%</b>
<b>Net Ordinary Income</b>	<b>150,251.07</b>	<b>141,961.36</b>	<b>0.00</b>	<b>100.0%</b>
<b>Net Income</b>	<b>150,251.07</b>	<b>141,961.36</b>	<b>0.00</b>	<b>100.0%</b>

# Haywood County 3% Net Occupancy Tax 2020-2021 (REVISED)

	A	B	C	D	E	F	G
1		2020-2021	2020-2021	% Change	2020-2021	2019-2020	% Change
2		Occupancy	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Tax	Tax	To	Tax	Tax	To
4		Projections	Actual	Budget	Penalties	Actual	Previous
5		REVISED					Year
6							
7	July	\$136,473	\$173,533	27%	\$413	\$155,055	13%
8	August	\$106,510	\$173,664	63%	\$118	\$133,405	30%
9	September	\$120,461	\$172,717	43%	\$527	\$131,589	31%
10	October	\$157,215				\$169,745	
11	November	\$91,367				\$111,387	
12	December	\$66,910				\$78,487	
13	January	\$50,376				\$66,237	
14	February	\$45,414				\$61,711	
15	March	\$47,444				\$27,326	
16	April	\$58,990				\$5,536	
17	May	\$95,469				\$58,909	
18	June	\$130,809				\$134,487	
19							
20	Total Proj.	\$1,107,438					
21							
22	YTD		\$519,914			\$1,133,874	

2020/2021  
1% NET OCCUPANCY TAX REPORT  
REVISED

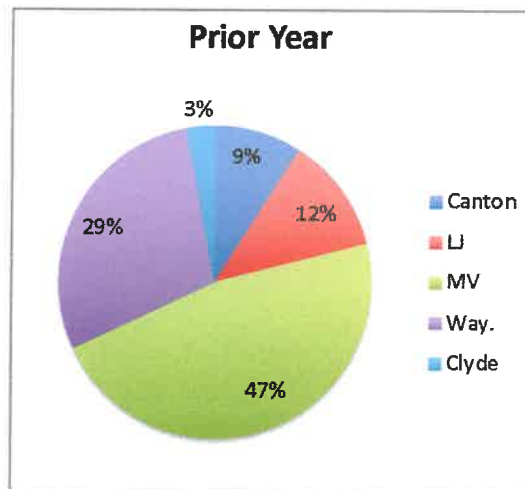
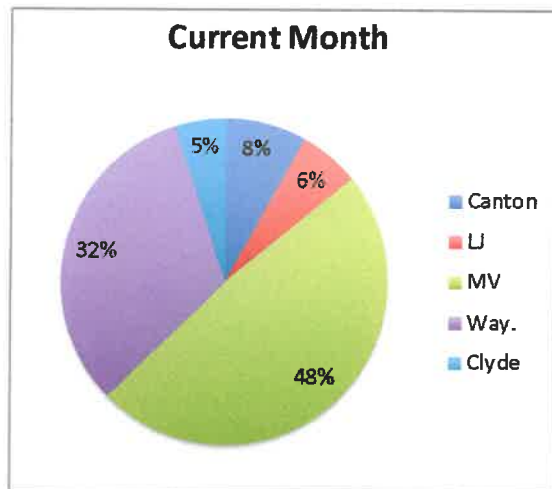
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY			
	20/21	20/21	19/20	20/21	20/21	19/20		20/21	19/20	20/21	20/21	19/20	20/21	20/21	19/20
July 2020 Received September 2020	\$4,772	\$2,978	\$3,628	\$2,930	\$2,131	\$1,445	\$3,948	\$3,240	\$5,719	\$28,398	\$23,104	\$27,434	\$17,933	\$12,684	\$13,704
August 2020 Received October 2020	\$4,854	\$2,660	\$3,328	\$3,376	\$2,944	\$1,324	\$3,873	\$3,960	\$5,314	\$26,564	\$16,735	\$20,884	\$19,260	\$11,139	\$13,754
September 2020 Received November 2020	\$4,775	\$3,659	\$3,885	\$2,921	\$2,358	\$1,394	\$3,723	\$3,330	\$5,298	\$27,746	\$19,168	\$20,685	\$18,584	\$11,602	\$12,798
October 2020 Received December 2020		\$3,724	\$3,876		\$2,629	\$1,441		\$4,178	\$6,427		\$24,676	\$26,056		\$17,098	\$18,865
November 2020 Received January 2021		\$2,572	\$2,725		\$1,105	\$1,445		\$2,138	\$3,997		\$13,098	\$16,018		\$10,740	\$13,617
December 2020 Received February 2021		\$1,667	\$1,974		\$1,028	\$1,589		\$990	\$1,980		\$11,827	\$13,077		\$6,419	\$7,837
January 2021 Received March 2021		\$1,204	\$1,365		\$1,091	\$1,355		\$932	\$1,865		\$8,395	\$10,530		\$5,076	\$7,159
February 2021 Received April 2021		\$1,388	\$1,722		\$738	\$1,097		\$1,136	\$1,734		\$7,574	\$10,288		\$4,468	\$5,961
March 2021 Received May 2021		\$1,742	\$1,022		\$694	\$338		\$1,824	\$447		\$6,892	\$4,544		\$4,743	\$2,789
April 2021 Received June 2021		\$1,862	\$442		\$595	\$90		\$2,034	\$33		\$8,724	\$599		\$6,508	\$719
May 2021 Received July 2021 (unavailable)		\$2,592	\$1,656		\$1,812	\$1,369		\$3,343	\$602		\$13,902	\$9,435		\$10,264	\$6,639
June 2021 Received August 2021 (unavailable)		\$3,511	\$4,377		\$2,184	\$2,699		\$5,815	\$1,773		\$20,199	\$21,357		\$12,348	\$14,770
Total 20/21 Projections		\$29,559	\$30,000		\$19,309	\$15,586		\$32,920	\$35,189		\$174,294	\$180,907		\$113,089	\$ 118,612
YTD	\$14,401			\$9,227			\$11,544			\$82,708			\$55,777		
TOTAL of 20/21 1% Projections	\$369,171														
Comparison to Budget YTD	55%			24%			10%			40%			57%		
Comparison to September 2019	31%			110%			-30%			34%			45%		
YTD Comparison with FY 19/20	33%			122%			-29%			20%			39%		
% of YTD Collections	8%			5%			7%			48%			32%		

**Haywood County Tourism Development Authority  
Occupancy Tax Distribution Information  
September 2020**

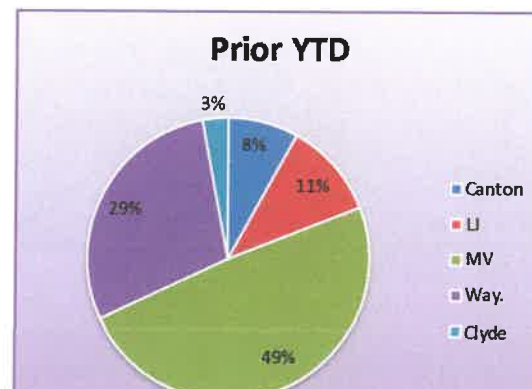
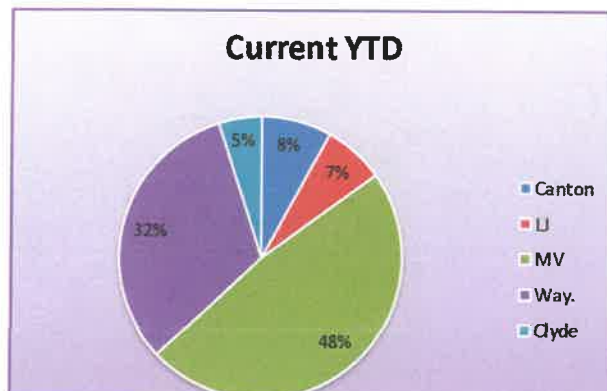
<b>Active Account Performance</b>			<b>Variance</b>
	September 2020	September 2019	
Canton	32	36	-11%
Clyde	21	20	5%
Lake Junaluska	21	20	5%
Maggie Valley	175	204	-14%
Waynesville	114	127	-10%
<b>Total</b>	<b>363</b>	<b>407</b>	<b>-11%</b>

<b>Distribution Comparison</b>		<b>Distribution Information</b>	
Total Distribution 3%	\$172,716.89	<b>Remittance Type</b>	<b>Distrubution</b>
Distribution Previous Year	\$131,588.68	Taxes Remitted for Period 4%	\$233,067.37
Difference	\$41,128.20	Penalties	\$702.61
Variance	24%	<b>Sub Total</b>	<b>\$233,769.98</b>
		Fee to County	(\$2,778.17)
		<b>Total Distribution 4%</b>	<b>\$230,991.81</b>

**GROSS ROOM NIGHT SALES BREAKDOWN**



**GROSS ROOM NIGHT SALES YTD BREAKDOWN**

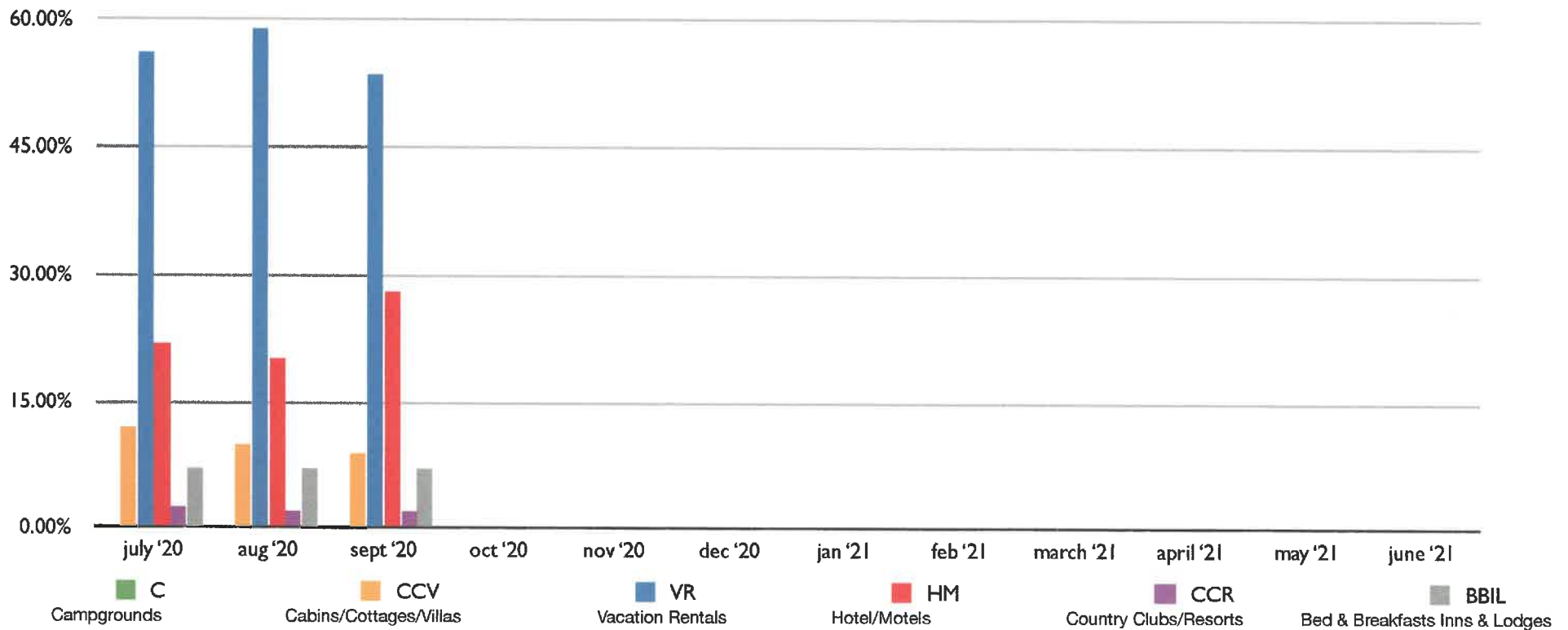


# 20/21 OCCUPANCY TAX BY CATEGORY

## OCCUPANCY TAX JULY 2020 - JUNE 2021

TYPE	JULY '20	AUG '20	SEPT '20	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MARCH '21	APRIL '21	MAY '21	JUNE '21
C	0.05%	0.00%	0.05%									
CCV	12.00%	10.00%	9.00%									
VR	56.00%	59.00%	53.50%									
HM	22.00%	20.00%	28.00%									
CCR	2.50%	2.00%	2.00%									
BBIL	7.00%	7.00%	7.00%									

## OCCUPANCY TAX BY ACCOMMODATION CATEGORY





TDA

HAYWOOD COUNTY OCCUPANCY TAX  
LATE TAX PAYMENT PENALTY AMOUNTS DUE  
AS OF THE MONTH ENDED

SEPTEMBER RECEIVED IN OCTOBER 2020

ID #	Business Name	AMOUNT OWED TO TDA					under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed					
905	Bear Run Log Cabins owes oct-jan 20 penalty		276.33				144.22	132.11	276.33
730	Belle Cottage owes aug penalty		6.18				6.18		6.18
589	Black Bear Inn (andon reid inn) owes sept penalty		206.25				206.25		206.25
498	Buffalo Creek owes june penalty & short on july payment	31.99						31.99	31.99
300	Carolina Country Cabins owes sept penalty		18.29				18.29		18.29
280	Cozy Corner Motel owes april & may penalty & aug penalty		84.52				30.16	54.36	84.52
375	DAHI INC. Owes june penalty check was lost filed APPEAL with TDA		829.56				829.56		829.56
337	ERJ Properties Cardinal Inn applied credit owes Sept penalties		98.36				98.36		98.36
325	Fireside Cottages owes july & aug penalty		16.23				9.30	6.93	16.23
359	Four Seasons Inn owes july/aug penalties applied credit		557.04				557.04		557.04
488	Grandview B&B LLC owes aug penalty FILED APPEAL WITH TDA		293.01				152.38	140.63	293.01
322	Ivy Hills by the Creek owes penalties july-sept (FAMILY MEMBER died of COVID-19 will appeal)		289.84				289.84		289.84
190	Lsgolinda Inn owes july penalty		11.78					11.78	11.78
819	Laurel Ridge Country Club owes aug penalty		54.38				54.38		54.38
936	Leaping Fawn Lodge owes july penalty		123.51					123.51	123.51
466	Lucky Cat (Hearth & Home) owes may penalty short on June tax & july penalty. Lien	0.60	123.38					123.98	123.98
	Filed coupons for May 2018-Jan 2020 did not pay tax or penalties	2,363.18	798.02					3,161.20	3,161.20
28	Maggie Valley Resort owes sept penalty		168.42				168.42		168.42
707	Majestic View Cabin owes aug penalty		13.50				13.50		13.50
634	Manor Ridge owes part aug penalty no statement		5.00				5.00		5.00
163	Oak Park Lodging owes aug penalty		151.16				151.16		151.16
777	Our Place Inn owes part of aug penalty		9.67					9.67	9.67
255	Peppertree Maggie Valley owes sept penalty		23.54				23.54		23.54
303	Rudra H LLC America Best owes aug penalty		154.04					154.04	154.04
913	Smoky Mtn escape owes sept penalty		9.80				9.80		9.80
919	Stony Creek Lodge owes july & aug penalties Family Member Died of COVID will appeal		434.52				434.52		434.52
654	The Blue Moon Lodge owes aug-dec penalties applied credit		34.10					34.10	34.10
1000	The Montgomery House owes part of sept penalty		7.89				7.89		7.89
1009	The Red Fox & Barn Owl - Owl Properties owes part april penalties no statement		2.98					2.98	2.98
1015	Veda Inn owes sept penalty		27.60				27.60		27.60
TOTAL		2,395.77	4,828.70	0.00			3,237.19	3,987.28	7,224.47

AMOUNT OWED TO TDA									
ID #	Business Name			Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed
PAID PENALTY IN OCTOBER & prior penalties)									
Name				Penalty					
BLUE RIDGE MOTORCYCLE CAMPGROUND				13.84					
DEV SOMESVARA SMOKY FALLS LODGE				256.68					
ED'S MOTEL				11.49					
OAK PARK LODGING				151.16					
RESORT RENTALS				16.82					
ROHANA HOTELS MAGGIE VALLEY INN				248.54					
THE MONTGOMERY HOUSE				4.08					
				702.61					

Below Accounts Not Filing or paying past due amounts

(X) -accounts are not filing- no penalty amount assessed.

611	Elk View Lodge (PAID OLD PENALTIES)					X		
	NOT FILING OWES SEPT 14-DEC 2015 AND YEAR 2016							
504	M&M Chinese Investments filed coupons for 2013-2014 year penalties for sept 13-dec 14 acct	180.87					180.87	
	NOT FILING OWES JAN15-DEC 2016 Lynn sent a 30day letter has till July 23 THS ACCOUNT HAS NOT PAID OR FILED ACCT TO TAX FOR COLLECTION							
	This account M&M Chinese has been turned over to Avelara My Lodge							
461	Jesse Caraway dba Maggie Valley Chalet					X		
	NOT FILING OWES MAR13- DEC 2016							
648	Twin Maple owes for Mar-Dec 2014 went to long term in 2015					X		
	I have requested the year of 2014 to be filed and out of business if no longer short term							
383	Laxmi B Hotel(new owners/name CLOSED) owes June 15 penalty	35.71					35.71	35.71
	These accounts have been turned over to Tax Collector							
	statements need updated- accounts not filing							
493	Blue Marlin/Myers Mountain Homes	15,895.12	4,863.36		6,765.76			14,992.73
404	Meadowbrook Resort Paid Bal- Jan 31, 2017	24,953.07	8,733.57		33,686.64			0.00
38	SunSet Inn WAGES GARNISHMENT PLACED	1,054.80	292.21					1,347.01
	TOTAL	41,902.99	13,889.14		39,452.39			16,339.74

Information on above accounts

Blue Marlin/Myers Mountain Homes- Tax Collector is collecting- is not making payments or filing, amt showing is estimates still owes balance. Need a good address-NOT MAILING PROPERTY WAS SOLD  
Meadowbrook Resort not filing- PREPARED AN ESTIMATE STATEMENT- Paid in full- LYNN NEEDS TO get new data from on line travel figures.

SunSet Inn owes balance, has pmt plan but is not making pmts. Property for sale, lien on property- NOT FILING ZERO'S has not filed since June 2012- Tax Collector acct) NOT MAILING  
Garnishment on Wages on Sunset

AMOUNT OWED TO TDA									
ID #	Business Name	Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed		
Information Only									
481	Nakon Inc. Super 8 Motel Jan penalty \$50.32 & July penalty \$225.69			286.01					
Court Appointed Receiver Magnum Management for collection. Owner-responsible for \$286.01									
Note penalties were paid by receiver- waiting on request for refund -will be unable to collect from prev owner this property has new owners									
589	BarBar BB Andon Reid Inn overpaid if gross correct FILED an out of business	(32.82)				(32.82)			
667	Windsong Vista overpay on acct no statement out of business filed	(1.92)				(1.92)			(1.92)
845	West Cottage of Haywood County overpay on acct filed out of business	(10.00)				(10.00)			(10.00)
715	Mapa Property Holdings owes july penalty filed out of business	13.70				13.70			
383	Laxmi B Hotel/new owners/name CLOSED owes June 15 penalty					35.71			35.71
Providence Lodge (old account) penalties was paid in Aug 2019 \$ 223.95									
86	The Chalet went into foreclosure Nov 6, 2019 - This account has been removed from filing status								
824	Alamo Motel filed sept-dec 2018 may need amended return	(185.43)							
this account has moved to different owner will not refund- not sure if due never heard back from owner - see file for details									
481	Riddhi Hospitality owes july penalties & aug penalties BUSINESS SOLD		342.47			342.47			342.47
Do not have an address to send statement to									
874	The Yellow House owes may-oct penalties BUSINESS SOLD		1,438.82			1,438.82			1,438.82
send statement to last address no response									
678	The Light House owes tax for Sept short paid on payment applied overpay for oct	127.60				127.60			127.60
FILED out of business SENT SEVERAL STATEMENTS NO RESPONSE									
717	Judge Franks filed all zero's thru DEC 2020 Penalties from Oct-Dec 2016		78.35			78.35			78.35
TDA SENT A 90 DAY DELINQUENT LETTER DUE AUG 18 This has been turned over to TDA for collection.									
Statements have been mailed since 2016 with no payment									
903	Maggie Valley Chalet owes Aug-October 2019 penalty Not Filing no statement		20.52			20.52			20.52
***same property as ID # 481 Jesse Caraway never closed owner turned over to daughter new Acct #903									
Requested Lynn to contact									
674	Majestic View same owners overpay on acct	(42.76)				(42.76)			(42.76)
781	Piott Mountain House	(39.71)				(39.71)			(39.71)
675	Shiloh	(35.38)				(35.38)			(35.38)
676	Swiss Cottage	(29.49)				(29.49)			(29.49)
(Requested Lynn to contact)									
no statement not filing									
976	Elk Ridge Cabin owes july & aug penalties NOT FILING no statement		56.14			56.14			56.14
Requested Lynn to contact not filed since July 2019									
713	Boessel Lodge overpay on acct still owes Oct-Dec (not filing) no statement sent numero	(9.66)				(9.66)			(9.66)
671	The PineCone owes october penalty FILED OUT OF BUSINESS send several statements no response		13.91			13.91			13.91
463	Cold Mountain Cabin overpay on account FILED OUT OF BUSINESS	(3.31)				(3.31)			(3.31)
945	Sunny Hill(Ashworth Group) overpaid on acct no statement this account closed	(6.30)				(6.30)			(6.30)
(no address fr owner)									

# **Occupancy Tax Penalty Waivers**

## **November 18, 2020**

The HCTDA Finance Committee, at their Nov. 18<sup>th</sup> meeting, approved the following Occupancy Tax Penalty Waivers:

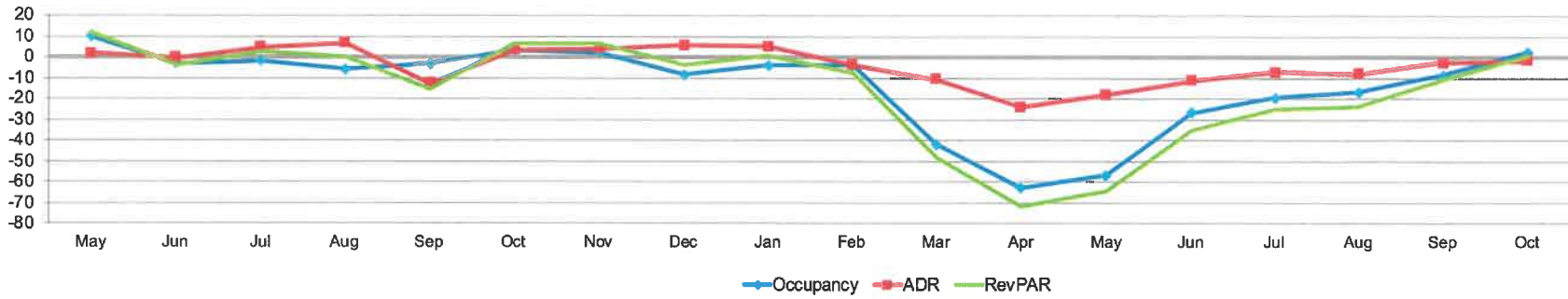
DAHI INC. dba Comfort Inn of Maggie Valley	\$829.56
Grandview Lodge, Waynesville	\$293.01

Tab 2 - Trend Haywood County, NC

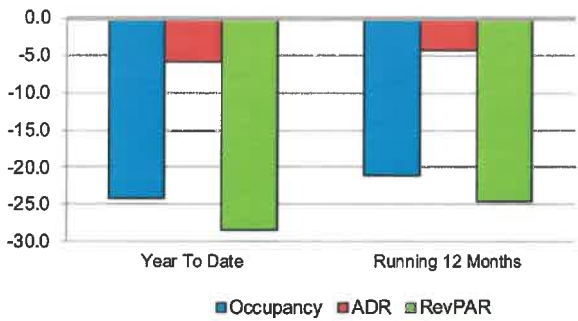
Haywood County Tourism Development Authority  
For the Month of October 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	60.7	64.8	68.8	61.5	61.3	69.2	54.0	42.6	33.9	39.9	27.9	19.8	26.1	47.4	55.3
	Last Year	55.3	68.9	70.0	65.5	63.5	67.2	52.9	46.6	35.3	41.5	48.2	53.8	60.7	64.8	68.8
Percent Change	9.8	-3.2	-1.8	-6.1	-3.4	3.0	2.1	-8.7	-3.9	-3.9	-42.1	-63.1	-57.0	-26.9	-19.6	-17.0

ADR	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	107.63	112.61	119.25	117.09	110.92	125.85	108.81	103.51	94.12	89.88	84.79	75.46	88.18	99.58	110.58
	Last Year	105.66	113.34	114.01	109.85	126.99	121.71	104.72	98.12	89.75	93.44	95.17	99.45	107.63	112.61	119.25
Percent Change	1.9	-0.6	4.6	6.6	-12.7	3.4	3.9	5.5	4.9	-3.8	-10.9	-24.1	-18.1	-11.6	-7.3	-8.1

RevPAR	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	65.38	72.98	82.02	72.04	68.01	87.07	58.77	44.08	31.90	35.82	23.70	14.98	23.03	47.17	61.13
	Last Year	58.47	75.84	79.83	71.96	80.63	81.73	55.37	45.74	31.65	38.74	45.91	53.46	65.38	72.98	82.02
Percent Change	11.8	-3.8	2.7	0.1	-15.6	6.5	6.1	-3.6	0.8	-7.5	-48.4	-72.0	-64.8	-35.4	-25.5	-23.8

Supply	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	53,444	51,720	53,444	53,444	51,720	53,444	47,010	47,182	46,438	41,944	48,298	47,280	53,444	51,720	53,444
	Last Year	53,444	51,720	53,444	53,444	51,720	53,444	47,010	47,182	46,438	41,944	48,298	50,340	53,444	51,720	53,444
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-6.1	0.0	0.0	0.0	0.0

Demand	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	32,463	33,515	36,757	32,880	31,713	36,974	25,389	20,092	15,740	16,716	13,499	9,385	13,960	24,501	29,544
	Last Year	29,576	34,606	37,425	35,011	32,839	35,890	24,856	21,995	16,375	17,390	23,296	27,059	32,463	33,515	36,757
Percent Change	9.8	-3.2	-1.8	-6.1	-3.4	3.0	2.1	-8.7	-3.9	-3.9	-42.1	-65.3	-57.0	-26.9	-19.6	-17.0

Revenue	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	3,494,102	3,774,283	4,383,385	3,849,986	3,517,731	4,653,192	2,762,651	2,079,727	1,481,446	1,502,466	1,144,589	708,178	1,230,955	2,439,704	3,266,983
	Last Year	3,124,982	3,922,361	4,266,701	3,845,846	4,170,239	4,368,122	2,602,931	2,158,164	1,469,617	1,624,905	2,217,144	2,691,152	3,494,102	3,774,283	4,383,385
Percent Change	11.8	-3.8	2.7	0.1	-15.6	6.5	6.1	-3.6	0.8	-7.5	-48.4	-73.7	-64.8	-35.4	-25.5	-23.8

Census %	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	41	41	41	41	41	36	34	33	33	35	37	41	41	41	41
	Census Rooms	1724	1724	1724	1724	1724	1567	1522	1498	1498	1558	1576	1724	1724	1724	1724
% Rooms Participants	22.8	22.8	22.8	22.8	22.8	22.8	25.1	25.8	26.2	26.2	25.2	18.5	22.8	22.8	22.8	22.8

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Data pulled up to Oct-20

	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
<b>140389 - Haywood County</b>															
<b>Total Available Listings</b>															
Entire Place	987	1,071	1,155	1,087	1,066	967	884	961	935	1,071	1,077	1,065	1,061	1,103	49
Private Room	84	83	88	89	83	79	77	78	78	72	80	79	73	78	0
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Booked Listings</b>															
Entire Place	905	993	1,100	1,039	982	854	737	751	654	927	1,028	1,039	1,023	1,056	49
Private Room	73	77	85	83	78	68	61	70	62	57	73	74	71	72	0
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Room Nights - Entire Place</b>															
Total Available	66,134	71,256	79,704	78,203	74,523	61,936	52,895	54,036	41,005	65,693	72,813	73,160	70,256	70,152	4,013
Booked	35,252	35,895	51,737	38,420	34,776	22,350	19,114	21,073	22,977	29,375	47,048	58,374	52,098	48,208	4,011
<b>Room Nights - Hotel Comparable</b>															
Total Available	3,891	3,821	4,166	4,128	4,359	3,772	3,594	3,983	2,956	4,297	4,639	5,156	4,780	4,952	31
Booked	1,913	2,060	2,725	2,225	2,041	1,412	1,421	1,619	1,661	2,161	2,944	3,585	3,249	3,090	31
<b>Listing Nights - Entire Place</b>															
Available	24,375	25,826	29,168	28,619	27,430	23,152	20,046	20,745	15,157	24,773	26,819	27,399	26,266	26,572	1,495
Booked	13,065	13,256	19,249	14,334	12,746	8,410	7,361	8,223	8,449	11,286	17,620	21,796	19,536	18,363	1,494
<b>Occupancy</b>															
Entire Place	53.6%	51.3%	66.0%	50.1%	46.5%	36.3%	36.7%	39.6%	55.7%	45.6%	65.7%	79.6%	74.4%	69.1%	99.9%
Hotel Comparable	49.2%	53.9%	65.4%	53.9%	46.8%	37.4%	39.5%	40.6%	56.2%	50.3%	63.5%	69.5%	68.0%	62.4%	100.0%
<b>ADR</b>															
Entire Place	\$208.24	\$201.08	\$203.03	\$211.04	\$211.44	\$200.75	\$196.89	\$188.06	\$198.42	\$195.86	\$200.80	\$210.13	\$209.73	\$210.96	\$141.45
Hotel Comparable	\$120.59	\$117.69	\$120.49	\$121.05	\$117.50	\$118.44	\$113.87	\$111.82	\$110.51	\$113.03	\$118.41	\$127.70	\$131.22	\$133.01	\$64.0
<b>RevPAR</b>															
Entire Place	\$111.62	\$103.21	\$133.99	\$105.70	\$98.25	\$72.92	\$72.30	\$74.55	\$110.60	\$89.23	\$131.93	\$167.16	\$155.99	\$145.79	\$141.35
Hotel Comparable	\$59.29	\$63.45	\$78.81	\$65.25	\$55.02	\$44.34	\$45.02	\$45.45	\$62.10	\$56.84	\$75.14	\$88.79	\$89.19	\$83.0	\$64.0

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY  
BUDGET ORDINANCE AMENDMENT  
FISCAL YEAR 2020 -2021

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 3 2021

Section 1. To amend the General Fund the Revenues are to be decreased as follows:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
TOTAL				

Expenditures				
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Temporary Labor	512232	-	500	500
Miscellaneous	529701	-	158	158
Bank Charges	549902	2,000	4,000	6,000
Visitor Center Salaries	512201	44,627	(658)	43,969
Postage	532201	14,050	(4,000)	10,050
Total		60,677	-	60,677

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 2nd day of December, 2020.

\_\_\_\_\_  
Chairman  
Haywood County Tourism Development Authority

ATTEST:

\_\_\_\_\_  
Secretary to the Board

Explanation:
To fund ad seeking VC Rep and for 3 days pay for trial VC Re
Funds to cover higher than expected bank charges



# Grants Awarded to HCTDA

The HCTDA has been awarded two grants this fall. We are requesting approval to accept the grant awards as follows:

**Deer Park Sustainability Grant** – This grant award is in conjunction with Deer Park, the Blue Ridge Parkway Association and the American Park Network. Applicants had to be a member of the Blue Ridge Parkway Association. Deer Park awarded three (3) grants, each in the amount of \$2,500.

The TDA submitted an application in conjunction with Haywood Waterways as a partner. The application was for a Haywood County Water Conservation Project to implement two water conservation and sustainability measures in the Pigeon River Watershed. \$2,000 of the award money will be used to purchase native trees and shrubs suitable for streamside habitats. The remaining \$500 would be used to print and distribute drink coasters imprinted with “Love Your Watershed.” The drink coasters would list actions individuals can take for water conservation, such as picking up pet waste and turning off the faucet when brushing teeth.

Additional matching funds from other partners would be applied to this project. It is anticipated the project would be completed by April 2021.

**North Carolina Tourism Recovery Grant** – This grant is through the Economic Development Partnership (EDPNC) under the NC Department of Commerce and is in the amount of \$21,500. The funds serve as reimbursement for expenses incurred by the HCTDA for the Recovery Campaign. HCTDA submitted a detailed application of expenses totaling \$33,841.55 and was awarded \$21,500 towards those identified expenses. We have to provide receipts, examples of incurred expenses and a detailed narrative of our recovery campaign.

## Master 2020/2021 Partnership Funding Spreadsheet

3%	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2019/2020	AWARDED 2019/2020	REQUESTED 2020/2021	N/A	FINANCE REC. 2020/2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
3%	Haywood Advancement Foundation	Find Your Adventure	\$7300	\$0	\$2,500		No		Sponsorship	
3%	Lake Logan Conference Center & Camp Henry	Lake Logan Outdoor Space Enhancements	\$0	\$0	\$10,000		No*		Tourism Related	Refer back to Canton 1% for funding
3%	The Conservation Fund	Master Recreation Plan for M.V. Watershed Lands	\$25000	\$0	\$25,000		HOLD		Tourism Related	Hold
3%	TOW/Haywood Waterways Association	Haywood County Greenway Planning Study	\$0	\$0	\$30,000		\$30,000		Tourism Related	Funded from Fund Balanc
	<b>TOTAL</b>		<b>\$32,300.00</b>	<b>\$0.00</b>	<b>\$67,500.00</b>		<b>\$30,000.00</b>			

<b>Canton 28716 1% Amount available to award \$41,809</b>	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2019/2020	AWARDED 2019/2020	REQUESTED 2020/2021	Sub Com Rec. 2020/2021	FINANCE REC. 2020/2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	HCAC	Haywood County Artist Studio Tour 2021	\$0	\$0	\$3,000	\$750	\$750	85	Sponsorship	Applied in each zip code
1%	Lake Logan Conference Center	Cold Mountain Music Festival	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	100	Sponsorship	
1%	Lake Logan Conference Center	Outdoor Space Enhancements	\$0	\$0	\$10,000				Tourism Related	Referred to 1% Subcommittee by TDA Finance Committee - waiting on reply from Subcommittee
	<b>TOTAL</b>		<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$16,000.00</b>	<b>\$3,750.00</b>	<b>\$3,750.00</b>			

<b>Clyde 28721 1% Amount available to award \$46,498</b>	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2019/2020	AWARDED 2020/2021	REQUESTED 2020/2021	Sub Com Rec. 2020/2021	FINANCE REC. 2020/2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	HCAC	Haywood County Artist Studio Tour 2021	\$0	0	\$3,000	\$1,000	\$1,000	90	Sponsorship	Adv.outside of Area- Applied in each zip code
1%	Town Of Clyde	Digital Sign on Clyde Municipal Property	\$0	\$0	\$10,000	\$10,000	Hold	83	Tourism Related	Need additional Information
1%	Town Of Clyde	Visit Clyde Brochure with Map & Attractions	\$0	\$0	\$7,500	\$7,500	\$7,500	84	Promo/Advertising	Add virutal component for next Round of funding- Town of Clyde instagram page
	<b>TOTAL</b>		<b>\$0.00</b>	<b>\$3,000.00</b>	<b>\$20,500.00</b>	<b>\$18,500.00</b>	<b>\$17,500.00</b>			

<b>Lake J. 28745 1% Amount available to award \$32,175</b>	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2019/2020	AWARDED 2019/2020	REQUESTED 2020/2021	Sub Com Rec. 2020/2021	FINANCE REC. 2020/2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Lake Junaluska	Lake Junaluska Seasonal Advertising	\$22,000	\$22,000	\$31,275	\$22,000	\$22,000	98	Advertising & promo	Subcomittee to Recommend Awarding the balance if funds are available after the first of the year
1%	Balsam Range Art of Music Festival	Live & Streaming Concert	\$0	\$0	\$10,000	\$2,000	\$2,000	96	Sponsorship	Format for Art of Music will be revised based on Covid guidelines
1%	Lake Junaluska	Discover Magazine 2021	\$0	\$0	\$18,032	\$4,000	\$4,000	82	Advertising & promo	
	<b>TOTAL</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$59,307.00</b>	<b>\$28,000.00</b>	<b>\$28,000.00</b>			



<b>Maggie Valley 28751 1% Amount available to award \$165,909</b>										
	<b>ORGANIZATION</b>	<b>EVENT/FESTIVAL AND SPECIAL PROMOTION</b>	<b>REQUESTED 2019/2020</b>	<b>AWARDED 2019/2020</b>	<b>REQUESTED 2020/2021</b>	<b>Sub Com Rec. 2020/2021</b>	<b>FINANCE REC. 2020/2021</b>	<b>Score</b>	<b>Promotional or Tourism Related</b>	<b>STIPULATIONS/NOTES</b>
1%	MV Chamber	Winter Days Decorations	\$8,062	\$8,062	\$930	\$930	\$930	85	Sponsorship	Awarded \$2500 in the first round. 2nd round new app for Jan-June
1%	Maggie Valley Fall Days	Winter Construction	\$5,000	\$5,000	\$3,500	\$3,500	\$3,500	85	Tourism Related	For Construction during Winter Months
1%	HCAC	Americana Concert 2021	\$4,221	\$4,971	\$5,000	\$5,000	\$5,000	100	Sponsorship	
1%	HCAC	The Haywood Art Studio Tour 2021	\$0	\$0	\$3,000	\$1,000	\$1,000	80	Sponsorship	Applied in each zip code
1%	MV Co-Op	Destinanton Marketing	\$140,000	\$95,000	\$80,000	\$80,000	\$80,000	95	Advertising/Promo	\$34,000 in first round 2nd round new app for Jan-June
1%	Sarge's Animal Rescue	WNC Jeepfest	\$3,500	\$3,500	\$6,060	\$6,060	\$6,060	100	Sponsorship	What % goes to Sarges?
	<b>TOTAL</b>		<b>\$160,783.00</b>	<b>\$116,533.00</b>	<b>\$98,490.00</b>	<b>\$96,490.00</b>	<b>\$96,490.00</b>			

<b>Waynesville 28785/86 1% Amount available to award \$117,581</b>										
		<b>EVENT/FESTIVAL AND SPECIAL PROMOTION</b>	<b>REQUESTED 2019/2020</b>	<b>AWARDED 2019/2020</b>	<b>REQUESTED 2020/2021</b>	<b>Sub Com Rec. 2020/2021</b>	<b>FINANCE REC. 2020/2021</b>	<b>Score</b>	<b>Promotional or Tourism Related</b>	<b>STIPULATIONS/NOTES</b>
1%	Waynesville Co-Op	Destinanton Marketing	\$97,768	\$74,050	\$70,000	\$70,000	\$70,000	100	Advertising/Promo	Awarded \$29,020 in first round 2nd round new app for Jan-June
1%	Hart Theatre	Winter Theater Season	\$6,000	\$2,500	\$6,000	Hold	Hold		Sponsorship	Hold for next Round
1%	Smoky Mtn. Even Center/ Fairgrounds	Portable Stage-Pipe & Drape	\$0	\$0	\$10,000	\$10,000	\$10,000	100	Tourism Related	Available for TDA Use
1%	Shelton House	Event Space Enhancement	\$0	\$0	\$25,150	\$25,150	\$25,150	90	Tourism Related	Attempt to book business year round. Project to start immediately if funded
1%	Historic Frog Level	The Whole Bloomin Thing	\$2,650	\$2,650	\$2,650	\$2,650	\$2,650	85	Sponsorship	
1%	HCAC	Haywood County Art Studio Tour 2021	\$9,091	\$1,500	\$3,000	\$1,000	\$1,000	100	Sponsorship	Applied in each zip code
1%	Waynesville Kiwanis Charitable Foundation	The Tot Lot Playground and Renovation & Green Space Project	\$0	\$0	\$40,000	Hold	Hold		Tourism Related	Hold for next Round
1%	DWA	SMOKIES Black Bear Fest	\$0	\$0	\$5,000	Hold	Hold		Advertising/Promo	Hold for more details/next round
1%	The Arc of Haywood	31st. Annual Smoky Mtn. 9 Ball Shoot-out	\$0	\$0	\$2,900	\$2,900	\$2,900	100	Sponsorship	
1%	Haywood Historic Farmers Market	Marketing for 2021 Farmers Market Season	\$0	\$0	\$3,000	\$3,000	\$3,000	100	Advertising/Promo	
	<b>TOTAL</b>		<b>\$115,509.00</b>	<b>\$80,700.00</b>	<b>\$167,700.00</b>	<b>\$114,700.00</b>	<b>\$114,700.00</b>			

# Haywood County Tourism Development Council

## Abstain From Vote Form

Meeting Date:

TDA Board Member Name:

Item Being Voted On:

Justification for Abstaining:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Signature of TDA Board Member



Granicus is the leading provider of citizen engagement technologies and services for the public sector, bringing governments closer to the people they serve with the first-and-only Civic Engagement Platform.

Granicus works with more than 4,500 government organizations and connects more than 220 million people in the largest Citizen Subscriber Network of its kind.

**The Granicus Host Compliance solution can address all Haywood County's short term rental related challenges.** Benefits to using the Host Compliance solution:

- Ensures fair, continues and compliance monitoring and enforcement.
- Maximizes Haywood County's tax collections
- Creates a database of all short-term rentals in Haywood County

#### **Address Identification**

**Per Year: \$44,843**

Automated monitoring of 50+ short-term rental (STR) websites and online dashboard with complete address information and screenshots of all identifiable STRs in Haywood County.

#### **Compliance Monitoring**

**Per Year: \$18,270**

Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operations (using HCTDA form letters).

#### **Rental Activity Monitoring**

**Per Year: \$ 24,360**

Ongoing monitoring of HCTDA's short-term rental listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level.

**\$87,473 total cost per year for the Haywood County TDA**

**\*\* 50% due in 2020/2021 and 50% due in 2021/2022 budget \*\***

**6-month money back guarantee – we are all in this together.**