



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

Maggie Valley Pavilion (beside Maggie Town Hall)

Date: September 30th, 2020

Time: 9:00AM

- I. Call to Order – Chairman Lowe**
- II. Introduction of new TDA Board Members – Chairman Lowe**
Michael Huber – Lake Junaluska Conference & Retreat Center
Jon Feichter – Town of Waynesville
- 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 – August 26th, 2020
- VII. Administrative/Committee Reports**
 - a. August Financial Report – Julie Davis
 - b. 3%, 1% & 4% Net Occupancy Tax Reports – Chris Corbin
 - c. Gross Sales Report – Chris Corbin
 - d. Penalty & Penalty Waiver Report – Chris Corbin
 - e. STR & AirDNA Reports – P. Shah
- VIII. New Business**
 - a. Request Approval of Finance Committee Recommendation to Increase Revenue –
Chairman Lowe
 - b. Request Approval of Budget Amendment for Increased Revenue – Chairman Lowe
 - c. Announcement of Award – Lynn Collins
 - d. Second Round of Grant Funding – Lynn Collins
- IX. Old Business – Chairman Lowe**
- X. Adjournment**
- XI. 10 Minute Media Communication Schedule**

HCTDA Board Meeting Minutes
August 26th, 2020
Maggie Valley Pavilion, Maggie Valley

Members Present: Lyndon Lowe, , Dave Angel, Katy Gould, Gail Mull, Mike Eveland, Chris Corbin, Amie Owens, Colleen Davis, P. Shah, Becky Seymour, Rob Huckaby

Members Absent: Julie Davis, David Francis, Kirk Kirkpatrick,

Chairman Lyndon Lowe called the HCTDA Budget Forum to order at 9:04am.

Introductions

Adjustments to Agenda

- No adjustment to agenda.

Public Comment

- No public comment.

Board Comments

- Chairman Lowe thanked Amie Owens and Rob Huckaby for their service on the TDA Board and explained to the board that Amie is leaving her position at the Town of Waynesville to take a position in Virginia and Rob is retiring from Lake Junaluska. Lyndon asked each of them to tell the board about their plans for the future and wished them well.

Consent Agenda

- Amie Owens made a motion to approve the Consent Agenda as presented. The Consent Agenda includes the following:
- Approval of the Minutes from the June 24th TDA meeting
- Approval of an additional \$2,000 for Maggie Valley Days as recommended by the 28751 1% Subcommittee.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Chairman Lowe informed the Board members that the preliminary June report shows revenue of \$1,634,189 or 86.56% of the budget and expenses in the amount of \$1,477,639 or 78.27% of the budget.

He went on to explain that by cutting back expenses at the beginning of the COVID pandemic and having higher visitation than anticipated saved us from overspending the budget.

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the year end report shows that we fared pretty well through the last four months finishing the year -2% down from Budget and -6% from last year's number. What we had feared didn't happen.
- Chris reviewed the 1% year end report stating that Clyde was the winner in finishing well ahead of budget. He stated that Vacation Rentals are carrying the load right now as far as the accommodations go.
- On the 4% report you can see that Lake Junaluska took a big hit by not having their annual conferences. It also shows that there is a shift towards Air B&B and that vacation rentals are dominating right now. That shows a seismic shift from last year.
- Director Collins informed that June of this year the vacation rentals accounted for 61% of the occupancy and June of last year vacation rentals accounted for only 27% of the occupancy.

STR & AirDNA Reports

- P. Shaw presented the STR and the AirDNA reports and pointed out that on the STR report shows occupancy and ADR are down and RevPar is down 40%.
- On the AirDNA report it shows that there is substantial growth in the number of properties. ADR is holding steady year over year.
- Occupancy for July of 2019 was 67.3% and July of 2020 was 80.6%

New Business

- Chairman Lowe turned the meeting over to Andy Windham of Crawford Strategy to update the board on work they have been doing for the TDA.
- Andy presented the board members with a booklet outlining the work done for the TDA year to date. He broke down his report by presenting work pre-COVID and during COVID.
- Andy then presented the concept for the new marketing campaign "Embrace Unusual" which the board had very positive comments on.
- The Crawford Agency Year End report and the new marketing campaign visuals can be found at www.haywoodtda.com.

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 9:45am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

Haywood County Tourism Development Authority

Financial Statements

August 2020



3:40 PM

09/24/20

Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of August 31, 2020

	Aug 31, 20
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	62,614.27
100002 · 3% Cash in Bank - 1st Citizens	103,571.28
111501 · NCCMT - 9152 3% General Investm	477.61
111502 · NCCMT - 1598 3% General Term	585,726.18
111503 · NCCMT - 9863 1% General Investm	65.57
111504 · NCCMT- 1788 1% General Term	129,892.31
Total Checking/Savings	882,347.22
Other Current Assets	
119001 · Petty Cash - VC	100.00
119000 · Petty Cash - TDA	100.00
130001 · Prepaid Expense	2,576.50
Total Other Current Assets	2,776.50
Total Current Assets	885,123.72
TOTAL ASSETS	885,123.72
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · *Accounts Payable	6,521.45
Total Accounts Payable	6,521.45
Other Current Liabilities	
231800 · Sales Tax Payable	173.15
231700 · Payroll Liabilities	
NC Income Tax	1,126.00
NC Pension Payable	4,329.72
Total 231700 · Payroll Liabilities	5,455.72
Total Other Current Liabilities	5,628.87
Total Current Liabilities	12,150.32
Total Liabilities	12,150.32
Equity	
329300 · Net Assets as July 1	1,029,150.85
Net Income	-156,177.45
Total Equity	872,973.40
TOTAL LIABILITIES & EQUITY	885,123.72

Haywood County Tourism Development Authority

Budget vs Actuals

August 2020

	Aug 20	Jul - Aug 20	Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	-18.00	-18.00	904,037.00	-0.0%
427012 · 1% Net 28716 Occupancy Tax	0.00	0.00	27,121.00	0.0%
427013 · 1% Net 28721 Occupancy Tax	0.00	0.00	9,040.00	0.0%
427014 · 1% Net 28745 Occupancy Tax	0.00	0.00	33,148.00	0.0%
427015 · 1% Net 28751 Occupancy Tax	-6.00	-6.00	141,637.00	-0.0%
427016 · 1% Net 28785/28786 Occupancy Tx	0.00	0.00	90,400.00	0.0%
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	1,575.19	2,457.06	10,000.00	24.57%
449810 · Visitor Guide Ad Sales	0.00	0.00	22,500.00	0.0%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	42.99	114.27	8,500.00	1.34%
483492 · Investment Earnings 1%	7.36	23.16	1,500.00	1.54%
483831 · Net Occupancy Tax Penalties 3%	0.00	0.00	5,000.00	0.0%
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%
Total Income	1,601.54	2,570.49	1,621,180.00	0.16%
Expense				
512101 · Salaries-Admin-Promo	9,034.16	17,968.79	122,385.00	14.68%
512110 · NC State Retirement - Promo	2,501.98	4,888.24	32,100.00	15.23%
512201 · Salaries-Visitor Center	2,995.78	5,373.38	43,707.00	12.29%
512221 · FICA Visitor Ctr	229.18	411.07	3,388.00	12.13%
517001 · Board Members-Promo	0.00	0.00	1,000.00	0.0%
518101 · FICA Admin	691.10	1,374.60	9,485.00	14.49%
518201 · Salaries Marketing	12,620.17	24,817.79	167,342.00	14.83%
518202 · FICA Marketing	965.45	1,898.56	12,969.00	14.64%
518301 · Group Health Insurance - Promo	352.55	4,056.37	44,014.00	9.22%
518601 · Worker's Comp-Promotional-Promo	1,254.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	0.00	0.00	6,460.00	0.0%
519203 · Prof. Svcs - Contract Svcs-P	14,417.20	14,417.20	106,200.00	13.58%
526001 · Office Supplies-Promo	23.44	23.44	2,000.00	1.17%
526101 · Visitor Center Supplies	81.01	81.01	1,000.00	8.1%
527001 · Purchases/Resale-Promo	486.96	486.96	2,000.00	24.35%
531201 · Travel-NonLocal-Promo	0.00	0.00	1,500.00	0.0%
531301 · Fuel-T Related	0.00	0.00	600.00	0.0%
532101 · Telephone-Promo	160.00	419.99	6,900.00	6.09%
532201 · Postage-Promo	282.12	282.12	9,050.00	3.12%
534901 · Print & Bind-Promo	1,438.51	2,222.79	6,000.00	37.05%
535201 · Repair & Maintenance-Promo	900.00	1,350.00	8,550.00	15.79%

Haywood County Tourism Development Authority

Budget vs Actuals

August 2020

	Aug 20	Jul - Aug 20	Budget	% of Budget
537101 · Marketing-Promo	304.37	304.37	11,750.00	2.59%
537102 · Advertising/Promotional	0.00	0.00	0.00	0.0%
537221 · Advertise-PR/Internet/Billboard	15,065.00	21,865.00	350,000.00	6.25%
537301 · Visitor Guide Ads-Promo	0.00	0.00	22,500.00	0.0%
537401 · Education-Promo	795.00	795.00	3,500.00	22.71%
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	835.00	835.00	37,878.00	2.2%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,465.48	4,930.96	28,153.00	17.52%
543201 · Equipment Lease-Promo	1,159.68	1,669.17	15,624.00	10.68%
545101 · Liability Insurance-Promo	4,092.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	1,911.11	5,302.11	21,067.00	25.17%
549902 · Bank Charges-Promo	152.70	313.84	500.00	62.77%
549903 · Property Tax	0.00	0.00	400.00	0.0%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
549910 · 28716 (Canton) Promo	0.00	0.00	23,991.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	11,996.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	23,454.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	11,727.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	21,862.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	10,931.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	2,004.00	3,054.00	103,231.00	2.96%
549917 · 28751 - Maggie Valley - Tourism	1,129.65	1,129.65	51,615.00	2.19%
549918 · 28785/86 (Waynesville)	0.00	0.00	72,157.00	0.0%
549919 · 28785/86 - Waynesville -Tourism	0.00	0.00	36,078.00	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	1,500.00	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	590.06	1,062.78	4,573.00	23.24%
599101 · Contingency	0.00	0.00	15,000.00	0.0%
Total Expense	78,937.66	158,747.94	1,621,180.00	9.79%
Net Ordinary Income	-77,336.12	-156,177.45	0.00	100.0%
Net Income	-77,336.12	-156,177.45	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2020-2021

	A	B	C	D	E	F	G	H
1		2020-2021	2020-2021	2020-2021	% Change	2019-2020	2019-2020	% Change
2		Occupancy	Occupancy	Penalties	Compared	Occupancy	Penalties	Compared
3		Tax	Tax	Interest	To	Tax	Interest	To
4		Projections	Actual		Budget	Actual		Previous
5								Year
6								
7	July	\$90,982	\$173,533	\$413	91%	\$155,055	\$735	13%
8	August	\$76,079				\$133,405	\$408	
9	September	\$86,044				\$131,589	\$589	
10	October	\$112,297				\$169,745	\$251	
11	November	\$70,283				\$111,387	\$1,995	
12	December	\$55,820				\$78,487	\$852	
13	January	\$41,980				\$66,237	\$587	
14	February	\$37,845				\$61,711	\$696	
15	March	\$47,440				\$27,326	\$95	
16	April	\$58,990				\$5,536	\$109	
17	May	\$95,469				\$58,909	\$194	
18	June	\$130,809				\$134,487	\$440	
19								
20	Total Proj.	\$904,038						
21								
22	YTD		\$173,533	\$413		\$1,133,874	\$6,951	

**2020/2021
1% NET OCCUPANCY TAX REPORT**

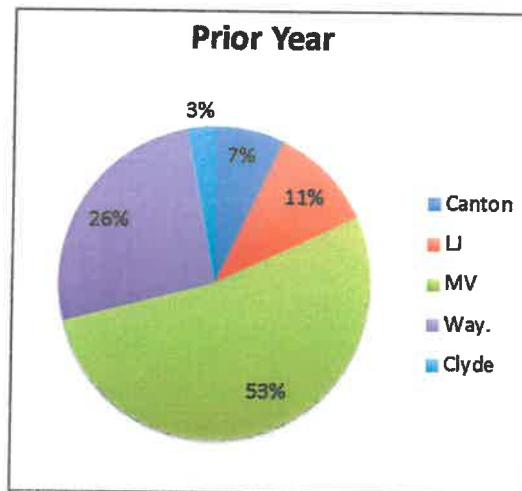
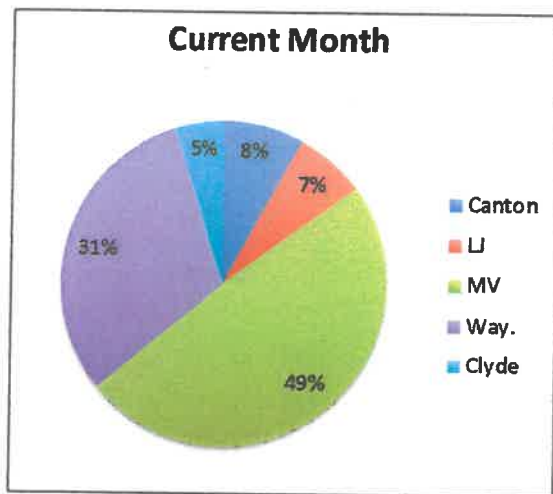
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	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	\$2,773	\$3,628	\$2,930	\$804	\$1,445	\$3,948	\$5,303	\$5,719	\$28,398	\$19,828	\$27,434	\$17,933	\$10,848	\$13,704
August 2020 Received October 2020		\$2,712	\$3,328		\$767	\$1,324		\$3,314	\$5,314		\$14,163	\$20,884		\$9,944	\$13,754
September 2020 Received November 2020		\$2,983	\$3,885		\$780	\$1,394		\$2,651	\$5,298		\$14,163	\$20,685		\$9,040	\$12,798
October 2020 Received December 2020		\$3,276	\$3,876		\$904	\$1,441		\$3,977	\$6,427		\$19,828	\$26,056		\$12,656	\$18,865
November 2020 Received January 2021		\$2,169	\$2,725		\$568	\$1,445		\$2,390	\$3,997		\$8,504	\$16,018		\$7,232	\$13,617
December 2020 Received February 2021		\$1,456	\$1,974		\$633	\$1,589		\$994	\$1,980		\$11,330	\$13,077		\$4,520	\$7,837
January 2021 Received March 2021		\$814	\$1,365		\$904	\$1,355		\$831	\$1,865		\$5,665	\$10,530		\$3,620	\$7,159
February 2021 Received April 2021		\$1,176	\$1,722		\$542	\$1,097		\$762	\$1,734		\$7,081	\$10,288		\$3,616	\$5,961
March 2021 Received May 2021		\$1,627	\$1,022		\$814	\$338		\$1,325	\$447		\$5,665	\$4,544		\$4,520	\$2,789
April 2021 Received June 2021		\$1,898	\$442		\$723	\$90		\$1,657	\$33		\$7,081	\$599		\$5,424	\$719
Received After Year End (Unavailable)															
May 2021 Received July 2021		\$2,712	\$1,656		\$787	\$1,369		\$2,983	\$602		\$11,334	\$9,435		\$8,136	\$6,639
June 2021 Received August 2021		\$3,525	\$4,377		\$814	\$2,699		\$6,961	\$1,773		\$16,995	\$21,357		\$10,848	\$14,770
Total 20/21 Projections		\$27,121	\$30,000		\$9,040	\$15,586		\$33,148	\$35,189		\$141,637	\$180,907		\$90,400	\$118,612
TOTAL of 20/21 1% Projections	\$301,346														
Comparison to Budget YTD	72%				264%			-26%			43%			65%	
Comparison to July 2019	32%				103%			-31%			4%			31%	
YTD Comparison with FY 19/20	32%				103%			-31%			4%			31%	
% of YTD Collections	8%				5%			7%			49%			31%	

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

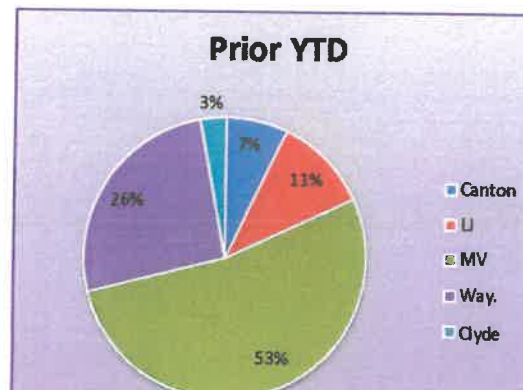
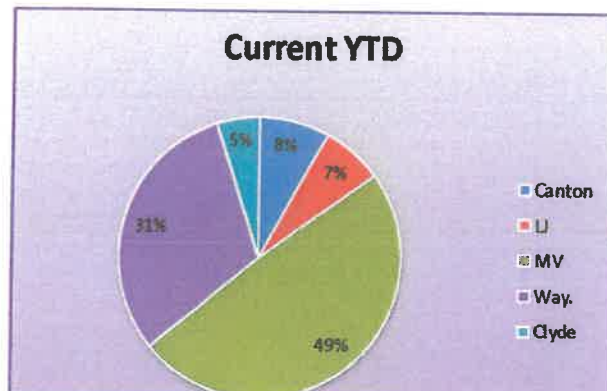
Active Account Performance			Variance
	June 2020	June 2019	
Canton	35	36	-3%
Clyde	21	20	5%
Lake Junaluska	20	18	11%
Maggie Valley	180	202	-11%
Waynesville	120	123	-2%
Total	376	399	-6%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$134,486.50	Remittance Type	Distrubution
Distribution Previous Year	\$146,320.99	Taxes Remitted for Period 4%	\$181,126.60
Difference	(\$11,834.49)	Penalties	\$592.97
Variance	-8%	Sub Total	\$181,719.57
		Fee to County	(\$1,817.20)
		Total Distribution 4%	\$179,902.37

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

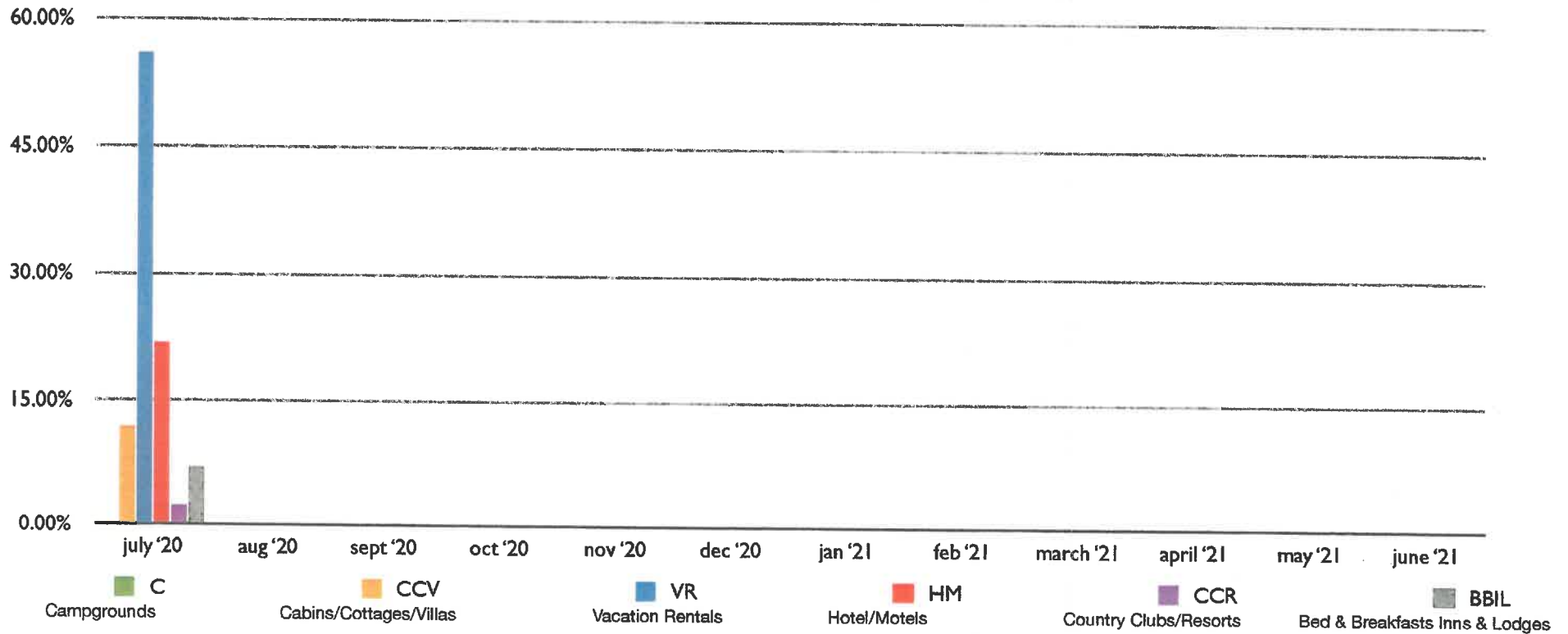


20/21 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2020 - JUNE 2021

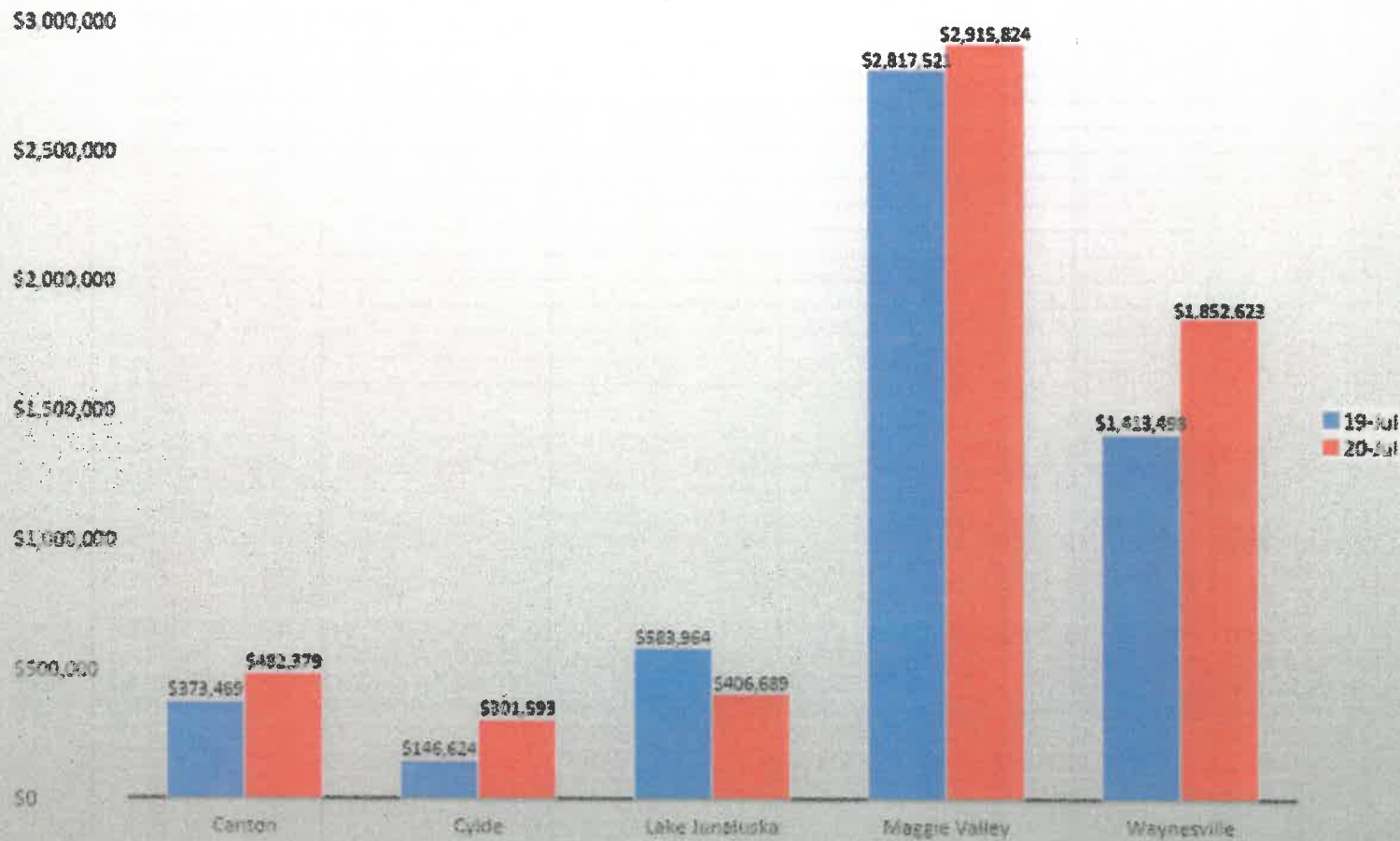
TYPE	JULY '20	AUG '20	SEPT '20	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MARCH '21	APRIL '21	MAY '21	JUNE '21
C	0.05%											
CCV	12.00%											
VR	56.00%											
HM	22.00%											
CCR	2.50%											
BBIL	7.00%											

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



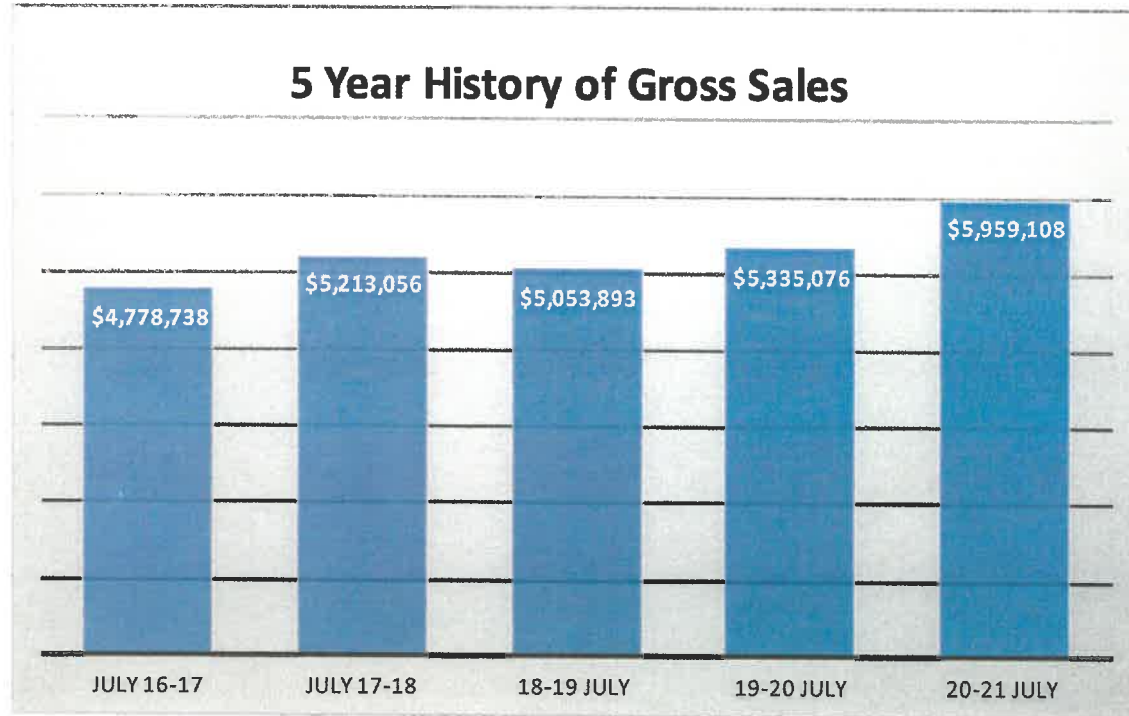
Gross Roomnight 19-20.xlsx

Open with Google Sheets

Gross Sale July 2019 vs July 2020

	Canton	Cylde	Lake Junaluska	Maggie Valley	Waynesville	Totals
20-Jul	\$ 482,379	\$ 301,593	\$ 406,689	\$ 2,915,824	\$ 1,852,623	\$ 5,959,108
19-Jul	\$ (373,469)	\$ (146,624)	\$ (583,964)	\$ (2,817,521)	\$ (1,413,498)	\$ (5,335,076)
Differnce	\$ 108,910	\$ 154,969	\$ (177,275)	\$ 98,303	\$ 439,125	\$ 624,032
Percentage	22.57%	51.38%	-43.58%	3.37%	23.70%	10.47%

July 16-17	July 17-18	18-19 July	19-20 July	20-21 July
\$ 4,778,738	\$ 5,213,056	\$ 5,053,893	\$ 5,335,076	\$ 5,959,108



HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED
JULY RECEIVED IN AUGUST 2020

ID #	Business Name	AMOUNT OWED TO TDA				under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed				
880	Almost Heaven B&B owes additional tax for July	63.87				63.87		63.87
905	Bear Run Log Cabins owes oct-jan 20 penalty		132.11				132.11	132.11
573	Blue Ridge Motorcycle Campground owes june penalty		6.92				6.92	6.92
469	Brookside Mountain Mist Inn owes additional tax for july	67.25				67.25		67.25
498	Buffalo Creek owes june penalty & short on july payment	31.99	238.73			31.99	238.73	270.72
280	Cozy Corner Motel owes april & may penalty		54.36			54.36		54.36
13	Creekwood village owes july penalty		107.37			107.37		107.37
1021	Dev somevara (smoky falls lodge) owes june penalty		256.68				256.68	256.68
325	Fireside Cottages owes july penalty		6.93			6.93		6.93
466	Lucky Cat (Hearth & Home) owes may penalty short on June tax & July penalty. <u>Lien</u> <u>Filed coupons for May 2018-Jan 2020 did not pay tax or penalties</u>	0.60 2,363.18	123.38 798.02				123.98 3,161.20	123.98 3,161.20
428	Resort Rentals owes june penalty		16.82				16.82	16.82
978	Rohana Hotels owes feb penalties		248.87				248.87	248.87
851	Serenity Cabin owes mar /april penalties		16.11				16.11	16.11
1001	Southern Firefly (Red Wolf) owes nov-mar penalties		40.07				40.07	40.07
1002	Southern Firefly Cozy Creek Cabin overpaid on acct	(6.00)					(6.00)	(6.00)
654	The Blue Moon Lodge owes aug-dec penalties applied credit		34.10				34.10	34.10
1009	The Red Fox & Barn Owl - Owl Properties owes part april penalties <u>no statement</u>		2.98				2.98	2.98
1015	Veda Inn & Cottages		29.40			29.40		29.40
TOTAL		2,520.89	2,112.85	0.00		361.17	4,272.57	4,633.74

ID #	Business Name	Tax	AMOUNT OWED TO TDA	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 Court Appointed Receiver Magnum Management for collections 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				286.01			
589	BarBar BB Andon Reid Inn overpaid if gross correct FILED an out of business	(32.62)	owners moved never requested refund.			(32.92)		
667	Windsong Vista overpay on acct no statement out of business filed	(1.92)	do not have a good address to send overpay acct closed			(1.92)		(1.92)
845	West Cottage of Haywood County overpay on acct filed out of business	(10.00)	do not have a good address to send overpay acct closed			(10.00)		(10.00)
715	Maps Property Holdings owes July penalty filed out of business	13.70	do not have a good address to send overpay acct closed			13.70		
383	Laxmi B Hotel (new owners) name CLOSED owes June 15 penalty		closed			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 Do not have an address to send statement to		342.47			342.47		342.47
874	The Yellow House owes may-oct penalties BUSINESS SOLD send statement to last address no response		1,438.82			1,438.82		1,438.82
678	The Light House owes tax for Sept short paid on payment applied overpay for oct Filed out of business SENT SEVERAL STATEMENTS NO RESPONSE	127.60				127.60		127.60
717	Judge Franks filed all zero's thru DEC 2020 Penalties from Oct-Dec 2016 TDA SENT A 90 DAY DELINQUENT LETTER DUE AUG 16 This has been turned over to TDA for collection Statements have been mailed since 2016 with no payment		78.35			78.35		78.35
903	Maggie Valley Chalet owes Aug-October 2019 penalty Not Filing no statement ***same property as ID # 461 Jesse Carraway never closed owner turned over to daughter new Acct #903 Requested Lynn to contact		20.52			20.52		20.52
674	Majestic View same owners overpay on acct	(42.76)				(42.76)		(42.76)
781	Pilot 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)
976	Elk Ridge Cabin owes July & aug penalties NOT FILING no statement Requested Lynn to contact not filed since July 2018		56.14			56.14		56.14
713	Boessel Lodge overpay on acct still owes Oct-Dec (not filing) no statement sent numerous sta	(9.66)				(9.66)		(9.66)
671	The Pine Cone owes october penalty FILED OUT OF BUSINESS send several statements no response		13.91			13.91		13.91

ID #	Business Name	AMOUNT OWED TO TDA					under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed					
PAID PENALTY IN JUNE (prior penalties)									
Name		Penalty							
BIG VIEW CABIN		13.52							
BIVEN'S HOUSE		5.72							
COZY CORNER MOTEL		47.20							
ERJ INVESTMENTS cardinal inn		68.81							
JEHOVAH RAAH FARM		5.75							
HUGH LOVE HOUSE		6.73							
MISTY MOUNTAIN RANCH INN		22.50							
RUDRA H LLC america best value		285.18							
SPRINGDALE GOLF		97.81							
WATERS EDGE MOTOR COURT		14.06							
		567.28							

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) NOT FILING OWES SEPT 14-DEC 2015 AND YEAR 2016					X		
504	M&M China Investments filed coupons for 2013-2014 year penalties for sept13-dec 14 acct NOT FILING OWES JAN 15-DEC 2016 Lynn sent a 30 day letter has till July 23 THIS ACCOUNT HAS NOT PAID OR FILED ACCT TO TAX FOR COLLECTION This account M&M China has been turned over to Avalara My Lodge		180.87			180.87		
461	Jesse Carraway dba Maggie Valley Chalet NOT FILING OWES MAR 13- DEC 2016					X		
648	Twin Maples owes for Mar-Dec 2014 went to long term in 2015 I have requested the year of 2014 to be filed and out of business if no longer short term					X		
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		Tax	Penalty	PAID	Waived	Total		
493	Blue Martin/Myers Mountain Homes	15,895.12	4,863.36	5,765.75		14,992.73		
404	Meadowbrook Resort Paid Bal- Jan 31, 2017	24,853.07	8,733.57	33,586.64		0.00		
38	SunSet Inn WAGES GARNISHMENT PLACED	1,054.80	282.21			1,347.01		
TOTAL		41,802.99	13,889.14	39,452.39		16,339.74		

Information on above accounts

Blue Martin/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 PER LYNN- Meadowbrook Resort not filing- PREPARED AN ESTIMATE STATEMENT- Paid in full- LYNN NEEDS TO get new data from on line travel figures.

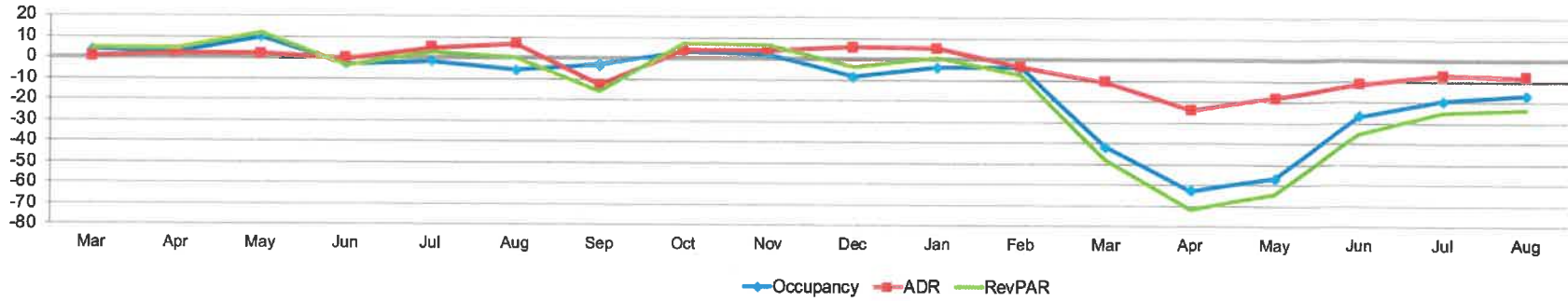
SunSet Inn owes balance, has print plan but is not making pmts. Property for sale, lien on property- NOT FILING ZERO'S has not filed since June 2012- Tax Collector acct) NOT MAILING Garnishment on Wages on Sunset

Tab 2 - Trend Haywood County, NC

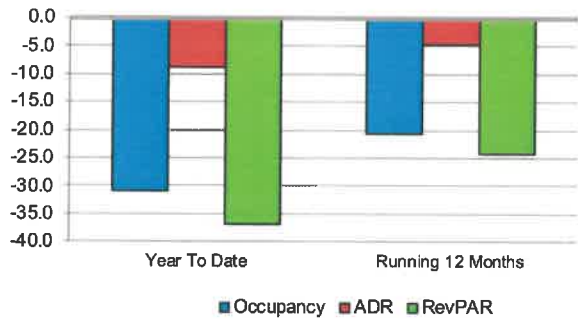
Haywood County Tourism Development Authority
For the Month of August 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	48.2	53.8	60.7	64.8	68.8	61.5	61.3	69.3	54.0	42.6	33.9	39.9	27.9	19.8	26.1	47.4	55.3	51.1
Last Year	46.4	52.5	55.3	66.9	70.0	65.5	63.6	67.1	52.9	46.6	35.3	41.5	48.2	53.8	60.7	64.8	68.8	61.5
Percent Change	3.9	2.4	9.8	-3.2	-1.8	-6.1	-3.5	3.3	2.1	-8.7	-3.9	-3.9	-42.1	-63.1	-57.0	-26.9	-19.6	-17.0

Year To Date		
2018	2019	2020
53.8	55.1	38.0
53.8	53.8	55.1
-0.1	2.4	-30.9

Running 12 Months		
2018	2019	2020
55.9	56.0	44.5
57.2	55.9	56.0
-2.3	0.3	-20.6

ADR	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	95.17	99.45	107.63	112.61	119.25	117.09	110.07	124.99	108.81	103.51	94.12	89.88	84.79	75.46	88.18	99.58	110.58	107.59
Last Year	94.73	97.32	105.66	113.34	114.01	109.85	126.40	120.34	104.72	98.12	89.75	93.44	95.17	99.45	107.63	112.61	119.25	117.09
Percent Change	0.5	2.2	1.9	-0.6	4.6	6.6	-12.9	3.9	3.9	5.5	4.9	-3.8	-10.9	-24.1	-18.1	-11.6	-7.3	-8.1

Year To Date		
2018	2019	2020
105.12	106.97	97.66
104.29	105.12	106.97
0.8	1.8	-8.7

Running 12 Months		
2018	2019	2020
106.94	109.56	104.48
105.13	106.94	109.56
1.7	2.4	-4.6

RevPAR	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	45.91	53.46	65.38	72.98	82.02	72.04	67.49	86.67	58.77	44.08	31.90	35.82	23.70	14.98	23.03	47.17	61.13	54.93
Last Year	43.99	51.11	58.47	75.84	79.83	71.96	80.34	80.75	55.37	45.74	31.65	38.74	45.91	53.46	65.38	72.98	82.02	72.04
Percent Change	4.3	4.6	11.8	-3.8	2.7	0.1	-16.0	7.3	6.1	-3.6	0.8	-7.5	-48.4	-72.0	-64.8	-35.4	-25.5	-23.8

Year To Date		
2018	2019	2020
56.55	58.90	37.15
56.15	56.55	58.90
0.7	4.2	-36.9

Running 12 Months		
2018	2019	2020
59.73	61.39	46.48
60.11	59.73	61.39
-0.6	2.8	-24.3

Supply	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	48,298	50,340	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	53,444
Last Year	48,298	50,340	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	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	0.0	0.0	-6.1	0.0	0.0	0.0	0.0

Year To Date		
2018	2019	2020
399,072	399,072	396,012
399,432	399,072	399,072
-0.1	0.0	-0.8

Running 12 Months		
2018	2019	2020
598,428	598,428	595,368
599,154	598,428	598,428
-0.1	0.0	-0.5

Demand	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	23,296	27,059	32,463	33,515	36,757	32,880	31,710	37,060	25,389	20,092	15,740	16,716	13,499	9,385	13,960	24,501	29,544	27,285
Last Year	22,431	26,437	29,576	34,606	37,425	35,011	32,874	35,863	24,856	21,995	16,375	17,390	23,296	27,059	32,463	33,515	36,757	32,880
Percent Change	3.9	2.4	9.8	-3.2	-1.8	-6.1	-3.5	3.3	2.1	-8.7	-3.9	-3.9	-42.1	-65.3	-57.0	-26.9	-19.6	-17.0

Year To Date		
2018	2019	2020
214,678	219,735	150,630
215,056	214,678	219,735
-0.2	2.4	-31.4

Running 12 Months		
2018	2019	2020
334,240	335,323	264,881
342,577	334,240	335,323
-2.4	0.3	-21.0

Revenue	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	2,217,144	2,691,152	3,494,102	3,774,283	4,383,385	3,849,986	3,490,412	4,632,190	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	2,935,600
Last Year	2,124,778	2,572,850	3,124,982	3,922,361	4,266,701	3,845,846	4,155,385	4,315,583	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	3,849,986
Percent Change	4.3	4.6	11.8	-3.8	2.7	0.1	-16.0	7.3	6.1	-3.6	0.8	-7.5	-48.4	-73.7	-64.8	-35.4	-25.5	-23.8

Year To Date		
2018	2019	2020
22,566,334	23,504,572	14,709,921
22,428,598	22,566,334	23,504,572
0.6	4.2	-37.4

Running 12 Months		
2018	2019	2020
35,742,889	36,736,635	27,674,901
36,014,225	35,742,889	36,736,635
-0.8	2.8	-24.7

Census %	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	35	39	41	41	41	41	41	41	36	34	33	33	35	37	41	41	41	41
Census Rooms	1558	1678	1724	1724	1724	1724	1724	1724	1567	1522	1498	1498	1558	1576	1724	1724	1724	1724
% Rooms Participants	25.2	23.4	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 Aug-20

140389 - Haywood County

Total Available Listings

	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
Entire Place	990	1,074	1,157	1,089	1,068	969	887	962	935	1,072	1,078	1,065	1,061
Private Room	81	80	86	87	82	78	75	77	77	71	79	78	72
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0

Booked Listings

Entire Place	908	996	1,102	1,041	984	856	740	752	654	928	1,029	1,039	1,023
Private Room	70	74	83	81	77	67	59	69	61	56	72	73	70
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0

Room Nights - Entire Place

Total Available	66,932	71,982	80,163	78,672	75,050	62,523	53,474	54,533	41,433	66,100	73,263	73,540	70,514
Booked	35,785	36,380	51,940	38,796	34,993	22,419	19,210	21,176	23,041	29,507	47,240	58,625	52,293

Room Nights - Hotel Comparable

Total Available	3,922	3,851	4,197	4,158	4,388	3,772	3,594	3,953	2,926	4,297	4,639	5,156	4,783
Booked	1,931	2,074	2,742	2,229	2,069	1,412	1,421	1,607	1,642	2,146	2,953	3,590	3,261

Listing Nights - Entire Place

Available	24,464	25,910	29,222	28,665	27,481	23,214	20,118	20,777	15,170	24,778	26,849	27,418	26,240
Booked	13,135	13,318	19,286	14,373	12,769	8,418	7,381	8,246	8,448	11,282	17,650	21,821	19,518

Occupancy

Entire Place	53.7%	51.4%	66.0%	50.1%	46.5%	36.3%	36.7%	39.7%	55.7%	45.5%	65.7%	79.6%	74.4%
Hotel Comparable	49.2%	53.9%	65.3%	53.6%	47.2%	37.4%	39.5%	40.7%	56.1%	49.9%	63.7%	69.6%	68.2%

ADR

Entire Place	\$210.16	\$202.70	\$202.80	\$210.65	\$211.47	\$200.84	\$196.86	\$188.05	\$198.35	\$196.08	\$200.80	\$210.44	\$210.15
Hotel Comparable	\$120.52	\$117.72	\$120.51	\$121.06	\$117.45	\$118.44	\$113.87	\$112.13	\$110.98	\$113.42	\$118.57	\$128.33	\$131.53

RevPAR

Entire Place	\$112.84	\$104.19	\$133.84	\$105.62	\$98.26	\$72.83	\$72.23	\$74.63	\$110.46	\$89.28	\$132.0	\$167.48	\$156.31
Hotel Comparable	\$59.34	\$63.40	\$78.73	\$64.90	\$55.38	\$44.34	\$45.02	\$45.58	\$62.28	\$56.64	\$75.48	\$89.35	\$89.68



Weekly Pace - Haywood County, NC

All currency in USD. Entire place properties only. Reporting is for the week starting on the Monday of each year.

Contact us at hello@airdna.co

[Terms and Conditions](#)

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	Sep 21, 2020	Sep 28, 2020	Oct 05, 2020	Oct 12, 2020	Oct 19, 2020	Oct 26, 2020	Nov 02, 2020	Nov 09, 2020	Nov 16, 2020	Nov 23, 2020
Previous Year	Sep 23, 2019	Sep 30, 2019	Oct 07, 2019	Oct 14, 2019	Oct 21, 2019	Oct 28, 2019	Nov 04, 2019	Nov 11, 2019	Nov 18, 2019	Nov 25, 2019

Supply (Nights)

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	4,955	5,158	5,218	5,284	5,219	5,342	5,460	5,488	5,521	5,486
Previous Year	5,191	6,423	6,411	6,550	6,611	5,746	4,836	4,725	4,683	5,091
% Chg	-5%	-20%	-19%	-19%	-21%	-7%	13%	16%	18%	8%

Demand (Nights)

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	3,239	3,155	3,685	3,753	3,615	2,712	1,721	1,254	1,132	2,755
Previous Year	1,817	1,759	2,649	3,219	2,789	1,251	702	349	503	1,691
% Chg	78%	79%	39%	17%	30%	117%	145%	259%	125%	63%

Occupancy Rate

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	65%	61%	71%	71%	69%	51%	32%	23%	21%	50%
Previous Year	35%	27%	41%	49%	42%	22%	15%	7%	11%	33%
% Chg	87%	123%	71%	45%	64%	133%	117%	209%	91%	51%

Average Daily Rate

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	181	187	191	192	194	189	199	201	210	225
Previous Year	187	199	201	196	198	196	216	211	215	239
% Chg	-3%	-6%	-5%	-2%	-2%	-3%	-8%	-5%	-2%	-6%

RevPAR

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	119	114	135	136	134	96	63	46	43	113
Previous Year	65	55	83	96	84	43	31	16	23	79
% Chg	81%	109%	63%	42%	61%	125%	100%	194%	86%	42%

Revenue (USD)

	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Current Year	587,702	589,406	705,636	719,824	701,532	512,062	342,462	251,723	237,189	620,508
Previous Year	339,701	350,658	532,448	629,747	552,891	244,771	151,446	73,702	107,929	404,692
% Chg	73%	68%	33%	14%	27%	109%	126%	242%	120%	53%

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Nov 30, 2020	Dec 07, 2020	Dec 14, 2020	Dec 21, 2020	Dec 28, 2020	Jan 04, 2021	Jan 11, 2021	Jan 18, 2021	Jan 25, 2021	Feb 01, 2021	Feb 08, 2021	Feb 15, 2021
Dec 02, 2019	Dec 09, 2019	Dec 16, 2019	Dec 23, 2019	Dec 30, 2019	Jan 06, 2020	Jan 13, 2020	Jan 20, 2020	Jan 27, 2020	Feb 03, 2020	Feb 10, 2020	Feb 17, 2020

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
5,501	5,483	5,346	5,084	5,014	5,096	5,087	5,082	5,110	5,147	5,174	5,180
5,574	5,545	5,396	5,839	5,035	4,133	4,186	3,739	3,637	3,383	3,772	3,500
-1%	-1%	-1%	-13%	0%	23%	22%	36%	41%	52%	37%	48%

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
623	472	615	1,830	1,665	278	173	142	118	66	123	98
261	222	526	1,703	953	211	217	136	83	45	92	65
139%	113%	17%	7%	75%	32%	-20%	4%	42%	47%	34%	51%

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
11%	9%	12%	36%	33%	5%	3%	3%	2%	1%	2%	2%
5%	4%	10%	29%	19%	5%	5%	4%	2%	1%	2%	2%
142%	115%	18%	23%	75%	7%	-34%	-23%	1%	-4%	-3%	2%

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
202	201	209	233	235	194	226	194	199	167	224	197
196	243	234	245	232	190	215	160	221	170	182	271
3%	-17%	-11%	-5%	1%	2%	5%	21%	-10%	-2%	23%	-27%

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
23	17	24	84	78	11	8	5	5	2	5	4
9	10	23	72	44	10	11	6	5	2	4	5
150%	78%	5%	17%	77%	9%	-31%	-7%	-9%	-6%	20%	-26%

Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
125,892	94,943	128,636	426,826	390,961	53,986	39,135	27,590	23,522	11,008	27,503	19,283
51,073	53,977	123,114	417,827	221,226	40,002	46,587	21,761	18,356	7,660	16,754	17,591
146%	76%	4%	2%	77%	35%	-16%	27%	28%	44%	64%	10%

Week 8	Week 9	Week 10	Week 11
Feb 22, 2021	Mar 01, 2021	Mar 08, 2021	Mar 15, 2021
Feb 24, 2020	Mar 02, 2020	Mar 09, 2020	Mar 16, 2020

Week 8	Week 9	Week 10	Week 11
5,200	5,240	5,146	4,576
3,692	4,070	4,143	3,866
41%	29%	24%	18%

Week 8	Week 9	Week 10	Week 11
88	39	58	106
55	88	104	79
60%	-56%	-44%	34%

Week 8	Week 9	Week 10	Week 11
2%	1%	1%	2%
1%	2%	3%	2%
14%	-66%	-55%	13%

Week 8	Week 9	Week 10	Week 11
231	221	259	223
219	181	226	171
6%	22%	15%	31%

Week 8	Week 9	Week 10	Week 11
4	2	3	5
3	4	6	3
20%	-58%	-48%	48%

Week 8	Week 9	Week 10	Week 11
20,333	8,635	15,049	23,674
12,018	15,909	23,513	13,502
69%	-46%	-36%	75%

**2020/2021
1% NET OCCUPANCY TAX REPORT**

	ACTUAL	PROJECTED	REVISED	ACTUAL	ACTUAL	PROJECTED	REVISED	ACTUAL	ACTUAL	PROJECTED	REVISED	ACTUAL	ACTUAL	PROJECTED	REVISED	ACTUAL	ACTUAL	PROJECTED	REVISED	ACTUAL
	28716	28716	28716	28716	28721	28721	28721	28721	28745	28745	28745	28745	28751	28751	28751	28751	28785 & 28786	28785 & 28786	28785/86	28785 & 28786
	CANTON	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	20/21	20/21	PROJ.	19/20	20/21	20/21	PROJ.	19/20	JUNALUSKA	JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY	VALLEY	20/21	20/21	PROJ.	19/20
July 2020 Received September 2020	\$4,772	\$2,773	\$2,978	\$3,628	\$2,930	\$804	\$1,131	\$1,445	\$3,948	\$5,303	\$5,740	\$5,719	\$28,398	\$19,828	\$23,104	\$27,434	\$17,933	\$10,848	\$12,684	\$13,704
August 2020 Received October 2020		\$2,712	\$2,661	\$3,328		\$767	\$944	\$1,324		\$3,314	\$4,260	\$5,314		\$14,163	\$16,735	\$20,884		\$9,944	\$11,139	\$13,754
September 2020 Received November 2020		\$2,983	\$3,659	\$3,885		\$780	\$958	\$1,394		\$2,651	\$4,440	\$5,298		\$14,163	\$19,168	\$20,685		\$9,040	\$11,602	\$12,798
October 2020 Received December 2020		\$3,276	\$3,724	\$3,876		\$904	\$1,429	\$1,441		\$3,977	\$5,632	\$6,427		\$19,828	\$24,676	\$26,056		\$12,656	\$17,098	\$18,865
November 2020 Received January 2021		\$2,169	\$2,572	\$2,725		\$568	\$1,105	\$1,445		\$2,390	\$3,238	\$3,997		\$8,504	\$13,098	\$16,018		\$7,232	\$10,740	\$13,617
December 2020 Received February 2021		\$1,456	\$1,667	\$1,974		\$633	\$1,028	\$1,589		\$994	\$1,677	\$1,980		\$11,330	\$11,827	\$13,077		\$4,520	\$6,419	\$7,837
January 2021 Received March 2021		\$814	\$1,204	\$1,365		\$904	\$1,091	\$1,355		\$831	\$1,222	\$1,865		\$5,665	\$8,394	\$10,530		\$3,620	\$5,076	\$7,159
February 2021 Received April 2021		\$1,176	\$1,388	\$1,722		\$542	\$738	\$1,097		\$762	\$1,136	\$1,734		\$7,081	\$7,574	\$10,288		\$3,616	\$4,468	\$5,961
March 2021 Received May 2021		\$1,627	\$1,742	\$1,022		\$814	\$694	\$338		\$1,325	\$1,824	\$447		\$5,665	\$6,892	\$4,544		\$4,520	\$4,743	\$2,789
April 2021 Received June 2021		\$1,898	\$1,862	\$442		\$723	\$595	\$90		\$1,657	\$2,034	\$33		\$7,081	\$8,724	\$599		\$5,424	\$6,508	\$719
May 2021 Received July 2021		\$2,712	\$2,592	\$1,656		\$787	\$812	\$1,369		\$2,983	\$4,343	\$602		\$11,334	\$13,902	\$9,435		\$8,136	\$10,264	\$6,639
June 2021 Received August 2021		\$3,525	\$3,511	\$4,377		\$814	\$897	\$2,699		\$6,961	\$6,815	\$1,773		\$16,995	\$20,199	\$21,357		\$10,848	\$12,348	\$14,770
Total 20/21 Projections		\$27,121	\$29,559	\$30,000		\$9,040	\$11,422	\$15,586		\$33,148	\$40,807	\$35,189		\$141,637	\$174,294	\$180,907		\$90,400	\$113,089	\$118,612
TOTAL of 20/21 1% Projections	\$301,346																			
TOTAL of 20/21 1% Adjusted Budget	\$369,171																			

Haywood County 3% Net Occupancy Tax 2020-2021

	20-21 Budget	20-21 Revised	Proposed Amount of Budget Increase	Percent of Proposed Budget Increase	Actual 20-21	Actual 19-20
July	\$90,982	\$136,473	\$45,491	50%	\$173,533	\$155,055
August	\$76,029	\$106,510	\$30,411	40%		\$133,405
September	\$86,044	\$120,461	\$34,417	40%		\$131,589
October	\$112,297	\$157,215	\$44,918	40%		\$169,745
November	\$70,283	\$91,367	\$21,084	30%		\$111,387
December	\$55,820	\$66,984	\$11,164	20%		\$78,487
January	\$41,980	\$50,376	\$8,396	20%		\$66,237
February	\$37,845	\$45,414	\$7,569	20%		\$61,711
March	\$47,440	\$47,444	\$0	0%		\$27,326
April	\$58,990	\$58,990	\$0	0%		\$5,536
May	\$95,469	\$95,469	\$0	0%		\$58,909
June	\$130,809	\$130,809	\$0	0%		\$134,487
	\$903,988	\$1,107,512	\$203,450		\$173,533	\$1,133,874

HCTDA Finance Committee Penalty Waiver Report September 30, 2020

The HCTDA Finance Committee, meeting in regular session September 23rd, approved the following Occupancy Tax Penalty Waivers:

Creekwood Village Resort penalty in the amount of \$107.37

Buffalo Creek Vacations penalty in the amount of \$238.73

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2019 -2020

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
3% Net Occupancy Tax	427011	904,037	203,450	1,107,438
1% Net Occupancy Tax 28716	427012	27,121		
1% Net Occupancy Tax 28721	427013	9,040		
1% Net Occupancy Tax 28745	427014	33,148		
1% Net Occupancy Tax 28751	427015	141,637		
1% Net Occupancy Tax 28785/86	427016	90,400		
TOTAL		1,205,383		

Expenditures		Current Budget	Increase (Decrease)	Amended Budget
Department	Account Number	Budget	(Decrease)	Budget
General:				
Salaries - Admin	512101	122,385	2,488	124,873
NC State Retirement	512110	32,100	670	32,770
Salaries - Visitor Center	512201	43,707	920	44,627
FICA Visitor Center	512221	3,388	72	3,460
Board Members	517001	1,000	500	1,500
FICA Admin	518101	9,485	190	9,675
Salaries Marketing	518201	167,342	3,350	170,692
FICA Marketing	518202	12,969	260	13,229
Professional Services - Contract Svcs	519203	106,200	50,000	156,200
Purchase for Resale	527001	2,000	5,000	7,000
Postage	532201	9,050	5,000	14,050
Print & Bind	534901	6,000	3,000	9,000
Repair & Maintenance	535201	8,550	500	9,050
Advertising/PR	537221	350,000	75,000	425,000
Bank Charges	549902	500	1,500	2,000
Capital Outlay Promo	551001	1,500	2,500	4,000
Utilities	570102	4,573	2,500	7,073
Contingency	599101	15,000	50,000	65,000
28716 Canton Promo	549910	23,991	1,828	25,819
28716 Canton TR	549911	11,996	610	12,606
28721 Clyde Promo	549912	23,454	1,786	25,240
28721 Clyde TR	549913	11,727	596	12,323
28745 Lake Junaluska Promo	549914	21,862	5,744	27,606
28745 Lake Junaluska TR	549915	10,931	1,915	12,846
28751 Maggie Valley Promo	549916	103,231	24,493	127,724
28751 Maggie Valley TR	549917	51,615	8,164	59,779
28785/86 Waynesville Promo	549918	72,157	17,017	89,174
28785/86 Waynesville TR	549919	36,078	5,672	41,750
TOTAL		1,262,791	271,275	1,534,066

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

Adopted this 30th day of September , 2020

ATTEST:

Secretary to the Board

Chairman
Haywood County Tourism Development Authority

Explanation:
See next page

Budget Amendment Explanations for the September 30, 2020 Revenue Increase

- Salaries, FICA & NC State Retirement were increased to accommodate a 2% COLA should the board decide to approve the increase mid-year.
- Board Members line item increased to include Board Retreat, Holiday Meeting & Tourism Week related activities for the board.
- Professional Services – Contract Services was increased in anticipation of contracting for Compliance/Audit services for Occupancy Tax Accounts & Collections.
- Purchase for Resale increased due to strong Visitor Center sales and the launch of an online store and the need for replenishing & adding inventory.
- Postage line item increased due to demand for Visitor Guides and for shipping charges for online store.
- Print & Bind increased due to running out of certain TDA collateral items due to popular demand.
- Repair & Maintenance increased due to HVAC issues and computer issues.
- Advertising & PR increased due to shortfall compared to last year's budget and need to maintain the same level of advertising.
- Bank Charges increased due to the cost of Positive Pay & ACH monitoring.
- Capital Outlay increased due to the potential need to purchase computer equipment based on recent maintenance issues.
- Utilities increased due to an error in the original approved budget.
- Contingency increased for yet to be determined expenses related to contracting for a Destination Master Plan, Elk Fest expenses, etc.
- 1% Zip Code Funding increased to cover the 1% grant awards for 2020-2021.