



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

Welcome Center (Gaines Room), Lake Junaluska

Date: March 24th, 2021

Time: 9:00AM

- I. Call to Order – Chairman Lowe**
- II. Introductions**
- III. Adjustment of Agenda**
- IV. Public Comment Session (12 minutes total, limit 3 minutes per person)**
- V. Board Comments**
- VI. Consent Agenda**
 - a. Request Approval of Minutes – February 24th, 2021
 - b. Request Approval of Budget Amendment
- VII. Administrative/Committee Reports**
 - a. February Financial Report – Chris Corbin
 - b. 3%, 1%, 4% Net Occupancy Tax Reports – Chris Corbin
 - c. 3% Forecast Report for Remainder of Budget Year – Ben Wilder
 - d. Penalty Report/Waiver & Refund Request – Chris Corbin
 - e. STR & AirDNA Reports – P. Shah
- VIII. New Business – Chairman Lowe**
 - a. Request Approval of Finance Committee Recommendations for 1% Funding
 - b. Cancellation of April Board Meeting
- IX. Old Business**
- X. Staff Reports**
 - a. Mid-Year Update – Ashley
 - b. Arrivalist Report – Ashley & Ben
 - c. Granicus Host Report – Ben & Lynn
 - d. Director's Report/ Committee Signups - Lynn
- XI. Adjournment**
- XII. 10 Minute Media Communication Schedule**

HCTDA Board Meeting Minutes
February 24th, 2021
Harrell Center, Lake Junaluska

Members Present: Lyndon Lowe, Mike Eveland, Chris Corbin, Colleen Davis, P. Shah, Tammy Wight, Mike Huber, Dave Angel, Kirk Kirkpatrick, David Francis

Members Absent: Gail Mull, Katy Gould, Kristian Owen, Jon Feichter

Others Present: County Manager Bryant Morehead, Crawford Agency Staff

Chairman Lyndon Lowe called the HCTDA Board Meeting to order at 9:01am.

Introductions

Chairman Lowe welcomed County Manager Bryant Morehead to the TDA meeting and thanked him for joining us.

Adjustments to Agenda

- No adjustments

Public Comment

- No public comment.

Board Comments

- Commissioner Kirkpatrick asked Director Collins if she spoke with Representative Mark Pless regarding a shopping app.
- Director Collins responded that she had spoken with Representative Pless regarding the request.

Crawford Agency Presentation

- Andy Windham and the Crawford staff members presented a mid-year marketing update and talked about plans for the upcoming spring and summer travel season. (See attached report).
- Chairman Lowe thanked Andy and the Crawford staff for coming to give the board an update on their recent work.

Consent Agenda

- Mike Huber made a motion to approve the Consent Agenda as presented. The Consent Agenda includes the following:
- Approval of the Minutes from the January 27th TDA Board meeting
- Dave Angel seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

- Chris Corbin presented the January Financial report as follows:

Cash in Bank	\$1,495,644	
Total Assets	\$1,498,420	
Total Liabilities	\$ 10,737	
Total Net Position	\$1,487,683	
Revenue	\$ 1,211,924	64.04%
Expenses	\$ 753,392	39.81%

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that December is up 76% over projections for the month and 45% up ytd and 27% over last ytd.
- Chris reviewed the 1% report and stated that Clyde is the big winner yet again being up 119% ytd compared to 19/20. Canton, Maggie And Waynesville are up in the 30% range. Lake Junaluska is probably still lagging because of their business being so group oriented and hopefully they will have brighter days ahead.
- On the 4% report the number of accounts is down 16% total due to AirBNB & VRBO reporting o. taxes. Maggie picked up a good amount of market share year over year.
- On the back page chart, vacation rentals accounted for 61% of the total occupancy and that trend will probably continue for the foreseeable future.
- Chris reviewed the Gross Sales report stating that we could see an increase of 15 million dollars in overnight sales this year.
- Finance Chairman Corbin informed the board that the Penalty report has a couple of new ones on the report and some of the regulars. He reported that the Finance Committee had approved three penalty waiver requests that were due to Covid related illness/death: Stoney Creek Lodge in the amount of \$434.52, Four Seasons Inn in the amount of \$557.04 and Ivy Hills Inn in the amount of \$289.84. Finance Committee also approved a refund for an account that had paid in addition to VRBO paying for 14 months in the amount of \$1020.87.

STR & AirDNA Reports

- P. Shaw started with the STR report stating that occupancy showed the first positive month in a year. January occupancy was up 1.4%. ADR for January is up 2.1% and RevPar for January is up 3.5%. This report only reflects properties that are reporting which are mainly the chains.
- Looking at the AirDNA report, Mr. Shah stated that vacation rentals booked room nights are 31,605 to 21,413 year over year. Occupancy is up 49.6% to 36% year over year and ADR is up \$219.79 from \$200.80 for last year.

It All Starts With a Visit

- Director Collins commented on the handout included in the board packet that demonstrates the Circle of Life for Tourism explaining that often times people do not understand how tourism affects other industries in the county.

New Business

- Chairman Lowe moved on to new business and item a which is a request for an increase in revenue for the purpose of enhancements to the TDA consumer website and a third round of funding for the 1%. Both of these items are reflected on the budget amendment which is item b. Chairman Lowe asked Ashley to give an overview of the website enhancements. The proposal is included in the board packet. Outlined in the proposal under strategic website goals are the following items:
 - Upgrade CMS
 - Provide easier access and management of the site
 - Streamline the navigation
 - Increase engagement
 - Integrate a moderate creative refresh
 - Recommended Solutions as follows:
 - Refresh the CMS
 - Conduct a comprehensive content audit
 - Minor design improvements
 - Implement and integrated CRM
 - Integrate chatbot technology
 - Budget Estimate is \$58,000-\$72,000.
- After considerable discussion by the board, Mike Eveland proposed that moving forward, the TDA staff and agency conduct an annual or semi-annual website review in order to include any potential refreshes or minor improvements in the budget annually so as not to have such a major expense all at once.
- P. Shah inquired about implementing a local campaign to keep Haywood County businesses, residents, elected officials, etc. informed about the TDA work and how much tax savings residents receive as a result of having tourism. Since the advertising and promotion is done outside of the area, the local don't get to see the campaigns.
- Director Collins stated that a locals' campaign is in the works and should be rolling out soon. Ms. Collins also explained that the budget amendment request for revenue increase for the website project is \$100,000 stating that at this time we only have estimates and we will need to have some flexibility so as not to have to call a special meeting of the TDA board for approval of actual expenses related to the project.
- Chairman Lowe moved on to the budget amendment and requested approval stating that is has been recommended by the Finance Committee. The budget amendment includes \$100,000 for the website project and 1% appropriated fund balance in the amount of 60,775 for a third round of 1% funding.

- Mike Eveland made a motion to approve the budget amendment as presented.
- Tammy Wight seconded the motion.
- Motion passed unanimously.
- Chairman Lowe informed the board that the original plan for the March meeting was to have a board retreat but that the retreat will take place at a later date and the march meeting will be a regular meeting.

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 10:40am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

MID-YEAR MARKETING UPDATE & LOOK AHEAD

FEBRUARY 24, 2021



VISITNC  SMOKIES

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HAY THERE

Dear Haywood County TDA Board,

General George Patton reportedly once said “success is how high you bounce when you hit bottom.”

I don’t know if we hit bottom last spring, but it sure felt close. Even though the situation was difficult and the forecast uncertain, the TDA staff and your team at Crawford never stopped working to support this community.

As we reported last fall, we took quick action to control expenses and adjust our messaging during the early days of the crisis. Then, just as quickly, we shifted our focus back to proactively, responsibly, and creatively marketing this special place. We chose to *Embrace Unusual*, not give in to it.

Also, you may notice that our agency logo on this report is different. Not only did we help your community *Embrace Unusual* last fall, we did so ourselves. We refreshed our own brand around the concept of *Be Courageous*.

Because of the courage you and the TDA have shown this past year, our bounce back up from the bottom so far has been stronger and quicker than many other communities. In fact, overall O-Tax collections are up 27% YTD, with a truly impressive 50% YOY increase in the month of December.

We appreciate the opportunity to be a part of your team. We look forward to a strong future together.

Thank you,



SMacon

A CAREFUL ROAD TO RECOVERY

July 1, 2020 – August 31, 2020

Heading into the new fiscal year, we were cautiously optimistic about the road to recovery—or at least some economic stabilization. While the impact of the pandemic was strong and hit us quickly, the TDA and Crawford just as quickly recognized that Haywood County had some natural advantages during this unusual time. As a beautiful, uncrowded destination with wide-open spaces, a wealth of outdoor activities, and a variety of accommodation options, Haywood was exactly the type of getaway eager travelers were (and are) seeking.

To leverage these advantages, we sought new, cost-effective programs geared toward outdoor-minded audiences.

VisitNCsmokies signed on as the Destination Sponsor for *Backpacker* magazine's *Get Out More Tour*. Locals Steve Yocom and Jordan Meeks took viewers on a virtual road trip, highlighting the beauty of the NC Smokies and other nationally recognized outdoor attractions. We received brand recognition in the 13-episode YouTube series, interviews with local experts, and top-tier placements in all digital program promotions. As an added value, we also negotiated participation in the *Great Smoky Mountains National Park Program* at no additional cost. This included a series of articles, boosted social posts, and digital promotions highlighting the entire county, alongside special features for Maggie Valley and Waynesville on *MySmokyMountainPark.com*.

In addition, we reactivated a modest amount of targeted paid digital advertising geared toward families and millennials within a 5- to 6-hour driving radius and resumed participation in cost-effective digital programs with VisitNC, *BlueRidgeParkway.org*, and *RomanticAsheville.com*. Of note, visitors to our website from these referral partners viewed more pages, bounced less, and spent more time on the site than overall referral traffic in 2019.



WEBSITE REFERRAL TRAFFIC

- » Bounce Rate decreased 7.5%
- » Avg. Session Duration increased 30.1%
- » Avg. Pages per Session increased 27.1%

O-TAX COLLECTIONS

↑ 20% July to August





CREATING OPPORTUNITY FROM UNUSUAL TIMES

September 1, 2020 – January 31, 2021

While the flexibility and appeal of summer travel aligned well with many people's desire to get out of their houses, we knew we needed a creative approach to keep our recovery momentum going with the school year and winter shoulder season ahead. With a large percentage of schools and offices remaining remote, there was a new breed of traveler at hand. While the classroom and office were no longer destinations, Haywood County could be.

With that, the idea of *Embrace Unusual* was born in mid-summer and brought to life in early fall. We sought to inspire prospective travelers and encourage them to "take life by the antlers"—to *embrace* the unusual nature of the times and make the most of it. After all, the NC Smokies is the ideal location for a temporary home office or classroom.

In September, we launched a multichannel digital campaign targeted at families, couples, and individuals working and learning remotely. Concurrently, VisitNC launched a new state initiative to support tourism destinations impacted by COVID-19. We immediately jumped on the opportunity, evaluating all available options, and submitted our application as quickly as possible. Better yet, *Embrace Unusual* caught the state's attention and we landed the maximum available grant potential: \$100,000.

Through the grant allocation, we secured 12 different placements to run from October to December, all used to support winter visitation. This included print placements in *Southern Living* and *Outside* magazines, along with nontraditional placements through Cox Connected TV, AccuWeather, *Travel-Focused Mobile Media Attribution*, and YouTube's *TrueView Program*, among others.

Embrace Unusual also garnered interest from regional publications like *The Mountaineer* and national industry publication, *Travel Weekly*.

EXPAND YOUR HOME OFFICE GAME.

WORK REMOTE FROM THE NC SMOKIES

Visit NC Smokies
Sponsored

Learning from home doesn't have to mean "learning from home." Take your classroom to the NC Smokies!

EMBRACE UNUSUAL

Like Comment Share

MEET SOME WILD NEW COWORKERS.

WORK REMOTE IN THE NC SMOKIES

Visit NC Smokies
Sponsored

Learning from home doesn't have to mean "learning from home." Take your classroom to the NC Smokies!

EMBRACE UNUSUAL

Like Comment Share

TODAY'S OFFICE GOSSIP: SOMEONE'S GOT THEIR FLY DOWN.

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EMBRACE UNUSUAL

Like Comment Share

TRAVEL WEEKLY

NC

Outside

Southern Living

YouTube

- » 474,620 views in 30 days
- » 57.35% view rate

COX CONNECTED TV

- » 966,027 impressions
- » 21% during prime time on channels like OWN, AMC, History Channel, and ESPN

AccuWeather

- » 0.59% CTR
- » 560,597 impressions in December

O-TAX COLLECTIONS

↑30% Sept. to Dec.

A LOOK AHEAD

February 1, 2021 – June 30, 2021

As we look ahead to spring and summer, and the increasing nationwide rollout of the COVID-19 vaccine, Haywood County's natural advantages are once again ready to bloom. At the same time, we can expect fierce competition for travelers.

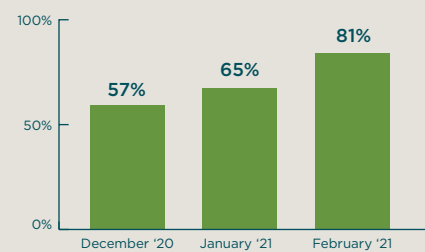
Since mid-March 2020, *Longwoods International* has conducted a regular nationwide Traveler Sentiment Study. The latest installment, Wave 30, showed the largest single increase in the number of people who have travel plans in the next six months. During the week of February 3, 81% of respondents indicated they have travel plans. In the previous survey, during the week of January 20, that number was 65%. During the week of December 16, that number was 57%.

Forecasts suggest that mass vaccinations will continue throughout this year, and as many people continue to adopt a more remote mentality, it is time to evolve our strategy once more, encouraging traveler visitation through activity-based marketing for the warmer months. While continuing to build on the fresh brand mantra, *Embrace Unusual*, we'll call travelers to take to the mountains to drop a line, take a swim, and explore the great outdoors.

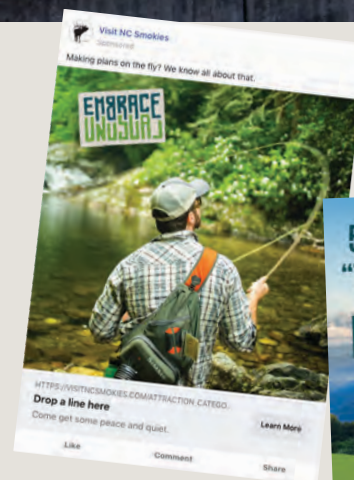
A fresh take on existing assets—lighthearted headlines paired with compelling calls to action and inviting imagery—will highlight just what many tired, cooped-up people need to refresh as winter begins to thaw. While we'll continue to leverage digital advertising to retain flexibility in the ever-shifting environment, we may also reintroduce a modest amount of print or outdoor for additional support.

We also continue to refresh our strongest asset, VisitNCsmokies.com. Most recently, we integrated clickable homepage banners, applied new applications for Crowdriff, continued fresh blog content development, and built new town pages for Canton and Lake Junaluska.

Last, but certainly not least, we plan to continue the production of seasonal *Embrace Unusual* videos. Of which, our winter series won a Gold AVA Award for Digital Marketing and Advertising.



Longwoods International:
Travelers with plans to travel within 6 months



AVA DIGITAL AWARDS



WE TAKE OUR HAYWOOD WORK VERY SERIOUSLY.
OURSELVES...NOT SO MUCH.



Grab life by
the antlers

VISIT NC  SMOKIES



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		Current Budget	Increase (Decrease)	Amended Budget
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Visitor Guide	537301	29,200	652	29,852
Liability Insurance	545101	6,575	679	7,254
Miscellaneous	529701	308	500	808
Postage	532201	8,400	(1,831)	6,569
Total				

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

Adopted this 24th day of March, 2021

Chairman
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explanation:
See next page

Haywood County Tourism Development Authority

Financial Statements

February 2021



1:16 PM

03/15/21

Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of February 28, 2021

	Feb 28, 21
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	253,943.88
100002 · 3% Cash in Bank - 1st Citizens	382,243.58
111501 · NCCMT - 9152 3% General Investm	736,251.59
111503 · NCCMT - 9863 1% General Investm	199,970.34
Total Checking/Savings	1,572,409.39
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
130001 · Prepaid Expense	2,576.50
Total Other Current Assets	2,776.50
Total Current Assets	1,575,185.89
TOTAL ASSETS	1,575,185.89
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · *Accounts Payable	1,270.75
Total Accounts Payable	1,270.75
Other Current Liabilities	
231700 · Payroll Liabilities	
NC Income Tax	1,072.00
NC Pension Payable	4,217.82
Total 231700 · Payroll Liabilities	5,289.82
231800 · Sales Tax Payable	40.46
Total Other Current Liabilities	5,330.28
Total Current Liabilities	6,601.03
Total Liabilities	6,601.03
Equity	
329300 · Net Assets as July 1	1,029,150.85
Net Income	539,434.01
Total Equity	1,568,584.86
TOTAL LIABILITIES & EQUITY	1,575,185.89

Haywood County Tourism Development Authority

Budget vs Actuals

February 2021

	Feb 21	Jul '20 - Feb 21	Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	117,856.37	986,609.52	1,207,487.00	81.71%
427012 · 1% Net 28716 Occupancy Tax	3,032.57	26,076.39	29,559.00	88.22%
427013 · 1% Net 28721 Occupancy Tax	2,308.40	17,767.73	19,309.00	92.02%
427014 · 1% Net 28745 Occupancy Tax	1,965.35	21,306.52	32,920.00	64.72%
427015 · 1% Net 28751 Occupancy Tax	21,038.85	160,805.00	174,294.00	92.26%
427016 · 1% Net 28785/28786 Occupancy Tx	11,021.07	103,360.64	113,089.00	91.4%
427112 · App. of Fund Balance 28716	0.00	0.00	16,728.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	28,155.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	902.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	47,330.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	49,266.00	0.0%
449201 · Product Sales	355.17	8,784.06	10,000.00	87.84%
449810 · Visitor Guide Ad Sales	3,150.00	22,125.00	22,500.00	98.33%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	5.65	162.07	8,500.00	1.91%
483492 · Investment Earnings 1%	1.53	35.62	1,500.00	2.38%
483831 · Net Occupancy Tax Penalties 3%	242.35	1,868.98	5,000.00	37.38%
499990 · Fund Balance Appropriation 3%	0.00	0.00	276,691.00	0.0%
499992 · Grant 3%	0.00	24,000.00	0.00	100.0%
Total Income	160,977.31	1,372,901.53	2,053,230.00	66.87%
Gross Profit	160,977.31	1,372,901.53	2,053,230.00	66.87%
Expense				
512101 · Salaries-Admin-Promo	10,336.42	78,981.54	124,873.00	63.25%
512110 · NC State Retirement - Promo	2,435.68	20,691.06	32,770.00	63.14%
512201 · Salaries-Visitor Center	2,425.60	21,099.78	40,969.00	51.5%
512221 · FICA Visitor Ctr	185.56	1,598.84	3,460.00	46.21%
512232 · Temporary Labor - Visitor Ctr	0.00	216.15	500.00	43.23%
517001 · Board Members-Promo	0.00	659.79	1,500.00	43.99%
518101 · FICA Admin	657.09	5,681.94	9,675.00	58.73%
518201 · Salaries Marketing	12,982.16	109,280.17	170,692.00	64.02%
518202 · FICA Marketing	967.05	8,157.52	13,229.00	61.66%
518301 · Group Health Insurance - Promo	6,272.89	27,524.65	44,014.00	62.54%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	0.00	955.81	6,460.00	14.8%
519203 · Prof. Svcs - Contract Svcs-P	7,487.50	76,124.79	301,200.00	25.27%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	274.39	2,464.49	4,000.00	61.61%
526101 · Visitor Center Supplies	0.00	711.06	1,500.00	47.4%
527001 · Purchases/Resale-Promo	0.00	7,895.01	10,000.00	78.95%
529701 · Miscellaneous - Promo	0.00	278.11	308.00	90.3%
529901 · NonExpendable Office Supp-TR	0.00	1,692.00	2,000.00	84.6%
531201 · Travel-NonLocal-Promo	0.00	0.00	500.00	0.0%

Haywood County Tourism Development Authority

Budget vs Actuals

February 2021

	Feb 21	Jul '20 - Feb 21	Budget	% of Budget
531301 · Fuel-T Related	0.00	89.60	600.00	14.93%
532101 · Telephone-Promo	836.62	4,041.88	6,900.00	58.58%
532201 · Postage-Promo	323.36	1,458.64	8,400.00	17.37%
534901 · Print & Bind-Promo	1,016.39	4,552.11	8,000.00	56.9%
535201 · Repair & Maintenance-Promo	600.00	5,048.60	9,050.00	55.79%
537101 · Marketing-Promo	347.33	1,412.71	11,750.00	12.02%
537221 · Advertise-PR/Internet/Billboard	11,960.00	161,823.36	425,000.00	38.08%
537301 · Visitor Guide Ads-Promo	0.00	29,852.00	29,200.00	102.23%
537401 · Education-Promo	0.00	1,055.62	3,500.00	30.16%
537502 · Wayfinding	0.00	128,271.01	128,271.00	100.0%
537701 · Public Relations/Comm-Promo	0.00	0.00	2,500.00	0.0%
537801 · Group Sales-Promo	2,995.00	8,227.42	37,878.00	21.72%
537901 · Sponsorship - Promo	0.00	300.00	8,720.00	3.44%
541301 · Rent-Promo	2,465.48	19,723.84	28,153.00	70.06%
543201 · Equipment Lease-Promo	1,199.92	8,938.82	15,624.00	57.21%
545101 · Liability Insurance-Promo	0.00	4,092.00	6,575.00	62.24%
549101 · Dues & Subscriptions-Promo	1,718.67	13,513.96	21,067.00	64.15%
549902 · Bank Charges-Promo	152.81	1,455.71	6,000.00	24.26%
549903 · Property Tax	0.00	389.48	400.00	97.37%
549910 · 28716 (Canton) Promo	0.00	0.00	29,973.00	0.0%
549911 · 28716 - Canton - Tourism	0.00	0.00	14,682.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	26,358.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	12,881.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	26,892.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	12,490.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	6,075.00	28,834.00	145,743.00	19.78%
549917 · 28751 - Maggie Valley - Tourism	501.53	9,873.25	68,788.00	14.35%
549918 · 28785/86 (Waynesville)	5,265.00	21,075.00	107,115.00	19.68%
549919 · 28785/86 - Waynesville -Tourism	0.00	10,000.00	50,720.00	19.72%
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	0.00	0.0%
569102 · Elk Fest Expenses-TR	0.00	0.00	0.00	0.0%
570102 · Utilities	594.03	4,171.80	7,073.00	58.98%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	80,075.48	833,467.52	2,053,230.00	40.59%
Net Ordinary Income	80,901.83	539,434.01	0.00	100.0%
Net Income	80,901.83	539,434.01	0.00	100.0%

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	\$221,520	41%	\$334	\$169,745	31%
11	November	\$91,367	\$128,278	40%	\$234	\$111,387	15%
12	December	\$66,910	\$117,856	76%	\$242	\$78,487	50%
13	January	\$50,376	\$107,520	113%	\$1,264	\$66,237	62%
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				\$1,133,874	
21							
22	YTD	\$729,312	\$1,095,088	50%		\$845,905	29%

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

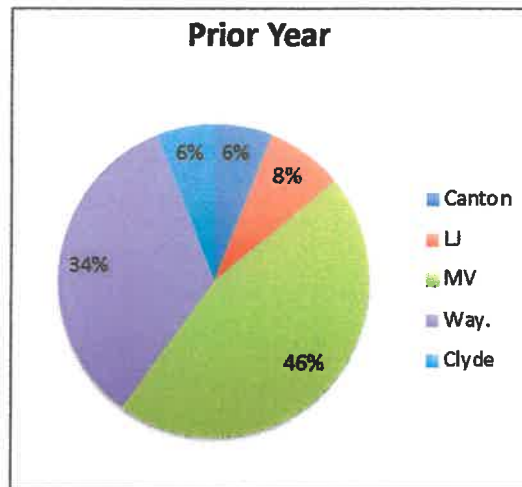
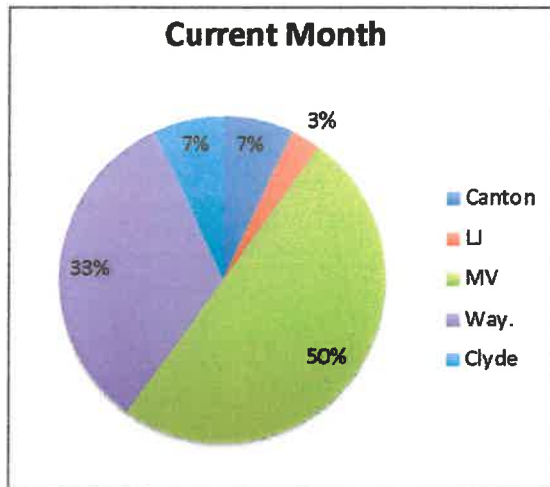
	ACTUAL 28716	PROJECTED 28716	ACTUAL 28716	ACTUAL 28721	PROJECTED 28721	ACTUAL 28721	ACTUAL 28745	PROJECTED 28745	ACTUAL 28745	ACTUAL 28751	PROJECTED 28751	ACTUAL 28751	ACTUAL 28785 & 28786	PROJECTED 28785 & 28786	ACTUAL 28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	20/21	20/21	19/20	20/21	20/21	19/20	JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY			
							20/21	19/20	20/21	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	\$5,094	\$3,724	\$3,876	\$3,389	\$2,629	\$1,441	\$5,690	\$4,178	\$6,427	\$37,011	\$24,676	\$26,056	\$22,767	\$17,098	\$18,865
November 2020 Received January 2021	\$3,559	\$2,572	\$2,725	\$2,843	\$1,105	\$1,445	\$2,166	\$2,138	\$3,997	\$20,407	\$13,098	\$16,018	\$13,863	\$10,740	\$13,617
December 2020 Received February 2021	\$3,033	\$1,667	\$1,974	\$2,308	\$1,028	\$1,589	\$1,965	\$990	\$1,980	\$21,039	\$11,827	\$13,077	\$11,021	\$6,419	\$7,837
January 2021 Received March 2021	\$2,589	\$1,204	\$1,365	\$2,465	\$1,091	\$1,355	\$1,167	\$932	\$1,865	\$18,209	\$8,395	\$10,530	\$11,832	\$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	\$28,676			\$20,232			\$22,532			\$179,374			\$115,260		
TOTAL of 20/21 1% Projections	\$369,171	\$366,074	YTD												
Comparison to Budget YTD	55%			52%			20%			53%			54%		
Comparison to January 2020	90%			82%			-47%			73%			65%		
YTD Comparison with FY 19/20	38%			102%			-26%			33%			31%		
% of YTD Collections	8%			5%			6%			49%			32%		

**Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
January 2021**

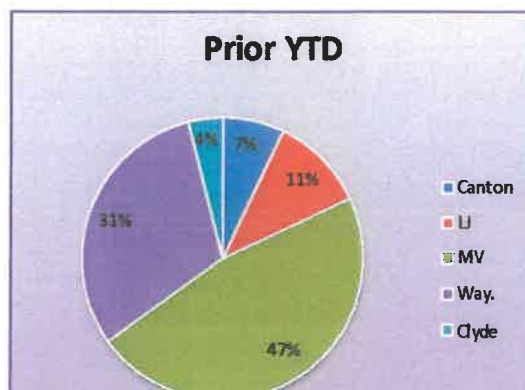
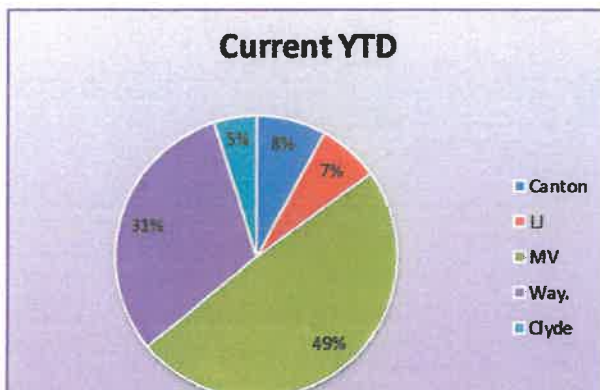
Active Account Performance			Variance
	January 2021	January 2020	
Canton	31	37	-19%
Clyde	20	22	-5%
Lake Junaluska	19	21	-11%
Maggie Valley	184	192	-4%
Waynesville	116	130	-12%
Total	370	402	-9%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$107,520.47	Remittance Type	Distribution
Distribution Previous Year	(\$66,236.81)	Taxes Remitted for Period 4%	\$144,808.71
Difference	\$41,283.66	Penalties	\$1,702.91
Variance	62%	Sub Total	\$146,511.62
		Fee to County	(\$1,465.12)
		Total Distribution 4%	\$145,046.50

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

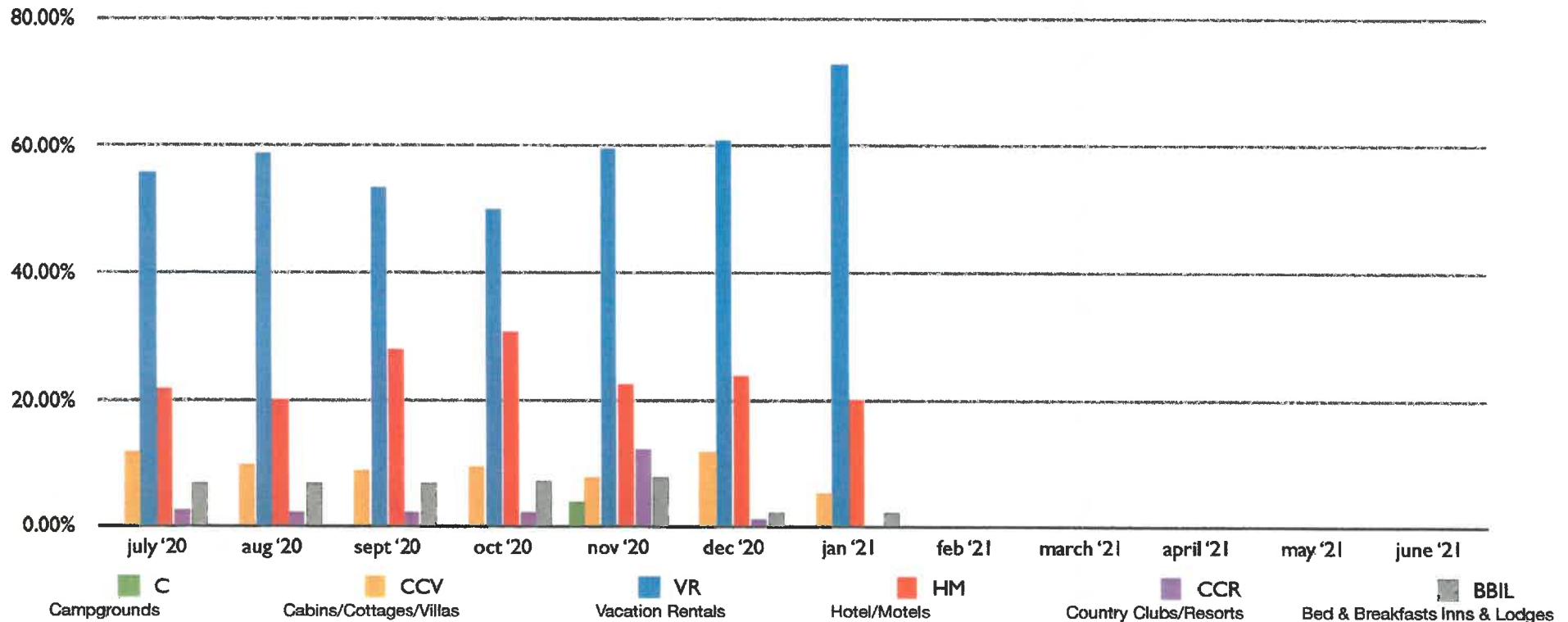


20/21 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2020 - JUNE 2021

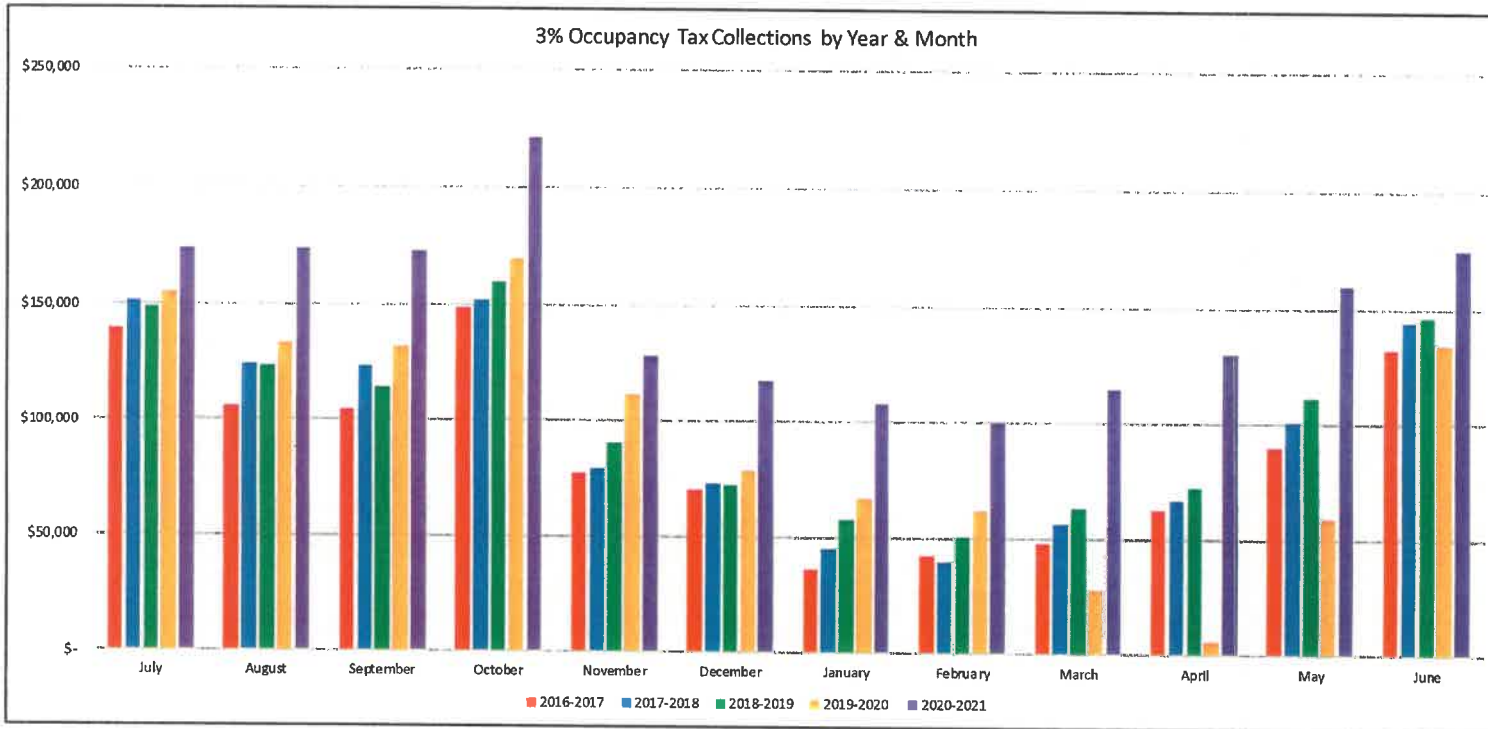
TYPE	JULY '20	AUG '20	SEPT '20	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MARCH '21	APRIL '21	MAY '21	JUNE '21
C	0.05%	0.00%	0.05%	0.04%	3.80%	0.00%	0.00%					
CCV	12.00%	10.00%	9.00%	9.60%	7.89%	12.00%	5.00%					
VR	56.00%	59.00%	53.50%	50.20%	59.69%	61.00%	73.00%					
HM	22.00%	20.00%	28.00%	30.60%	22.58%	24.00%	20.00%					
CCR	2.50%	2.00%	2.00%	2.10%	12.40%	1.00%	0.00%					
BBIL	7.00%	7.00%	7.00%	7.20%	8.00%	2.00%	2.00%					

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



2020-2021 Forecasted 3% Occupancy Tax Collections

	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
July	\$ 139,335	\$ 151,475	\$ 148,380	\$ 155,055	\$ 173,533
August	\$ 106,083	\$ 123,611	\$ 123,380	\$ 133,405	\$ 173,664
September	\$ 104,492	\$ 123,344	\$ 113,828	\$ 131,589	\$ 172,717
October	\$ 148,752	\$ 152,179	\$ 159,349	\$ 169,745	\$ 221,520
November	\$ 76,880	\$ 79,190	\$ 90,553	\$ 111,387	\$ 128,278
December	\$ 70,086	\$ 72,777	\$ 72,016	\$ 78,487	\$ 117,859
January	\$ 35,646	\$ 44,539	\$ 57,143	\$ 66,237	\$ 107,520
February	\$ 41,742	\$ 39,053	\$ 50,616	\$ 61,711	\$ 100,000
March	\$ 47,550	\$ 55,745	\$ 62,855	\$ 27,326	\$ 115,000
April	\$ 62,463	\$ 66,491	\$ 72,309	\$ 5,536	\$ 130,000
May	\$ 89,393	\$ 100,723	\$ 111,430	\$ 58,909	\$ 160,000
June	\$ 132,201	\$ 144,365	\$ 146,321	\$ 134,487	\$ 175,000
Total	\$ 1,054,623	\$ 1,153,492	\$ 1,208,180	\$ 1,133,874	\$ 1,775,091



HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED
JANUARY RECEIVED IN FEBRUARY 21

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		302.43			302.43	302.43
730	Belle Cottage owes july/ aug penalty & owes nov tax-Sending replacement check	0.80	10.83				10.83
498	Buffalo Creek - owes December penalty	-	185.96			-	185.96
622	Big View Cabin-Owes Oct Penalty		14.92			14.92	14.92
176	Carolina Mtn. Vacation Homes-owes Nov. penalty		331.60			331.60	331.60
300	Carolina Country Cabins-owes Dec. penalty		12.24		12.24		12.24
280	Cozy Corner Motel owes April-September penalties		242.44			242.44	242.44
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>	0.80 2,363.18	123.38 798.02			123.98 3,161.20	123.98 3,161.20
634	Manor Ridge Inn-part of Nov. penalties		6.40		6.40		6.40
777	Our Place Inn owes part of aug penalty		9.67			9.67	9.67
463	Pride RV Resort-short pay of December taxes	5.00			5.00		5.00
978	Rohanna Hotels-Maggie Valley Inn-owes Nov & Dec penalties		83.43		83.43		83.43
1013	Route 19 Inn -owes Dec. pen		146.79		146.79		146.79
851	Serenity Cabins owes oct penalty-TDA to refund penalties		13.53		13.53		13.53
507	SunRise Mountain Properties owes bal <u>NO STATEMENT</u>	0.50			0.50		0.50
654	The Blue Moon Lodge owes aug-dec penalties applied credit not filing-NO STATEMENT		34.10			34.10	34.10
923	Valley View Vacation Rentals-owes Oct. penalty		6.71			6.71	6.71
TOTAL		2,370.08	2,322.45	0.00	267.89	4,227.05	4,691.73

		AMOUNT OWED TO TDA						
ID #	Business Name	ID #	Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed
Information Only								
481	Nakon Inc. Super 8 Motel Jan penalty \$60.32 & July penalty \$225.89 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)	
687	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	Mapa Property Holdings owes July penalty filed out of business			13.70	do not have a good address to send overpay acct closed		13.70	
343	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)				

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 Caraway 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	Plot Mountain House	(39.71)				(39.71)	(39.71)
675	Shioh	(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 2019		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
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 (no address fr owner)	(6.30)				(6.30)	(6.30)
803	Pin Seekers Retreat overpay on acct no statement filed out of business no response on if credit was owed	(10.00)				(10.00)	(10.00)

		AMOUNT OWED TO TDA							
ID #	Business Name			Tax	Penalty	Appealed	under 90 days	over 90 days	Bal Owed
PAID PENALTY IN JANUARY									
Name		Penalty							
CAROLINE'S COUNTRY CABINS		18.29							
JD RENTALS		7.30							
MANOR RIDGE		3.20							
PEPPERTREE		23.54							
REAL HORIZONS-A HOLIDAY MOTEL		86.84							
RUDRA H, LLC		154.04							
SUMMIT BLISS SERVICES		15.33							
THE GAVIN CABIN		10.26							
THE MONTGOMERY HOUSE		4.49							
THE ROOST		3.11							
		326.40							

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 Chinese Investments filed coupons for 2013-2014 year penalties for sept 13-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 Chinese has been turned over to Avalara My Lodge		180.87			180.87	
461	Jesse Caraway 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 Marlin/Myers Mountain Homes : thru Dec EST correct-property add p	15,895.12	4,863.36	5,765.75		14,992.73	
404	Meadowbrook Resort Paid Bal- Jan 31, 2017 update EST MADE 1 PMT	24,953.07	8,733.57	33,686.64		0.00	
38	SunSet Inn WAGES GARNISHMENT PLACED FOR SALE	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 PER 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

Haywood County TDA
Occupancy Tax Penalty Waiver Request

Date of Request: 2/26/21	Amount of Penalty: 331.60
Name of Property: Carolina Mountain Vacation Homes, Inc.	
Address:	
Name of Person Filing Waiver: Katie Hermida & Shelda Muirhead	

Reason For Penalty Waiver Request:

Check was mailed. Apparently it got lost in the mail. We have never missed a payment. Please consider this exception.

Signature:



For HCTDA Use Only

Date Received: 3-1-21	TDA/BOCC Board Meeting Date: TDA Finance - 3-17-21
Penalty Waived:	Authorized By:
Penalty Waiver History:	

Re: Message from KM_C308

message

Carolina Mountain Vacation Homes <maggievacation@gmail.com>
To: Lynn Collins <lynn@visitncsmokies.com>

Mon, Mar 1, 2021 at 3:52 PM

Thanks Lynn,

I have attached the form filled out and also attached statements from my software system which list any checks written out. As you can see, check #2210 was made out to Haywood County Finance department on December 3rd for November occupancy tax. When I received notice that it wasn't received, I immediately sent another check for the same amount (check #2245) and voided the old one (see the other statement attached reflecting that).

We would greatly appreciate a one time exception for this error. I am certain it got lost in the mail as we have never missed a payment in the 5 years I have been managing the business.

Thank you!
Katie Hermida

Carolina Mountain Vacation Homes
www.maggievacation.com
PO Box 14
Maggie Valley, NC 28751
(828) 926-9681

On Thu, Feb 25, 2021 at 5:12 PM Lynn Collins <lynn@visitncsmokies.com> wrote:
Katy,

See attached document. Please complete the form and return to me at your earliest convenience. I will be in touch with you after the March Board meeting.

Best regards,
Lynn Collins

----- Forwarded message -----
From: <abecopier@gmail.com>
Date: Thu, Feb 25, 2021 at 5:09 PM
Subject: Message from KM_C308
To: <lynn@visitncsmokies.com>

Lynn Collins
Executive Director
Haywood County TDA
lynn@visitncsmokies.com

3 attachments

 **Check 2210 Haywood County Finance.pdf**
66K

 **Waiver HCFD.pdf**
754K

 **Check 2245 HCFD.pdf**
66K

HAYWOOD COUNTY FINANCE DEPARTMENT
OCCUPANCY TAX COLLECTIONS
215 N MAIN STREET
WAYNESVILLE, NC 28786
Telephone (828) 356-2614 FAX (828) 452-6725

STATEMENT
February 10, 2021

ID # 176
SHELIA MUIRHEAD dba
CAROLINA MOUNTAIN VACATION HOMES INC
PO BOX 14
MAGGIE VALLEY NC 28751

Tax Month - coupons Rec'd	Due Date	Post Marked	Tax Due	Penalty Due	Penalty Waived	Penalty Paid	Tax Paid	Running Bal
Nov-20	12/21/2020	1/19/2021		331.60				331.60

Total Amount Due 331.60
Appeal Notice Enclosed

5% penalty- failure to file return on due date 20th of the month
10% penalty- failure to pay tax when due except shall not be less than \$5.00
Addl 5% penalty - is each additional month return is not filed, not to exceed 25%

If you have any questions , please contact Kelley A. Mosser 828 356-2614

Manor Ridge - #634 requesting refund

1 message

Kelley A. Mosser <Kelley.Mosser@haywoodcountync.gov>

Thu, Mar 11, 2021 at 11:16 AM

To: Lynn Collins <lynn@visitncsmokies.com>

Good Morning,

I spoke with the owner of Manor Ridge and they have been paying occupancy tax and VRBO has been collecting it for them. They are requesting a refund. Attached is the information that VRBO provided them and I also ran a spreadsheet of what they had paid. Thank you.

Kelley

Kelley A. Mosser

Deputy Finance Director

Haywood County Finance Department

215 N. Main Street

Waynesville, NC 28786

(828) 356-2614

Kelley.mosser@haywoodcountync.gov

—Original Message—

From: toshiba <toshiba@haywoodcountync.gov>

Sent: Thursday, March 11, 2021 11:11 AM

To: Kelley A. Mosser <Kelley.Mosser@haywoodcountync.gov>

Subject: Send data from FINANCEMFD 03/11/2021 11:10

Scanned from FINANCEMFD

Date:03/11/2021 11:10

Pages:2

Resolution:200x200 DPI

This message was sent from a send-only device. Do not reply or send e-mails to this address as they cannot be received.



DOC031121-03112021111011.pdf

28K

VRBO Report

Property ID	Unit ID	Address	Reservation #	Traveler First Name	Traveler Last Name	Booking start	Check-in	Check-out	Nights	Payout date	Gross booking amount	Deductions	Payout	Lodging Tax	Tax Withheld	Payout currency
373393	373393	150 Ridge I	HA-FRL3L	Vanya	Foster	Reserve	28-Mar-20	4-Apr-20	7	29-Mar-20	1454.62	48.93	1405.69	0	0 USD	
373393	373393	150 Ridge I	HA-GPJX64	John	Griffin	Reserve	12-Jun-20	14-Jun-20	2	13-Jun-20	700	23.58	676.42	0	0 USD	
373393	373393	150 Ridge I	HA-9C4959	Javed	Anwar	Reserve	19-Jun-20	21-Jun-20	2	20-Jun-20	700	23.58	676.42	0	0 USD	
373393	373393	150 Ridge I	HA-9C97X2	Kannan	Rangarajar	Reserve	26-Jun-20	28-Jun-20	2	27-Jun-20	700	23.58	676.42	0	0 USD	
373393	373393	150 Ridge I	HA-NM93N	Shirley	Harris	Reserve	28-Jun-20	5-Jul-20	7	29-Jun-20	1400.06	47.1	1352.96	0	0 USD	
373393	373393	150 Ridge I	HA-H8488E	Jeff	Smathers	Reserve	6-Aug-20	14-Aug-20	8	7-Aug-20	1578.64	53.11	1525.53	0	0 USD	
373393	373393	150 Ridge I	HA-SZYGW	Wayne	Kelly	Reserve	14-Aug-20	16-Aug-20	2	15-Aug-20	600	20.2	579.8	0	0 USD	
373393	373393	150 Ridge I	HA-Q2HCS	James	Givens	Reserve	21-Aug-20	23-Aug-20	2	22-Aug-20	700	23.58	676.42	0	0 USD	
373393	373393	150 Ridge I	HA-DSN5L5	Mandilee	Raynor	Reserve	18-Sep-20	20-Sep-20	2	19-Sep-20	700	23.58	676.42	0	0 USD	
373393	373393	150 Ridge I	HA-W00TP	Pam	Valdes	Reserve	20-Oct-20	25-Oct-20	5	21-Oct-20	1250	42.07	1207.93	0	0 USD	
373393	373393	150 Ridge I	HA-ZTVTH	Mark	Blackburn	Reserve	6-Nov-20	14-Nov-20	8	7-Nov-20	1578.64	53.1	1525.54	0	0 USD	
373393	373393	150 Ridge I	HA-9F1WH	Tanya	Carver	Reserve	20-Nov-20	22-Nov-20	2	21-Nov-20	640	21.56	618.44	0	0 USD	
373393	373393	150 Ridge I	HA-HVP53	Louise	Mason	Reserve	11-Dec-20	13-Dec-20	2	12-Dec-20	700	23.61	676.39	0	0 USD	
373393	373393	150 Ridge I	HA-3XH65	Andrew	Rigsby	Reserve	19-Dec-20	28-Dec-20	9	20-Dec-20	1757.22	59.11	1698.11	0	0 USD	
373393	373393	150 Ridge I	HA-QJWNB	Stephanie	Morgan	Reserve	15-Jan-21	18-Jan-21	3	16-Jan-21	975	32.88	942.12	0	0 USD	
373393	373393	150 Ridge I	HA-WPWW	Vidal	Dubon	Reserve	5-Feb-21	7-Feb-21	2	1-Mar-21	700	23.62	676.38	0	0 USD	
373393	373393	150 Ridge I	HA-NSR52	Patricia	McKinney	Reserve	12-Feb-21	15-Feb-21	3	1-Mar-21	975	32.88	942.12	0	0 USD	
373393	373393	150 Ridge I	HA-GM08A	Brian	Heriman	Reserve	26-Feb-21	28-Feb-21	2	1-Mar-21	700	23.59	676.41	0	0 USD	

MANOR RIDGE
Catherine Adeeb

[illegible]

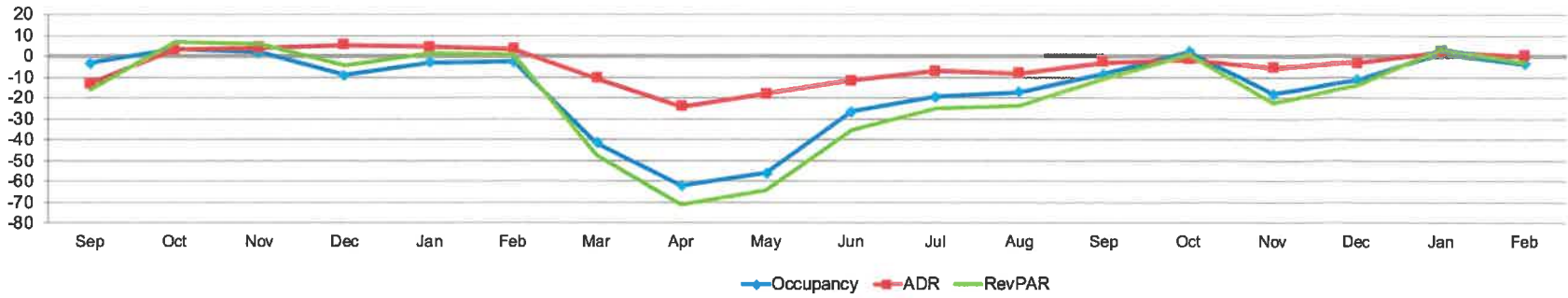
Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority

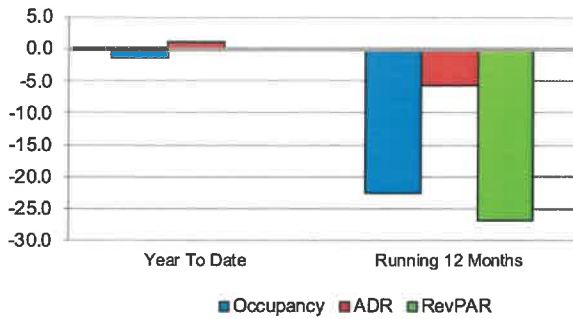
For the Month of February 2021

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	This Year	61.3	69.3	53.8	41.7	33.7	39.7	28.0	20.3	26.5	33.7	47.3	55.2	50.9	56.0	70.7	44.1	37.0	34.1	38.2	37.8	36.5	36.1	55.7	55.2	42.8
	Last Year	63.5	66.9	52.8	45.8	34.8	40.8	48.0	53.6	60.8	64.6	88.6	61.4	61.3	69.3	53.8	41.7	33.7	39.7	33.0	37.6	36.5	55.2	55.7	55.2	
Percent Change	-3.4	3.5	1.9	-9.1	-3.2	-2.6	-41.7	-62.2	-56.4	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.3	1.3	-3.8	14.2	-2.9	-1.3	0.8	-0.8	-22.5		
ADR	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	This Year	110.18	125.00	107.96	102.37	93.27	96.17	84.00	74.89	87.60	98.89	109.89	106.88	106.98	122.82	102.02	98.94	95.28	96.47	91.23	94.77	95.88	107.46	108.98	102.97	
	Last Year	126.51	121.15	103.91	97.29	89.36	93.00	94.24	99.03	106.96	112.01	118.55	116.29	110.18	125.00	107.96	102.37	93.27	96.17	91.69	91.23	94.77	105.98	107.46	108.98	
Percent Change	-12.9	3.2	3.9	5.2	4.4	3.4	-10.9	-24.4	-18.1	-11.7	-7.3	-8.1	-2.9	-1.7	-5.5	-3.3	2.2	0.3	-0.5	3.9	1.2	1.4	1.4	-5.5		
RevPAR	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	This Year	67.51	86.59	58.05	42.68	31.39	38.22	23.52	15.18	23.20	46.81	60.66	54.42	59.91	86.88	44.95	36.58	32.49	36.88	34.33	34.63	34.57	59.81	60.20	44.06	
	Last Year	80.28	81.08	54.81	44.60	31.06	37.95	45.27	53.10	65.01	72.34	81.29	71.43	67.51	86.59	58.05	42.68	31.39	38.22	30.23	34.33	34.63	58.49	59.81	60.20	
Percent Change	-15.9	6.8	5.9	-4.3	1.0	0.7	-48.0	-71.4	-64.3	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.3	3.5	-3.5	13.6	0.9	-0.2	2.3	0.6	-26.8		
Supply	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	This Year	52,440	54,188	49,260	49,507	48,763	44,044	50,623	48,000	54,188	52,440	54,188	54,188	52,440	54,188	49,260	49,290	48,546	43,848	92,807	92,807	92,394	614,889	614,889	611,199	
	Last Year	52,440	54,188	49,260	49,507	48,763	44,044	50,623	51,060	54,188	52,440	54,188	54,188	52,440	54,188	49,260	49,507	48,763	44,044	92,807	92,807	92,807	615,072	614,889	614,889	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.4	-0.4	-0.4	0.0	0.0	-0.4	0.0	0.0	-0.6		
Demand	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	This Year	32,133	37,540	26,488	20,640	16,409	17,506	14,172	9,732	14,349	24,822	29,911	27,592	29,365	38,331	21,703	18,221	16,551	16,761	34,925	33,915	33,312	342,239	339,658	261,510	
	Last Year	33,277	36,264	25,986	22,697	16,952	17,973	24,317	27,380	32,935	33,869	37,157	33,284	32,133	37,540	26,488	20,640	16,409	17,506	30,594	34,925	33,915	339,484	342,239	339,658	
Percent Change	-3.4	3.5	1.9	-9.1	-3.2	-2.6	-41.7	-64.5	-56.4	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.7	0.9	-4.3	14.2	-2.9	-1.8	0.8	-0.8	-23.0		
Revenue	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	This Year	3,540,476	4,692,358	2,859,542	2,112,885	1,530,488	1,683,571	1,190,475	728,847	1,256,929	2,454,605	3,286,942	2,949,053	3,141,538	4,707,857	2,214,042	1,802,834	1,577,021	1,616,930	3,186,293	3,214,059	3,193,951	36,777,567	37,014,400	26,927,074	
	Last Year	4,209,756	4,393,466	2,700,110	2,208,194	1,514,780	1,671,513	2,291,567	2,711,420	3,522,650	3,793,740	4,404,981	3,870,724	3,540,476	4,692,358	2,859,542	2,112,885	1,530,488	1,683,571	2,805,250	3,186,293	3,214,059	35,978,271	36,777,567	37,014,400	
Percent Change	-15.9	6.8	5.9	-4.3	1.0	0.7	-48.0	-73.1	-64.3	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.7	3.0	-4.0	13.6	0.9	-0.6	2.2	0.6	-27.3		
Census %	2019				2020								2021				Year To Date			Running 12 Months						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2019	2020	2021	2019	2020	2021		
	Census Props	45	45	41	39	38	38	40	41	45	45	45	45	45	45	41	39	38	38	35,978,271	36,777,567	37,014,400	35,978,271	36,777,567	37,014,400	
	Census Rooms	1748	1748	1642	1597	1573	1573	1633	1600	1748	1748	1748	1748	1748	1748	1642	1590	1566	1566	1748	1748	1748	1748	1748	1748	
% Rooms Participants	22.5	22.5	23.9	24.6	25.0	25.0	24.1	18.2	22.5	22.5	22.5	22.5	22.5	22.5	23.9	24.7	31.0	31.0	22.5	22.5	22.5	22.5	22.5	22.5		

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Denver, CO 80202
+1 (720) 372-2318
hello@airdna.co

Data pulled up to Feb-21

140389 - Haywood County

Total Available Listings

	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
Entire Place	858	923	898	1,026	1,028	1,014	1,008	1,047	1,109	1,085	1,049	1,008	920
Private Room	77	78	78	72	80	79	73	78	80	78	73	78	76
Shared Room	0	0	0	0	0	0	0	0	0	0	0	1	1

Booked Listings

Entire Place	713	724	627	888	981	989	972	1,005	1,076	1,062	1,002	949	860
Private Room	61	70	62	57	73	74	71	72	77	73	68	64	68
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	1

Room Nights - Entire Place

Total Available	51,125	52,148	39,349	62,820	69,056	69,382	66,639	66,719	74,562	72,263	71,695	62,692	56,578
Booked	18,482	20,287	22,154	28,168	44,896	55,482	49,390	45,777	60,935	49,799	44,192	31,662	32,107

Room Nights - Hotel Comparable

Total Available	3,477	3,871	2,839	4,155	4,500	4,906	4,547	4,659	5,463	5,005	4,658	4,487	4,257
Booked	1,415	1,580	1,569	2,073	2,835	3,403	3,065	2,865	4,243	3,214	2,523	1,850	1,942

Listing Nights - Entire Place

Available	19,376	20,075	14,525	23,727	25,554	26,044	24,999	25,300	28,568	27,810	27,288	24,323	21,851
Booked	7,130	7,942	8,098	10,876	16,849	20,726	18,581	17,474	23,334	19,116	16,740	12,069	12,154

Occupancy

Entire Place	36.8%	39.6%	55.8%	45.8%	65.9%	79.6%	74.3%	69.1%	81.7%	68.7%	61.3%	49.6%	55.6%
Hotel Comparable	40.7%	40.8%	55.3%	49.9%	63.0%	69.4%	67.4%	61.5%	77.7%	64.2%	54.2%	41.2%	45.6%

ADR

Entire Place	\$196.99	\$187.62	\$198.03	\$195.14	\$201.20	\$210.37	\$209.69	\$211.38	\$220.15	\$222.90	\$230.45	\$219.79	\$220.84
Hotel Comparable	\$114.38	\$110.43	\$110.84	\$113.18	\$117.04	\$126.04	\$130.40	\$131.53	\$136.63	\$134.97	\$133.67	\$136.78	\$135.37

RevPAR

Entire Place	\$72.49	\$74.23	\$110.41	\$89.45	\$132.66	\$167.42	\$155.86	\$145.99	\$179.82	\$153.21	\$141.37	\$109.06	\$122.84
Hotel Comparable	\$46.55	\$45.07	\$61.26	\$56.47	\$73.73	\$87.43	\$87.90	\$80.88	\$106.11	\$86.67	\$72.40	\$56.39	\$61.75



Master 2021 Partnership Funding 1% Spreadsheet 3rd. Round

Canton 28716 1% Amount available to award \$39,809	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021	Sub Com Rec. 2021	FINANCE REC. 2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Town of Canton	Public Art/Downtown Mural	0.00	0.00	\$6,000.00	\$6,000.00	\$6,000.00	97	Tourism	
1%	Town of Canton	Chestnut Mountain Entrance Sign	0.00	0.00	\$30,000.00	\$30,000.00	\$30,000.00	98	Sponsorship	
1%	Town of Canton	Wayfinding Signage	0.00	0.00	\$3,195.00	\$3,195.00	\$3,195.00	90	Tourism	
	TOTAL				\$39,195.00	\$39,195.00	\$39,195.00			
Clyde 28721 1% Amount available to award \$38,998	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021	Sub Com Rec. 2021	FINANCE REC. 2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Haywood Community College	Nature Trail Disc Golf Course Improvements	\$0	\$0	\$15,400.00	\$13,400	\$13,400	98	Sponsorship	
	TOTAL				\$36,876.00	\$13,400.00	\$13,400.00			
Lake J. 28745 1% Amount available to award \$6,175	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021	Sub Com Rec. 2021	FINANCE REC. 2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Lake Junaluska	2021 Independence Day Celebration	\$0	\$0	\$4,200.00	\$4,200	\$4,200	92	Sponsorship	
	TOTAL				\$4,200.00	\$4,200.00	\$4,200.00			
Maggie Valley 28751 1% Amount available to award \$75,419	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021	Sub Com Rec. 2021	FINANCE REC. 2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	MV Chamber	Winter Days Decorations	\$930.00	\$930.00	\$3,775.00	\$3,775.00	\$3,775.00	95	Sponsorship	Approval subject to Receipt & Review of billboard design
1%	Town of Maggie	Maggie Valley History Project	\$0.00	\$0.00	\$25,000.00	\$10,000.00	\$10,000.00	100	Tourism	
1%	Town of Maggie	Winter Woods Signature Lighting	\$0.00	\$0.00	\$52,000.00	\$52,000.00	\$52,000.00	95	Tourism	
1%	Town of Maggie	Maggie Valley Backyard 4th	\$0.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00	100	Sponsorship	
1%	Maggie Valley Fall Days	Maggie Valley Fall Days	\$5,000.00	\$5,000.00	\$2,500.00	\$2,500.00	\$2,500.00	95	Tourism	
	TOTAL				\$90,275.00	\$75,275.00	\$75,275.00			
Waynesville 28785/86 1% Amount available to award \$12,351	ORGANIZATION	EVENT/FESTIVAL AND SPECIAL PROMOTION	REQUESTED 2020/21	AWARDED 2020/2021	REQUESTED 2021	Sub Com Rec. 2021	FINANCE REC. 2021	Score	Promotional or Tourism Related	STIPULATIONS/NOTES
1%	Hart Theatre	Pre-Season Performances (Reopening Promotion)	\$6,000	\$2,500	\$2,000	\$2,000	\$2,000	90	Sponsorship	April 8-June 4 2021
1%	DWA	SMOKIES Black Bear Fest	\$0	\$0	\$5,000	\$5,000	\$5,000.00	78	Sponsorship	Must submit to TDA detailed budget and plan for festival by April 1st.
	TOTAL				\$7,000.00	\$7,000.00	\$7,000.00			

2020 MID-YEAR
VISIT NC SMOKIES
RECAP



QUICK ACTION IN A GLOBAL PANDEMIC

As we rolled into 2020, we were prepping for a strong spring and summer. Then came the COVID-19 pandemic, quarantines, masks, and shelter in place. Of course, travel was hit first and hit hard. We acted quickly to readjust.

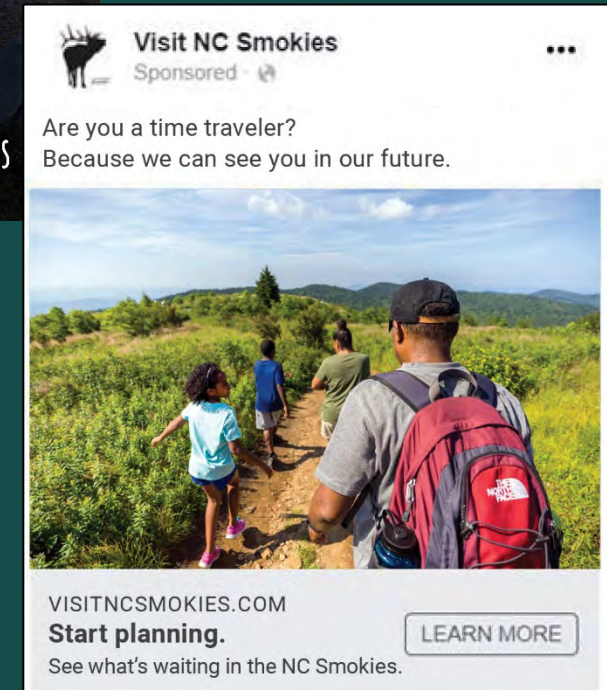
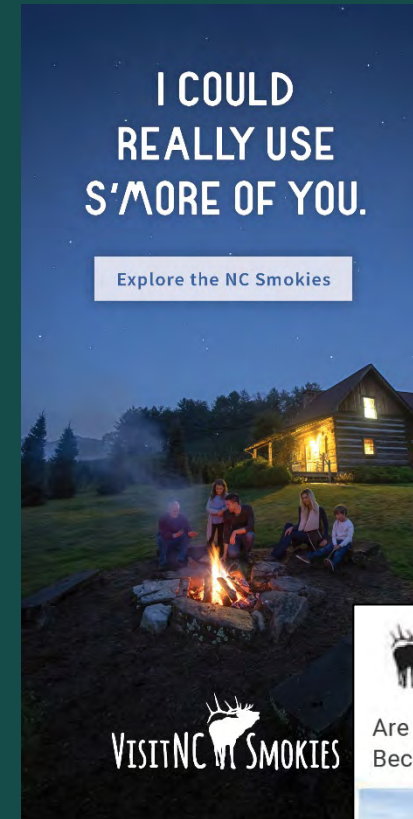
As travelers settled into quarantine, we turned our attention to organic messaging. We added an alert bar on the website homepage linking to COVID-19 resources. We refreshed social content calendars, slowing our posting frequency, and focusing content on nature, memories, and fun facts.

We transformed our digital channels into a virtual destination, offering followers a sense of escape and keeping the NC Smokies top of mind until it was time to return.

CAUTIOUSLY REEMERGING FROM CRISIS

With so much unpredictability in the world and an overload of messages, the TDA wanted to offer a sense of familiarity and a lighthearted escape from the chaos. In May, we reentered the market with recovery-minded “Pickup Line” messaging featuring iconic vistas, local wildlife, and outdoor activities situated in wide-open spaces.

The campaign kicked off with local print placements during Tourism Week and a direct mail postcard to the existing Haywood TDA database. Digital display, paid search, and paid social ads were targeted at prospective visitors in select drive markets. We started with those one to two hours away as well as intercept targeting of people seeking day trips. We then cautiously widened our geographic targeting to drive markets three to four hours away as the phases of opening and traveler interest progressed.



The HCTDA launched the "NC Smokies Hiking Safety Tips"

In response to the increasing number of new visitors to our mountain towns and trails. The campaign includes a free orange safety whistle with branded breakaway lanyard and a safety tips card. All items are available at the Visitors Center (1110 Soco Road) in Maggie Valley.



Re-Designed Mountain Heritage Trout Map



Mountain Heritage Trout Waters



The Mountain Heritage Trout Waters Program was established by the NC General Assembly in 2007 as a means to encourage trout fishing as a heritage tourism activity. Maggie Valley is designated as 1 of 17 Mountain Heritage Trout Cities in the program.

Residents and Non Residents are **required to purchase a 3-day, \$8 fishing license to fish in the designated Mountain Heritage Trout Waters**. There are no additional license requirements for fishing in Mountain Heritage Trout Waters. Children under 16 do not need a license. This special 3-day license can be purchased:

By phone at (888) 248-6834. Phone lines are open Mon - Fri, 8am - 5pm.

Online anytime at <https://www.ncwildlife.org/Fishing/Learn-Resources/Programs/Mountain-Heritage-Trout-Waters-Program>

> Purchase License & Permits > Option 2: New Customer Search > Add Customer > Enter Info > Continue > Inland Fishing Only > Short Term > Mtn Heritage Trout 3-Day Fish

- You do not need any additional licenses if you already have a NC Inland or Lifetime Fishing License
- Our Visitor Center DOES NOT sell any fishing licenses.
- License is **ONLY** valid in Mountain Trout Water locations.
(Therefore is not valid at Lake Junaluska, Cherokee, etc)

No poles? No problem! Swing by Visit NC Smokies Haywood County Visitor Center located at 1110 Soco Rd, Maggie Valley, NC 28751 to check out poles with a \$5 cash deposit per pole. Return poles within 3 days to receive your deposit back.



Haywood County is 1 of only 2 **headwater** counties in the entire United States. Headwater means that all of the water originates in the county and flows out, no water flows into the county from elsewhere.



Haywood County Swimming Holes

SUNBURST SWIMMING HOLE - (35.3735685, -82.9365153) With easy access right on Hwy 215, Sunburst is one of the easiest swimming holes to get to with plenty of parking. It is the perfect spot to unload a cooler or grill. You'll find an upper and lower swimming hole, as well as plenty of rocks and beach areas to relax. Sunburst Campground is located across the road and offers a great picnic area.

SKINNY DIP FALLS - (35.322248, -82.8303678) Milepost 417 on the Blue Ridge Parkway, the trail head is across the road from the Looking Glass Overlook parking area. Don't let the name fool you - clothing is strongly suggested at this popular swimming hole! Picturesque and very cool this hole offers several jumps and great places to wade in more shallow waters. The hike is short and suitable for all ages.

LOWER FALLS, GRAVEYARD FIELDS - (35.3210039, -82.8460705) Milepost 418 on the Blue Ridge Parkway, here you'll find the perfect combination of hiking and swimming. The 3.2 mile hike offers multiple waterfall features and the lower falls is a great swimming area to splash around in. This is a very popular hiking area so make sure to plan for heavier crowds on hot summer days.

MIDNIGHT HOLE - (35.7514974, -83.1095094) From the parking lot follow Big Creek trail for about 1.4 miles, Midnight Hole is on your left. This deep and scenic pool sits at the base of a 6ft waterfall. There are a number of large rocks around the pool that many enjoy jumping off.



BEST. SCIENCE. LAB. EVER.

BRING CLASS TO THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

NEW CAMPAIGN

**EMBRACE
UNUSUAL**

**DITCH THE FAKE
ZOOM BACKGROUND**

WORK REMOTE IN
THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

**BETCHA WON'T FIND A
BETTER PLAYGROUND**

TAKE RECESS TO
THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

**MEET SOME WILD
NEW COWORKERS**

WORK REMOTE IN
THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

DITCH THE FAKE ZOOM BACKGROUND

COME TO THE
NC SMOKIES

VISITNC  SMOKIES

EMBRACE
UNUSUAL

BEST. SNOW. DAY. EVER.

TAKE RECESS TO
THE NC SMOKIES

VISITNC  SMOKIES.COM

EMBRACE
UNUSUAL

CREATE A BRAND NEW MORNING ROUTINE

COME TO THE
NC SMOKIES

VISITNC  SMOKIES

EMBRACE
UNUSUAL

BEST. SNOW DAY. EVER.

TAKE RECESS TO
THE NC SMOKIES

VISITNC  SMOKIES

EMBRACE
UNUSUAL

VISIT NC RECOVERY MARKETING GRANT



\$100,000 was granted to the HCTDA to be spent within VisitNC Co-op Advertising from October — December 2020

Youtube : Video & Digital Display Ads

- November & December

Travel Focused Mobile Ads

- December

Accuweather Digital Display Ads

- December

Cox Media OTT Video Ads

- October, November & December

Southern Living ¼ Page Ad

- December

Outside Magazine ¼ Page Ad

- December

Instagram through VisitNC

- November

VisitNC.com Native Advertising

- October, November & December

EDPNC TOURISM RECOVERY GRANT

The HCTDA was awarded \$21,500.

In order to qualify, the HCTDA had to show losses in their promotional budgets for 2020 versus 2019. The grant was to cover COVID-19 related expenses that had not been budgeted.

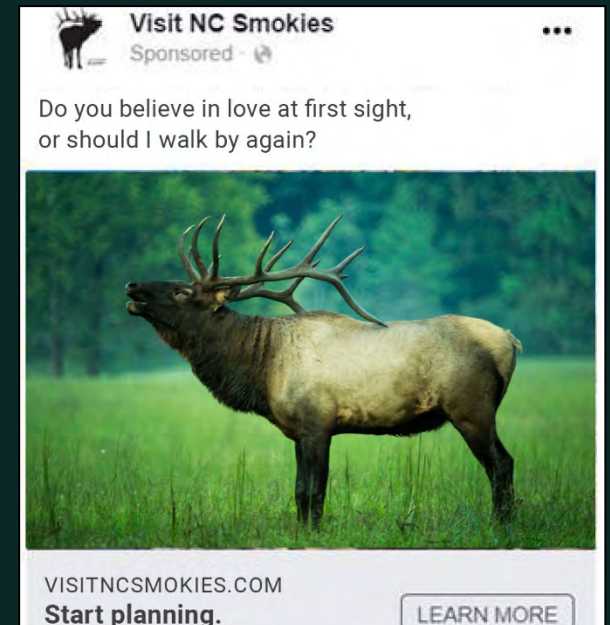
Qualifying uses are only for promotion (advertising and marketing) efforts to promote tourism as the state continues to reopen.

Examples of promotions covered:

Postcard Mailer:



Social & Google Ads:



DEER PARK BRAND GRANT

The HCTDA in conjunction with the Haywood Waterways Association was awarded \$2,500.

As a Blue Ridge Parkway Association member, the HCTDA submitted a grant application for the Haywood Waterways Association. The project had to support protection, preservation and sustainability to help minimize the environmental impact of our visitors.

Project:

The HCTDA will work with the Haywood Waterways Association to implement two water conservation and sustainability measures in the Pigeon River Watershed of Haywood County.

We will use \$2,000 to purchase native trees and shrubs suitable for streamside habitats, along with soil and mulch. The remaining funds (\$500) will be used for printing coasters with the title “Love Your Watershed”



Wayfinding Signs

HCTDA in partnership with each town funded 23 wayfinding signs throughout Haywood County.



HCTDA Grants 2020-2021

3%

Haywood Co. Greenway Planning Study - \$30,000

1%

Canton 28716

Lake Logan Outdoor Space Enhancements - \$5,000

1%

Clyde 28721

Visit Clyde Brochure- \$7,500

1%

Lake Junaluska 28745

Lake Junaluska Seasonal advertising- \$22,000

Discover Magazine 2021 - \$4,000

Total = \$26,000

HCTDA Grants 2020-2021

1%

Maggie Valley 28751

Winter Days Decorations - \$3,430
Maggie Valley Fall Days - \$10,000
WNC Jeepfest 20- \$3,500
WNC Jeepfest 21- \$6,060
Destination Marketing - \$114,000
Total = \$136,990

1%

Waynesville 28785/86

Destination Marketing - \$99,020
Portable Stage (Smoky Mtn Event Center) - \$10,000
Event Space Enhancement (Shelton House) - \$25,150
2021 Farmers Market Marketing - \$3,000
Frog Level Improvements - \$5,600
DWA Street Dance - \$1,000
Night Before Christmas - \$1,500
Total = \$145,270



Every year the HCTDA staff has a chance to pitch ideas to be featured in the North Carolina Visitor Guide. Ten Acre Garden in Canton made the cover of the mountain version of the 2021 travel guide.



2021 Visitor Guide

