



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Haywood County Tourism Development Authority Agenda Wednesday, June 23rd, 2021

- I. Call to Order – Chairman Lyndon 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**
 - 1. Request approval of TDA Board Minutes from March 24th & May 26th 2021
 - 2. Request approval of Budget Amendment
- VII. Administrative/Committee Reports**
 - 1. May Financial Report – Kristian Owen
 - 2. 3%, 1% & 4% Reports – Lyndon Lowe
 - 3. STR & AirDNA Reports – P. Shah
 - 4. Marketing Committee Report – Jon Feichter & Ashley Rice
 - 5. Group Sales Committee Report – David Francis & Ben Wilder

VIII. New Business

A. Request approval of Engagement Agreement with Crawford Strategy

**IX. Staff Reports – Ashley Rice
Brindley Faile
Ben Wilder
Lynn Collins**

X. Old Business

XI. Adjournment

XII. 10 Minute Media Communication Session

HCTDA Board Meeting Minutes
March 24th, 2021
Bethea Welcome Center, Lake Junaluska

Members Present: Lyndon Lowe, Mike Eveland, Chris Corbin, Colleen Davis, Will Jones, P. Shah, Tammy Wight, Gail Mull, Katy Gould, Jon Feichter, Mike Huber, Dave Angel, Kirk Kirkpatrick, David Francis

Members Absent: Kristian Owen

Others Present: TDA Staff: Lynn Collins, Ben Wilder, Ashley Rice

Chairman Lyndon Lowe called the HCTDA Board Meeting to order at 9:02am.

Introductions

Chairman Lowe welcomed new TDA Board member, Will Jones, General Manager of The Swag.

Adjustments to Agenda

- No adjustments

Public Comment

- No public comment.

Board Comments

- No Comments
- Director Collins informed the board that two former TDA board members had recently passed away. Bonnie Probst, owner of Heath Lodge and long term board member and TDA Chairman, Ken Stahl.

Consent Agenda

- Tammy Wight made a motion to approve the Consent Agenda as presented. The Consent Agenda includes the following:
- Approval of the Minutes from the February 24th TDA Board meeting
- Budget Amendment balancing line items
- Jon Feichter seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

- Chris Corbin presented the February Financial report as follows:

Cash in Bank	\$1,572,409	
Total Assets	\$1,575,186	
Total Liabilities	\$ 6,601	
Total Net Position	\$1,575,186	
Revenue	\$1,372,901	66.87%
Expenses	\$ 833,467	40.59%

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the 3% up 113% over budget and 62% over January of 2020. YTD it is up 50% over budget and 29% over last year. Chris stated that it is continuing to trend upward.
- Moving on to the 1% report, Lake Junaluska is making strides and all other zip codes are continuing the upward trend, especially Clyde.
- Chairman Lowe told the board that the Finance Committee discussed how Lake Junaluska has done an unbelievable job rebranding themselves because these numbers are exceptional showing how well they have done thru the pandemic.
- Finance Chairman Corbin stated that on the 4% report it shows that Lake Junaluska has lost a little market share and Canton and Clyde are picking up market share so hopefully next year we will have a year where everyone continues to prosper.
- On the Occupancy Tax by Category report, we reached a new high of 73% for vacation rentals. With the work that Granicus is doing we may see those accounts go even higher.
- Ben Wilder presented a projection report of where we could end the year for the 3%. He told the board that he had looked at previous year growth to determine where we might land. Based on those numbers, we could finish the year with the 3% at \$1,775,091 compared to the original projections of \$1,133,874.
- Lynn told the board to keep in mind that when you add the 1% to that number, we will go over 2 million dollars in collections this year.
- Mike Eveland asks about where or when we might plateau in a year or so. Will the numbers remain high, or will we go back to what we consider normal? He went on to state that's where we need to be cautious with the budget.
- Lynn stated that she anticipates it will remain strong through this year, but as other destinations open back up and people have more choices, we may begin to see some leveling off.
- Finance Chairman Corbin told the board that the Finance Committee had approved a penalty waiver for Carolina Mountain Vacations in the amount of \$331.60 due to the check getting lost in the mail. Documentation was presented showing proof of when check was written and mailed. The Finance Committee also approved an occupancy tax refund for Manor Ridge in the amount of \$464.00. The owners were not aware that VRBO had started paying the occupancy tax and they continued to pay as well for 15 months.

STR & AirDNA Reports

- P. Shaw started with the STR report saying that January was up, and February was down but those months are generally down. He went on to state that generally, it looks to be improving for hotels & motels.
- Moving on to the AirDNA report, vacation rentals are outperforming other types of accommodations. The room nights booked are a 75% increase over the same month last year and that they are seeing the benefit of the pandemic travelers who work remotely and can also do school remotely. The report shows a 10% increase in ADR.
- Mike Eveland asked if we should expect to see any changes with the Clarion reporting with 90 rooms added to the report.
- Lyndon stated that ADR will be affected.
- P. Shah stated that it will increase the supply on the STR report so it will give a better picture of what is going on with the hotels in Haywood County.

New Business

- Chairman Lowe moved on to new business and requested approval of Finance Committee recommendations for 1% funding as follows: Master 1% Funding Sheet is on file at haywoodtda.com
 - 28716 (Canton) Zip Code in the amount of \$39,195.00
 - Mike Eveland made a motion to approve the recommendation in the amount of \$39,195.00
 - Dave Angel seconded the motion.
 - Gail Mull abstained from the vote.
 - Motion passed unanimously.
- Chairman Lowe requested approval of Finance Committee recommendation for the 28721 (Clyde) zip code in the amount of \$13,400.00.
 - Tammy Wight made a motion to approve the recommendation in the amount of \$13,400.00
 - Mike Eveland seconded the motion.
 - Katy Gould abstained from the vote.
 - Motion passed unanimously.
- Chairman Lowe requested approval of the Finance Committee recommendation for the 28745 zip code (Lake Junaluska) in the amount of \$4,200.00.
 - Mike Eveland made a motion to approve the recommendation in the amount of \$4,200.
 - Tammy Wight seconded the motion.
 - Motion passed unanimously.
- Chairman Lowe requested approval of the Finance Committee recommendation for the 28751 zip code (Maggie Valley) in the amount of \$75,275.00.
 - Chris Corbin made a motion to approve the recommendation in the amount of \$75,275.00.
 - Will Jones seconded the motion.
 - Tammy Wight and Mike Eveland abstained from the vote.

- Motion passed unanimously.
- Chairman Lowe requested approval of the Finance Committee recommendation for the 28785/86 zip code (Waynesville) in the amount of \$7,000.
 - Mike Eveland made a motion to approve the recommendation in the amount of \$7,000.00.
 - Dave Angel seconded the motion.
 - Colleen Davis abstained from the vote.
 - Motion passed unanimously.
- Chairman Lowe informed the board that the April TDA Board meeting has been canceled but there will be an April Finance Committee meeting as regularly scheduled.

Old Business

- None

Staff Reports

- Ashley Rice presented the Mid-Year Update to the Board. The Mid-Year Update file can be found on haywoodtda.com.
- Ashely Rice & Ben Wilder presented the Arrivalist Report to the Board. The report can be found at haywoodtda.com.
- Ben Wilder gave a brief update on where we are with the Granicus program. Staff has had training on the program and is working to draft the first set of letters to go out to all identified properties. There is a tremendous amount of information provided by Granicus and it will take time for staff to get familiar with the reporting. Further updates will be provided to the board as we gather information.
- Director Collins asked board members to sign up for committee assignments and updated the board members on recent and upcoming projects.

Adjournment

- Chairman Lowe adjourned the meeting at 10:28am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

HCTDA Budget Forum & Board Meeting Minutes
May 26th, 2021
Gaines Auditorium, Bethea Welcome Center, Lake Junaluska

Members Present: Lyndon Lowe, Kristian Owen, Katy Gould (via Zoom), Mike Eveland, Chris Corbin, P. Shah, David Francis, Kirk Kirkpatrick, Will Jones, Tammy Wight, Mike Huber

Members Absent: Gail Mull, Dave Angel, Jon Feichter, Colleen Davis

Others in Attendance: Jeanne Forrest, Shelby Harrell, TDA staff

Chairman Lyndon Lowe called the HCTDA Budget Forum to order at 9:05am.

Introductions

Presentation of 21/22 TDA 3% & 1% Partnership Funding

Chairman Lowe presented the Partnership Funding with the 1% broken down by zip codes and the 3% as a single line item amount for the 2021/2022 TDA budget year.

28716 Canton 1% in the amount of \$26,245

28721 Clyde 1% in the amount of \$16,000

28745 Lake Junaluska 1% in the amount of \$20,000 (to be adjusted by \$5,000 for incentives)

28751 Maggie Valley 1% in the amount of \$164,561

28785/86 Waynesville 1% in the amount of \$103,200

3% Partnership Funding in the amount of \$55,000

Public Comment/Board Discussion on the Partnership Funding

Presentation of 21/22 HCTDA Budget

Chairman Lowe presented the 21/22 TDA budget totaling \$1,953,652 which is a reduction of \$99,578 from the 20/21 budget.

Public Comment/Board Discussion on 21/22 Budget

No public comment or discussion.

Chairman Lowe adjourned the Budget Forum at 10:23am.

Chairman Lowe called the May 26th HCTDA Board Meeting to order at 10:39am.

Adjustments to Agenda

- No adjustment to agenda.

Public Comment

- No public comment.

Board Comments

- No Board Comments

Consent Agenda

- The Consent Agenda includes the following:
- Request approval of a Budget Amendment in the amount of \$130,268
- Director Collins informed the board that the Budget amendment had been revised from the version presented to the Finance Committee and went on to explain the revisions.
- Tammy Wight stated that she would have preferred to have received an emailed copy of the revision prior to the board meeting.
- Mike Huber made a motion to approve the Budget Amendment as presented.
- Tammy Wight seconded the motion.
- Motion passed unanimously.
- Approval of the Audit Contract for 2020 with Gould Killian CPA Group, P.A.
- Director Collins informed the board that the audit contract included a \$300.00 increase over the current contract.
- Chris Corbin made a motion to approve the Audit Contract with Gould Killian CPA Group in the amount of \$6,500.
- Mike Huber seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Kristian Owen presented the April Financial Report as follows:

Total Cash in Bank	\$1,572,163.02
Total Assets	\$1,574,939.52
Total Accounts Payable	\$ 14,293.76
Total Payroll Liabilities	\$ 10,571.45
Total Liabilities	\$ 24,932.65
Net Revenue	\$ 520,856.02
Net Assets	\$1,029,150.85
Revenues YTD	\$1,672,737.62 (81.47%)
Expenses YTD	\$1,151,873.91 (56.1%)

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the 3% thru March was up 177% compared to budget and 382% compared to last March. YTD is up 49% compared to budget and 43% ahead of last year.
- The 1% is a similar story. Four zip codes are up considerably compared to 2019. Lake Junaluska has started creeping up into the positive column and we are glad to see them on the mend.
- There is not a lot to share on the 4% report. It appears the same as the last few months with Vacation rentals over 70%.

STR & AirDNA Reports

- P. Shaw presented the STR report and stated that hotels are rebounding but still have a long way to go. Hopefully summer will be strong. April year over year occupancy is up 181%.
- We do not have an AirDNA report this month due to a glitch in their algorithm. They will send a report as soon as it is corrected.

New Business

- Chairman Lowe stated that we are quickly losing our quorum so he would like to skip to item b and c for approval and then come back to item a.
- Chairman Lowe requested approval of the 2021/2022 1% Partnership Funding Recommendations.
- P. Shah made a motion to approve the 1% funding recommendations as presented.
- Mike Huber seconded the motion.
- Motion passed. Mike Huber, Katy Gould, Tammy Wight & Mike Eveland abstained from the individual 1% zip code votes.
- Chairman Lowe requested approval of the 2021/2022 HCTDA Budget Ordinance in the amount of \$1,953,652.
- Mike Eveland made a motion to approve the 21/22 HCTDA Budget Ordinance as presented.
- Tammy Wight seconded the motion.
- Motion passed unanimously.
- Chairman Lowe went back to Item A on the agenda and informed the board that the Finance Committee had discussed developing an incentive package in an attempt to lure the WNC & Holston Conferences back to Lake Junaluska and for the overflow into other areas of the county. Lake Junaluska has requested \$10,000 of 3% funding for each of the conferences. Previously, 3% funding has been used to fund local transportation for the conference attendees and also to pay for executive restrooms. Lake Junaluska has also provided incentives on meeting space and accommodations in the past. Attachment # 3 in the agenda packet outlines the request from Lake Junaluska. Ben passed out a document based on Pay for Performance that was drafted by TDA staff.

- Mike Huber The major difference in the documents is that Lake Junaluska requested the funding to come from the 3% and the TDA document shows a split of 75% of the funding to come from the 3% and 25% to come from the 28745 Lake Junaluska zip code funding.
- After discussion by the board Mike Eveland made a motion to approve the incentives with stipulations as presented for the Lake Junaluska WNC & Holston UMC Conferences in the amount of up to \$7,500 for each conference to come from the 3% funding and up to \$2,500 for each conference to come from the 28745 Lake Junaluska 1%. Director Collins will make the adjustments in the budget.
- Will Jones seconded the motion.
- Motion passed. Katy Gould did not vote as she did not have a copy of the stipulations.
- **Statement on 2% Legislation**
 - Chairman Lowe stated that there is not a lot to say about the 2% legislation. Representative Pless submitted 2% legislation for Maggie Valley & Canton Municipal Occupancy tax. Representative Clampitt as of last week, was still working on a countywide version. So as of now, not enough has come out to know. Does anyone here have more information?
 - David Francis informed the board that things are in Crossover right now. They are trying to modify the Swain County bill.
 - Mike Eveland informed the board that the bill did pass the House.
 - P. Shah asked if the bill goes through for Canton and Maggie Valley, does that mean that they have to have a separate TDA?
 - Chairman Lowe responded that this is not an HCTDA bill.
 - Mike Eveland stated that there are some gray areas there. Once it passes, we can sit down and answer those questions. In Maggie Valley we may never ask to use that money but it's a great opportunity.
 - P. Shah asked if the HCTDA is involved and does the money come to us?
 - Chairman Lowe answered that it is not the HCTDA's bill. We don't have anything to do with this.
 - Mike Eveland said there has been the question of would the HCTDA be able to administer these funds on behalf of the municipality. That is speculation and we would talk about that after it passes.
 - Ashley Rice asked just so I understand this – if it passes it would be split 2/3's and 1/3 just like the 3% and the 1%, correct?
 - Mike Eveland replied yes, we would use that and add to the current 1%.
 - David Francis stated that there as dissent in January on the 2% so I'm curious as to what changed your minds?
 - Mike Eveland replied that the advantage is that we don't have to share the money.
 - Ben Wilder asked if it wouldn't be more beneficial on a countywide level?
 - Tammy Wight stated that we've talked about this for years and it's never been agreed upon as to how to make it fair.
 - Mike Eveland stated that he appreciates Mark Pless doing this for us. It's a positive for Maggie Valley. Last time we had every elected official but one in the county in favor of this and we were told no.

Old Business

- None

Adjournment

- Chairman Lowe adjourned the meeting at 10:28am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

**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 30 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:				
Rent	541301	29,461	310	29,771
Visitor Center Supplies	526101	1,500	1,000	2,500
Purchase/Resale	527001	11,000	500	11,500
Non Expendable Office Supplies	529901	2,800	200	3,000
Print & Bind	534901	8,000	2,000	10,000
Repair & Maintenance	535201	9,050	500	9,550
Miscellaneous	529701	1,115	400	1,515
Bank Charges	549902	6,000	(3,510)	2,490
Travel Non Local	531201	500	(500)	-
PR/Communications	537701	2,500	(900)	1,600
Total		71,926	-	71,926

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

Adopted this 23rd day of June, 2021.

Chairman
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explanation:
See next page

Haywood County Tourism Development Authority

Financial Statements

May 2021



10:22 AM

06/14/21

Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of May 31, 2021

	May 31, 21
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	274,682.75
100002 · 3% Cash in Bank - 1st Citizens	364,855.48
111501 · NCCMT - 9152 3% General Investm	736,270.14
111503 · NCCMT - 9863 1% General Investm	199,975.38
Total Checking/Savings	1,575,783.75
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	1,578,560.25
TOTAL ASSETS	1,578,560.25
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · *Accounts Payable	1,751.66
Total Accounts Payable	1,751.66
Other Current Liabilities	
231700 · Payroll Liabilities	
Federal Taxes (941/944)	2,766.61
NC Income Tax	1,087.00
NC Pension Payable	4,262.04
Total 231700 · Payroll Liabilities	8,115.65
231800 · Sales Tax Payable	146.11
Total Other Current Liabilities	8,261.76
Total Current Liabilities	10,013.42
Total Liabilities	10,013.42
Equity	
329300 · Net Assets as July 1	1,029,150.85
Net Income	539,395.98
Total Equity	1,568,546.83
TOTAL LIABILITIES & EQUITY	1,578,560.25

Haywood County Tourism Development Authority

Budget vs Actuals

May 2021

	May 21	Jul '20 - May 21	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	132,090.89	1,337,166.59	1,207,487.00	110.74%
427012 · 1% Net 28716 Occupancy Tax	4,214.74	35,676.01	29,559.00	120.69%
427013 · 1% Net 28721 Occupancy Tax	2,836.20	25,567.23	19,309.00	132.41%
427014 · 1% Net 28745 Occupancy Tax	1,634.00	25,778.80	32,920.00	78.31%
427015 · 1% Net 28751 Occupancy Tax	20,275.96	217,823.99	174,294.00	124.98%
427016 · 1% Net 28785/28786 Occupancy Tx	14,920.29	141,509.55	113,089.00	125.13%
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	1,138.74	11,419.13	10,000.00	114.19%
449810 · Visitor Guide Ad Sales	900.00	28,375.00	22,500.00	126.11%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
451890 · Miscellaneous Revenue	14,422.78	14,422.78	0.00	100.0%
483491 · Investment Earnings 3%	6.25	180.62	8,500.00	2.13%
483492 · Investment Earnings 1%	1.70	40.66	1,500.00	2.71%
483831 · Net Occupancy Tax Penalties 3%	149.00	3,367.81	5,000.00	67.36%
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	192,590.55	1,865,328.17	2,053,230.00	90.85%
Gross Profit	192,590.55	1,865,328.17	2,053,230.00	90.85%
Expense				
512101 · Salaries-Admin-Promo	8,863.48	109,408.79	124,873.00	87.62%
512110 · NC State Retirement - Promo	2,463.52	29,323.02	32,770.00	89.48%
512201 · Salaries-Visitor Center	2,425.60	29,589.38	38,169.00	77.52%
512221 · FICA Visitor Ctr	185.56	2,248.29	3,460.00	64.98%
512232 · Temporary Labor - Visitor Ctr	0.00	398.65	500.00	79.73%
517001 · Board Members-Promo	0.00	927.29	1,500.00	61.82%
518101 · FICA Admin	678.06	8,009.62	9,675.00	82.79%
518201 · Salaries Marketing	12,982.16	155,407.88	170,692.00	91.05%
518202 · FICA Marketing	967.05	11,594.97	13,229.00	87.65%
518301 · Group Health Insurance - Promo	3,263.95	37,785.99	44,014.00	85.85%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	984.55	7,140.36	8,645.00	82.6%
519203 · Prof. Svcs - Contract Svcs-P	29,134.00	167,076.92	301,200.00	55.47%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	109.93	3,205.89	4,000.00	80.15%
526101 · Visitor Center Supplies	162.83	1,265.48	1,500.00	84.37%
527001 · Purchases/Resale-Promo	590.88	9,246.07	11,000.00	84.06%
529701 · Miscellaneous - Promo	146.39	1,258.52	1,115.00	112.87%
529901 · NonExpendable Office Supp-TR	0.00	1,957.93	2,800.00	69.93%

Haywood County Tourism Development Authority

Budget vs Actuals

May 2021

	May 21	Jul '20 - May 21	YTD Budget	% of Budget
531201 · Travel-NonLocal-Promo	0.00	0.00	500.00	0.0%
531301 · Fuel-T Related	79.61	200.86	600.00	33.48%
532101 · Telephone-Promo	468.40	5,352.12	6,900.00	77.57%
532201 · Postage-Promo	117.17	4,254.22	6,569.00	64.76%
534901 · Print & Bind-Promo	1,426.67	6,199.74	8,000.00	77.5%
535201 · Repair & Maintenance-Promo	1,100.00	7,723.60	9,050.00	85.34%
537101 · Marketing-Promo	1,489.99	2,902.70	11,750.00	24.7%
537102 · Advertising/Promotional	16.64	16.64	0.00	100.0%
537221 · Advertise-PR/Internet/Billboard	47,868.00	301,849.72	425,000.00	71.02%
537301 · Visitor Guide Ads-Promo	0.00	29,852.00	29,852.00	100.0%
537401 · Education-Promo	90.00	1,145.62	3,500.00	32.73%
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	2,370.00	17,650.42	34,078.00	51.79%
537901 · Sponsorship - Promo	0.00	300.00	8,720.00	3.44%
541301 · Rent-Promo	2,557.90	29,770.60	29,461.00	101.05%
543201 · Equipment Lease-Promo	1,673.54	13,667.69	15,624.00	87.48%
545101 · Liability Insurance-Promo	0.00	7,254.00	7,254.00	100.0%
549101 · Dues & Subscriptions-Promo	450.59	16,812.00	21,067.00	79.8%
549902 · Bank Charges-Promo	89.39	1,730.42	6,000.00	28.84%
549903 · Property Tax	0.00	389.48	400.00	97.37%
549910 · 28716 (Canton) Promo	1,741.00	1,741.00	29,973.00	5.81%
549911 · 28716 - Canton - Tourism	0.00	6,454.00	14,682.00	43.96%
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)	4,000.00	4,000.00	26,892.00	14.87%
549915 · 28745 - Lake Junaluska -Tourism	4,200.00	4,200.00	12,490.00	33.63%
549916 · 28751 Maggie Valley (MV) Promo	22,405.16	73,744.16	145,743.00	50.6%
549917 · 28751 - Maggie Valley - Tourism	0.00	9,873.25	68,788.00	14.35%
549918 · 28785/86 (Waynesville)	16,010.00	56,489.93	107,115.00	52.74%
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	1,571.82	5,000.00	31.44%
570102 · Utilities	333.36	5,416.14	7,073.00	76.58%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	171,445.38	1,325,932.19	2,053,230.00	64.58%
Net Ordinary Income	21,145.17	539,395.98	0.00	100.0%
Net Income	21,145.17	539,395.98	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	\$112,223	147%	\$256	\$61,711	82%
15	March	\$47,444	\$131,644	177%	\$447	\$27,326	382%
16	April	\$58,990	\$156,955	166%	\$748	\$5,536	1835%
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	\$881,160	\$1,495,910	70%	\$4,583	\$940,478	59%

April 2018 Actual - \$66,491
 April 2019 Actual - \$72,309

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

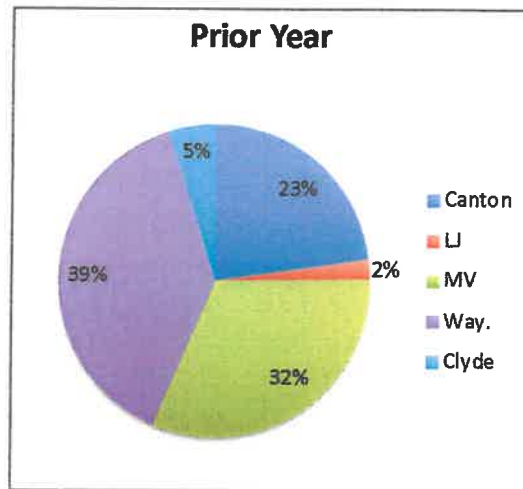
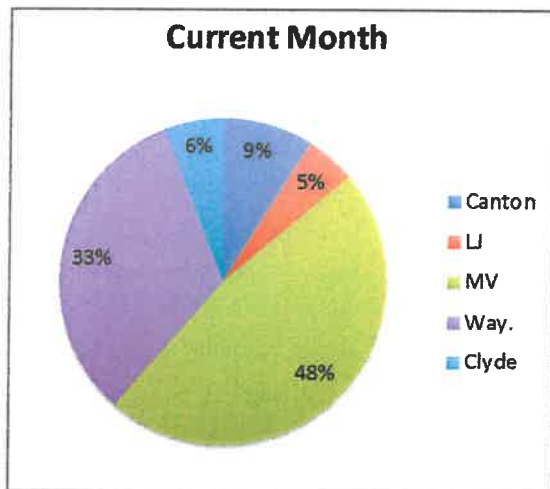
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY			
	20/21	20/21	19/20	20/21	20/21	19/20		20/21	19/20	20/21	20/21	19/20	20/21	20/21	19/20
July 2020 Received September 2020	\$4,772	\$2,978	\$3,628	\$2,930	\$2,131	\$1,445	\$3,948	\$3,240	\$5,719	\$28,398	\$23,104	\$27,434	\$17,933	\$12,684	\$13,704
August 2020 Received October 2020	\$4,854	\$2,660	\$3,328	\$3,376	\$2,944	\$1,324	\$3,873	\$3,960	\$5,314	\$26,564	\$16,735	\$20,884	\$19,260	\$11,139	\$13,754
September 2020 Received November 2020	\$4,775	\$3,659	\$3,885	\$2,921	\$2,358	\$1,394	\$3,723	\$3,330	\$5,298	\$27,746	\$19,168	\$20,685	\$18,584	\$11,602	\$12,798
October 2020 Received December 2020	\$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	\$2,796	\$1,388	\$1,722	\$2,499	\$738	\$1,097	\$1,672	\$1,136	\$1,734	\$19,182	\$7,574	\$10,288	\$11,516	\$4,468	\$5,961
March 2021 Received May 2021	\$4,215	\$1,742	\$1,022	\$2,840	\$694	\$338	\$1,634	\$1,824	\$447	\$20,372	\$6,892	\$4,544	\$14,969	\$4,743	\$2,789
April 2021 Received June 2021	\$4,656	\$1,862	\$442	\$2,920	\$595	\$90	\$2,725	\$2,034	\$33	\$25,190	\$8,724	\$599	\$17,076	\$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
Total YTD 1% Collections	\$40,343			\$28,491			\$28,563			\$244,118			\$158,821		
Total of 20/21 1% Collections	Projected \$369,171	YTD \$500,336													
Comparison to Budget YTD	136%			148%			87%			140%			140%		
Comparison to April 2020	250%			491%			134%			289%			262%		
YTD Comparison with FY 19/20	134%			183%			81%			135%			134%		
% of YTD Collections	8%			5.5%			5.5%			49%			32%		

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

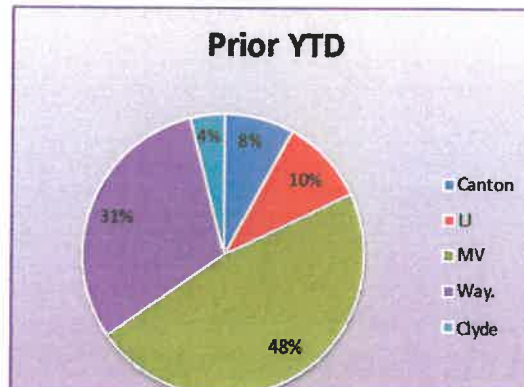
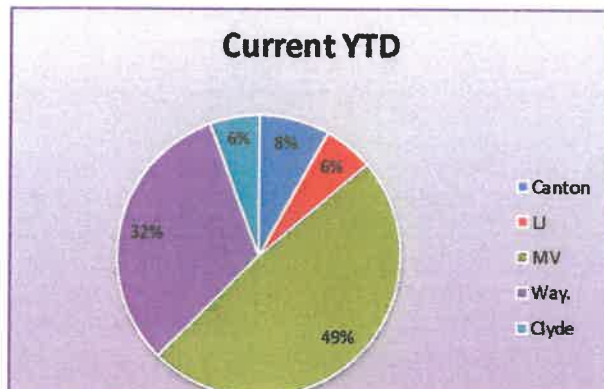
Active Account Performance			Variance
	April 2021	April, 2020	
Canton	34	35	-3%
Clyde	17	22	-13%
Lake Junaluska	18	20	-10%
Maggie Valley	180	183	-2%
Waynesville	113	122	-7%
Total	362	382	-5%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$156,954.66	Remittance Type	Distribution
Distribution Previous Year	(\$5,536.16)	Taxes Remitted for Period 4%	\$211,386.75
Difference	\$151,418.50	Penalties	\$1,007.55
Variance	2835%	Sub Total	\$212,394.30
		Fee to County	(\$2,123.94)
		Total Distribution 4%	\$210,270.36

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

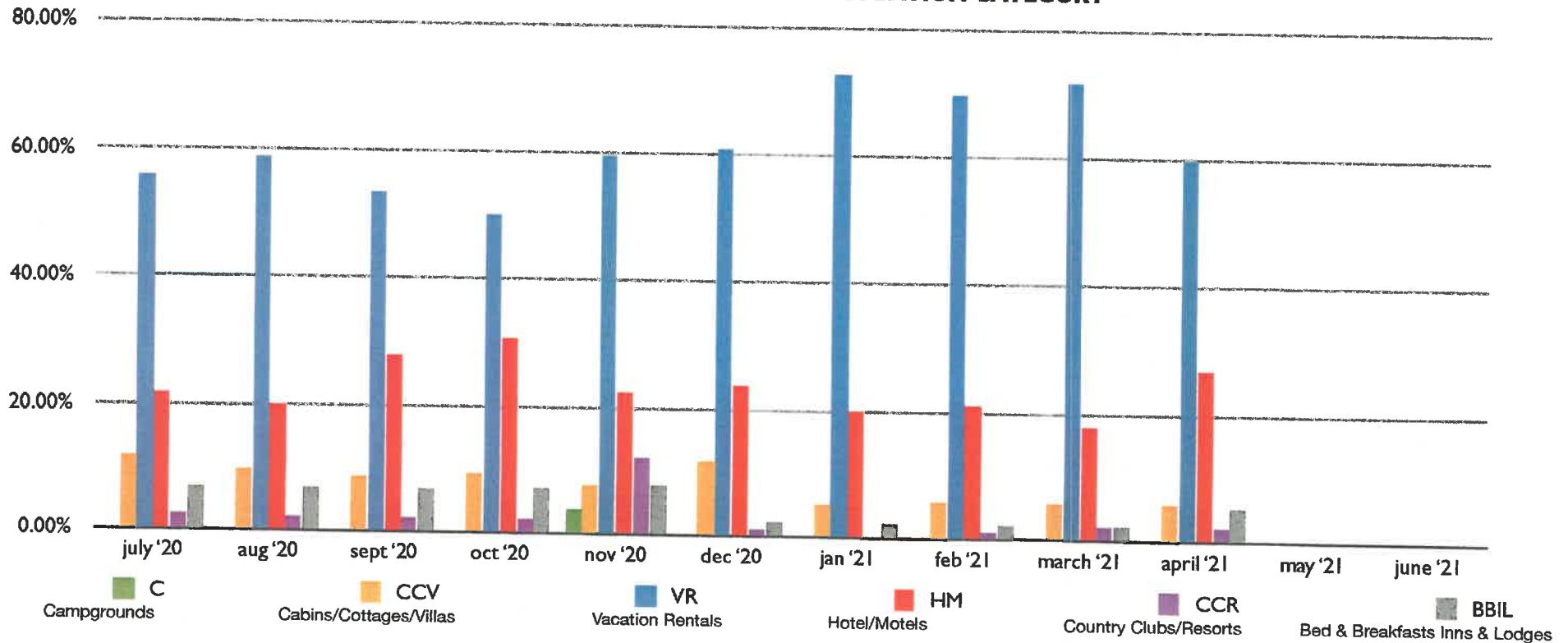


20/21 OCCUPANCY TAX BY CATEGORY

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%	0.00%	0.00%	0.04%		
CCV	12.00%	10.00%	9.00%	9.60%	7.89%	12.00%	5.00%	6.00%	6.00%	6.00%		
VR	56.00%	59.00%	53.50%	50.20%	59.69%	61.00%	73.00%	70.00%	72.00%	60.00%		
HM	22.00%	20.00%	28.00%	30.60%	22.58%	24.00%	20.00%	21.00%	18.00%	27.00%		
CCR	2.50%	2.00%	2.00%	2.10%	12.40%	1.00%	0.00%	1.00%	2.00%	2.00%		
BBIL	7.00%	7.00%	7.00%	7.20%	8.00%	2.00%	2.00%	2.00%	2.00%	5.00%		

OCCUPANCY TAX BY ACCOMMODATION CATEGORY

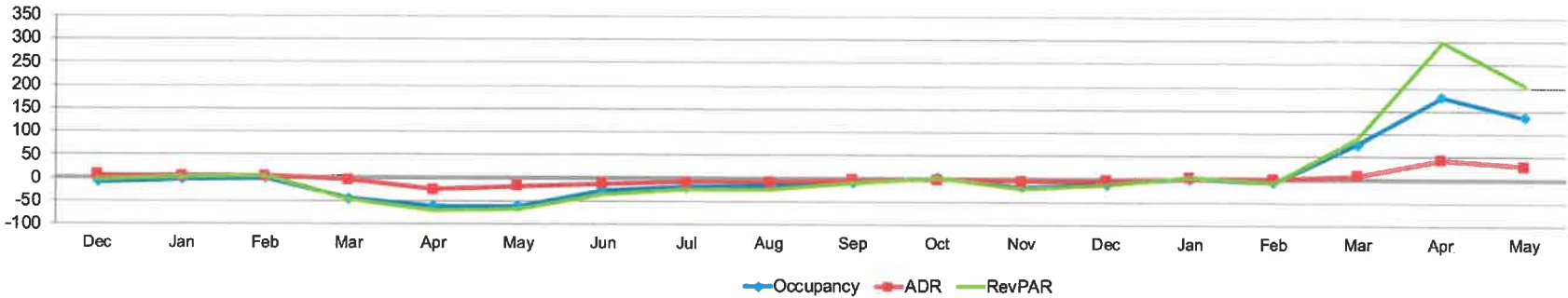


Tab 2 - Trend Haywood County, NC

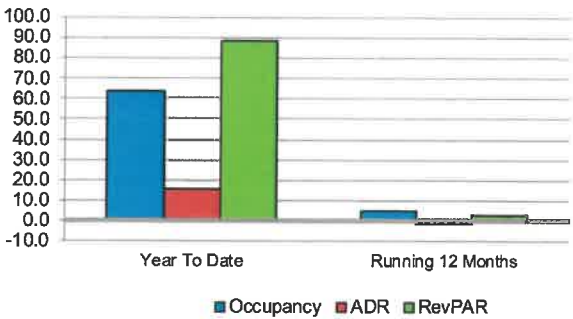
Haywood County Tourism Development Authority
For the Month of May 2021

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019	2020												2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	41.7	33.7	40.7	26.3	20.6	23.6	47.3	55.2	50.9	56.0	70.7	44.1	37.0	34.1	38.2	46.3	57.6	55.6
Last Year	45.8	34.8	40.8	47.9	53.8	60.6	64.6	68.6	61.4	61.3	69.3	53.8	41.7	33.7	40.7	26.3	20.6	23.6
Percent Change	-9.1	-3.2	-0.2	-45.1	-61.7	-61.0	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.3	1.3	-6.2	76.2	179.6	135.5

Year To Date		
2019	2020	2021
48.0	28.6	46.8
44.7	48.0	28.6
7.4	-40.4	63.5

Running 12 Months		
2019	2020	2021
56.3	47.6	49.9
55.3	56.3	47.6
1.8	-15.4	4.7

ADR	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	102.37	93.27	96.16	89.61	74.86	88.55	98.89	109.89	106.88	106.98	122.82	102.02	98.94	95.28	96.47	96.59	106.86	114.94				
Last Year	97.29	89.36	93.00	94.61	99.39	107.08	112.01	118.55	116.29	110.18	125.00	107.96	102.37	93.27	96.16	89.61	74.86	88.55				
Percent Change	5.2	4.4	3.4	-5.3	-24.7	-17.3	-11.7	-7.3	-8.1	-2.9	-1.7	-5.5	-3.3	2.2	0.3	7.8	42.7	29.8				

Year To Date		
2019	2020	2021
98.15	89.87	103.73
96.85	98.15	89.87
1.3	-8.4	15.4

Running 12 Months		
2019	2020	2021
107.90	108.41	106.52
106.13	107.90	108.41
1.7	0.5	-1.7

RevPAR	2019												2020												2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
This Year	42.68	31.39	39.18	23.57	15.43	20.91	46.81	60.66	54.42	59.91	86.88	44.95	36.58	32.49	36.88	44.77	61.59	63.93											
Last Year	44.60	31.06	37.95	45.36	53.44	64.84	72.34	81.29	71.43	67.51	86.59	58.05	42.68	31.39	39.18	23.57	15.43	20.91											
Percent Change	-4.3	1.0	3.2	-48.0	-71.1	-67.7	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.3	3.5	-5.9	89.9	299.1	205.7											

Year To Date		
2019	2020	2021
47.15	25.74	48.59
43.31	47.15	25.74
8.9	-45.4	88.7

Running 12 Months		
2019	2020	2021
60.74	51.65	53.11
58.67	60.74	51.65
3.5	-15.0	2.8

Supply	2019												2020												2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
This Year	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	50,406	50,790	53,909											
Last Year	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	50,623	48,000	54,188											
Percent Change	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	-0.4	5.8	-0.5											

Year To Date		
2019	2020	2021
248,678	245,618	247,499
248,678	248,678	245,618
0.0	-1.2	0.8

Running 12 Months		
2019	2020	2021
614,889	611,829	613,493
614,889	614,889	611,829
0.0	-0.5	0.3

Demand	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	20,640	16,409	17,944	13,315	9,895	12,799	24,822	29,911	27,592	29,365	38,331	21,703	18,221	16,551	16,761	23,362	29,271	29,982				
Last Year	22,697	16,952	17,973	24,269	27,453	32,811	33,869	37,157	33,284	32,133	37,540	26,488	20,640	16,409	17,944	13,315	9,895	12,799				
Percent Change	-9.1	-3.2	-0.2	-45.1	-64.0	-61.0	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.7	0.9	-6.6	75.5	195.8	134.3				

Year To Date		
2019	2020	2021
119,458	70,362	115,927
111,202	119,458	70,362
7.4	-41.1	64.8

Running 12 Months		
2019	2020	2021
346,164	291,473	305,872
339,887	346,164	291,473
1.8	-15.8	4.9

Revenue	2019	2020												2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	2,112,885	1,530,488	1,725,547	1,193,166	740,782	1,133,288	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	2,256,598	3,128,018	3,446,226
Last Year	2,208,194	1,514,780	1,671,513	2,296,209	2,728,617	3,513,510	3,793,740	4,404,981	3,870,724	3,540,476	4,692,358	2,859,542	2,112,885	1,530,488	1,725,547	1,193,166	740,782	1,133,288
Percent Change	-4.3	1.0	3.2	-48.0	-72.9	-67.7	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.7	3.0	-6.3	89.1	322.3	204.1

Year To Date		
2019	2020	2021
11,724,628	6,323,272	12,024,792
10,769,769	11,724,628	6,323,272
8.9	-46.1	90.2

Running 12 Months		
2019	2020	2021
37,351,383	31,597,977	32,581,664
36,073,331	37,351,383	31,597,977
3.5	-15.4	3.1

Census %	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
Census Props	39	38	38	40	41	45	45	45	45	45	45	41	39	38	38	40	43	45				
Census Rooms	1597	1573	1573	1633	1600	1748	1748	1748	1748	1748	1748	1642	1590	1566	1566	1626	1693	1739				
% Rooms Participants	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	29.8	30.9	30.1				

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Data pulled up to May-21

	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
140389 - Haywood County													
Total Available Listings													
Entire Place	1,012	1,012	997	991	1,030	1,092	1,068	1,028	991	902	1,159	1,258	1,302
Private Room	72	80	79	73	78	80	78	73	78	76	81	83	83
Shared Room	0	0	0	0	1	1	1	1	2	2	1	1	1
Booked Listings													
Entire Place	874	965	973	954	988	1,059	1,044	981	932	843	1,033	1,145	1,237
Private Room	57	73	74	71	72	77	73	68	64	68	58	74	74
Shared Room	0	0	0	0	1	1	1	1	1	2	0	1	1
Room Nights - Entire Place													
Total Available	61,387	67,670	67,967	65,064	65,286	73,062	70,903	69,974	61,116	55,113	71,580	76,180	85,088
Booked	27,841	44,097	54,503	48,482	44,886	59,839	48,869	43,324	31,015	31,318	47,143	49,830	52,890
Room Nights - Hotel Comparable													
Total Available	4,130	4,443	4,849	4,490	4,622	5,412	4,957	4,606	4,456	4,236	5,542	6,136	6,273
Booked	2,056	2,803	3,381	3,036	2,840	4,203	3,182	2,505	1,841	1,936	3,257	3,858	3,806
Listing Nights - Entire Place													
Available	23,325	25,134	25,606	24,523	24,863	28,092	27,389	26,734	23,811	21,400	28,031	30,072	33,342
Booked	10,752	16,598	20,421	18,300	17,157	22,976	18,828	16,447	11,857	11,907	18,096	19,560	20,766
Occupancy													
Entire Place	46.1%	66.0%	79.8%	74.6%	69.0%	81.8%	68.7%	61.5%	49.8%	55.6%	64.6%	65.0%	62.3%
Hotel Comparable	49.8%	63.1%	69.7%	67.6%	61.4%	77.7%	64.2%	54.4%	41.3%	45.7%	58.8%	62.9%	60.7%
ADR													
Entire Place	\$195.57	\$201.66	\$210.89	\$210.20	\$212.15	\$220.95	\$223.54	\$230.69	\$220.71	\$221.54	\$214.49	\$216.48	\$225.96
Hotel Comparable	\$112.99	\$117.05	\$126.01	\$130.46	\$131.65	\$136.82	\$135.13	\$133.78	\$136.99	\$135.52	\$130.52	\$132.93	\$144.14
RevPAR													
Entire Place	\$90.15	\$133.17	\$168.19	\$156.86	\$146.40	\$180.71	\$153.67	\$141.92	\$109.91	\$123.26	\$138.47	\$140.80	\$140.73
Hotel Comparable	\$56.25	\$73.84	\$87.86	\$88.22	\$80.89	\$106.25	\$86.74	\$72.76	\$56.60	\$61.94	\$76.71	\$83.58	\$87.45

\$

DIGITAL		
Google Ads	\$45,000	<ul style="list-style-type: none"> A continued mix of Paid Search, Display and Retargeting. We will continue to run paid search campaigns for activities and attractions, accommodations, Blue Ridge Parkway, competitor intercept, Maggie Valley and Waynesville. Responsive and static display ads will run with seasonal creative.
Paid YouTube	\$14,400	<ul style="list-style-type: none"> A continued mix of 15 sec in-stream and 6 sec seasonal bumper ads to run year-round.
Streaming Video/OTT	\$24,000	<ul style="list-style-type: none"> OTT will run during shoulder seasons in prep for fall/winter and summer. These will run in key drive markets to promote seasonal activities and build destination awareness.
Paid Social	\$38,700	<ul style="list-style-type: none"> A continued mix of Traffic, Retargeting, Paid Like, and eNewsletter Signup Campaigns. Approximately 15-20% of budget will be used for a year-long Paid Like Campaign, further building our own page audience. Approximately 20-25% of budget will be allocated towards generating eNewsletter Signups, building our first party data in prep for the removal of cookies and leveraging a more robust email marketing strategy in future years.
Programmatic Advertising	\$77,000	<ul style="list-style-type: none"> \$42,000 for Content Acceleration and Native Display run in partnership with StreetSense. This includes two seasonal promotions for fall/winter (August-September) and spring/summer (March-May). \$35,000 for Programmatic Display and Video run in partnership with Adara. This includes a seasonal promotion for winter (December-February).
Digital Outdoor	\$8,400	<ul style="list-style-type: none"> A 4-week placement on a premium outdoor board in key drive market, Atlanta. This placement will run on the Ex-Turner Field board in November promoting winter. An additional 4-week outdoor placement on a blip digital board in key drive market, Charlotte. This will run in tandem with our Atlanta board during the month of November promoting winter.

Our State: Collaborative Advertising	\$26,980	<ul style="list-style-type: none"> 2 collaborative buys secured in partnership with the Zip Codes. The TDA portion is 50% of the package rate. This includes 2, Two-Page Print Spreads in Our State Magazine (October and March) and 3 Digital Content Articles on OurState.com (August: Waynesville, November: Maggie Valley, and February: Haywood).
MySmokyMountainPark.com	\$7,495	<ul style="list-style-type: none"> A digital placement package built in partnership with MySmokyMountainPark.com. This includes a mix of custom content articles, newsletter features, banner ads, Eblast promotion, boosted Facebook posts, lead generation, and a Digital Trip Planner ad.
Visit NC Co-Op Program Placements	\$45,400	<ul style="list-style-type: none"> A mix of digital placements secured in partnership with the state tourism co-op advertising program.
DIGITAL MARKETING TOOLS		
Arrivalist	\$0	<ul style="list-style-type: none"> A one-year subscription with Arrivalist paid for in FY2020-21. This runs through March 2022.
Adara Tracking and Reporting Package	\$47,400	<ul style="list-style-type: none"> A one-year subscription to the IMPACT Dashboard. A Campaign Credit Card Report of spending in market driven by digital marketing. Report to be delivered in April 2022 to help inform planning for next FY. See program overview for additional details.
TRADITIONAL		
Visit NC Co-Op Program Placements	<i>Included above</i>	<ul style="list-style-type: none"> Quarter Page print placements in Garden & Gun and Outside Magazine, secured in partnership with the state tourism co-op advertising program.
Other Print Placements	\$53,890	<ul style="list-style-type: none"> A mix of regional and interest-based print placements to drive prospective traveler interest and support local awareness (Blue Ridge Outdoor, RoadRUNNER, Official North Carolina Travel Guide, Smoky Mountain Living, Blue Ridge Motorcycling, etc.).
CREATIVE, CONTENT, & PRODUCTION		
Blog Content	\$12,000	<ul style="list-style-type: none"> 2 blogs per month. A mix of updates to existing content and new content development.
Photo Shoot and Talent	\$27,000	<ul style="list-style-type: none"> \$15,000 for fall and winter photo and video shoots. \$12,000 for talent to support the above shoots.
Miscellaneous Projects	\$85,000	<ul style="list-style-type: none"> Creative, video production, and project management services to support the marketing tactics outlined above.



Forward Looking Technology

Measuring ROI and Preparing for a Cookie-less World



Programmatic Display and Video

- A 3-month programmatic display and video campaign to run December-February promoting winter visitation.
- Includes a combination of video and display; retargeting and prospecting.
- A paid buy delivered to hyper-personalized purchased audiences via Cortex.
- Cortex is a custom proprietary database built on first party data informed by purchase behaviors, demographics, travel trends, etc.
- Allows us to test the path forward in prep for a cookie-less world and evaluate against the other tactics we're currently leveraging.

IMPACT Dashboard

- Tool that allows us to track visitors in the market tied back to digital marketing.
- Allows granularity to see what marketing tactics, audiences, and creative are driving visits to the market.
- IMPACT allows us to better understand the buyer journey for booking a trip to Haywood County.
- We can use this to adjust our digital targeting, tactics, and creative in real time based on ROI/effectiveness.
- Opportunity to leverage for Zip Codes included.

Campaign Credit Card Report

- A comprehensive report of spend in market tied back to digital marketing efforts.
- Broken down by Merchant Category Code (MCC), subtype of category, and vendor.
- Combined with IMPACT, this allows us to see how visitors are spending time in market and how they are spending once they arrive.
- This snapshot of the whole marketplace arms us with a stronger story about tourism in the area and ultimately ROI.





Group Sales Update

Recent Bookings:

BMW Riders Association

August 12-15, 2021

Smoky Mountain Event Center

Estimated Attendance: 1,000

<https://bmwra.org/national-rally-info/>

MST Gathering of Friends

April 8-10, 2022

Lake Junaluska Conference & Retreat Center

Estimated Attendance: 300

<https://mountaintoseatrail.org/>

Cycle NC – North Carolina Amateur Sports

September / October 2022

Lake Junaluska Conference & Retreat Center

Estimated Attendance: 1,250

<https://ncsports.org/cycle-north-carolina/>

Recent Tradeshow:

Thrive! The NCHE Homeschool Conference

Winston Salem, NC

- HCTDA received attendee spreadsheet with mailing addresses & emails for follow up!





ONTARGET MARKETING PROGRAM
by GROUP TOUR MEDIA

ANALYTICS REPORT:

Haywood County

Date of Run: May 1, 2021
through May 31, 2021

CAMPAIGN TOTAL:

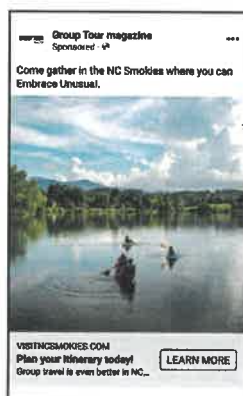
TOTAL IMPRESSIONS: 288,123

TOTAL CLICKS: 3,245

FACEBOOK SUMMARY:

TOTAL IMPRESSIONS: 120,630

TOTAL CLICKS: 1,502



GOOGLE SUMMARY:

TOTAL IMPRESSIONS: 167,493

TOTAL CLICKS: 1,743

GROUP TOUR
Media

June 10, 2021

Ms. Lynn Collins
Executive Director
Haywood County Tourism Development Authority
1110 Soco Road
Maggie Valley, NC 28751

**RE: Engagement Agreement between Crawford Strategy, LLC and Haywood County
Tourism Development Authority**

Dear Lynn:

Crawford is pleased to provide Addendum IV to our current Agency of Record Agreement with Haywood County Tourism Development Authority.

We believe these documents are consistent with our prior discussions. However, should you have any questions regarding them, please contact me. Otherwise, please indicate your assent in the signature blocks at the bottom of Addendum IV.

We appreciate this opportunity and look forward to working with you and your team. If you have any questions, please contact Andy Windham.

Best regards,



Andy Windham
President & Chief Strategy Officer

ADDENDUM IV

This Addendum IV is entered into in connection with that certain Agency of Record Agreement dated June 22, 2016 (the "Agreement") and entered into between Crawford Strategy, LLC ("Crawford") and Haywood County Tourism Development Authority ("Client"), and is deemed to supplement and amend the Agreement.

A. Engagement Period

Client engages Crawford for the period of July 1, 2021 to June 30, 2023 to execute the scope of work referenced below (the "Scope of Work").

B. Scope of Work

Crawford will provide marketing, creative, content, media planning/placement and digital services to the Client. These services are expected to include:

i. Account Strategy, Planning & Management (\$3,500/month)

Crawford will provide ongoing, marketing leadership and monthly support for Haywood County Tourism Development Authority's marketing and digital services. This includes:

- a) Routine client communication and updates
- b) Regular meetings and meeting recaps
- c) Marketing consultation and annual strategic planning
- d) Creation and management of a master flowchart to be managed in partnership with Client staff

ii. SEO Management (\$2,300/month)

Crawford will provide ongoing management for Search Engine Optimization. This includes:

- a) Ongoing optimization of on-site content, including site linking and seasonal updates
- b) Regular review and integration of user generated content (UGC)
- c) Seasonal keyword research and integration
- d) Routine site maintenance and monthly reporting
- e) Creative development for larger website edits or new page builds will be funded from the Creative/Website Support budget line item, or quoted separately (depending on the scale)

iii. Media Management and Reporting (\$2,900/month)

Crawford will provide monthly management of Paid Search Engine Marketing, Paid Social Advertising, as well as other digital and traditional media efforts (print, outdoor, OTT, YouTube, native, etc.). This includes:

- a) Launch, manage, and optimize seasonal ad campaigns
- b) Ongoing monthly monitoring, optimization and reporting
- c) Media research, planning and consultation
- d) Vendor management, communication and negotiation

- e) Development of ad creative will be funded by the Creative/Website Support budget line item

iv. Blog Content Development (\$1,000/month)

Crawford will provide ongoing planning and content creation for blog efforts. This includes:

- a) Strategic content planning
- b) Development and posting of new blog content (1-2 per month)
- c) Review and updates to existing blog content (1-2 per month)
- d) Ongoing optimization and reporting

v. Creative/Website Support (\$85,000 total for each fiscal year)

Crawford will provide ongoing creative and technical support. This includes:

- a) Creative services and project management support for print and digital advertising, social media, website, video, etc.
- b) Budget management throughout the year
- c) Pre-approval of all projects by client

Acknowledged and Accepted:

Crawford Strategy, LLC



6/10/2021

Andy Windham Date
President & Chief Strategy Officer

Haywood County TDA

Lynn Collins Date
Executive Director



**May Marketing Report
May 1, 2021 - May 31, 2021**



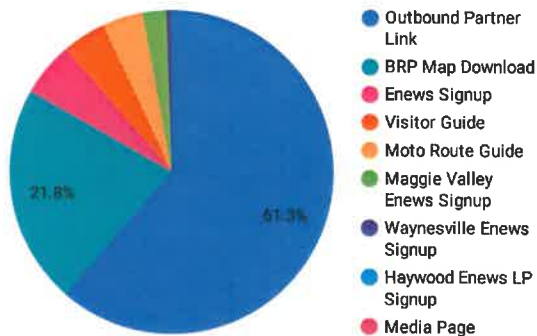
Visit NC Smokies Highlights

May 1, 2021 - May 31, 2021



- Year over year (YOY) overall website sessions are up 412% due to a combination of paid media tactics turning back on in 2021 and increased organic traffic. Organic sessions are up 57%. The Events page, Waynesville Things to Do and Waynesville town pages saw some of the largest organic increases.
- The paid likes Facebook campaign generated 416 likes at a cost of \$0.93 per like, \$0.27 less than in April.
- Click-Through-Rates (CTRs) for our spring/summer Display ads continue to climb to record rates. Last month CTRs increased by 77.3% across all display campaigns to 2.21%, almost 5x the industry average.
- The "Thousands of Acres of Awesome" 15 second video ad has the highest view rate at 43.09%, our highest individual video view rate this year.
- As of May 25, the top three Arrivalist origin markets are Knoxville, TN, Charlotte, NC and Franklin, NC which drove 242 arrivals to market.
- Arrivalist continues to point to Downtown Waynesville as a key point of interest with cross visitation between it and Lake Junaluska sharing 85 arrivals and it and Asheville Regional Airport sharing 36 arrivals from May 1 to May 25.

May Conversion Metrics



	Event Category	Goal Completions ▾	% Δ
1.	Outbound Partner Link	3,492	215.4% ↑
2.	BRP Map Download	1,243	3,784.4% ↑
3.	Enews Signup	309	406.6% ↑
4.	Visitor Guide	252	46.5% ↑
5.	Moto Route Guide	230	325.9% ↑
6.	Maggie Valley Enews Sign...	135	-
7.	Waynesville Enews Signup	32	1,500.0% ↑
8.	Haywood Enews LP Signup	3	200.0% ↑
9.	Media Page	1	-
		1 - 9 / 9	< >

Visit NC Smokies Website Traffic Overview

May 1, 2021 - May 31, 2021



May Overall Traffic Year Over Year

- Overall sessions increased by 412% in response to a combination of paid media tactics reactivating in 2021 and increased organic traffic. Content Acceleration drove an additional 10,154 sessions in May and Travel Zoo native generated an additional 2,980 sessions. Referral traffic from VisitNC continued to increase year over year (YOY) and drove 857 sessions last month.
- The dips in average session duration, pages per session and bounce rate were due to an increased focus on display (OnTarget) and native (TravelZoo), which build brand awareness but average lower on-site metrics.

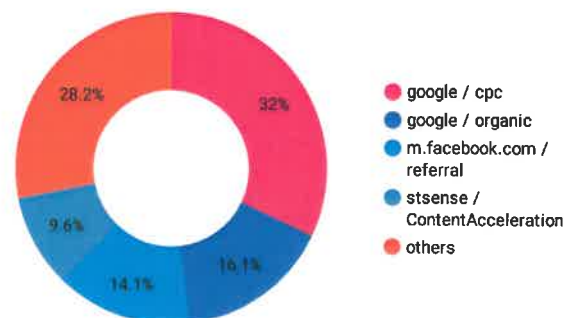
May Overall Traffic Month Over Month

- Overall session are up 34% due to an increase in paid media, organic Facebook referral traffic and direct visits.
- Facebook referral traffic accounted for 73% of all visits to the Midnight Hole landing page, which had an exceptional performance in May.

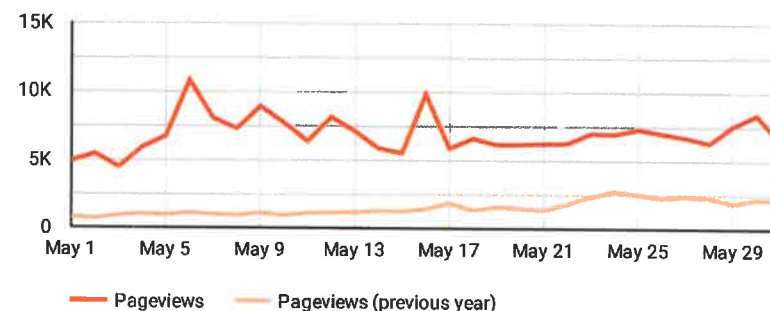
Year-Over-Year Website Traffic

Sessions	Users
105,700	91,096
↑ 412.3% from previous year	↑ 418.1%
Pageviews	Pages / Session
214.8K	2.0
↑ 353.1%	↓ -11.6%
Avg. Session Duration	Bounce Rate
01:17	70.07%
↓ -28.7%	↑ 5.1%

Top Acquisition Channels



Pageviews



Top Landing Pages

Landing Page	Acquisition			Behavior	
	Sessions	Users	Bounce Rate	Pages / Session	Avg Session Duration
/attractions/midnight-hole/	13,145	12,211	85.42%	1.28	00:00:28
/maggie-valley/places-to-stay/	7,086	6,716	85.89%	1.34	00:00:28
/blue-ridge-parkway/	5,643	4,999	62.59%	1.47	00:01:03
/blog/wet-and-wild-ways-beat-the-summer-heat/	5,595	5,081	75.92%	1.66	00:00:51
/accommodations/	4,803	4,452	29.4%	4.16	00:02:36

Visit NC Smokies Organic Website Traffic Overview

May 1, 2021 - May 31, 2021



May Organic Traffic Year Over Year

- Organic sessions are up 57.26%. The Waynesville town (+36%) and Waynesville Things To Do (+134%) pages saw the largest increases in organic traffic YOY, in addition to the Midnight Hole attraction page that became the 6th most visited page with a 3,148% increase in sessions.
- Events continued to be a strong driver of traffic and became the 4th most visited page in May with a 166% increase in organic sessions YOY.
- The 91st Annual Ramp Festival page was the 5th most visited page organically with 828 sessions, a 54% increase in traffic over 2019, the last year there was a Ramp Festival.

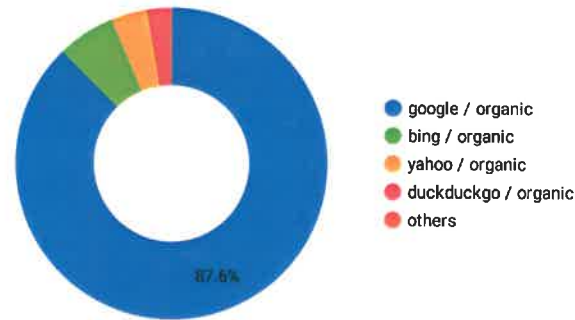
May Organic Traffic Month Over Month

- Organic sessions are down 2.8%. While traffic is down slightly, this is not cause for concern. It's likely attributable to April being a heavier travel season (i.e. spring break, Easter holiday travel).
- Canton, Lake Junaluska and Clyde town pages saw increases in organic traffic of 18.8%, 15.2%, and 22.1% respectively. Maggie Valley traffic generally maintained MOM.

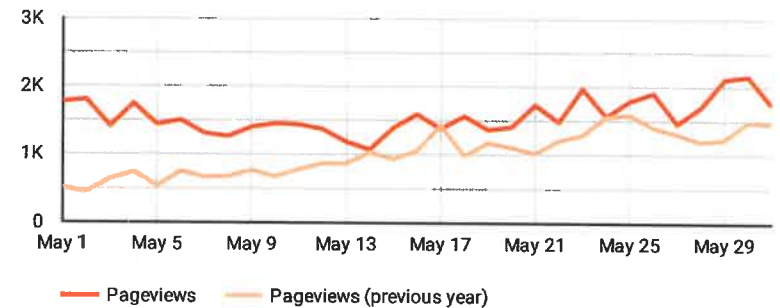
Year-Over-Year Website Traffic

Sessions	Users
19,408	16,421
↑ 57.3% from previous year	↑ 55.9%
Pageviews	Pages / Session
48.4K	2.5
↑ 54.9%	↓ -1.5%
Avg. Session Duration	Bounce Rate
02:06	62.02%
↓ -0.5%	↑ 1.6%

Top Acquisition Channels



Pageviews



Top Organic Landing Pages

Landing Page	Sessions	Users	Bounce Rate	Pages / Session	Avg Session Duration
/waynesville/	977	927	35.93%	4.95	00:04:17
/maggie-valley/	877	835	37.51%	4.38	00:03:36
/waynesville/things-to-do/	743	685	36.61%	4.62	00:04:13
/attractions/midnight-hole/	699	572	87.55%	1.22	00:00:41
/event/91st-annual-ramp-festival/	679	609	83.65%	1.31	00:00:53

Visit NC Smokies Blog Content

May 1, 2021 - May 31, 2021



- In May, the top-performing blogs were: Wet and Wild Ways to Beat The Summer Heat, Elk Watching 101, Come Soar With Us: It's Always Motorcycle Season, and How to Plan a Romantic NC Smokies Getaway. Blogs made up 11.6% of all website views.

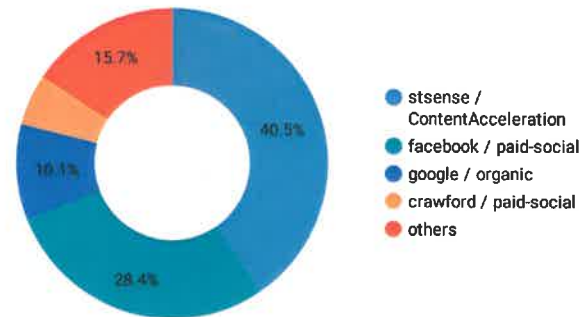
- For new content, we published 5 Best Places for a Summer Photoshoot and 10 Family-Friendly Games and Adventures. The photoshoot blog targeted millennials and featured scenic spots from around the County while the games and adventures blog targeted our family and older millennial audiences.

- A total of 7 new content pieces published on VisitNCSmokies.com highlighting Maggie Valley, Waynesville and the larger County.

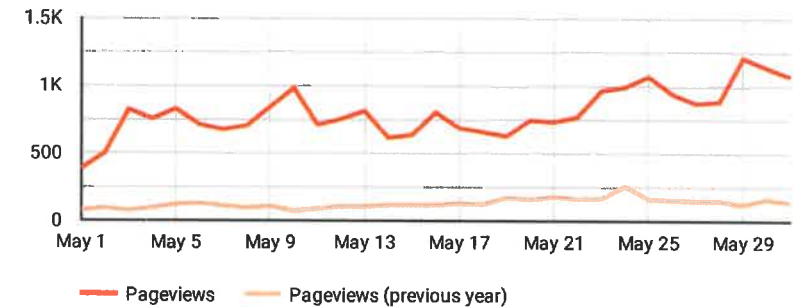
Year-Over-Year Website Traffic

Sessions	Users
19,183	18,799
↑ 768.4% from previous year	↑ 702.3%
Pageviews	Pages / Session
24.9K	1.3
↑ 326.1%	↓ -27.9%
Avg. Session Duration	Bounce Rate
42	83.47%
↓ -58.0%	↑ 8.9%

Top Acquisition Channels



Pageviews



Top Landing Pages

Landing Page	Pageviews	Users	Bounce Rate	Pages / Session	Avg Session Duration
/blog/wet-and-wild-ways-beat-the-summer-heat/	6,975	5,081	75.92%	1.25	00:00:51
/blog/elk-watching-101/	1,002	750	71.38%	1.17	00:01:31
/blog/come-soar-with-us-motorcycle-season-nc-smokies/	785	733	95.69%	1.03	00:00:05
/blog/how-to-plan-a-romantic-nc-smokies-getaway/	430	332	73.62%	1.25	00:01:18
/blog/guide-to-golfing-in-the-smokies/	397	285	86.38%	1.23	00:00:35

Visit NC Smokies Google Ads Display Overview

May 1, 2021 - May 31, 2021



- The "Thousands of Gallons of Ahhhh Refreshing" swimming holes creative narrowly overtook the "Good Looking Scenery to Make Up for Your Short Game" creative as the most clicked in May.
- Our CTRs for our spring/summer Display ads continue to climb to record rates. Last month CTRs increased by 77.3% across the board to 2.21%, almost 5x the industry average (0.47%). This signals strong interest in engaging with the destination.
- Sessions from Display were down due to a decrease in spend on this tactic MOM. The Display budget was decreased in May to allow for native and display campaigns with TravelZoo and OnTarget.
- Our cost per click is hovering around the industry average (\$0.44) at \$0.45 per click.

Month-Over-Month Website Traffic

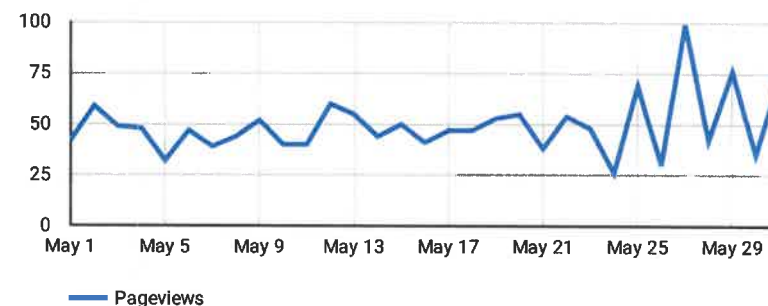
Sessions	Users
1,244	981
↓ -7.9% from previous month	↓ -11.5%
Pageviews	Pages / Session
1.5K	1.2
↓ -10.1%	↓ -2.4%
Avg. Session Duration	Bounce Rate
19	87.86%
↓ -6.4%	↓ 1.2%

Campaign Performance

Impressions
56,522
Clicks
1,251
CTR
2.21%
Avg. CPC
\$0.45



Pageviews



Top Landing Pages

Landing Page
/attraction_categories/fishing-hunting/
/blog/guide-to-golfing-in-the-smokies/
/blog/wet-and-wild-ways-beat-the-summer-heat/
/attraction_categories/hiking/
/blog/come-soar-with-us-motorcycle-season-nc-smokies/

Behavior

Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
315	94.6%	1.08	00:00:02
253	89.33%	1.23	00:00:14
243	89.3%	1.23	00:00:32
199	73.87%	1.57	00:00:29
74	93.24%	1.07	00:00:08



Visit NC Smokies Google Ads Paid Search Overview

May 1, 2021 - May 31, 2021



- Google Paid Search Campaigns continue to outperform the industry average CTR (4.68%) at 9.21% and cost per click (\$1.53) at \$0.28. Cost per click continued to optimize into May decreasing from \$0.40 to \$0.34.
- Our competitor intercept campaign, targeting searches for Gatlinburg and Pigeon Forge, generated 570 clicks last month. Users from this campaign visited an average of 2.6 pages.
- The general accommodations campaign has the highest pages per session after seeing a 4% increase last month. Users from this campaign visit an average of 3.96 pages per session, signaling a strong interest in visiting.
- Our cost per conversion for the Blue Ridge Parkway campaign continues to decrease signaling an increased interest in the BRP. In May it decreased by 29.9% to \$0.41.

Month-Over-Month Website Traffic

Sessions	Users
20,708	17,600
↑ 28.1% from previous month	↑ 26.6%
Pageviews	Pages / Session
60.2K	2.9
↑ 44.6%	↑ 12.9%
Avg. Session Duration	Bounce Rate
01:58	48.31%
↑ 21.6%	↓ -7.8%

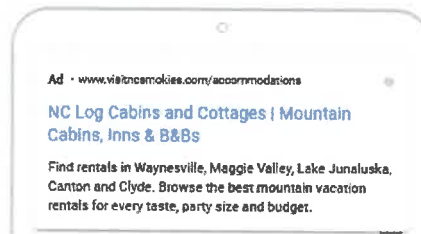
Campaign Performance

Impressions
220,022

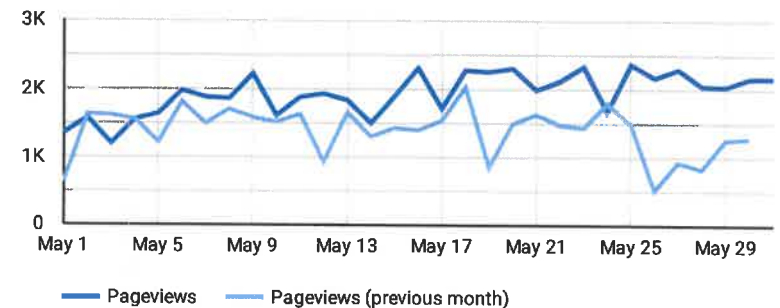
Clicks
20,261

CTR
9.2%

Avg. CPC
\$0.28



Pageviews



Top Paid Search Campaigns

Campaign	Landing Page	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Blue Ridge Parkway: Q2 2021	/blue-ridge-parkway/	4,829	62.83%	1.39	00:00:58
General Accommodations: Q2 2021	/accommodations/	3,902	30.37%	4.14	00:02:20
Activities & Entertainment: Q2 2021	/attraction_categories/hiking/	3,183	57.65%	2.37	00:01:27
Maggie Valley Q2 2021	/maggie-valley/things-to-do/	1,367	32.99%	4.22	00:03:28
Activities & Entertainment: Q2 2021	/attractions/	1,068	40.54%	3.44	00:01:55
Waynesville Q2 2021	/waynesville/things-to-do/	950	34.11%	4.68	00:03:50



Visit NC Smokies YouTube Overview

May 1, 2021 - May 31, 2021



- YouTube video campaigns had a view rate of A 31% or higher view rate is considered good. Anything above this is excellent. Our video view rate is exceeding the standard at 53.8%.
- Time on site metrics from users who clicked on our videos improved in May. Pages per session increased by 30% while bounce rate decreased by 9% indicating strong engagement.
- Cost per view continued to decrease in May from \$.04 to \$.03, this cost is highly optimized and will likely not decrease farther.
- The "Thousands of Acres of Awesome" video ad has the highest view rate at 43.09%, our highest individual view rate this year.

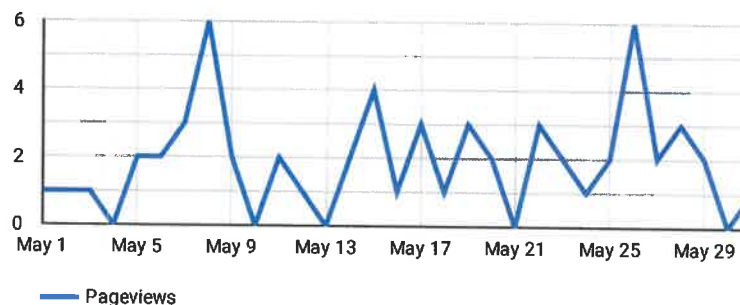
Month-Over-Month Website Traffic

Sessions	Users
50	48
Pageviews	Pages / Session
59	1.2
Avg. Session Duration	Bounce Rate
13	84.00%

Campaign Performance

Impressions	Clicks
87,378	90
Video views	Video view rate
31,946	53.8%
Avg. CPV	
\$0.03	

Pageviews



Top Video Campaigns

Campaign

Embrace Unusual Bumpers: Q2 2021

Embrace Unusual - Top of the Line Hiking: Spring Q2 2021

Embrace Unusual - Meet Some Wild New Coworkers: Spring Q2 2021

Embrace Unusual - Best Science Lab Ever: Spring Q2 2021

Embrace Unusual - Teach Your Old Hog: Spring Q2 2021

Embrace Unusual - Spot Our 200 Mobile Landmarks: Spring Q2 2021

Embrace Unusual - Thousands of Acres of Awesome: Spring Q2 2021

Impressions	Clicks	Video view rate	Avg. CPV
28,010	36	0%	\$0
14,244	15	38.66%	\$0.03
9,586	14	41.52%	\$0.04
14,238	9	95.23%	\$0.01
7,011	6	42.39%	\$0.04
7,232	5	40.83%	\$0.04
7,057	5	42.16%	\$0.04



Visit NC Smokies Facebook Ads Overview

May 1, 2021 - May 31, 2021



- The Paid Likes campaign generated 416 likes in May. This campaign was launched in April as an effort to build our first-party data audiences as recent increases in digital privacy standards and knowledge that future removal of cookies and detailed targeting will begin affecting ability and efficiency for digital targeting.
- The BearWaters Paid Like ad continued to drive the most page likes. It drove 62% of all campaign likes in May.
- The swimming hole ad continued to drive the most clicks. It drove 62% of all campaign clicks. It also has the lowest cost per landing page view of any of our ads at \$0.48, 39% lower than our campaign average.
- Average CTR for Travel & Hospitality Industry Facebook Ads: 0.90%

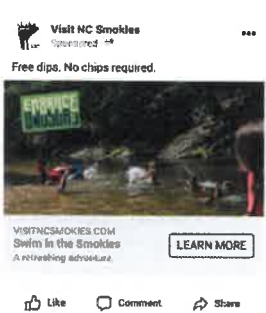
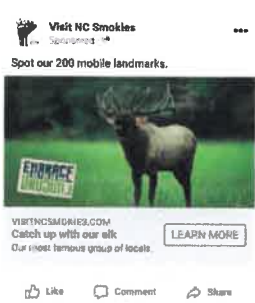
Month-Over-Month Website Traffic

Sessions	Users
6,759	6,241
↑ 19.6% from previous month	↑ 21.1%
Pageviews	Pages / Session
10.7K	1.6
↑ 23.0%	↑ 2.8%
Avg. Session Duration	Bounce Rate
44	78.50%
↑ 4.1%	↓ -1.8%

Campaign Performance

Impressions	Page likes
978,693	416
Landing page views	Cost per page like
7.41K	\$0.93
CTR (all)	
1.85%	
Cost per landing page view	
\$0.68	

Campaign Creative



Top Landing Pages

Landing Page	Sessions	Bounce Rate	Pages / Session	Avg Session Duration
/blog/wet-and-wild-ways-beat-the-summer-heat/	5,267	75.45%	1.66	00:00:50
/blog/come-soar-with-us-motorcycle-season-nc-smokies/	681	96.18%	1.04	00:00:03
/blog/glamping-haywood-county/	252	78.17%	1.42	00:00:43
/events/	170	83.53%	1.54	00:00:45
/blog/elk-watching-101/	84	96.43%	1.04	00:00:01

A person in a dark jacket and shorts stands on a rocky mountain peak, looking out over a vast mountain range. The sky is a mix of blue and purple, suggesting dawn or dusk. The mountains in the distance are layered, with some showing a reddish-brown hue. The foreground is a grassy slope with some rocks.

VISITNC  SMOKIES

THANK YOU

Social Highlights

Post Reach

May 20 - June 16

417,215

Post Engagement

May 20 - June 16

25,446

Videos

May 20 - June 16

37,579



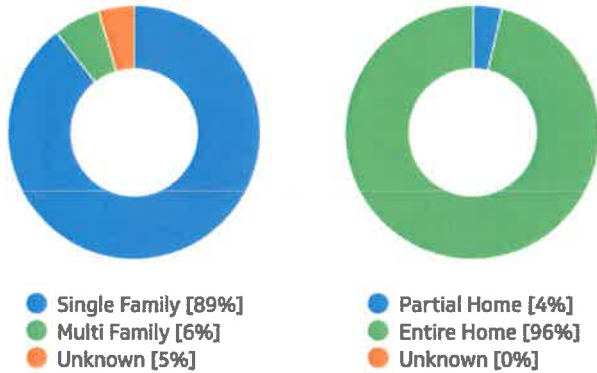
Design Highlights



VISIT NC SMOKIES

GRANICUS - JUNE UPDATE

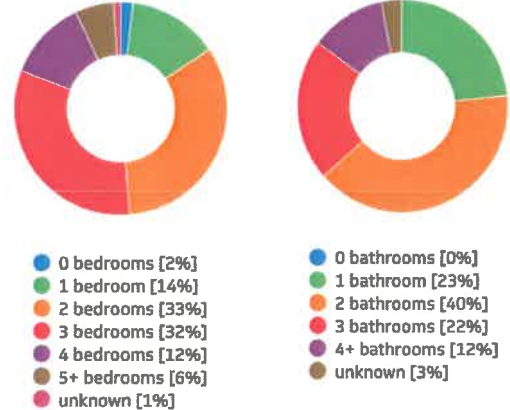
Listing types



89% of HC Units are Single Family

96% of HC Units are Entire Home

Bedrooms / Bathrooms



81% of HC Units have 3 or less Bedrooms

85% of HC Units have 3 or less Bathrooms

There are **1,131** Short Term Rentals as of June 10th

