



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

**Haywood County Tourism Development Authority
Agenda
Wednesday, May 26th, 2021**

Immediately following TDA Budget Forum

- 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 Budget Amendment - ATTACHMENT #1
 - 2. Request approval of the 2020 Audit Contract from Gould Killian CPA Group, P.A. in the amount of \$6,500 - ATTACHMENT #2

Continued on next page

VII. Administrative/Committee Reports

1. April Financial Report – Kristian Owen
2. 3%, 1% & 4% Reports – Chris Corbin
3. STR & AirDNA Reports – P. Shah

VIII. New Business

- A. Request approval of Lake Junaluska Conference Incentives – ATTACHMENT # 3
- B. Request approval of 2021/2022 3% & 1% Zip Code Funding Recommendations –
(see grant document from Budget Forum Packet)
- C. Request approval of 2021/2022 HCTDA Budget Resolution – ATTACHMENT # 4
- D. Statement on 2% Legislation

IX. Old Business

X. Adjournment

XI. 10 Minute Media Communication Session

ATTACHMENT 1

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

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

Expenditures

Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Accounting Services	519101	6,460	2,185	8,645
Purchase for Resale	527001	10,000	1,000	11,000
Miscellaneous	529701	808	307	1,115
Rent	541301	28,153	1,308	29,461
Non Expendable Office Supplies	529901	2,000	800	2,800
Capital Outlay	551001	4,000	1,000	5,000
Group Sales	537801	37,878	(3,800)	34,078
Salaries - Visitor Center	512201	40,969	(2,800)	38,169
Total		130,268	(0)	130,268

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

Adopted this 26th day of May, 2021

Chairman
Haywood County Tourism Development Authority

ATTEST:

Secretary to the Board

Explanation:
See next page

Budget Amendment Explanations for May 26th, 2021

- Additional services from contracted CPA. Gould, Killian CPA (audit firm) did not bill us for the financial statements until late in the calendar year making it an expense for this year's budget.
- We need additional product for resale due to increased sales in the Visitor Center.
- ACH fee for late payroll payment
- Posting error at the beginning of current budget year for a previous year expense
- Due to our recent IT audit, purchase of items to upgrade internet service to Visitor Center/administrative office/meeting room section of the office
- Capital Outlay for new phones for TDA office
- Funding moved from Group Sales & Visitor Center salaries due to surplus in each category as a result of Covid.



**GOULD KILLIAN
CPA GROUP, P.A.**
CERTIFIED PUBLIC ACCOUNTANTS

Charles E. Killian
G. Edward Towson, II
Harvey W. Jenkins
Shon P. Norris
Eric W. Michael
Daniel R. Mullinix

April 28, 2021

Board of Directors
Haywood County Tourism Development Authority
1110 Soco Road
Maggie Valley, NC 28751

Agreement to Provide Services

This agreement to provide services (the "Agreement") is intended to describe the nature and scope of our services.

Objective and Scope of the Audit

As agreed, Gould Killian CPA Group, P.A. ("GK" or "we") will audit the financial statements Haywood County Tourism Development Authority as of and for the year ended June 30, 2021. Accounting standards generally accepted in the United States of America provide for certain required supplementary information (RSI), such as management's discussion and analysis (MD&A), to supplement Haywood County TDA's basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. As part of our engagement, we will apply certain limited procedures to Haywood County TDA's RSI in accordance with auditing standards generally accepted in the United States of America. These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance. The following RSI is required by generally accepted accounting principles and will be subjected to certain limited procedures, but will not be audited:

1. Management's Discussion and Analysis
2. Required schedules for the Local Government Employees' Retirement System

from you about your responsibilities for the financial statements; and other responsibilities required by generally accepted auditing standards.

Notwithstanding the unprecedented circumstances resulting from the COVID-19 outbreak, we continue to have a professional obligation to gather sufficient appropriate audit evidence in support of your financial statements. Travel restrictions, actual or suspected infections, work from home requirements, changes - such as work force reductions - made to accommodate the current business environments, or other similar matters may result in delays in your employees' ability to provide us the necessary audit evidence on a timely basis or at all. Similarly, such matters may impact our own ability to collect or appropriately assess necessary audit evidence on a timely basis or at all.

Should such events occur, you and Gould Killian will make good faith efforts to complete alternative procedures to gather and assess necessary audit evidence. Such procedures might include, but not be limited to, our respective employees working from home, transferring more audit information via electronic modes (preferably through Suralink secure document exchange), and meeting virtually rather than in-person. As to audit evidence transferred via electronic modes, you are responsible to ensure that such evidence is authentic, complete, and accurate for the purposes it is meant to serve. Gould Killian will perform, as it deems necessary, incremental procedures to validate the authenticity, completeness, and accuracy of such audit evidence.

As necessary, and as indicated in the Fees section of this Agreement, we will notify you if such alternative procedures require additional efforts and, if possible, an estimate of the additional cost.

Audit Procedures—Internal Control

Our audit will include obtaining an understanding of the TDA and its environment, including internal control, sufficient to assess the risks of material misstatement of the financial statements and to design the nature, timing, and extent of further audit procedures.

An audit is not designed to provide assurance on internal control or to identify significant deficiencies or material weaknesses. However, during the audit, we will communicate to management and those charged with governance internal control related matters that are required to be communicated under AICPA professional standards.

Management Responsibilities

Our audit will be conducted on the basis that you (management) acknowledge and understand that you are responsible for (1) establishing and maintaining effective internal controls, including internal controls over federal awards, and for evaluating and monitoring ongoing activities, to help ensure that appropriate goals and objectives are met; (2) following laws and regulations; (3) ensuring that there is reasonable assurance that government programs are administered in compliance with compliance requirements; and (4) ensuring that management and financial information is reliable and properly reported. Management is also responsible for implementing systems designed to achieve compliance with applicable laws, regulations, contracts, and grant agreements. You are also responsible for the selection and application of accounting principles; for the preparation and fair presentation of the financial statements, and all accompanying information in conformity with U.S. generally accepted accounting principles; and for compliance with applicable laws and regulations (including federal statutes) and the provisions of contracts and grant agreements (including award agreements). Your responsibilities also include identifying significant contractor relationships in which the contractor has responsibility for program compliance and for the accuracy and completeness of that information.

Management is also responsible for making all financial records and related information available to us and for the accuracy and completeness of that information. You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of

Posting of Audit Report and Financial Statements on Your Website

You agree that, if you plan to post an electronic version of the financial statements and audit report on your website, you will ensure that there are no differences in content between the electronic version of the financial statements and audit report on your website and the signed version of the financial statements and audit report provided to management by GK. You also agree to indemnify the GK from any and all claims that may arise from any differences between the electronic and signed versions.

Availability of Records and Personnel

You agree that all records, documentation, and information we request in connection with our audit will be made available to us (including those pertaining to related parties), that all material information will be disclosed to us, and that we will have the full cooperation of, and unrestricted access to, your personnel during the course of the engagement. Should impacts from the COVID-19 outbreak impede the ability to provide full cooperation and access, you will instead work with us in good faith to make alternative arrangements to accomplish the objectives of our audit.

You also agree to ensure that any third-party valuation reports that you provide to us to support amounts or disclosures in the financial statements (a) indicate the purpose for which they were intended, which is consistent with your actual use of such reports; and (b) do not contain any restrictive language that would preclude us from using such reports as audit evidence.

Assistance by Your Personnel

We also ask that your personnel prepare various schedules and analyses for our staff. However, except as otherwise noted by us, no personal information other than names related to TDA employees and/or customers should be provided to us. In addition, we ask that you provide high-speed internet access to our engagement team, if practicable, while working on the TDA's premises. This assistance will serve to facilitate the progress of our work and minimize costs to you.

Peer Review Reports

Although the audit will not be subject to *Government Auditing Standards*, we have provided a copy of our most recent quality control review report. Our latest peer review report accompanies this letter.

Other Services

We are always available to meet with you and the Board of Directors at various times throughout the year to discuss current business, operational, accounting, and auditing matters affecting the TDA. Whenever you feel such meetings are desirable, please let us know. We are also prepared to provide services to assist you in any of these areas. We will also be pleased, at your request, to attend governing board meetings.

We will also assist in preparing the financial statements and related notes in conformity with U.S. generally accepted accounting principles based on information provided by you. These non-audit services do not constitute an audit and such services will not be conducted in accordance with applicable auditing standards. We will perform the services in accordance with applicable professional standards. The other services are limited to the financial statement services previously defined. We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities.

responsibilities. We will notify you of any such request. If requested, access to such audit documentation will be provided under the supervision of Gould Killian CPA Group, P.A. personnel. Furthermore, upon request, we may provide copies of selected audit documentation to the aforementioned parties. These parties may intend, or decide, to distribute the copies or information contained therein to others, including other governmental agencies.

The audit documentation for this engagement will be retained for a minimum of five years after the report release date or for any additional period requested by the federal or state oversight agency. If we are aware that a federal awarding agency, pass-through entity, or auditee is contesting an audit finding, we will contact the party(ies) contesting the audit finding for guidance prior to destroying the audit documentation.

We expect to begin our audit in July 2021 and to issue our reports no later than October 31, 2021. Daniel R. Mullinix is the engagement partner and is responsible for supervising the engagement and signing the reports or authorizing another individual to sign them.

Our charges to the TDA for the services described above are expected to be \$6,500 for the financial statement audit and financial statement preparation services. This is based on a maximum of 60 hours at our standard hourly rates, which vary according to the degree of responsibility involved and the experience level of the personnel assigned to your audit. The fees are based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the audit. If significant additional time is necessary (over 60 hours), we will discuss it with you and arrive at a new fee estimate before we incur the additional costs. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation after appropriate approval by the local government commission.

This fee structure does not take into consideration effects that any future auditing standards will have on our audit procedures. As we become aware of additional audit procedures resulting from these circumstances, we will notify you of the situation and the estimated additional cost.

We believe the foregoing correctly sets forth our understanding; however, if you have any questions, please let us know. If you find the foregoing arrangements acceptable, please acknowledge this by signing and returning to us a copy of this Agreement and retaining a copy for your files. We will forward the signed engagement letter and LGC contract to the Local Government Commission for their approval.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'D. Mullinix', with a stylized flourish at the end.

Daniel R. Mullinix

Certified Public Accountant



Sharrard, McGee & Co., PA

Strategy Meets Challenges

Report on the Firm's System of Quality Control

August 14, 2020

To the Owners of
Gould Killian CPA Group, P.A. and the
Peer Review Committee of the North Carolina Association of Certified Public Accountants

We have reviewed the system of quality control for the accounting and auditing practice of Gould Killian CPA Group, P.A. (the firm) in effect for the year ended January 31, 2020. Our peer review was conducted in accordance with the Standards for Performing and Reporting on Peer Reviews established by the Peer Review Board of the American Institute of Certified Public Accountants (Standards).

A summary of the nature, objectives, scope, limitations of, and the procedures performed in a System Review as described in the Standards may be found at www.aicpa.org/prsummary. The summary also includes an explanation of how engagements identified as not performed or reported in conformity with applicable professional standards, if any, are evaluated by a peer reviewer to determine a peer review rating.

Firm's Responsibility

The firm is responsible for designing a system of quality control and complying with it to provide the firm with reasonable assurance of performing and reporting in conformity with applicable professional standards in all material respects. The firm is also responsible for evaluating actions to promptly remediate engagements deemed as not performed or reported in conformity with professional standards, when appropriate, and for remediating weaknesses in its system of quality control, if any.

Peer Reviewer's Responsibility

Our responsibility is to express an opinion on the design of the system of quality control and the firm's compliance therewith based on our review.

Required Selections and Considerations

Engagements selected for review included engagements performed under *Government Auditing Standards*, including a compliance audit under the Single Audit Act, and an audit of an employee benefit plan.

As a part of our peer review, we considered reviews by regulatory entities as communicated by the firm, if applicable, in determining the nature and extent of our procedures.

CONTRACT TO AUDIT ACCOUNTS

Rev. 11/2020

The of and	Governing Board
	Board of Directors
	Primary Government Unit (or charter holder)
	Haywood County Tourism Development Authority
	Discretely Presented Component Unit (DPCU) (if applicable)
	N/A

Primary Government Unit, together with DPCU (if applicable), hereinafter referred to as Governmental Unit(s)

and	Auditor Name
	Gould Killian CPA Group, P.A.
	Auditor Address
	100 Coxe Ave, Asheville, NC 28801

Hereinafter referred to as Auditor

for	Fiscal Year Ending	Audit Report Due Date
	06/30/21	10/31/21

Must be within four months of FYE

hereby agree as follows:

1. The Auditor shall audit all statements and disclosures required by U.S. generally accepted auditing standards (GAAS) and additional required legal statements and disclosures of all funds and/or divisions of the Governmental Unit(s). The non-major combining, and individual fund statements and schedules shall be subjected to the auditing procedures applied in the audit of the basic financial statements and an opinion shall be rendered in relation to (as applicable) the governmental activities, the business- type activities, the aggregate DPCUs, each major governmental and enterprise fund, and the aggregate remaining fund information (non-major government and enterprise funds, the internal service fund type, and the fiduciary fund types).
2. At a minimum, the Auditor shall conduct his/her audit and render his/her report in accordance with GAAS. The Auditor shall perform the audit in accordance with *Government Auditing Standards* if required by the State Single Audit Implementation Act, as codified in G.S. 159-34. If required by OMB *Uniform Administration Requirements, Cost Principles, and Audit Requirements for Federal Awards* (Uniform Guidance) and the State Single Audit Implementation Act, the Auditor shall perform a Single Audit. This audit and all associated audit documentation may be subject to review by Federal and State agencies in accordance with Federal and State laws, including the staffs of the Office of State Auditor (OSA) and the Local Government Commission (LGC). If the audit requires a federal single audit performed under the requirements found in Subpart F of the Uniform Guidance (§200.501), it is recommended that the Auditor and Governmental Unit(s) jointly agree, in advance of the execution of this contract, which party is responsible for submission of the audit and the accompanying data collection form to the Federal Audit Clearinghouse as required under the Uniform Guidance (§200.512).

If the audit and Auditor communication are found in this review to be substandard, the results of the review may be forwarded to the North Carolina State Board of CPA Examiners (NC State Board).

the Auditor to present to the Governmental Unit(s) for payment. This paragraph is not applicable to contracts for audits of hospitals.

10. In consideration of the satisfactory performance of the provisions of this contract, the Governmental Unit(s) shall pay to the Auditor, upon approval by the Secretary of the LGC if required, the fee, which includes any costs the Auditor may incur from work paper or peer reviews or any other quality assurance program required by third parties (federal and state grantor and oversight agencies or other organizations) as required under the Federal and State Single Audit Acts. This does not include fees for any pre-issuance reviews that may be required by the NC Association of CPAs (NCACPA) Peer Review Committee or NC State Board of CPA Examiners (see Item 13).
11. If the Governmental Unit(s) has/have outstanding revenue bonds, the Auditor shall submit to LGC Staff, either in the notes to the audited financial statements or as a separate report, a calculation demonstrating compliance with the revenue bond rate covenant. Additionally, the Auditor shall submit to LGC Staff simultaneously with the Governmental Unit's (Units') audited financial statements any other bond compliance statements or additional reports required by the authorizing bond documents, unless otherwise specified in the bond documents.
12. After completing the audit, the Auditor shall submit to the Governing Board a written report of audit. This report shall include, but not be limited to, the following information: (a) Management's Discussion and Analysis, (b) the financial statements and notes of the Governmental Unit(s) and all of its component units prepared in accordance with GAAP, (c) supplementary information requested by the Governmental Unit(s) or required for full disclosure under the law, and (d) the Auditor's opinion on the material presented. The Auditor shall furnish the required number of copies of the report of audit to the Governing Board upon completion.
13. If the audit firm is required by the NC State Board, the NCACPA Peer Review Committee, or the Secretary of the LGC to have a pre-issuance review of its audit work, there shall be a statement in the engagement letter indicating the pre-issuance review requirement. There also shall be a statement that the Governmental Unit(s) shall not be billed for the pre-issuance review. The pre-issuance review shall be performed prior to the completed audit being submitted to LGC Staff. The pre-issuance review report shall accompany the audit report upon submission to LGC Staff.
14. The Auditor shall submit the report of audit in PDF format to LGC Staff. For audits of units other than hospitals, the audit report should be submitted when (or prior to) submitting the final invoice for services rendered. The report of audit, as filed with the Secretary of the LGC, becomes a matter of public record for inspection, review and copy in the offices of the LGC by any interested parties. Any subsequent revisions to these reports shall be sent to the Secretary of the LGC along with an Audit Report Reissued Form (available on the Department of State Treasurer website). These audited financial statements, excluding the Auditors' opinion, may be used in the preparation of official statements for debt offerings by municipal bond rating services to fulfill secondary market disclosure requirements of the Securities and Exchange Commission and for other lawful purposes of the Governmental Unit(s) without requiring consent of the Auditor. If the LGC Staff determines that corrections need to be made to the Governmental Unit's (Units') financial statements, those corrections shall be provided within three business days of notification unless another deadline is agreed to by LGC Staff.
15. Should circumstances disclosed by the audit call for a more detailed investigation by the Auditor than necessary under ordinary circumstances, the Auditor shall inform the Governing Board in writing of the need for such additional investigation and the additional compensation required therefore. Upon approval by the

26. E-Verify. Auditor shall comply with the requirements of NCGS Chapter 64 Article 2. Further, if Auditor utilizes any subcontractor(s), Auditor shall require such subcontractor(s) to comply with the requirements of NCGS Chapter 64, Article 2.

27. **Applicable to audits with fiscal year ends of June 30, 2020 and later.** For all non-attest services, the Auditor shall adhere to the independence rules of the AICPA Professional Code of Conduct and Governmental Auditing Standards, 2018 Revision (as applicable). Financial statement preparation assistance shall be deemed a "significant threat" requiring the Auditor to apply safeguards sufficient to reduce the threat to an acceptable level. If the Auditor cannot reduce the threats to an acceptable level, the Auditor cannot complete the audit. If the Auditor is able to reduce the threats to an acceptable level, the documentation of this determination, including the safeguards applied, must be included in the audit workpapers.

All non-attest service(s) being performed by the Auditor that are necessary to perform the audit must be identified and included in this contract. The Governmental Unit shall designate an individual with the suitable skills, knowledge, and/or experience (SKE) necessary to oversee the services and accept responsibility for the results of the services performed. If the Auditor is able to identify an individual with the appropriate SKE, s/he must document and include in the audit workpapers how he/she reached that conclusion. If the Auditor determines that an individual with the appropriate SKE cannot be identified, the Auditor cannot perform both the non-attest service(s) and the audit. See "Fees for Audit Services" page of this contract to disclose the person identified as having the appropriate SKE for the Governmental Unit.

28. **Applicable to audits with fiscal year ends of June 30, 2021 and later.** The auditor shall present the audited financial statements including any compliance reports to the government unit's governing body or audit committee in an official meeting in open session as soon as the audited financial statements are available but not later than 45 days after the submission of the audit report to the Secretary. The auditor's presentation to the government unit's governing body or audit committee shall include:

- a) the description of each finding, including all material weaknesses and significant deficiencies, as found by the auditor, and any other issues related to the internal controls or fiscal health of the government unit as disclosed in the management letter, the Single Audit or Yellow Book reports, or any other communications from the auditor regarding internal controls as required by current auditing standards set by the Accounting Standards Board or its successor;
- b) the status of the prior year audit findings;
- c) the values of Financial Performance Indicators based on information presented in the audited financial statements; and
- d) notification to the governing body that the governing body shall develop a "Response to the Auditor's Findings, Recommendations, and Fiscal Matters," if required under 20 NCAC 03 .0508.

29. Information based on the audited financial statements shall be submitted to the Secretary for the purpose of identifying Financial Performance Indicators and Financial Performance Indicators of Concern.

FEES FOR AUDIT SERVICES

1. For all non-attest services, the Auditor shall adhere to the independence rules of the AICPA Professional Code of Conduct (as applicable) and *Governmental Auditing Standards, 2018 Revision*. Refer to Item 27 of this contract for specific requirements. The following information must be provided by the Auditor; contracts presented to the LGC without this information will not be approved.

Financial statements were prepared by: ☒ Auditor ☐ Governmental Unit ☐ Third Party

If applicable: Individual at Governmental Unit designated to have the suitable skills, knowledge, and/or experience (SKE) necessary to oversee the non-attest services and accept responsibility for the results of these services:

Name:

Title and Unit / Company:

Email Address:

OR Not Applicable ☒ (Identification of SKE Individual not applicable for GAAS-only audit or audits with FYEs prior to June 30, 2020.)

2. Fees may not be included in this contract for work performed on Annual Financial Information Reports (AFIRs), Form 990s, or other services not associated with audit fees and costs. Such fees may be included in the engagement letter but may not be included in this contract or in any invoices requiring approval of the LGC. See Items 8 and 13 for details on other allowable and excluded fees.

3. Prior to submission of the completed audited financial report, applicable compliance reports and amended contract (if required) the Auditor may submit invoices for approval for services rendered, not to exceed 75% of the billings for the last annual audit of the unit submitted to the Secretary of the LGC. Should the 75% cap provided below conflict with the cap calculated by LGC Staff based on the billings on file with the LGC, the LGC calculation prevails. All invoices for services rendered in an audit engagement as defined in 20 NCAC .0503 shall be submitted to the Commission for approval before any payment is made. Payment before approval is a violation of law. (This paragraph not applicable to contracts and invoices associated with audits of hospitals).

PRIMARY GOVERNMENT FEES

Primary Government Unit	Haywood County Tourism Development Authority
Audit Fee	\$ 5,500
Additional Fees Not Included in Audit Fee:	
Fee per Major Program	\$
Writing Financial Statements	\$ 1,000
All Other Non-Attest Services	\$ 0
75% Cap for Interim Invoice Approval (not applicable to hospital contracts)	\$ 4,875.00

DPCU FEES (if applicable)

Discretely Presented Component Unit	N/A
Audit Fee	\$
Additional Fees Not Included in Audit Fee:	
Fee per Major Program	\$
Writing Financial Statements	\$
All Other Non-Attest Services	\$
75% Cap for Interim Invoice Approval (not applicable to hospital contracts)	\$

SIGNATURE PAGE – DPCU
(complete only if applicable)

DISCRETELY PRESENTED COMPONENT UNIT

DPCU*	
N/A	
Date DPCU Governing Board Approved Audit Contract* (Ref: G.S. 159-34(a) or G.S. 115C-447(a))	
DPCU Chairperson (typed or printed)*	Signature*
Date*	Email Address*

Chair of Audit Committee (typed or printed, or "NA")	Signature
Date	Email Address

DPCU – PRE-AUDIT CERTIFICATE

Required by G.S. 159-28(a1) or G.S. 115C-441(a1).
Not applicable to hospital contracts.

This instrument has been pre-audited in the manner required by The Local Government Budget and Fiscal Control Act or by the School Budget and Fiscal Control Act.

DPCU Finance Officer (typed or printed)*	Signature*
Date of Pre-Audit Certificate*	Email Address*

Remember to print this form, and obtain all
required signatures prior to submission.



Haywood County Tourism Development Authority

Financial Statements

April 2021



10:04 AM

05/11/21

Accrual Basis

Haywood County Tourism Development Authority
Statement of Financial Position
As of April 30, 2021

	Apr 30, 21
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	278,683.48
100002 · 3% Cash in Bank - 1st Citizens	357,249.66
111501 · NCCMT - 9152 3% General Investm	736,257.84
111503 · NCCMT - 9863 1% General Investm	199,972.04
Total Checking/Savings	1,572,163.02
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	1,574,939.52
TOTAL ASSETS	1,574,939.52
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · *Accounts Payable	14,293.76
Total Accounts Payable	14,293.76
Other Current Liabilities	
231700 · Payroll Liabilities	
Federal Taxes (941/944)	2,788.31
NC Income Tax	1,613.00
NC Pension Payable	6,170.14
Total 231700 · Payroll Liabilities	10,571.45
231800 · Sales Tax Payable	67.44
Total Other Current Liabilities	10,638.89
Total Current Liabilities	24,932.65
Total Liabilities	24,932.65
Equity	
329300 · Net Assets as July 1	1,029,150.85
Net Income	520,856.02
Total Equity	1,550,006.87
TOTAL LIABILITIES & EQUITY	1,574,939.52

Haywood County Tourism Development Authority

Budget vs Actuals

April 2021

	Apr 21	Jul '20 - Apr 21	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	111,711.36	1,205,075.70	1,207,487.00	99.8%
427012 · 1% Net 28716 Occupancy Tax	2,795.88	31,461.27	29,559.00	106.44%
427013 · 1% Net 28721 Occupancy Tax	2,498.54	22,731.03	19,309.00	117.72%
427014 · 1% Net 28745 Occupancy Tax	1,671.71	24,144.80	32,920.00	73.34%
427015 · 1% Net 28751 Occupancy Tax	18,789.22	197,548.03	174,294.00	113.34%
427016 · 1% Net 28785/28786 Occupancy Tx	11,396.35	126,589.26	113,089.00	111.94%
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	963.63	10,280.39	10,000.00	102.8%
449810 · Visitor Guide Ad Sales	4,000.00	27,475.00	22,500.00	122.11%
451101 · Elk Fest Revenue	0.00	0.00	10,000.00	0.0%
483491 · Investment Earnings 3%	6.05	174.37	8,500.00	2.05%
483492 · Investment Earnings 1%	1.64	38.96	1,500.00	2.6%
483831 · Net Occupancy Tax Penalties 3%	85.42	3,218.81	5,000.00	64.38%
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	153,919.80	1,672,737.62	2,053,230.00	81.47%
Gross Profit	153,919.80	1,672,737.62	2,053,230.00	81.47%
Expense				
512101 · Salaries-Admin-Promo	8,679.85	100,545.31	124,873.00	80.52%
512110 · NC State Retirement - Promo	2,444.87	26,859.50	32,770.00	81.96%
512201 · Salaries-Visitor Center	2,425.60	27,163.78	40,969.00	66.3%
512221 · FICA Visitor Ctr	185.55	2,062.73	3,460.00	59.62%
512232 · Temporary Labor - Visitor Ctr	182.50	398.65	500.00	79.73%
517001 · Board Members-Promo	0.00	927.29	1,500.00	61.82%
518101 · FICA Admin	664.00	7,331.56	9,675.00	75.78%
518201 · Salaries Marketing	12,982.16	142,425.72	170,692.00	83.44%
518202 · FICA Marketing	967.04	10,627.92	13,229.00	80.34%
518301 · Group Health Insurance - Promo	3,706.70	34,522.04	44,014.00	78.43%
518601 · Worker's Comp-Promotional-Promo	0.00	1,254.00	1,277.00	98.2%
519101 · Accounting Services-Promo	0.00	6,155.81	6,460.00	95.29%
519203 · Prof. Svcs - Contract Svcs-P	6,150.00	137,942.92	301,200.00	45.8%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-15,067.00	0.0%
526001 · Office Supplies-Promo	265.47	3,095.96	4,000.00	77.4%
526101 · Visitor Center Supplies	391.59	1,102.65	1,500.00	73.51%
527001 · Purchases/Resale-Promo	390.70	8,655.19	10,000.00	86.55%
529701 · Miscellaneous - Promo	183.61	1,112.13	808.00	137.64%
529901 · NonExpendable Office Supp-TR	0.00	1,957.93	2,000.00	97.9%
531201 · Travel-NonLocal-Promo	0.00	0.00	500.00	0.0%

Haywood County Tourism Development Authority

Budget vs Actuals

April 2021

	Apr 21	Jul '20 - Apr 21	YTD Budget	% of Budget
531301 · Fuel-T Related	0.00	121.25	600.00	20.21%
532101 · Telephone-Promo	471.84	4,883.72	6,900.00	70.78%
532201 · Postage-Promo	2,532.30	4,137.05	6,569.00	62.98%
534901 · Print & Bind-Promo	220.96	4,773.07	8,000.00	59.66%
535201 · Repair & Maintenance-Promo	825.00	6,623.60	9,050.00	73.19%
537101 · Marketing-Promo	0.00	1,412.71	11,750.00	12.02%
537221 · Advertise-PR/Internet/Billboard	63,929.97	253,981.72	425,000.00	59.76%
537301 · Visitor Guide Ads-Promo	0.00	29,852.00	29,852.00	100.0%
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	3,910.00	15,280.42	37,878.00	40.34%
537901 · Sponsorship - Promo	0.00	300.00	8,720.00	3.44%
541301 · Rent-Promo	2,465.48	24,654.80	28,153.00	87.57%
543201 · Equipment Lease-Promo	1,262.58	11,994.15	15,624.00	76.77%
545101 · Liability Insurance-Promo	0.00	7,254.00	7,254.00	100.0%
549101 · Dues & Subscriptions-Promo	1,306.47	16,361.41	21,067.00	77.66%
549902 · Bank Charges-Promo	92.00	1,641.03	6,000.00	27.35%
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	6,454.00	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)	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	18,560.00	51,339.00	145,743.00	35.23%
549917 · 28751 - Maggie Valley - Tourism	0.00	9,873.25	68,788.00	14.35%
549918 · 28785/86 (Waynesville)	11,780.00	40,479.93	107,115.00	37.79%
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	1,571.82	1,571.82	4,000.00	39.3%
570102 · Utilities	404.78	5,027.78	7,073.00	71.08%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	155,406.84	1,151,873.91	2,053,230.00	56.1%
Net Ordinary Income	-1,487.04	520,863.71	0.00	100.0%
Net Income	-1,487.04	520,863.71	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				\$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	\$822,170	\$1,338,954	49%		\$934,942	43%

March 2018 Actual - \$55,745

March 2019 Actual - \$62,855

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

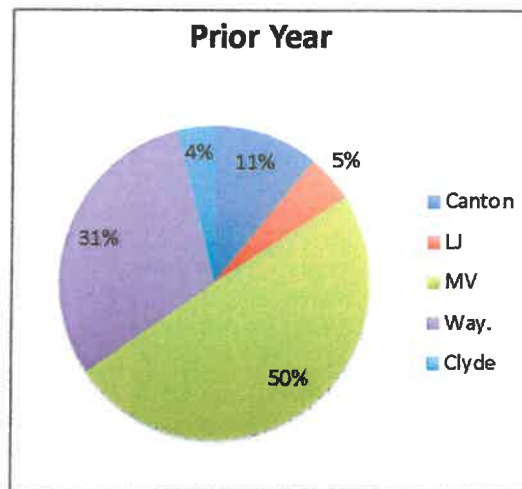
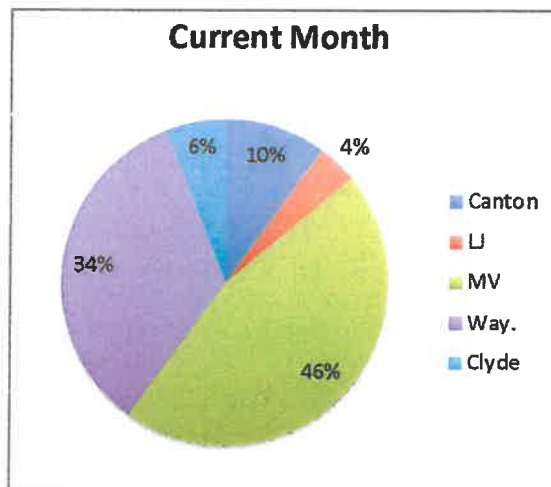
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	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		\$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	\$35,687			\$25,571			\$25,838			\$218,928			\$141,745		
TOTAL of 20/21 1% Projections	\$369,171	\$447,769 YTD													
Comparison to Budget YTD	65%			74%			19%			67%			69%		
Comparison to March 2020	312%			740%			266%			348%			437%		
YTD Comparison with FY 19/20	52%			124%			-21%			46%			47%		
% of YTD Collections	8%			6%			6%			49%			31%		

Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
March 2021

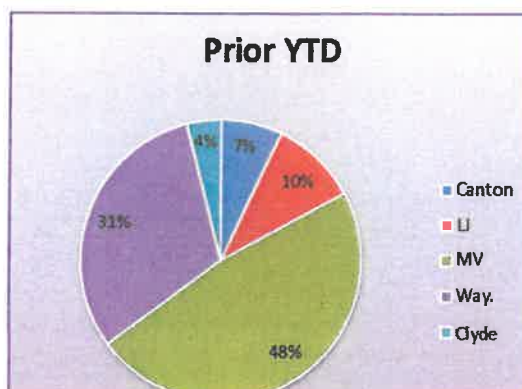
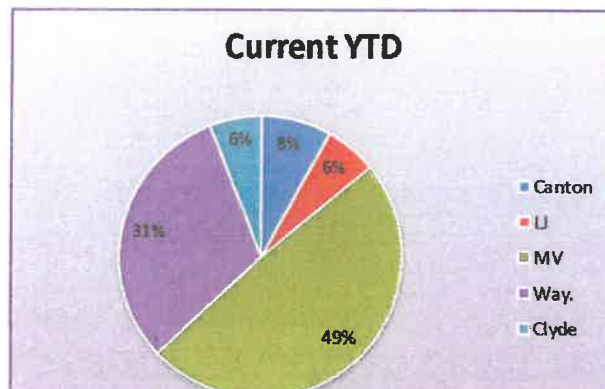
Active Account Performance			Variance
	March 2021	March 2020	
Canton	31	34	-8%
Clyde	19	22	-14%
Lake Junaluska	21	20	-5%
Maggie Valley	197	188	5%
Waynesville	124	124	0%
Total	392	388	1%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$131,643.61	Remittance Type	Distribution
Distribution Previous Year	(\$27,325.98)	Taxes Remitted for Period 4%	\$177,297.79
Difference	\$104,317.63	Penalties	\$602.29
Variance	382%	Sub Total	\$177,900.08
		Fee to County	(\$1,779.00)
		Total Distribution 4%	\$176,121.08

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN

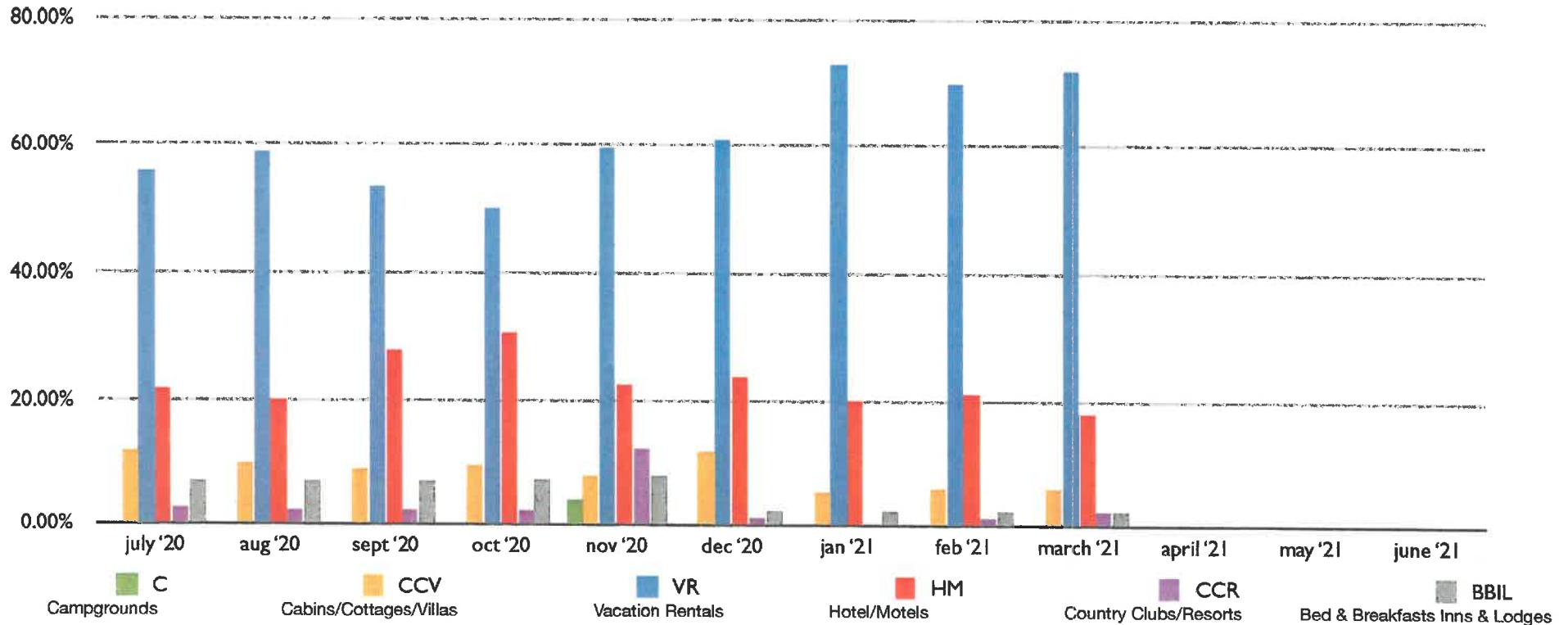


20/21 OCCUPANCY TAX BY CATEGORY

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

OCCUPANCY TAX BY ACCOMMODATION CATEGORY

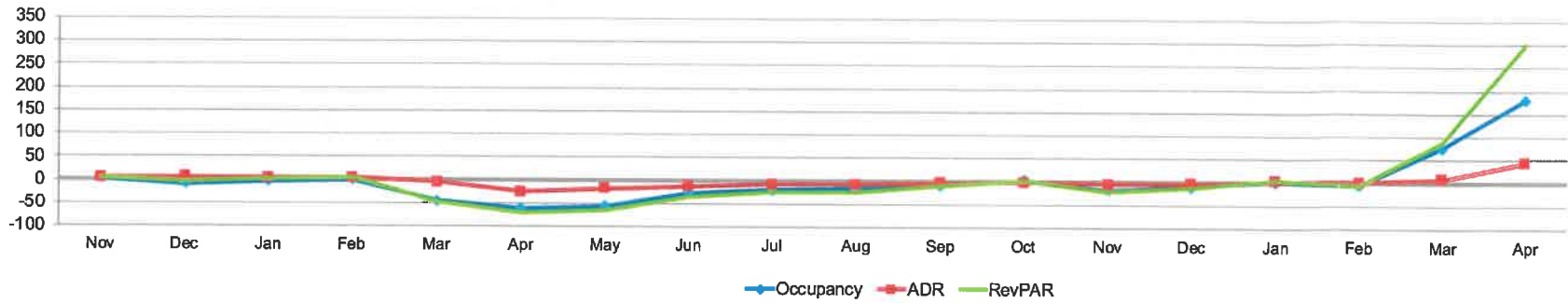


Tab 2 - Trend Haywood County, NC

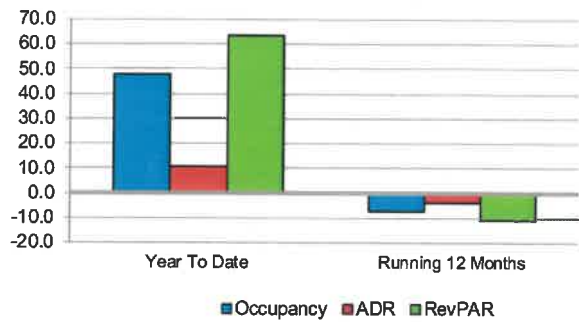
Haywood County Tourism Development Authority
For the Month of April 2021

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019		2020												2021				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	53.8	41.7	33.7	40.7	26.3	20.6	26.5	47.3	55.2	50.9	56.0	70.7	44.1	37.0	34.1	38.2	46.3	57.9
	Last Year	52.8	45.8	34.8	40.8	47.9	53.8	60.8	64.6	68.6	61.4	61.3	69.3	53.8	41.7	33.7	40.7	26.3	20.6
Percent Change	1.9	-9.1	-3.2	-0.2	-45.1	-61.7	-56.4	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.3	1.3	-6.2	76.2	181.1	

ADR	2019		2020												2021				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	107.96	102.37	93.27	96.16	89.61	74.86	87.60	98.89	109.89	106.88	106.98	122.82	102.02	98.94	95.28	96.47	96.59	106.67
	Last Year	103.91	97.29	89.36	93.00	94.61	99.39	106.96	112.01	118.55	116.29	110.18	125.00	107.96	102.37	93.27	96.16	89.61	74.86
Percent Change	3.9	5.2	4.4	3.4	-5.3	-24.7	-18.1	-11.7	-7.3	-8.1	-2.9	-1.7	-5.5	-3.3	2.2	0.3	7.8	42.5	

RevPAR	2019		2020												2021				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	58.05	42.68	31.39	39.18	23.57	15.43	23.20	46.81	60.66	54.42	59.91	86.88	44.95	36.58	32.49	36.88	44.77	61.81
	Last Year	54.81	44.60	31.06	37.95	45.36	53.44	65.01	72.34	81.29	71.43	67.51	86.59	58.05	42.68	31.39	39.18	23.57	15.43
Percent Change	5.9	-4.3	1.0	3.2	-48.0	-71.1	-64.3	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.3	3.5	-5.9	89.9	300.5	

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

Demand	2019		2020												2021				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	26,488	20,640	16,409	17,944	13,315	9,895	14,349	24,822	29,911	27,592	29,365	36,331	21,703	18,221	16,551	16,761	23,362	29,429
	Last Year	25,986	22,697	16,952	17,973	24,269	27,453	32,935	33,869	37,157	33,284	32,133	37,540	26,488	20,640	16,409	17,944	13,315	9,895
Percent Change	1.9	-9.1	-3.2	-0.2	-45.1	-64.0	-56.4	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.7	0.9	-6.6	75.5	197.4	

Revenue	2019		2020												2021				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
	This Year	2,859,542	2,112,885	1,530,488	1,725,547	1,193,166	740,782	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	2,256,598	3,139,167
	Last Year	2,700,110	2,208,194	1,514,780	1,671,513	2,296,209	2,728,617	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	1,725,547	1,193,166	740,782
Percent Change	5.9	-4.3	1.0	3.2	-48.0	-72.9	-64.3	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.7	3.0	-6.3	89.1	323.8	

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

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Data pulled up to Apr-21

	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
140389 - Haywood County													
Total Available Listings													
Entire Place	1,176	1,351	1,353	1,336	1,318	1,356	1,430	1,386	1,331	1,277	1,163	1,435	1,563
Private Room	78	72	80	79	73	78	80	78	73	78	76	81	83
Shared Room	0	0	0	0	0	1	1	1	1	2	2	1	1
Booked Listings													
Entire Place	824	1,186	1,300	1,303	1,274	1,305	1,395	1,359	1,277	1,213	1,096	1,306	1,440
Private Room	62	57	73	74	71	72	77	73	68	64	68	58	74
Shared Room	0	0	0	0	0	1	1	1	1	1	2	0	1
Room Nights - Entire Place													
Total Available	51,254	85,104	92,509	92,122	88,437	88,192	98,197	93,545	92,576	82,513	73,147	91,648	96,673
Booked	28,885	38,323	60,845	74,455	66,407	61,534	80,143	64,550	58,140	42,836	44,130	63,353	65,889
Room Nights - Hotel Comparable													
Total Available	3,333	5,000	5,362	5,857	5,415	5,568	6,367	5,811	5,547	5,363	5,087	6,524	7,107
Booked	1,911	2,423	3,426	4,143	3,707	3,490	4,985	3,760	3,005	2,202	2,523	4,024	4,586
Listing Nights - Entire Place													
Available	18,754	31,790	33,854	34,198	32,662	32,927	36,972	35,368	34,690	31,294	27,768	35,159	37,437
Booked	10,526	14,518	22,554	27,511	24,554	23,088	30,229	24,315	21,580	15,936	16,457	23,870	25,319
Occupancy													
Entire Place	56.1%	45.7%	66.6%	80.4%	75.2%	70.1%	81.8%	68.7%	62.2%	50.9%	59.3%	67.9%	67.6%
Hotel Comparable	57.3%	48.5%	63.9%	70.7%	68.5%	62.7%	78.3%	64.7%	54.2%	41.1%	49.6%	61.7%	64.5%
ADR													
Entire Place	\$202.10	\$199.70	\$199.26	\$210.13	\$210.02	\$210.92	\$220.54	\$223.22	\$232.57	\$219.79	\$222.18	\$217.23	\$219.82
Hotel Comparable	\$114.97	\$117.77	\$120.53	\$130.0	\$133.68	\$134.88	\$139.41	\$138.33	\$138.54	\$141.68	\$140.95	\$135.81	\$136.95
RevPAR													
Entire Place	\$113.43	\$91.20	\$132.75	\$169.05	\$157.88	\$147.90	\$180.31	\$153.46	\$144.68	\$111.92	\$131.68	\$147.48	\$148.67
Hotel Comparable	\$65.92	\$57.07	\$77.01	\$91.96	\$91.51	\$84.54	\$109.15	\$89.51	\$75.05	\$58.17	\$69.91	\$83.77	\$88.37

\$



2022 County-Wide Conference/Event Incentives

For more than 100 years, Haywood County has hosted large events in partnership with Lake Junaluska Assembly. With its 2,000-seat arena and more than 100,000 square feet of meeting and function space, Lake Junaluska attracts several large conferences each year. Two of these conferences (Holston UMC and Western North Carolina UMC) are held in June, and each attracts more than 3,000 overnight guests annually.

Facts about these conferences:

- 10,000 room nights are generated, with an average stay of 3.5 nights.
- \$41,000 in meeting space and service incentives are provided by Lake Junaluska.
- Most attendees travel with their families and often stay for a weeklong vacation.
- 70% of the lodging revenue from these conferences is generated outside the 28745 (Lake Junaluska) zip code.
- Both conferences include midweek room nights.
- Both conferences did not meet in 2020 or 2021.

These two large conferences have a history of being recruited by large urban-area convention centers. Incentives often are included in these recruiting efforts and, even with the incentives offered by Lake Junaluska, Haywood County is in jeopardy of losing them.

In order to compete with other convention centers or destinations, a "Pay for Performance" meeting incentive is proposed to encourage these groups to return to Haywood County and to continue meeting in June.

Details of these incentives:

- Limited to conferences producing 3,500 or more room nights within one week in all Haywood County zip codes.
- \$5 per registered conference attendee will be provided, for up to a \$10,000 incentive.
- Only two events will be eligible for 2022.
- Incentives will be paid to conference organizers following the event.
- Events will need to provide registration data, including information regarding how many of their attendees stayed in Haywood County.
- In order to be eligible for incentives, conferences must contract their 2022 event no later than September 2021.

**HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
FISCAL YEAR 2021-2022
BUDGET RESOLUTION**

BE IT RESOLVED by the Board of Directors of the Haywood County Tourism Development Authority THAT:

Section 1. The following amounts are hereby appropriated for the operation of the public authority and its activities for the fiscal year beginning July 1, 2021 and ending June 30, 2022, in accordance with the chart of accounts therefore established for this authority:

Administration	\$ 249,363
Marketing & Special Uses	\$1,556,351
Visitor Services	\$ 127,938
Contingency	<u>\$ 20,000</u>
TOTAL	\$1,953,652

Section 2. It is established that the following revenues will be available for the fiscal year beginning July 1, 2021 and ending June 30, 2022.

Occupancy Tax - 3% Net	\$1,318,393
Occupancy Tax - 28716 1% Net	\$ 35,157
Projected Fund Balance – 28716 1%	\$ 6,103
Occupancy Tax - 28721 1% Net	\$ 21,974
Projected Fund Balance – 28721 1%	\$ 3,996
Occupancy Tax – 28745 1% Net	\$ 39,551
Projected Fund Balance – 28745 1%	\$ 9,158
Occupancy Tax – 28751 1% Net	\$ 210,943
Projected Fund Balance – 28751 1%	\$ 34,101
Occupancy Tax – 28785/28786 1% Net	\$ 131,839
Projected Fund Balance – 28785/28786 1%	\$ 22,612
Merchandise Sales	\$ 15,500
Visitor Guide Ad Sales	\$ 29,000
Online Ad Sales	\$ 20,000
3% Investment Earnings	\$ 250
1% Investment Earnings	\$ 75
Occupancy Tax Penalties	\$ 5,000
Appropriated 3% Fund Balance	<u>\$ 50,000</u>
Revenue Total	\$1,438,143

Section 3. Occupancy Tax revenues are based on a 4 percent tax levied by Haywood County “derived from the rental of any room, lodging, or similar accommodation furnished by any hotel, motel, inn, tourist camp, or other similar place within the county now subject to the sales tax imposed by the State under G.S. 105-164.4 (3),” and remitted to Haywood County Tourism Development Authority by Haywood County after a percentage reduction for the County’s administrative costs. The percentage reduction is defined as “3 percent of the first \$500,000 of gross receipts and 1 percent of the remaining gross receipts each year.” These funds

are to be expended “only to further the development of travel, tourism, and conventions in the county through State, national and international advertising and promotion.”

Section 4. The Budget Officer is authorized to transfer amounts between objects of expenditure within a department but is not authorized to transfer amounts from contingency appropriation or fund balance without approval of the Board of Directors of the Tourism Development Authority.

Section 5. Copies of this Budget Resolution shall be furnished to the Budget Officer, the Finance Officer and any other officers, employees or board members for direction in the carrying out of their duties.

ADOPTED THIS 26th DAY OF May, 2021

Lyndon Lowe, Chairperson
Haywood County Tourism Development Authority

ATTEST:

Chris Corbin, Finance Committee Chairperson
Haywood County Tourism Development Authority