



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

Board Meeting
Wednesday, February 2nd, 2022
9:00 a.m.
Bethea Welcome Center, Lake Junaluska

AGENDA

- I. Call to Order – Executive Director Lynn Collins**
- II. Welcome New TDA Board Members – Director Collins**
 - Jim Owens, Maggie Valley Alderman - Maggie Valley Municipal Representative
 - Lauri SoJourney, Lake Logan Conference Center - Accommodations 20 Units or Less
 - Twinkle Patel, Milestone Hospitality - Accommodations More Than 20 Units
 - Kelsie Baker, Boojum Brewery - Tourism Related
- III. Introductions**
- IV. Election of Officers – Director Collins**
- V. Adjustment of Agenda - Chairman**
- VI. Public Comment Session (12 minutes total, limit 3 minutes per person)**
- VII. Board Comments**
- VIII. Audit Report – Travis Keever, Gould Killian CPA Group**
- IX. Consent Agenda**
 - 1. Request Approval of Minutes – December 1st, 2021**
 - 2. Request Approval of Budget Amendment – Attachments 1 & 2**

- X. Finance Report - David Francis**
 - A. November/December Financial Reports**
 - B. 3%, 1% Net Occupancy Tax Reports**
 - C. Penalty Waivers**
 - D. STR & Air DNA Reports**
- XI. New Business**
 - A. Request Approval of 22/23 Occupancy Tax Projections - Recommendation by the TDA Finance Committee**
 - B. Request Approval of 1% & 3% Amended Grant Score Sheet - Recommendation by TDA Finance Committee**
 - C. Presentation of Proposal for Strategic Destination Plan – Andy Windham & Chris Cavanaugh**
 - D. Blue Ridge Craft Trail Video**
 - E. Crawford Agency Update – Andy Windham**
 - F. Committee Sign-ups**
 - G. 2022 TDA Board Meeting Schedule & Board Retreat**
 - H. 2022 HCTDA Board Contact List**
- XII. Old Business**
 - A. Update on One Time Product Development Fund**
- XIII. Adjournment**
- XIV. 10 Minute Media Communication Session**

**HCTDA Board Meeting Minutes
December 1st, 2021
Gaines Auditorium, Bethea Welcome Center, Lake Junaluska**

Members Present: Lyndon Lowe, Chris Corbin, Kristian Owen, Shelley White, Mike Eveland, Kirk Kirkpatrick, Tammy Wight, Gail Mull, P. Shah, Colleen Davis, David Francis, Dave Angel

Members Absent: Will Jones, Mike Huber

Chairman Lyndon Lowe called the HCTDA Board meeting to order at 9:07am.

Introductions

Adjustments to Agenda

- No adjustments.

Public Comment

- No public comment.

Board Comments

- P. Shah asked about what if someone from the public wants to ask a question about an agenda item during the discussion that comes after the Public Comment section?
- Commissioner Kirkpatrick, Mayor Mike Eveland and several others responded and it is up to the Chairman/Board if they choose to entertain questions during the meeting.

Consent Agenda

- Jon Feichter made a motion to approve the Consent Agenda as presented.
- Dave Angel seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Kristian Owen presented the September & October Financial Reports as follows:

September

Total Cash in Bank	\$1,681,674.11
Total Assets	\$1,683,388.11
Total Payroll Liabilities	\$ 6,162.50

Total Liabilities	\$	6,479.97	
Revenues YTD	\$	347,422.20	17.78%
Expenses YTD	\$	483,167.11	24.73%
Net Income	\$	(135,744.91)	

October

Total Cash in Bank	\$1,827,361.62		
Total Other Current Assets	\$	1,714.00	
Total Payroll Liabilities	\$	6,120.64	
Total Liabilities	\$	6,290.93	
Revenues YTD	\$	636,090.20	32.56%
Expenses YTD	\$	625,058.56	31.99%
Net Income	\$	11,031.64	

Finance Committee Report

- Finance Chairman Chris Corbin reviewed the 3% report informing the board that collections through the month of September puts us at 54% ahead of projections and 27% ahead of last year to date.
- Chris moved on to the 1% report stating that all zip codes were well above budget projections.

STR & AirDNA Reports

- P. Shah presented the STR report and stated that YTD Hotel occupancy is looking better at 55.9% versus 43% last year. Hotel/Motel occupancy for the past running 12 months has increased by 10%.
- Average Daily Rate ytd has increased by 11.6% and by 9.4% for the running 12 months.
- From the Hotel/Motel perspective, it is coming back strong, but we will have to wait and see it that continues.
- P. Shah reported that the AirDNA report shows the numbers are still showing growth in the Vacation Rentals.
- **Reports are on file at www.HaywoodTDA.com**

New Business

- Chairman Lowe stated that the Finance Committee is recommending that the board increase revenue by 23% given that we are so far ahead of budget projections at this point. The 3% increase amount is \$303,230 and the 1% increase amount is \$101,077.

- P. Shah made a motion to approve the revenue increase as presented.
 - Colleen Davis seconded the motion.
 - Motion passed unanimously.
-
- Chairman Lowe introduced Elizabeth Teague and invited her to give an overview of the new vision for Folkmoot.
 - Chairman Lowe moved on to the 3% & 1% grant requests for approval starting with the 3% requests.
 - Jon Feichter made a motion to approve 3% funding for Folkmoot in the amount of \$27,000.
 - Colleen Davis seconded the motion.
 - Motion passed with Tammy Wight voting no.
 - Chris Corbin made a motion to approve 3% funding for Art of Music Festival in the amount of \$7,500.
 - Shelley White seconded the motion.
 - Motion passed unanimously.
 - Moving on to the 28716 Canton zip code funding Tammy Wight made a motion to approve funding in the amount of \$32,000 for Cold Mountain Music Festival for (\$5,000) and a Marketing Campaign for the zip code (\$27,000).
 - Jon Feichter seconded the motion.
 - Motion passed with Gail Mull abstaining from the vote.
 - Mike Eveland made a motion to approve \$18,000 for the 28745 Lake Junaluska zip code funding for seasonal advertising.
 - Tammy Wight seconded the motion.
 - Motion passed unanimously.
 - P. Shah made a motion to approve \$35,260 in funding for the 28751 zip code. Projects included are Winter Days (\$700), MV History Project (\$5,000), Fall Days (\$4,000), Overflow Parking Lot Design for Festival Grounds (\$5,000) and Destination Marketing (\$20,560).
 - Chris Corbin seconded the motion.
 - Motion passed with Mike Eveland & Tammy Wight abstaining from the vote.
 - Moving on to the 28785/86 Waynesville zip code, Jon Feichter made a motion to move the Quilt Trails of WNC and the Haywood Handmade Brand to the 3% and approve funding in the amount of \$3,000 for the Quilt Trail and \$5,000 for the Haywood Handmade Brand.
 - P. Shah seconded the motion.
 - Motion passed unanimously.
 - Chris Corbin made a motion to approve \$87,920 in funding for the 28785/86 Waynesville zip code. Projects include HART Winter Season Promotion (\$2,500), Waynesville Destination Guide (\$7,500), Mother Earth Exhibit (\$1,000), Smoky Mountain 9 Ball Shootout (\$2,000), The Whole Bloomin Thing (\$2,650), The Strand of Lights (\$3,000), 2022 Farmers Market Promotion (\$1,000) and Destination Marketing (\$67,870).
 - P. Shah seconded the motion.
 - Motion passed with Jon Feichter abstaining from the vote.

- Chairman Lowe reviewed the outline for a One Time Project Fund utilizing TDA fund balance to fund capital projects in Haywood County. The project would be open to accept applications from the municipalities, the county and Lake Junaluska. Staff is requesting approval to move forward as outlined in the proposal which is on file at haywoodtda.com.
- Tammy Wight made a motion to approve the One Time Project Fund Outline with the addition of a statement that the projects would be based on a 50/50 match.
- Mike Eveland seconded the motion.
- Motion passed unanimously.
- Chairman Lowe requested a motion for the approval of Constangy, Brooks, Smith & Prophete LLP Engagement Letter/Legal Services Agreement to have them on retainer as it relates to employment and labor law issues. The hourly rate will be \$300.00 for partners, \$250.00 for associates and \$125.00 for paralegals.
- P. Shah made a motion to approve the Engagement Letter/Legal Services agreement as presented.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
- Chairman Lowe requested approval of a Letter of Agreement with Underwood, Dills & Associates, P. C. to provide accounting services for the TDA. The fee for services will be \$650.00 per month.
- Colleen Davis made a motion to approve the Letter of Agreement as presented.
- Shelley White seconded the motion.
- Motion passed unanimously.
- Chairman Lowe reminded the Board that the Executive Committee is made up of the Chairman, Vice Chairman, County Finance Director, County EDC Director and one TDA Board member at large. Colleen Davis has agreed to serve on the Executive Committee as the member at large.
- Tammy Wight made a motion to approve Colleen Davis as the member at large to serve on the TDA Executive Committee.
- P. Shah seconded the motion.
- Motion carried unanimously.

Old Business

- None
- Chairman Lowe recognized and thanked long term outgoing board members Mike Eveland, and P. Shah. Director Collins recognized Chairman Lowe as a longtime outgoing board member and thanked him for his service to the board as well as Mike Eveland and P. Shah.
- Director Collins congratulated Finance Director on the upcoming birth of her new baby.

Adjournment

- Chairman Lowe adjourned the meeting at 10:44 am.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2021 -2022

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, 2022.

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

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
3% Net Occupancy Tax	427011	1,318,393	303,230	1,621,623
1% Net Occupancy Tax 28716	427012	35,157	8,085	43,242
1% Net Occupancy Tax 28721	427103	21,974	5,055	27,029
1% Net Occupancy Tax 28745	427104	39,551	9,098	48,649
1% Net Occupancy Tax 28751	427105	210,943	48,518	259,461
1% Net Occupancy Tax 28785/86	427106	131,839	30,321	162,160
TOTAL		1,757,857	404,307	2,162,164

Expenditures				
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Wayfinding Signage	537502	-	113,300	113,300
Blue Ridge Parkway	537501	-	10,000	10,000
Marketing/Leave No Trace	537101	20,000	14,000	34,000
Elk Fest	569101	-	10,000	10,000
3% Grants	568101	20,000	34,500	54,500
Capital Outlay	551001	-	34,053	34,053
Brand Awareness Campaign	537221	515,000	55,000	570,000
Professional Services/Legal Fees	519201	-	1,000	1,000
Professional Services/Accounting	519101	8,665	6,684	15,349
Contingency	599101	20,000	24,693	44,693
28716 Canton Promo	549910	26,339	8,085	34,424
28721 Clyde Promo	549912	16,583	5,055	21,638
28745 Lake Junaluska Promo	549914	31,158	9,098	40,256
28751 Maggie Valley Promo	549916	156,355	48,518	204,873
28785/86 Waynesville Promo	549918	98,589	30,321	128,910
TOTAL		912,689	404,307	1,316,996

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

Adopted this 2nd day of February, 2022.

ATTEST:

Secretary to the Board

Chairman
Haywood County Tourism Development Authority

Explanation: See next page

HCTDA Budget Amendment Explanations

February 2022

Expenditures

- 2nd phase of countywide Wayfinding signage in addition to reinstallation of three (3) signs.
- Funding for improvements of Haywood County section of BRP
- Funding for Leave No Trace Campaign, Tourism Week and Partner Events
- Elk Fest Startup Funding for 2022 Elk Fest
- Funding for approved 3% second round grants – Folkmoot, Art of Music, HCAC
- Funding for capital items including iMac computer, Square POS system, buyout of Leased TDA vehicle
- Haywood County Brand Awareness Campaign/Strategic Destination Plan
- We have not had time to focus on selling quilt blocks this year
- Funding for legal retainer fees
- Funding for CPA contract & 2 years of audit expenses
- Contingency funding for proposed Strategic Plan
- 1% Zip Code funding to fund additional 1% grants

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
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FISCAL YEAR 2021 -2022

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TOTAL				

Expenditures		Current Budget	Increase (Decrease)	Amended Budget
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Board Members	517001	1,500	500	2,000
Worker's Comp. Insurance	518601	1,514	241	1,755
Purchase Resale	527001	12,000	4,000	16,000
Repair & Maintenance	535201	9,000	1,000	10,000
Dues & Subscriptions	549101	15,382	6,000	21,382
Bank Charges	549902	2,560	440	3,000
Utilities	570102	6,120	500	6,620
Occupancy Tax Refund	549904	-	1,000	1,000
Telephone	532101	7,560	(1,200)	6,360
Postage	532201	12,000	(2,000)	10,000
Print & Bind	534901	8,200	(1,200)	7,000
Visitor Center Salaries	512201	52,422	(2,000)	50,422
Admin Salaries	512101	120,059	(2,000)	118,059
FICA Visitor Center	512221	4,070	(300)	3,770
Marketing Salaries	518201	175,600	(2,500)	173,100
Group Health Insurance	518301	39,558	(2,481)	37,077
TOTAL		467,545	-	467,545

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

Adopted this 2nd day of February, 2022.

ATTEST:

Secretary to the Board

Chairman

Haywood County Tourism Development Authority

Explanation:

To balance line items

Underwood Dills & Associates

154 N Main Street, Suite 7
Waynesville, NC 28786
(O) 828-452-5370 (F) 828-452-9628

Nov. 2021

Accountant's Compilation Report

Haywood County TDA
1110 Soco Road
Waynesville, NC 28786

To the Board of Directors

Management is responsible for the accompanying financial statements of Haywood County TDA (a government authority) which comprise of the statement of financial position as of November 30, 2021, and the related statements of activities – actual vs budget for the year then ended in accordance with the cash basis of accounting which is a basis other than generally accepted accounting principles. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included with the financial statements. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's assets, liabilities and net assets, revenues and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Haywood County TDA.

Underwood Dills & Associates PC
Waynesville, NC
January 15, 2022

7:52 AM

01/13/22

Accrual Basis

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

	Nov 30, 21
ASSETS	
Current Assets	
Checking/Savings	
100001 - 1% Cash In Bank - 1st Citizens	286,816.31
100002 - 3% Cash In Bank - 1st Citizens	778,010.48
111501 - NCCMT - 9152 3% General Investm	736,307.04
111503 - NCCMT - 9863 1% General Investm	199,983.76
Total Checking/Savings	2,001,117.59
Other Current Assets	
119000 - Petty Cash - TDA	100.00
119001 - Petty Cash - VC	100.00
130001 - Prepaid Expense	1,514.00
Total Other Current Assets	1,714.00
Total Current Assets	2,002,831.59
TOTAL ASSETS	2,002,831.59
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
231700 - Payroll Liabilities	
Federal Taxes (941/944)	2,902.71
NC Income Tax	923.00
NC Pension Payable	417.26
Total 231700 - Payroll Liabilities	4,242.97
231500 - Sales Tax Payable	266.41
Total Other Current Liabilities	4,509.38
Total Current Liabilities	4,509.38
Total Liabilities	4,509.38
Equity	
329300 - Net Assets as July 1	1,812,041.33
Net Income	186,280.88
Total Equity	1,998,322.21
TOTAL LIABILITIES & EQUITY	2,002,831.59

Haywood County Tourism Development Authority

Budget vs Actuals

November 2021

	Nov 21	Jul - Nov 21	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 - 3% Net Occupancy Tax	199,017.78	657,838.06	1,318,393.00	49.9%
427012 - 1% Net 28716 Occupancy Tax	4,933.57	16,828.33	35,157.00	47.87%
427013 - 1% Net 28721 Occupancy Tax	2,880.30	9,617.89	21,974.00	43.77%
427014 - 1% Net 28745 Occupancy Tax	6,457.05	21,545.17	39,551.00	54.47%
427015 - 1% Net 28761 Occupancy Tax	30,994.62	100,868.12	210,943.00	47.82%
427016 - 1% Net 28785/28786 Occupancy Tx	21,221.06	70,672.11	131,839.00	53.61%
427112 - App. of Fund Balance 28716	0.00	0.00	6,103.00	0.0%
427113 - App. of Fund Balance 28721	0.00	0.00	3,998.00	0.0%
427114 - App. of Fund Balance 28745	0.00	0.00	9,158.00	0.0%
427115 - App. of Fund Balance 28761	0.00	0.00	34,101.00	0.0%
427116 - App. of Fund Balance 28785/86	0.00	0.00	22,612.00	0.0%
449201 - Product Sales	2,170.65	9,156.94	15,500.00	59.08%
449810 - Visitor Guide Ad Sales	1,350.00	17,950.00	29,000.00	61.9%
449910 - Internet Ad Sales	0.00	0.00	20,000.00	0.0%
483491 - Investment Earnings 3%	6.05	30.85	250.00	12.34%
483492 - Investment Earnings 1%	0.00	6.74	75.00	8.99%
483831 - Net Occupancy Tax Penalties 3%	442.04	759.83	5,000.00	15.2%
499990 - Fund Balance Appropriation 3%	0.00	0.00	50,000.00	0.0%
Total Income	269,473.12	905,275.04	1,953,652.00	46.34%
Gross Profit	269,473.12	905,275.04	1,953,652.00	46.34%
Expense				
549904 - 3% Occupancy Tax Refund	998.83	998.83		
512101 - Salaries-Admin-Promo	8,761.82	49,168.88	120,059.00	40.95%
512110 - NC State Retirement - Promo	2,691.86	14,469.63	33,467.00	43.24%
512201 - Salaries-Visitor Center	3,372.69	19,943.65	52,422.00	38.04%
512221 - FICA Visitor Ctr	258.01	1,525.69	4,070.00	37.49%
517001 - Board Members-Promo	320.80	708.91	1,500.00	47.26%
518101 - FICA Admin	670.28	3,761.43	9,305.00	40.42%
518201 - Salaries Marketing	13,092.62	69,357.69	175,600.00	39.5%
518202 - FICA Marketing	999.01	5,198.93	13,609.00	38.2%
518301 - Group Health Insurance - Promo	2,162.25	18,538.22	39,558.00	46.86%
518601 - Worker's Comp-Promotional-Promo	0.00	1,514.00	1,514.00	100.0%
519101 - Accounting Services-Promo	351.00	4,102.00	8,855.00	47.4%
519203 - Prof. Svcs - Contract Svcs-P	8,700.00	64,768.13	156,487.00	41.39%
522001 - 1% Admin Expense Revenue Offset	0.00	0.00	-21,973.00	0.0%
526001 - Office Supplies-Promo	360.35	1,099.81	3,000.00	36.68%
528101 - Visitor Center Supplies	60.62	798.22	2,000.00	39.91%
527001 - Purchases/Resale-Promo	1,246.40	7,502.04	12,000.00	62.52%
529901 - NonExpendable Office Supp-TR	0.00	970.34	1,000.00	97.03%
531201 - Travel-NonLocal-Promo	251.10	251.10	2,900.00	8.66%
531301 - Fuel-T Related	127.82	254.14	600.00	42.36%
532101 - Telephone-Promo	288.16	2,340.80	7,560.00	30.96%

10:27 AM
01/13/22
Accrual Basis

Haywood County Tourism Development Authority Budget vs Actuals November 2021

	Nov 21	Jul - Nov 21	YTD Budget	% of Budget
532201 · Postage-Promo	55.87	780.57	12,000.00	6.51%
534901 · Print & Bind-Promo	0.00	3,333.50	8,200.00	40.65%
535201 · Repair & Maintenance-Promo	600.00	4,520.61	9,000.00	50.23%
537101 · Marketing-Promo	1,560.23	5,163.91	20,000.00	25.82%
537221 · Advertise-PR/Internet/Billboard	9,065.00	189,976.64	515,000.00	36.89%
537301 · Visitor Guide Ads-Promo	0.00	0.00	30,000.00	0.0%
537401 · Education-Promo	0.00	782.06	2,850.00	27.44%
537701 · Public Relations/Comm-Promo	139.29	572.40	8,050.00	7.11%
537801 · Group Sales-Promo	10,837.32	20,641.74	51,300.00	40.24%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,587.90	15,397.40	31,008.00	49.66%
543201 · Equipment Lease-Promo	27,327.10	31,650.81	14,976.00	211.34%
545101 · Liability Insurance-Promo	0.00	4,093.00	7,544.00	54.26%
549101 · Dues & Subscriptions-Promo	4,134.01	16,228.80	15,382.00	105.51%
549902 · Bank Charges-Promo	238.74	1,296.26	2,560.00	50.64%
549903 · Property Tax	0.00	277.33	400.00	69.33%
549910 · 28716 (Canton) Promo	400.00	2,600.00	26,339.00	9.87%
549911 · 28716 - Canton - Tourism	0.00	0.00	13,169.00	0.0%
549912 · 28721 (Clyde)	0.00	0.00	16,583.00	0.0%
549913 · 28721 - Clyde - Tourism	0.00	0.00	8,292.00	0.0%
549914 · 28745 (LJ)	0.00	0.00	31,158.00	0.0%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,579.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	6,452.00	55,085.00	156,355.00	35.23%
549917 · 28761 - Maggie Valley - Tourism	0.00	10,720.00	78,178.00	13.71%
549918 · 28765/86 (Waynesville)	4,500.00	42,961.00	98,589.00	43.58%
549919 · 28765/86 - Waynesville -Tourism	0.00	15,845.00	49,294.00	32.14%
549921 · Canton- Admin	0.00	0.00	1,758.00	0.0%
549922 · Clyde- Admin	0.00	0.00	1,099.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,977.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	10,547.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	6,592.00	0.0%
551001 · Capital Outlay Promo	187.24	1,899.23	0.00	100.0%
568101 · 3% Grant Promo	0.00	0.00	20,000.00	0.0%
568102 · 3% Grants TR	2,500.00	25,000.00	32,000.00	78.13%
570102 · Utilities	559.14	2,896.46	6,120.00	47.33%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	115,837.36	718,994.16	1,953,652.00	36.8%
Net Ordinary Income	153,635.76	186,280.88	0.00	100.0%
Net Income	153,635.76	186,280.88	0.00	100.0%

Underwood Dills & Associates

154 N Main Street, Suite 7
Waynesville, NC 28786
(O) 828-452-5370 (F) 828-452-9628

Dec. 2021

Accountant's Compilation Report

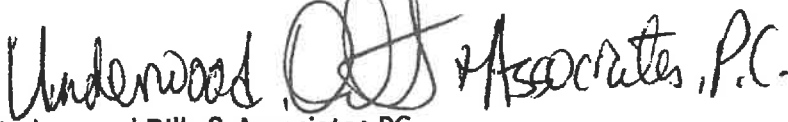
Haywood County TDA
1110 Soco Road
Waynesville, NC 28786

To the Board of Directors

Management is responsible for the accompanying financial statements of Haywood County TDA (a government authority) which comprise of the statement of net position as of December 31, 2021, and the related changes in net position budget vs actual for the one month and six months then ended in accordance with the cash basis of accounting which is a basis other than generally accepted accounting principles. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included with the financial statements. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's assets, liabilities and net assets, revenues and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Haywood County TDA.


Underwood Dills & Associates PC
Waynesville, NC
January 21, 2022

Haywood County Tourism Development Authority
Statement of Net Position

As of December 31, 2021

Dec 31, 21

ASSETS

Current Assets

Checking/Savings

100001 · 1% Cash in Bank - 1st Citizens	333,550.65
100002 · 3% Cash in Bank - 1st Citizens	926,135.05
111501 · NCCMT - 9152 3% General Investm	736,313.29
111503 · NCCMT - 9863 1% General Investm	199,987.10

Total Checking/Savings 2,195,986.09

Other Current Assets

119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
130001 · Prepaid Expense	1,514.00

Total Other Current Assets 1,714.00

Total Current Assets 2,197,700.09

TOTAL ASSETS 2,197,700.09

LIABILITIES & NET POSITION

Liabilities

Current Liabilities

Other Current Liabilities

211001 · Accounts Payable	3,000.00
231700 · Payroll Liabilities	
NC Income Tax	1,120.00
NC Pension Payable	325.98

Total 231700 · Payroll Liabilities 1,445.98

231800 · Sales Tax Payable 322.01

Total Other Current Liabilities 4,767.99

Total Current Liabilities 4,767.99

Total Liabilities 4,767.99

Net Position

329300 · Net Assets as July 1 1,812,041.33

Net Income 380,890.77

Total net position 2,192,932.10

TOTAL LIABILITIES & NET POSITION 2,197,700.09

Haywood County Tourism Development Authority

Changes in Net Position Budget vs Actual

December 2021

	Dec 21	Jul - Dec 21	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · 3% Net Occupancy Tax	257,232.87	915,070.93	1,318,393.00	69.41%
427012 · 1% Net 28716 Occupancy Tax	6,094.17	22,923.50	35,157.00	65.2%
427013 · 1% Net 28721 Occupancy Tax	3,092.98	12,710.87	21,974.00	57.85%
427014 · 1% Net 28745 Occupancy Tax	7,384.59	28,929.76	39,551.00	73.15%
427016 · 1% Net 28751 Occupancy Tax	42,311.43	143,179.55	210,943.00	67.88%
427016 · 1% Net 28785/28786 Occupancy Tx	26,952.50	97,624.61	131,839.00	74.05%
427112 · App. of Fund Balance 28716	0.00	0.00	6,103.00	0.0%
427113 · App. of Fund Balance 28721	0.00	0.00	3,996.00	0.0%
427114 · App. of Fund Balance 28745	0.00	0.00	9,158.00	0.0%
427115 · App. of Fund Balance 28751	0.00	0.00	34,101.00	0.0%
427116 · App. of Fund Balance 28785/86	0.00	0.00	22,612.00	0.0%
449201 · Product Sales	893.47	10,050.41	15,500.00	64.84%
449810 · Visitor Guide Ad Sales	0.00	17,950.00	29,000.00	61.9%
449910 · Internet Ad Sales	0.00	0.00	20,000.00	0.0%
483491 · Investment Earnings 3%	6.25	37.10	250.00	14.84%
483492 · Investment Earnings 1%	1.70	10.08	75.00	13.44%
483831 · Net Occupancy Tax Penalties 3%	274.13	1,033.96	5,000.00	20.68%
499990 · Fund Balance Appropriation 3%	0.00	0.00	50,000.00	0.0%
Total Income	344,244.09	1,249,520.77	1,953,652.00	63.98%
Expense				
549904 · 3% Occupancy Tax Refund	0.00	998.83		
512101 · Salaries-Admin-Promo	9,810.16	58,979.04	120,059.00	49.13%
512110 · NC State Retirement - Promo	2,675.65	17,145.28	33,467.00	51.23%
512201 · Salaries-Visitor Center	4,104.74	24,048.39	52,422.00	45.88%
512221 · FICA Visitor Ctr	314.01	1,839.70	4,070.00	45.2%
517001 · Board Members-Promo	416.79	1,125.70	1,500.00	75.05%
518101 · FICA Admin	750.48	4,511.91	9,305.00	48.49%
518201 · Salaries Marketing	13,904.77	83,262.46	175,600.00	47.42%
518202 · FICA Marketing	1,061.14	6,260.07	13,609.00	46.0%
518301 · Group Health Insurance - Promo	-33.62	18,504.60	39,558.00	46.78%
518601 · Worker's Comp-Promotional-Promo	241.00	1,755.00	1,514.00	115.92%
519101 · Accounting Services-Promo	0.00	4,102.00	8,655.00	47.4%
519201 · Professional Svcs-Legal Fee-Pro	120.00	120.00	0.00	100.0%
519203 · Prof. Svcs - Contract Svcs-P	23,068.11	87,836.24	156,487.00	56.13%
522001 · 1% Admin Expense Revenue Offset	0.00	0.00	-21,973.00	0.0%
526001 · Office Supplies-Promo	62.21	1,162.02	3,000.00	38.73%
526101 · Visitor Center Supplies	89.27	887.49	2,000.00	44.38%
527001 · Purchases/Resale-Promo	793.75	8,295.79	12,000.00	69.13%
529901 · NonExpendable Office Supp-TR	0.00	970.34	1,000.00	97.03%
531201 · Travel-NonLocal-Promo	0.00	251.10	2,900.00	8.66%
531301 · Fuel-T Related	42.71	296.85	600.00	49.48%
532101 · Telephone-Promo	774.42	3,115.22	7,560.00	41.21%

Haywood County Tourism Development Authority **Changes in Net Position Budget vs Actual** **December 2021**

	Dec 21	Jul - Dec 21	YTD Budget	% of Budget
532201 · Postage-Promo	2,659.30	3,439.87	12,000.00	28.67%
534901 · Print & Bind-Promo	0.00	3,333.50	8,200.00	40.65%
535201 · Repair & Maintenance-Promo	758.04	5,278.65	9,000.00	58.65%
537101 · Marketing-Promo	264.06	5,427.97	20,000.00	27.14%
537221 · Advertise-PR/Internet/Billboard	32,923.64	222,900.28	515,000.00	43.28%
537301 · Visitor Guide Ads-Promo	0.00	0.00	30,000.00	0.0%
537401 · Education-Promo	0.00	782.06	2,850.00	27.44%
537701 · Public Relations/Comm-Promo	0.00	572.40	8,050.00	7.11%
537801 · Group Sales-Promo				
537802 · Group Sales Marketing	0.00	0.00	8,000.00	0.0%
537803 · Group Sales Trade Shows	0.00	9,572.90	16,250.00	58.91%
537804 · Group Sales Travel out of Count	721.43	6,013.11	13,050.00	46.08%
537805 · Group Sales Advertising	0.00	4,503.00	11,000.00	40.94%
537806 · Group Sales Dues & Subscription	0.00	1,250.00	3,000.00	41.67%
537801 · Group Sales-Promo - Other	0.00	24.16		
Total 537801 · Group Sales-Promo	721.43	21,363.17	51,300.00	41.64%
537901 · Sponsorship - Promo	0.00	0.00	8,420.00	0.0%
541301 · Rent-Promo	2,567.90	17,965.30	31,008.00	57.94%
543201 · Equipment Lease-Promo	2,850.01	34,500.82	14,976.00	230.37%
545101 · Liability Insurance-Promo	0.00	4,093.00	7,544.00	54.26%
549101 · Dues & Subscriptions-Promo	3,277.35	19,506.15	15,382.00	126.81%
549902 · Bank Charges-Promo	196.96	1,493.22	2,560.00	58.33%
549903 · Property Tax	0.00	277.33	400.00	69.33%
549910 · 28716 (Canton) Promo	750.00	3,350.00	26,339.00	12.72%
549911 · 28716 - Canton - Tourism	0.00	0.00	13,169.00	0.0%
549912 · 28721 (Clyde)	1,000.00	1,000.00	16,583.00	6.03%
549913 · 28721 - Clyde - Tourism	0.00	0.00	8,292.00	0.0%
549914 · 28745 (LJ)	9,514.91	9,514.91	31,158.00	30.54%
549915 · 28745 - Lake Junaluska -Tourism	0.00	0.00	15,579.00	0.0%
549916 · 28751 Maggie Valley (MV) Promo	12,102.00	67,187.00	156,355.00	42.97%
549917 · 28751 - Maggie Valley - Tourism	694.42	11,414.42	78,178.00	14.6%
549918 · 28785/86 (Waynesville)	17,970.00	60,931.00	98,589.00	61.8%
549919 · 28785/86 - Waynesville -Tourism	0.00	15,845.00	49,294.00	32.14%
549921 · Canton- Admin	0.00	0.00	1,758.00	0.0%
549922 · Clyde- Admin	0.00	0.00	1,099.00	0.0%
549923 · Lake Junaluska - Admin	0.00	0.00	1,977.00	0.0%
549924 · Maggie Valley - Admin	0.00	0.00	10,547.00	0.0%
549925 · Waynesville - Admin	0.00	0.00	6,592.00	0.0%
551001 · Capital Outlay Promo	2,673.93	4,573.16	0.00	100.0%
568101 · 3% Grant Promo	0.00	0.00	20,000.00	0.0%
568102 · 3% Grants TR	0.00	25,000.00	32,000.00	78.13%
570102 · Utilities	516.30	3,412.76	6,120.00	55.76%
599101 · Contingency	0.00	0.00	20,000.00	0.0%
Total Expense	149,635.84	868,630.00	1,953,652.00	44.46%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
December 2021

Net Ordinary Income
Net Income

Dec 21	Jul - Dec 21	YTD Budget	% of Budget
194,608.25	380,890.77	0.00	100.0%
194,608.25	380,890.77	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2021-2022

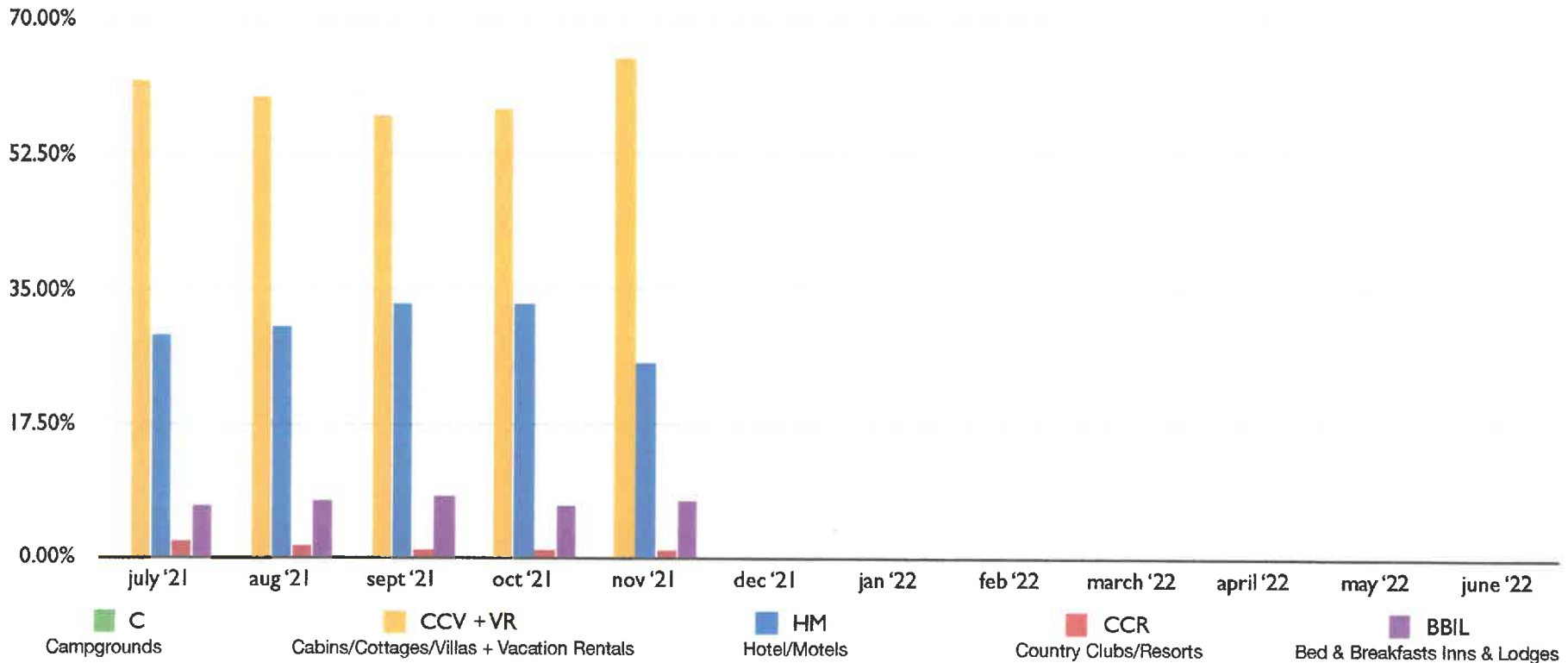
	A	B	C	D	E	F	G	H
1		2021-2022	2021-2022	2021-2022	% Change	2021-2022	2020-2021	% Change
2		Original	Revised	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Occupancy	Occupancy	Tax	To	Tax	Tax	To
4		Tax	Tax	Actual	Revised	Penalties	Actual	Previous
5		Projections	Projections		Budget			Year
6								
7	July	\$163,480	\$201,080	\$250,376	125%	\$166	\$173,533	144%
8	August	\$137,112	\$168,648	\$208,444	124%	\$152	\$173,664	120%
9	September	\$132,164	\$162,562	\$199,018	122%	\$442	\$172,717	115%
10	October	\$173,709	\$213,662	\$257,233	120%	\$274	\$221,520	116%
11	November	\$100,197	\$123,242	\$162,073	132%	\$482	\$128,278	126%
12	December	\$80,421	\$98,918				\$117,856	
13	January	\$59,327	\$72,972				\$107,520	
14	February	\$54,054	\$66,486				\$112,223	
15	March	\$64,601	\$79,459				\$131,644	
16	April	\$76,466	\$94,053				\$156,955	
17	May	\$118,655	\$145,946				\$171,515	
18	June	\$158,207	\$194,595				\$221,387	
19								
20	Total	\$1,318,393	\$1,621,623				\$1,888,812	
21								
22	YTD		\$869,194	\$1,077,144	124%	\$1,516	\$869,712	124%
23								
24								

21/22 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2021 - JUNE 2022

TYPE	JULY '21	AUG '21	SEPT '21	OCT '21	NOV '21	DEC '21	JAN '22	FEB '22	MARCH '22	APRIL '22	MAY '22	JUNE '22
C	0.00%	0.00%	0.05%	0.05%	0.05%							
CCV + VR	62.00%	60.00%	57.50%	58.50%	65.00%							
HM	29.00%	30.00%	33.00%	33.00%	25.50%							
CCR	2.00%	1.50%	1.00%	1.00%	1.00%							
BBIL	7.00%	7.50%	8.00%	7.00%	7.50%							

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



2021-2022
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 &	28785 &	28785 &
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	28786	28786	28786
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	21/22	21/22	20/21	21/22	21/22	20/21	21/22	21/22	20/21	21/22	21/22	20/21	21/22	21/22	20/21
July 2021 Received September 2021	\$ 6,776	\$ 4,497	\$ 4,772	\$ 3,791	\$ 2,836	\$ 2,930	\$ 7,573	\$ 6,811	\$ 3,948	\$ 38,783	\$ 35,843	\$ 28,398	\$ 26,591	\$ 18,819	\$ 17,933
August 2021 Received October 2021	\$ 5,120	\$ 4,323	\$ 4,854	\$ 2,946	\$ 2,180	\$ 3,376	\$ 7,516	\$ 5,351	\$ 3,873	\$ 31,091	\$ 27,317	\$ 26,564	\$ 22,860	\$ 17,981	\$ 19,260
September 2021 Received November 2021	\$ 4,934	\$ 5,621	\$ 4,775	\$ 2,880	\$ 2,093	\$ 2,921	\$ 6,457	\$ 4,865	\$ 3,723	\$ 30,995	\$ 27,502	\$ 27,746	\$ 21,221	\$ 15,468	\$ 18,584
October 2021 Received December 2021	\$ 6,094	\$ 5,188	\$ 5,094	\$ 3,093	\$ 2,936	\$ 3,389	\$ 7,385	\$ 6,323	\$ 5,690	\$ 42,311	\$ 33,508	\$ 37,011	\$ 26,593	\$ 23,008	\$ 22,767
November 2021 Received January 2022	\$ 4,351	\$ 3,589	\$ 3,559	\$ 2,815	\$ 2,180	\$ 2,843	\$ 3,225	\$ 3,892	\$ 2,166	\$ 26,598	\$ 18,940	\$ 20,407	\$ 17,196	\$ 14,630	\$ 13,863
December 2021 Received February 2022		\$ 2,508	\$ 3,033		\$ 2,331	\$ 2,308		\$ 2,194	\$ 1,965		\$ 17,940	\$ 21,039		\$ 8,765	\$ 11,021
January 2022 Received March 2022		\$ 1,815	\$ 2,589		\$ 2,396	\$ 2,465		\$ 1,459	\$ 1,167		\$ 12,973	\$ 18,209		\$ 6,419	\$ 11,832
February 2022 Received April 2022		\$ 1,989	\$ 2,796		\$ 1,791	\$ 2,499		\$ 1,215	\$ 1,672		\$ 11,455	\$ 19,182		\$ 6,252	\$ 11,516
March 2022 Received May 2022		\$ 1,737	\$ 4,215		\$ 2,049	\$ 2,840		\$ 1,946	\$ 1,634		\$ 11,713	\$ 20,372		\$ 7,090	\$ 14,969
April 2022 Received June 2022		\$ 2,680	\$ 4,656		\$ 1,747	\$ 2,920		\$ 2,432	\$ 2,725		\$ 12,973	\$ 25,190		\$ 9,938	\$ 17,076
May 2022 Received July 2022 (unavailable)		\$ 3,804	\$ 4,509		\$ 2,180	\$ 2,251		\$ 4,378	\$ 4,799		\$ 20,756	\$ 25,679		\$ 15,141	\$ 20,009
June 2022 Received August 2022 (unavailable)		\$ 5,491	\$ 6,306		\$ 2,310	\$ 3,453		\$ 7,783	\$ 5,374		\$ 28,541	\$ 35,251		\$ 18,649	\$ 23,455
Budget Totals	\$ 27,275	\$ 43,242	\$ 51,158	\$ 15,525	\$ 27,029	\$ 34,195	\$ 32,156	\$ 48,649	\$ 38,736	\$ 169,778	\$ 259,461	\$ 305,048	\$ 114,461	\$ 162,160	\$ 202,285
	Projected	YTD	YTD vs Projected												
Total 1% Collections for 21/22	\$ 540,541	\$ 359,195	66%												
Comparison of YTD Actual vs YTD Projected	117%			127%			118%			119%			127%		
Comparison of YTD Actual vs Total Projected	63%			57%			66%			65%			71%		
Comparison of Nov Actual vs Nov Projected	121%			129%			83%			140%			118%		
Comparison of YTD Actual vs Total Actual 20/21	53%			45%			83%			56%			57%		
% Share of YTD 1% Total Collections	8%			4%			9%			47%			32%		

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

ID #	Business Name	AMOUNT OWED TO TDA					under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed					
631	Big Butte Partners LLC - Overpayment-December	(221.14)						(221.14)	(221.14)
622	Big View Cabin-Owes Oct Penalty		14.92					14.92	14.92
680	Bivens House		(5.00)					(5.00)	(5.00)
140	Boyd Mountain Log Cabins	54.00					54.00		54.00
375	Dahi-Comfort Inn	(2,448.02)					(2,448.02)		(2,448.02)
14	Ed's Motel		8.67				8.67		8.67
975	Ironwood Retreat		2.03				2.03		2.03
22	Ivy Hill By the Creek		(188.96)				(188.96)	-	(188.96)
388	Lauria Properties		16.52				16.52		16.52
466	Lucky Cat (Hearth & Home) - owes may penalty short on June tax & July penalty. <u>Lien</u>	0.60	123.38					123.98	123.98
	FILED COUPONS AND PAID JAN-SEPTEMBER 2021	2,363.18	888.02				-	3,251.20	3,251.20
337	Maggie Valley/Cardinal Inn		144.84				104.04	40.80	144.84
695	Martha's Cabin (penalties overpaid)		-151.59					(151.59)	(151.59)
32	Meadowlark Motel		1569.95				659.15	910.80	1,569.95
284	Misty Mountain Ranch B & B		69.97				69.97	-	69.97
163	Oak Park Lodging		11.99				11.99		11.99
777	Our Place Inn - owes part of aug penalty		9.67					9.67	9.67
255	Peppertree Resorts		(57.39)					(57.39)	(57.39)
775	Red Leaf River Inn		58.42				58.42		58.42
1013	Route 19 Inn		342.42				342.42		342.42
1001	Southern Firefly LLC-Red Wolf Cabin-owes March-May penalties		152.62					152.62	152.62
919	Stony Creek Lodge - owes Feb/March Penalties		284.64					284.64	284.64
787	Sunburst Realty		138.72				138.72		138.72
1022	Sunburst Realty		3.13				3.13		3.13
1055	Sunburst Realty		19.92				19.92		19.92
788	Sunburst Realty		12.30				12.30		12.30
85	Sunburst Realty		146.91				146.91		146.91
972	Vacassa		49.50				49.50		49.50
1015	Veda Inn		24.60				24.60		24.60
	TOTAL	(251.38)	3,665.60	0.00			(939.29)	4,353.51	3,414.22

Haywood County TDA

Occupancy Tax Penalty Waiver Request

Date of Request:	12/20/2021	Amount of Penalty:	\$332.75
Name of Property:	ROUTE 19 INN LLC		
Address:	4898 SOCO RD, MAGGIE VALLEY, NC 28751		
Name of Person Filing Waiver:	ANGELA FRISBEE		

Reason For Penalty Waiver Request:


I had surgery on November 5. As I am the only person that handles our accounts payable, along with everything including being a maid these days, the occupancy tax payment was a day late. Please waive this penalty. We are not perpetually late and we do apologize for this occurrence.

Signature:



Angela Frisbee, General Manager

For HCTDA Use Only

Date Received:	12.20.2021	TDA/BOCC Board Meeting Date:	JAN. 19 th - 2022
Penalty Waived:	yes	Authorized By:	
Penalty Waiver History:			
No previous penalties			

Haywood County TDA

Occupancy Tax Penalty Waiver Request

Date of Request:	12/21/21	Amount of Penalty:	\$1374.91
Name of Property: Meadowlark Motel			
Address: 2878 Soco Rd, Maggie Valley, NC 28751			
Name of Person Filing Waiver: Boyd Burton			

Reason For Penalty Waiver Request:

We had an entire staff quit in July over vaccinations. This caused a huge disruption in operations including our accounting function. We are current through Nov on taxes and will finish 2021 approximately 90% above 2020. We have built an entire new staff and are reinvesting heavily in the property. This waiver will help us find this growth.

Signature:



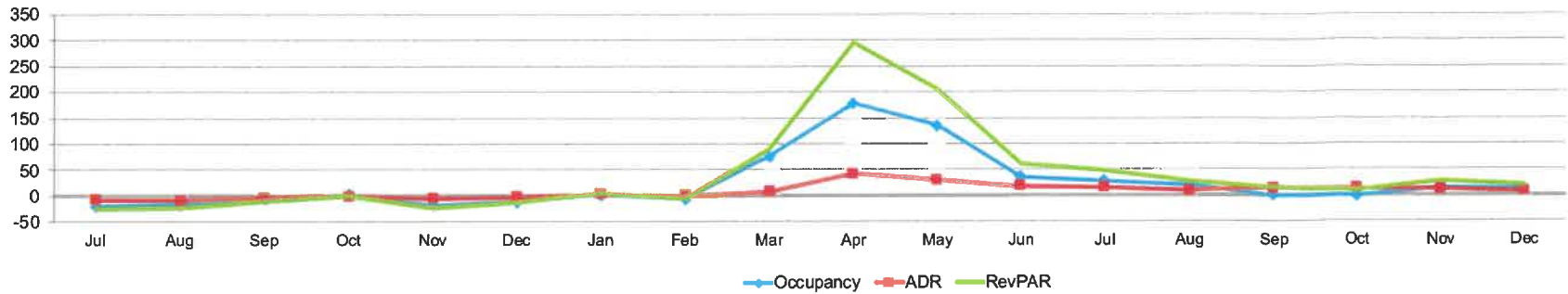
For HCTDA Use Only

Date Received:	JAN. 18, 2022	TDA/BOCC Board Meeting Date:	Feb. 2
Penalty Waived:		Finance - 1-26-22	BOCC 2-21-22
		Authorized By:	

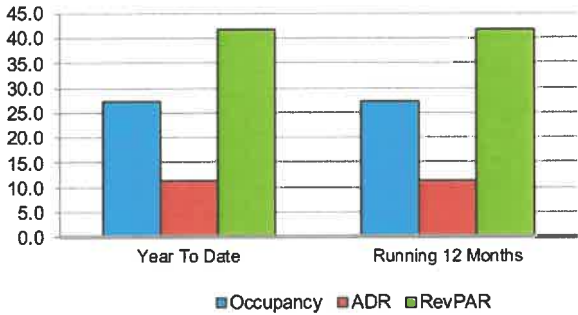
Haywood County Tourism Development Authority

For the Month of December 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	55.0	50.6	55.8	70.5	43.7	36.6	33.9	38.0	45.9	57.2	55.3	63.8	70.5	60.1	55.5	69.1	50.4	40.7
Last Year	68.4	60.8	60.7	69.1	53.4	41.3	33.5	40.6	26.2	20.5	23.5	46.9	55.0	50.6	55.8	70.5	43.7	36.6
Percent Change	-19.6	-16.7	-8.1	2.0	-18.2	-11.4	1.4	-6.5	75.4	178.4	135.6	36.1	28.3	18.6	-0.4	-2.0	15.3	11.2
ADR	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	109.31	105.93	105.74	121.90	100.78	98.83	94.34	95.55	95.61	105.92	113.75	115.80	126.21	114.78	120.28	136.99	111.65	106.54
Last Year	118.54	116.58	110.58	124.32	107.15	101.63	92.69	95.62	89.13	74.50	87.92	98.40	109.31	105.93	105.74	121.90	100.78	98.83
Percent Change	-7.8	-9.1	-4.4	-1.9	-5.9	-2.8	1.8	-0.1	7.3	42.2	29.4	17.7	15.5	8.4	13.8	12.4	10.8	7.8
RevPAR	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	60.08	53.65	58.97	85.96	44.03	36.19	32.02	36.27	43.89	60.53	62.86	73.91	89.00	68.95	66.81	94.65	56.24	43.39
Last Year	81.06	70.92	67.11	85.94	57.22	42.00	31.04	38.81	23.32	15.29	20.62	46.15	60.08	53.65	58.97	85.96	44.03	36.19
Percent Change	-25.9	-24.3	-12.1	0.0	-23.1	-13.8	3.2	-6.6	88.2	295.8	204.8	60.2	48.1	28.5	13.3	10.1	27.7	19.9
Supply	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	52,173	52,173	50,490	52,173	47,310	47,275	46,531	42,028	48,391	48,900	51,956	50,280	51,305	51,305	49,650	51,305	46,470	46,624
Last Year	52,917	52,917	51,210	52,917	48,030	48,236	47,492	42,896	49,352	46,050	52,173	50,490	52,173	52,173	50,490	52,173	47,310	47,275
Percent Change	-1.4	-1.4	-1.4	-1.4	-1.5	-2.0	-2.0	-2.0	-1.9	6.2	-0.4	-0.4	-1.7	-1.7	-1.7	-1.7	-1.8	-1.4
Demand	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	28,676	26,425	28,157	36,793	20,670	17,313	15,793	15,953	22,211	27,947	28,711	32,091	36,176	30,820	27,577	35,448	23,408	18,986
Last Year	36,184	32,192	31,080	36,581	25,650	19,933	15,903	17,412	12,915	9,453	12,237	23,679	28,676	26,425	28,157	36,793	20,670	17,313
Percent Change	-20.7	-17.9	-9.4	0.6	-19.4	-13.1	-0.7	-8.4	72.0	195.6	134.6	35.5	26.2	16.6	-2.1	-3.7	13.2	9.7
Revenue	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	3,134,592	2,799,245	2,977,364	4,485,031	2,083,095	1,710,980	1,489,925	1,524,252	2,123,666	2,960,098	3,265,898	3,716,151	4,565,927	3,537,665	3,317,077	4,856,048	2,613,475	2,022,810
Last Year	4,289,289	3,752,871	3,436,826	4,547,824	2,748,343	2,025,713	1,474,035	1,664,865	1,151,090	704,276	1,075,844	2,330,032	3,134,592	2,799,245	2,977,364	4,485,031	2,083,095	1,710,980
Percent Change	-26.9	-25.4	-13.4	-1.4	-24.2	-15.5	1.1	-8.4	84.5	320.3	203.6	59.5	45.7	26.4	11.4	8.3	25.5	18.2
Census %	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	43	43	43	43	39	37	36	36	38	41	43	43	43	43	43	43	39	37
Census Rooms	1683	1683	1683	1683	1577	1525	1501	1501	1561	1630	1676	1655	1655	1655	1655	1655	1549	1504
% Rooms Participants	23.4	23.4	23.4	23.4	24.9	25.8	32.3	32.3	31.1	32.2	31.3	36.7	35.9	35.9	35.9	35.9	38.3	39.5

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AirDNA
1523 15th Street
Suite 200
Denver, CO 80202
+1 (720) 372-2318
hello@airdna.co

Data pulled up to Dec-21

	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
140389 - Haywood County													
Total Available Listings													
Entire Place	1,021	986	898	1,078	1,163	1,217	1,253	1,245	1,283	1,314	1,400	1,437	1,417
Private Room	72	77	76	80	82	81	77	77	69	72	77	73	69
Shared Room	2	2	2	1	2	2	2	2	2	2	3	2	3
Booked Listings													
Entire Place	975	927	840	972	1,079	1,164	1,200	1,222	1,217	1,263	1,362	1,383	1,364
Private Room	67	64	68	58	73	73	71	73	65	66	71	64	61
Shared Room	2	1	2	0	2	2	2	2	1	1	3	2	3
Room Nights - Entire Place													
Total Available	69,720	61,005	54,964	68,489	72,413	80,337	80,189	80,137	84,219	85,176	95,292	96,781	98,715
Booked	43,173	30,961	31,220	45,001	47,274	49,558	60,187	65,991	56,339	52,292	70,722	61,290	59,671
Room Nights - Hotel Comparable													
Total Available	4,608	4,478	4,264	5,285	5,795	5,994	6,219	6,441	6,179	6,317	7,183	6,445	6,520
Booked	2,507	1,855	1,958	3,055	3,602	3,605	4,176	4,747	3,983	3,779	5,232	3,997	3,739
Listing Nights - Entire Place													
Available	26,573	23,715	21,316	26,583	28,342	31,230	31,183	31,176	32,092	32,669	36,810	37,007	37,678
Booked	16,346	11,799	11,853	17,073	18,394	19,300	23,004	25,234	21,472	20,164	27,552	23,465	22,534
Occupancy													
Entire Place	61.5%	49.8%	55.6%	64.2%	64.9%	61.8%	73.8%	80.9%	66.9%	61.7%	74.8%	63.4%	59.8%
Hotel Comparable	54.4%	41.4%	45.9%	57.8%	62.2%	60.1%	67.1%	73.7%	64.5%	59.8%	72.8%	62.0%	57.3%
ADR													
Entire Place	\$231.49	\$221.54	\$222.35	\$223.66	\$224.66	\$228.45	\$232.64	\$241.88	\$235.33	\$230.33	\$237.08	\$238.10	\$240.48
Hotel Comparable	\$133.72	\$137.66	\$136.45	\$135.25	\$137.02	\$144.15	\$143.37	\$147.92	\$141.37	\$142.74	\$148.31	\$144.24	\$145.33
RevPAR													
Entire Place	\$142.40	\$110.23	\$123.64	\$143.65	\$145.81	\$141.18	\$171.62	\$195.78	\$157.46	\$142.16	\$177.45	\$150.97	\$143.82
Hotel Comparable	\$72.75	\$57.02	\$62.66	\$78.18	\$85.17	\$86.69	\$96.27	\$109.02	\$91.13	\$85.39	\$108.02	\$89.45	\$83.34

HCTDA 2022-2023 Budget Projections for 3%

3 Year Average with Adjustment to 19-20 Actuals

	18-19 Actual	19-20 Actual	20-21 Actual	
July	\$ 148,380	\$ 155,055	\$ 173,533	
August	\$ 123,380	\$ 133,405	\$ 173,664	
September	\$ 113,828	\$ 131,589	\$ 172,717	
October	\$ 159,349	\$ 169,745	\$ 221,520	
November	\$ 90,553	\$ 111,387	\$ 128,278	
December	\$ 72,016	\$ 78,487	\$ 117,856	
January	\$ 57,143	\$ 66,237	\$ 107,520	
February	\$ 50,616	\$ 61,711	\$ 112,223	
March	\$ 62,855	\$ 62,855	\$ 131,644	
April	\$ 72,309	\$ 72,309	\$ 156,955	
May	\$ 111,430	\$ 111,430	\$ 171,515	
June	\$ 146,321	\$ 146,321	\$ 221,387	
	\$ 1,208,180	\$ 1,300,531	\$ 1,888,812	>>>>>>
				3 Year Average
				\$ 1,465,841

	3%		Increase Over 3 YR Average	
Flat 3 Year Average	\$ 1,465,841	>>>>>>	\$ -	
10% Increase to Average	\$ 1,612,425	>>>>>>	\$ 146,584	
12% Increase to Average	\$ 1,641,742	>>>>>>	\$ 175,901	
14% Increase to Average	\$ 1,671,059	>>>>>>	\$ 205,218	Recommended by Finance Committee

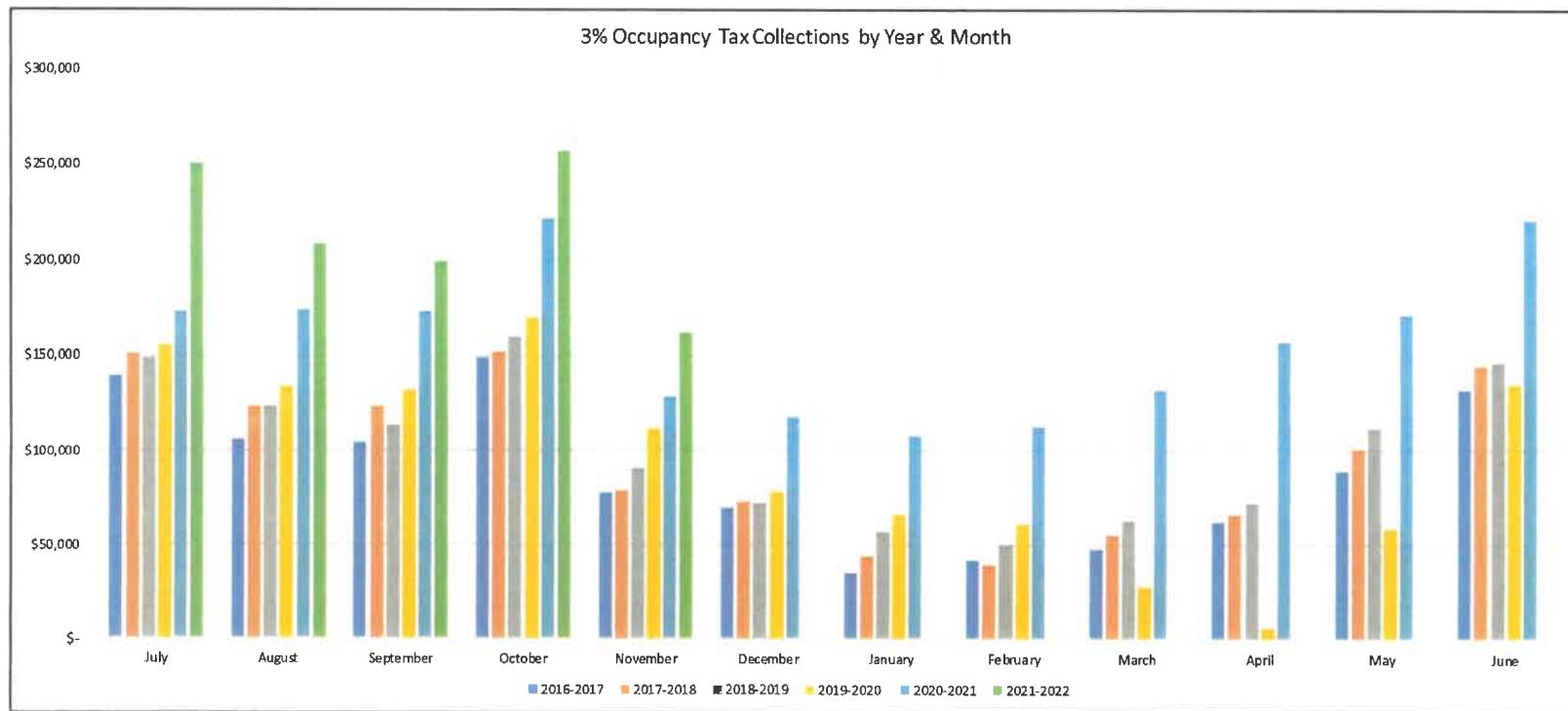
YTD 21-22 Actual 3%	\$ 1,077,144	YTD 20-21 Actual 3%	\$ 869,712
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YTD Percentage Ahead 3%	24%	Based on 21-22 collections through Nov 21
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2021-2022 Forecasted 3% Occupancy Tax Collections

	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022		
July	\$ 139,335	\$ 151,475	\$ 148,380	\$ 155,055	\$ 173,533	\$ 250,376		
August	\$ 106,083	\$ 123,611	\$ 123,380	\$ 133,405	\$ 173,664	\$ 208,444		
September	\$ 104,492	\$ 123,344	\$ 113,828	\$ 131,589	\$ 172,717	\$ 199,018		
October	\$ 148,752	\$ 152,179	\$ 159,349	\$ 169,745	\$ 221,520	\$ 257,233		
November	\$ 76,880	\$ 79,190	\$ 90,553	\$ 111,387	\$ 128,278	\$ 162,073	Projection A	Projection B
December	\$ 70,086	\$ 72,777	\$ 72,016	\$ 78,487	\$ 117,856		\$ 117,856	\$ 146,141
January	\$ 35,646	\$ 44,539	\$ 57,143	\$ 66,237	\$ 107,520		\$ 107,520	\$ 133,325
February	\$ 41,742	\$ 39,053	\$ 50,616	\$ 61,711	\$ 112,223		\$ 112,223	\$ 139,157
March	\$ 47,550	\$ 55,745	\$ 62,855	\$ 27,326	\$ 131,644		\$ 131,644	\$ 163,239
April	\$ 62,463	\$ 66,491	\$ 72,309	\$ 5,536	\$ 156,955		\$ 156,955	\$ 194,624
May	\$ 89,393	\$ 100,723	\$ 111,430	\$ 58,909	\$ 171,515		\$ 171,515	\$ 212,679
June	\$ 132,201	\$ 144,365	\$ 146,321	\$ 134,487	\$ 221,387		\$ 221,387	\$ 274,520
Total	\$ 1,054,623	\$ 1,153,492	\$ 1,208,180	\$ 1,133,874	\$ 1,888,812	\$ 1,077,144	\$ 1,019,100	\$ 1,263,684
							\$ 2,096,244	\$ 2,340,828

Flat to 20-21
24% over 20-21



Haywood County Tourism Development Authority

Scoring Sheet for 1% and 3 % Grants

ZIP Code: 28785/86

Grant Applicants can earn 100 points. Each category is worth a total of 25 points. Scores of 60+ are eligible for funding. Scores from (90-100) can receive up to 100% funding requested. Scores from (75-89) can receive up to 75% funding requested. Scores from (60-74) can receive 50% of funding requested. Scores below 59 are not eligible for funding.

General Information & Description (25)

Has grant applicant filled out the application with the best information possible? Do you clearly understand what they are applying for? Is application detailed, and correct? Is this project original and creative? Will it successfully bring visitors to Haywood County?

Excellent (25)	Good (20)	Average (15)	Needs Improvements (10)	Insufficient (5)	Score
Very clear information	Clear & mostly understood	Does not fully explain project	Difficult to understand or follow and not original	Did not provide enough information	

Tourism Impact & Timing (25)

Has grant applicant explained when this project or event will happen? Does it happen during a need period for Haywood County? Does this event or project happen over multiple days? Will it successfully bring visitors to Haywood County? (Please note that July & October can't earn more than 15 points).

Excellent (25)	Good (20)	Average (15)	Needs Improvements (10)	Insufficient (5)	Score
Very clear information	Clear & mostly explain impact	Does not really explain impact	Difficult to understand or follow with no impact/timing	Did not provide enough information	

Sustainability & Marketing (25)

Does applicant fully consider sustainability impact of event or project? Will this be good for Haywood County long term? How will this project or event impact our community and environment? Do they have a clear and precise marketing plan to attract users/visitors from outside Haywood County?

Excellent (25)	Good (20)	Average (15)	Needs Improvements (10)	Insufficient (5)	Score
Very clear information	Clear & mostly explain plan	Does not fully explain plan	Not clear about both sustainability/marketing plan	Did not provide enough information	

Proposed Budget & Financing (25)

Has the applicant submitted a complete budget? Is that budget free of mistakes? Are the line items and dollar amount reasonable, and is the project match clearly met and outlined in the budget? What is the overall confidence level that this event or project can be completed during current budget year?

Excellent (25)	Good (20)	Average (15)	Needs Improvements (10)	Insufficient (5)	Score
Very clear with no mistakes	Clear with little to no mistakes	Understand but a few mistakes	Difficult to understand and has numerous mistakes	Did not provide enough information	

Project Name	Date	Signature or Initials	Total Score

**Haywood County Tourism Development Authority
1% ZIP Code Subcommittee – Score Sheet Guidance**

- Every submitted grant will receive a score by each subcommittee member.
- Final scores will come from the average of the three (3) subcommittee member scores.
- Scores 60 and above will be considered for funding.
- Not all scores above 60 are guaranteed to receive funding (based on available funds).
- Scores 59 and below will receive notification of score to help with future applications.
- Scored grants will be put in order from high to low and an amount will be awarded based on subcommittee recommendation, with a funding cap based on score.
 1. Scores 90-100 can receive up to 100% funding.
 2. Scores 75-89 can receive up to 75% funding.
 3. Scores 60-74 can receive up to 50% funding.
- Final 1% ZIP Code Subcommittee recommendation will go to HCTDA Finance Committee for review and then to HCTDA Board for approval.

**HCTDA 1% and 3% Funding
Evaluation Score Sheet**

	A	B	C
1	Project Name:	Zip Code:	
2			
3			
4	Criteria	Points Available	Points Scored
5			
6	Return on Investment	20	
7	Sustainability	15	
8	Non-Peak Time Impact	15	
9	Destination Brand Positioning (Marketing)	10	
10	Motivator of New or Incremental Visits	10	
11	County-Wide Impact	10	
12	Duration of Impact	10	
13	Realistic Plan for Evaluation	10	
14			
15	TOTAL	100	
16			
17			
18			
19	Signature:	Date:	

HCTDA Meeting Dates 2022

**Location of HCTDA Board Meetings will be determined on a monthly basis due to the status of government recommendations on gatherings.
Meetings begin at 9:00am**

January 26th – Organizational Meeting & Election of Chair & Vice Chair

February 23rd – Regular Meeting

March 23rd – Board Retreat – 9:00am – 3:00pm

April 27th – Regular Meeting

May 4th – Tourism Week Event – 11:30 am.

May 25th – Annual Budget Forum & Budget Approval including 3% & 1% Partnership Funding Allocations – This will be a longer meeting so please schedule accordingly

June 22nd – Regular Meeting (Last chance to do budget amendments for 2022 budget)

July – No Meeting

August 24th – Regular Meeting

September 28th - Regular Meeting, report on year end numbers

October – No Meeting

November 30th – Regular Meeting

December 7th - Holiday Luncheon

Haywood County Tourism Development Authority

2022 Board of Directors

Name & Address		Term Expires	Category
Lauri SoJourney Lake Logan 25 Wormy Chestnut Lane Canton, NC 28716	Work: 646-0095 ext.5 Mobile: Email: lauri@lakelogan.org	2024	Accommodations 20 Units or Less
Will Jones The Swag 2300 Swag Road Waynesville, NC. 28785	Work: 926-0430 Mobile: 843-227-9844 Email: will@theswag.com	2022	Accommodations 20 Units or Less
Tammy Wight Clarketon Motel 1527 Soco Road Maggie Valley, NC 28751	Work: 926-3539 Mobile: 273-3539 Email: info@clarketonmotel.com	2023	Accommodations 20 Units or Less
Mike Huber Lake Junaluska Conference Center P.O. Box 67 Lake Junaluska, NC 28745	Work: 454-6716 Mobile: 315-729-4466 Email: mhuber@lakejunaluska.com	2022	Accommodations More Than 20 Units
Chris Corbin Waynesville Inn Golf Resort & Spa 176 Country Club Drive Waynesville, NC 28786	Work: 456-3551 est. 303 Mobile: 734-0806 Email: operations@twigolfresort.com	2023	Accommodations More Than 20 Units
Twinkle Patel Milestone Hospitality Inc. 56 Amos Ct. Maggie Valley, NC. 28751	Work: Mobile: 421-6683 Email: twinklep03@gmail.com	2024	Accommodations More Than 20 Units
Colleen Davis The Jeweler's Workbench 80 N. Main Street Waynesville, NC 28786	Work: 456-2260 Mobile: 734-6776 Email: cdavis@thejwbench.com	2022	Tourism Related Business
Kelsie Baker Boojum Brewing 50 N. Main Street Waynesville, NC 28786	Work: 944-0888 Mobile: 305-942-9278 Email: kelsie@boojumbrewing.com	2024	Tourism Related Business
Jim Owens Town of Maggie Valley 70 Soco Road Maggie Valley, NC 28751	Work: Mobile: 828-777-9563 Email: jowens28785@gmail.com	2024	Town of Maggie Valley
Dr. Shelley White Town of Clyde Haywood Community College 185 Freedlander Drive Clyde, NC. 28721	Work: 627-4516 Mobile: Email: sywhite@haywood.edu.com	2022	Town of Clyde

(over)

Haywood County Tourism Development Authority

2022 Board of Directors

Name & Address	Term Expires	Category
Gail Mull Town of Canton 28 Pennsylvania Avenue Canton, NC 28716	Home: 648-1929 Work: 648-6014 Email: uswlocal507@bellsouth.net	2023 Town of Canton
Jon Feichter Town of Waynesville P.O. Box 100 16 South Main Street Waynesville, NC 28786	Work: Mobile: 246-3001 Email: jfeichter@waynevillenc.gov	2023 Town of Waynesville
Kirk Kirkpatrick Haywood County Commissioner 37 Branner Avenue Waynesville, NC 28786	Work: 452-0801 Mobile: Email: kirk.kirkpatrick@haywoodcountync.gov	N/A Ex-officio
David Francis Economic Development Commission 215 N. Main Street Waynesville, NC 28786	Work: 452-6625 Mobile: 400-0212 Email: dbfrancis@haywoodnc.net	N/A Ex-officio
Kristian Owen Haywood Co. Finance Director 215 N Main St Waynesville, NC 28786	Work: 452-6629 Direct: 356-2615 Email: kristian.owen@haywoodcountync.gov	N/A Ex-officio
Lynn Collins - Executive Director Haywood County TDA 1110 Soco Road Maggie Valley, NC 28751	Work: 944-0761 Mobile: 550-4067 Email: lynn@visitncsmokies.com	N/A Executive Director