



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

**Haywood County Tourism Development Authority
Wednesday, January 25th, 2023
9:00am
Bethea Welcome Center, Lake Junaluska**

AGENDA

- I. Call to Order – Chairman Chris Corbin**
- II. Welcome New TDA Board Members**
 - Melissa Clark, Blue Mountain Realty Group - Accommodations 20 Units or Less
 - Scot Blair, The Scotsman Public House, Tourism Related Business
 - Jennifer Best, Haywood County Commissioner
- III. Introductions**
- IV. Election of Vice Chairman – Chairman Corbin**
- V. Election of New Member for HCTDA Executive Committee**
- VI. Adjustment of Agenda**
- VII. Public Comment Session (12 minutes total, limit 3 minutes per person)**
- VIII. Board Comments**

(continued page 2)

IX. Consent Agenda

1. Request Approval of Minutes – November 30th, 2022
2. Request Approval of Increasing Bond Amount for the Haywood County Finance Director, from \$50,000 to \$350,000 recommended by Finance Committee

X. Finance Reports – David Francis

- A. November/December Financial Reports – Kristian Owen
- B. 3%, 1% Net Occupancy Tax Reports
- C. Occupancy by Category Report
- D. Penalty Report
- E. STR & Air DNA Reports

XI. New Business

- A. Request Approval of 23/24 Occupancy Tax Projection Recommendation by TDA Finance Committee
- B. Request Approval of Second Round of 1% Zip Code Grant Funding Recommendation by TDA Finance Committee
- C. Request Approval of Budget Amendment for 1% Zip Code Grant Funding
- D. Request Approval of 1% & 3% Grant Guidelines & Application Revisions (Revisions are highlighted in yellow) 3% Grant Guidelines Mirror the 1% so you only have copies of the 1% in this packet. Recommendation by TDA Finance Committee
- E. Request Approval of Resolution for Disposal of Property – Recommendation by TDA Finance Committee
- F. Committee Sign-ups
- G. 2023 TDA Board Meeting Schedule
- H. 2023 Budget Schedule
- I. 2023 HCTDA Board Contact List

XII. Old Business

XIII. Closed Session – Personnel N.C.G.S. 143-318.11(a) (6)

XIV. Adjournment

XV. 10 Minute Media Communication Session

HCTDA Board Meeting Minutes

November 30th, 2022

Terrace Hotel Dining Room, Lake Junaluska

Members Present: Jim Owens, Tammy Wight, Colleen Davis, Chris Corbin, Dr. Shelley White, Laurie SoJourney, Jeff Hillis, Jon Feichter, Twinkle Patel, Kristian Owen, Mike Huber, David Francis

Members Absent: Kirk Kirkpatrick, Gail Mull, Kelsie Baker

Chairman Chris Corbin called the HCTDA Board meeting to order at 9:07 AM.

Introductions

Adjustment of Agenda

Public Comment Session

- Kathy Pritchard from the State was in attendance to present the NC Champion award to Lynn Collins. This award is for those who have provided extended service to the tourism industry. Kathy said that Lynn has been an inspiration to others in the industry and has paved the way for the future of tourism in Haywood County.
- Jane Mauer dropped off the Smokies Guide and Smokies Life magazine.

Board Comments

- Lauri Sojourner announced that she has resigned from her position as Executive Director at Lake Logan and, thus, also her position on the TDA Board.

Consent Agenda

- Request approval to approve increase in the amount of \$4,850 for the project of fencing Lynn's Park in downtown Clyde, as part of the Wayfinding Placemaking program.
- Request approval of TDA Board Minutes from August 24th, 2022.
- Request approval of Budget Amendment for Wayfinding Signage 2022 in the amount of \$37,187 to be allocated from Contingency.
- Chairman Corbin asks if anyone will make a motion to approve the consent agenda.
 - Colleen Davis made a motion to approve the consent agenda, as presented.
 - Jim Owens seconded the motion.
 - The motion passed unanimously.

Finance Committee Reports

- Kristian Owen presented the October Financial report.
 - Total Cash in Bank - \$2,464,278.16
 - Total Current Assets - \$ 2,464,478.16
 - Total Current Liabilities - \$10,264.70
 - Net Position - \$2,517,103.05
 - Net Income (62,889.59)
 - Revenue YTD - \$671,438.19 20.55%
 - Expenses YTD - \$734,327.78 22.47%
- David Francis presented the 3% report showing that we are 6% ahead of last year and 24% ahead of projections. The Occupancy Tax by category report shows no majors differences. There is not a 1% report this month due to a clerical error at AirDNA.
- Ben Wilder went over the AirDNA year-to-year report. Available listings and booked listings are both up. In occupancy, year to year, we are down 8% - but due to growth in units, we are not seeing a decrease in collections. On the STR report, the occupancy shows that hotels are down 4% over the last year, but the ADR is up – so rooms are garnering more revenue.
- Penalty waiver recommendations – SK Hospitality in the amount of \$552.58 – the payment was postmarked 4 days late. Springdale Golf Partners in the amount of \$212.61 – the payment was postmarked 4 days late. The policy is if it is postmarked 5 days or less late, and the requestor has no previous penalty waivers, the board typically approves the waiver.
 - Lauri SoJourney motioned to approve the penalty waiver recommendations, as presented.
 - Colleen Davis seconded the motion.
 - The motion was approved.

Audit Report – Travis Keever, Gould Killian CPA

- Travis stated that on November 28th, they wrapped up the audit for the TDA and finished with a clean opinion. No instances of non-compliance were noted. All transactions had adequate support, they had no issues with management, and found the TDA internal controls to be exceptional.
- Fund balance went up by about \$717,000.
- GASBY #87 states that if the TDA has a lease (such as the building and copier), it now must be reported as a liability. He states that we will need to do a budget amendment for debt service on leases to correct the budget.

New Business

- Presentation of HCTDA 21/22 Annual Report – TDA Staff

- Request approval of letter of recommendation for reappointment of TDA Board members Mike Huber, Jeff Hillis, and Shelley White.
 - Mike Huber, Jeff Hillis, and Shelley White abstained from voting.
 - Colleen Davis made a motion to reappoint the members, as presented.
 - Lauri SoJourney seconded the motion.
 - The motion was approved.
- Chairman Corbin recognized and thanked outgoing board members Colleen Davis, Lauri SoJourney, and Commissioner Kirk Kirkpatrick.

Old Business - None

Staff Updates

Announcements

- The next regularly scheduled TDA Board Meeting will be January 25th, 2023 – the 10-year destination plan will be presented.

Adjournment

- Colleen Davis made a motion to adjourn.
- Lauri SoJourney seconded the motion.
- Chairman Corbin adjourned the meeting at 9:50 AM.

Underwood Dills & Associates

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

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 **November 30, 2022**, and the related changes in net position budget vs actual for the one month and five 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, P.C.

Underwood Dills & Associates PC
Waynesville, NC
December 07, 2022

Haywood County Tourism Development Authority
Statement of Net Position
As of November 30, 2022

	<u>November 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	166,946.38
100002 · 3% Cash in Bank - 1st Citizens	446,711.37
111501 · NCCMT - 9152 3% General Investm	1,450,066.75
111503 · NCCMT - 9863 1% General Investm	504,482.54
Total Checking/Savings	<u>2,568,207.02</u>
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	<u>200.00</u>
Total Current Assets	<u>2,568,407.02</u>
TOTAL ASSETS	<u><u>2,568,407.02</u></u>
LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
Other Current Liabilities	
231700 · Payroll Liabilities	
NC Income Tax	1,165.00
Total 231700 · Payroll Liabilities	<u>1,165.00</u>
231800 · Sales Tax Payable	478.12
Total Other Current Liabilities	<u>1,643.12</u>
Total Current Liabilities	<u>1,643.12</u>
Total Liabilities	<u>1,643.12</u>
Net Position	
329300 · Net Assets as July 1	2,517,103.05
Net Income	49,660.85
Total Net Position	<u>2,566,763.90</u>
TOTAL LIABILITIES & NET POSITION	<u><u>2,568,407.02</u></u>

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
November 2022

	22-Nov	July 22 - November 22	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · Net from Haywood County (3%)	223,179.79	696,894.62	1,876,276.00	37.14%
427012 · 1% Net 28716 Occupancy Tax	6,006.55	17,887.13	50,029.00	35.75%
427013 · 1% Net 28721 Occupancy Tax	4,840.63	10,800.94	25,015.00	43.18%
427014 · 1% Net 28745 Occupancy Tax	7,219.93	22,630.20	50,029.00	45.23%
427015 · 1% Net 28751 Occupancy Tax	32,358.32	106,468.88	300,174.00	35.47%
427016 · 1% Net 28785/28786 Occupancy Tx	23,967.83	74,582.18	200,116.00	37.27%
427112 · App. of Fund Balance 28716	-	-	6,700.00	0.0%
427113 · App. of Fund Balance 28721	-	-	13,035.00	0.0%
427114 · App. of Fund Balance 28745	-	-	4,646.00	0.0%
427115 · App. of Fund Balance 28751	-	-	51,230.00	0.0%
427116 · App. of Fund Balance 28785/86	-	-	34,771.00	0.0%
449201 · Merchandise Sales	1,163.82	10,597.90	15,500.00	68.37%
449810 · Visitor Guide Ad Sales	3,150.00	22,200.00	30,000.00	74.0%
451000 · Elk Fest Revenue	794.80	699.27	50,000.00	1.4%
483491 · Investment Earnings 3%	4,190.20	12,608.80	500.00	2,521.76%
483492 · Investment Earnings 1%	1,457.78	4,184.56	75.00	5,579.41%
483831 · Net Occupancy Tax Penalties 3%	-	213.36	4,000.00	5.33%
499990 · Fund Balance Appropriation 3%	-	-	555,516.00	0.0%
Total Income	308,329.65	979,767.84	3,267,612.00	29.98%
Expense				
Payroll				
512110 · NC State Retirement - Promo	3,301.17	16,645.91	47,277.00	35.21%
518301 · Group Health Insurance - Promo	3,153.06	19,445.46	43,116.00	45.1%
518601 · Worker's Comp-Promotional-Promo	-	1,534.00	1,534.00	100.0%
Salaries and Wages				
512101 · Salaries Admin-Promo	9,924.90	51,497.87	159,324.00	32.32%
512201 · Salaries Marketing- Promo	18,459.77	94,622.79	246,994.00	38.31%
Total Salaries and Wages	28,384.67	146,120.66	406,318.00	35.96%
Payroll Taxes				
512220 · FICA & Unemployment Taxes	2,171.44	11,178.22	31,490.00	35.5%
Total Payroll Taxes	2,171.44	11,178.22	31,490.00	35.5%
Total Payroll	37,010.34	194,924.25	529,735.00	36.8%
512232 · Temporary Labor - TR	-	-	500.00	0.0%
517001 · Board Member Meetings/Events	22.45	195.97	3,000.00	6.53%
519201 · Professional Service-Accounting	-	7,475.00	15,300.00	48.86%
519202 · Professional Services- Legal	-	-	1,000.00	0.0%
519203 · Prof. Svcs - Contract Svcs-P	8,700.00	93,136.00	152,000.00	61.27%
526001 · Office/Visitor Center Supplies	110.69	860.19	5,000.00	17.2%
527001 · Purchases/Ressale-Promo	1,465.75	3,111.03	13,800.00	22.54%
529901 · NonExpendable Office Supp-TR	-	-	2,500.00	0.0%
531101 · In County Travel- Promo	39.38	204.39	1,000.00	20.44%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
November 2022

	22-Nov	July 22 - November 22	YTD Budget	% of Budget
531201 · Out of County Travel- Promo	490.40	1,435.75	7,875.00	18.23%
531301 · Fuel-T Related	146.75	564.76	2,000.00	28.24%
532101 · Telephone & Internet- Promo	349.99	2,648.50	7,700.00	34.4%
532201 · Postage-Promo	203.33	5,679.07	13,237.00	42.9%
534901 · Print & Bind-Promo	542.50	7,735.76	9,000.00	85.95%
535201 · Repair & Maintenance-Promo	600.00	4,948.51	9,300.00	53.21%
537101 · Marketing-Promo	45.00	9,107.58	40,000.00	22.77%
537221 · Advertising- Promo	64,835.38	217,389.21	650,000.00	33.44%
537301 · Visitor Guide Ads-Promo	-	-	40,000.00	0.0%
537401 · Education-Promo	-	1,082.00	7,277.00	14.87%
537501 · National Parks - T Related	-	596.02	20,000.00	2.98%
537502 · Wayfinding Signage	-	61,420.15	127,703.00	48.1%
537701 · Social Media- Promo	395.14	6,448.64	25,000.00	25.8%
537800 · Group Sales-Promo				
537801 · Group Sales Marketing	-	-	12,400.00	0.0%
537803 · Group Sales Trade Shows	3,410.00	3,435.00	18,100.00	18.98%
537804 · Group Sales Travel out of Count	1,726.83	3,773.11	11,700.00	32.25%
537805 · Group Sales Advertising	-	2,495.00	14,000.00	17.82%
537808 · Group Sales Dues & Subscription	295.00	1,545.00	2,950.00	52.37%
Total 537800 · Group Sales-Promo	5,431.83	11,248.11	59,150.00	19.02%
541301 · Rent-Promo	2,674.02	16,014.12	32,400.00	49.43%
543201 · Equipment Lease-Promo	551.75	2,827.61	9,500.00	29.76%
545101 · Liability Insurance-Promo	-	4,345.00	7,550.00	57.55%
549101 · Dues & Subscriptions-Promo	9,088.12	21,722.22	40,822.00	53.21%
549902 · Bank Charges-Promo	344.30	1,683.05	3,500.00	48.09%
549903 · Property Tax	-	-	300.00	0.0%
Clyde				
549913 · 28721 - Clyde - Tourism	-	-	12,683.00	0.0%
549912 · 28721 (Clyde)	-	-	25,382.00	0.0%
Total Clyde	-	-	38,065.00	0.0%
Canton				
549911 · 28716 - Canton - Tourism	-	3,000.00	18,910.00	15.87%
549910 · 28716 (Canton) Promo	4,140.00	25,480.00	37,834.00	67.35%
Total Canton	4,140.00	28,480.00	56,744.00	50.19%
Lake Junaluska				
549915 · 28745 - Lake Junaluska -Tourism	-	7,500.00	18,225.00	41.15%
549914 · 28745 (LJ)	18,244.10	21,244.10	36,465.00	58.26%
Total Lake Junaluska	18,244.10	28,744.10	54,690.00	52.56%
Maggie Valley				
549917 · 28751 - Maggie Valley - Tourism	1,340.00	17,340.00	117,135.00	14.8%
549916 · 28751 Maggie Valley (MV) Promo	22,609.00	97,689.00	234,284.00	41.7%
Total Maggie Valley	23,949.00	115,029.00	351,419.00	32.73%
Waynesville				

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
November 2022

	22-Nov	November 22	YTD Budget	% of Budget
549919 · 28785/86 - Waynesville -Tourism	-	-	78,296.00	0.0%
549918 · 28785/86 (Waynesville)	16,118.00	62,243.00	156,606.00	39.75%
Total Waynesville	16,118.00	62,243.00	234,902.00	26.5%
551001 · Capital Outlay Promo	-	1,205.89	5,000.00	24.12%
551002 · Capital Outlay - Tourism	-	-	47,000.00	0.0%
568101 · 3% Grant Promo	-	-	5,625.00	0.0%
568102 · 3% Grants TR	-	3,300.00	21,300.00	15.49%
568103 · 3% Grant Sponsorship	-	-	5,625.00	0.0%
568104 · OTPF	-	-	500,000.00	0.0%
569101 · Elk Fest Expenses-Promo	-	8,189.62	20,000.00	40.95%
569102 · Elk Fest Expenses-TR	(102.52)	3,648.50	20,000.00	18.24%
570102 · Utilities	383.21	2,463.99	8,280.00	29.76%
599101 · Contingency	-	-	62,813.00	0.0%
Total Expense	195,779.21	930,106.99	3,267,612.00	28.46%
Net Ordinary Income	112,550.44	49,660.85	0.00	100.0%
Net Income	112,550.44	49,660.85	0.00	100.0%

Underwood Dills & Associates

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

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, 2022**, 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, P.C.

Underwood Dills & Associates PC
Waynesville, NC
January 18, 2023

Haywood County Tourism Development Authority
Statement of Net Position
As of December 31, 2022

	<u>November 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
100001 · 1% Cash in Bank - 1st Citizens	214,038.15
100002 · 3% Cash in Bank - 1st Citizens	592,947.47
111501 · NCCMT - 9152 3% General Investm	1,454,885.19
111503 · NCCMT - 9863 1% General Investm	506,158.89
Total Checking/Savings	<u>2,768,029.70</u>
Other Current Assets	
119000 · Petty Cash - TDA	100.00
119001 · Petty Cash - VC	100.00
Total Other Current Assets	<u>200.00</u>
Total Current Assets	<u>2,768,229.70</u>
TOTAL ASSETS	<u><u>2,768,229.70</u></u>
LIABILITIES & NET POSITION	
Liabilities	
Current Liabilities	
Other Current Liabilities	
231700 · Payroll Liabilities	
NC Income Tax	1,166.00
NC Pension Payable	4,938.16
Total 231700 · Payroll Liabilities	<u>6,104.16</u>
231800 · Sales Tax Payable	570.67
Total Other Current Liabilities	<u>6,674.83</u>
Total Current Liabilities	<u>6,674.83</u>
Total Liabilities	6,674.83
Net Position	
329300 · Net Assets as July 1	2,517,103.05
Net Income	244,451.82
Total Net Position	<u>2,761,554.87</u>
TOTAL LIABILITIES & NET POSITION	<u><u>2,768,229.70</u></u>

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
December 2022

	22-Dec	July 22 - December 22	YTD Budget	% of Budget
Ordinary Income/Expense				
Income				
427011 · Net from Haywood County (3%)	281,375.77	978,270.39	1,876,276.00	52.14%
427012 · 1% Net 28716 Occupancy Tax	7,174.04	25,081.17	50,029.00	50.09%
427013 · 1% Net 28721 Occupancy Tax	4,595.36	15,396.30	25,015.00	61.55%
427014 · 1% Net 28745 Occupancy Tax	8,583.76	31,213.96	50,029.00	62.39%
427015 · 1% Net 28751 Occupancy Tax	43,614.71	150,083.59	300,174.00	50.0%
427016 · 1% Net 28785/28786 Occupancy Tx	29,939.31	104,521.49	200,116.00	52.23%
427112 · App. of Fund Balance 28716	-	-	6,700.00	0.0%
427113 · App. of Fund Balance 28721	-	-	13,035.00	0.0%
427114 · App. of Fund Balance 28745	-	-	4,646.00	0.0%
427115 · App. of Fund Balance 28751	-	-	51,230.00	0.0%
427116 · App. of Fund Balance 28785/86	-	-	34,771.00	0.0%
449201 · Merchandise Sales	1,058.35	11,556.25	15,500.00	75.2%
449810 · Visitor Guide Ad Sales	(450.00)	21,750.00	30,000.00	72.5%
451000 · Elk Fest Revenue	219.68	918.95	50,000.00	1.84%
483491 · Investment Earnings 3%	4,818.44	17,427.24	500.00	3,485.45%
483492 · Investment Earnings 1%	1,676.35	5,860.91	75.00	7,814.55%
483831 · Net Occupancy Tax Penalties 3%	345.76	559.12	4,000.00	13.98%
499990 · Fund Balance Appropriation 3%	-	-	555,516.00	0.0%
Total Income	382,951.53	1,362,719.37	3,267,612.00	41.7%
Expense				
Payroll				
512110 · NC State Retirement - Promo	3,301.20	19,947.11	47,277.00	42.19%
518301 · Group Health Insurance - Promo	372.10	19,817.56	43,116.00	45.96%
518601 · Worker's Comp-Promotional-Promo	-	1,534.00	1,534.00	100.0%
Salaries and Wages				
512101 · Salaries Admin-Promo	11,224.30	62,722.17	159,324.00	39.37%
512201 · Salaries Marketing- Promo	19,886.82	114,509.61	246,994.00	46.36%
Total Salaries and Wages	31,111.12	177,231.78	406,318.00	43.62%
Payroll Taxes				
512220 · FICA & Unemployment Taxes	2,379.99	13,558.21	31,490.00	43.06%
Total Payroll Taxes	2,379.99	13,558.21	31,490.00	43.06%
Total Payroll	37,164.41	232,088.66	529,735.00	43.81%
512232 · Temporary Labor - TR	-	-	500.00	0.0%
517001 · Board Member Meetings/Events	978.99	1,174.96	3,000.00	39.17%
519201 · Professional Service-Accounting	650.00	8,125.00	15,300.00	53.11%
519202 · Professional Services- Legal	-	-	1,000.00	0.0%
519203 · Prof. Svcs - Contract Svcs-P	8,700.00	101,836.00	152,000.00	67.0%
526001 · Office/Visitor Center Supplies	447.16	1,307.35	5,000.00	26.15%
527001 · Purchases/Resale-Promo	881.72	3,992.75	13,800.00	28.93%
528901 · NonExpendable Office Supp-TR	-	-	2,500.00	0.0%
531101 · In County Travel- Promo	-	204.39	1,000.00	20.44%

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
December 2022

	22-Dec	July 22 - December 22	YTD Budget	% of Budget
531201 · Out of County Travel- Promo	69.84	1,505.59	7,875.00	19.12%
531301 · Fuel-T Related	100.20	664.96	2,000.00	33.25%
532101 · Telephone & Internet- Promo	923.67	3,572.17	7,700.00	46.39%
532201 · Postage-Promo	69.79	5,748.86	13,237.00	43.43%
534901 · Print & Bind-Promo	-	7,735.76	9,000.00	85.95%
535201 · Repair & Maintenance-Promo	300.00	5,248.51	9,300.00	56.44%
537101 · Marketing-Promo	400.61	9,508.19	40,000.00	23.77%
537221 · Advertising- Promo	25,553.83	242,943.04	650,000.00	37.38%
537301 · Visitor Guide Ads-Promo	30,121.26	30,121.26	40,000.00	75.3%
537401 · Education-Promo	1,495.00	2,577.00	7,277.00	35.41%
537501 · National Parks - T Related	-	596.02	20,000.00	2.98%
537502 · Wayfinding Signage	12,306.94	73,727.09	127,703.00	57.73%
537701 · Social Media- Promo	1,500.00	7,948.64	25,000.00	31.8%
537800 · Group Sales-Promo				
537801 · Group Sales Marketing	-	-	12,400.00	0.0%
537803 · Group Sales Trade Shows	1,854.42	5,289.42	18,100.00	29.22%
537804 · Group Sales Travel out of Count	-	3,773.11	11,700.00	32.25%
537805 · Group Sales Advertising	5,080.55	7,575.55	14,000.00	54.11%
537806 · Group Sales Dues & Subscription	-	1,545.00	2,950.00	52.37%
Total 537800 · Group Sales-Promo	6,934.97	18,183.08	59,150.00	30.74%
541301 · Rent-Promo	2,874.02	18,688.14	32,400.00	57.68%
543201 · Equipment Lease-Promo	634.50	3,462.11	9,500.00	36.44%
545101 · Liability Insurance-Promo	-	4,345.00	7,550.00	57.55%
549101 · Dues & Subscriptions-Promo	705.98	22,428.20	40,822.00	54.94%
549902 · Bank Charges-Promo	227.37	1,910.42	3,500.00	54.58%
549903 · Property Tax	-	-	300.00	0.0%
Clyde				
549913 · 28721 - Clyde - Tourism	3,836.00	3,836.00	12,683.00	30.25%
549912 · 28721 (Clyde)	-	-	25,382.00	0.0%
Total Clyde	3,836.00	3,836.00	38,065.00	10.08%
Canton				
549911 · 28716 - Canton - Tourism	-	3,000.00	18,910.00	15.87%
549910 · 28716 (Canton) Promo	1,975.00	27,455.00	37,834.00	72.57%
Total Canton	1,975.00	30,455.00	56,744.00	53.67%
Lake Junaluska				
549915 · 28745 - Lake Junaluska -Tourism	-	7,500.00	18,225.00	41.15%
549914 · 28745 (LJ)	5,043.90	26,286.00	36,465.00	72.09%
Total Lake Junaluska	5,043.90	33,786.00	54,690.00	61.78%
Maggie Valley				
549917 · 28751 - Maggie Valley - Tourism	-	17,340.00	117,135.00	14.8%
549916 · 28751 Maggie Valley (MV) Promo	23,428.74	121,117.74	234,284.00	51.7%
Total Maggie Valley	23,428.74	138,457.74	351,419.00	39.4%
Waynesville				

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual
December 2022

	22-Dec	July 22 - December 22	YTD Budget	% of Budget
549919 - 28785/86 - Waynesville - Tourism	4,048.00	4,048.00	78,296.00	5.17%
549918 - 28785/86 (Waynesville)	8,413.75	70,658.75	156,606.00	45.12%
Total Waynesville	12,461.75	74,704.75	234,902.00	31.8%
551001 - Capital Outlay Promo	-	1,205.89	5,000.00	24.12%
551002 - Capital Outlay - Tourism	1,769.91	1,769.91	47,000.00	3.77%
568101 - 3% Grant Promo	3,750.00	3,750.00	5,625.00	66.67%
568102 - 3% Grants TR	3,000.00	6,300.00	21,300.00	29.58%
568103 - 3% Grant Sponsorship	-	-	5,625.00	0.0%
568104 - OTPF	-	-	500,000.00	0.0%
569101 - Elk Fest Expenses-Promo	-	8,189.62	20,000.00	40.95%
569102 - Elk Fest Expenses-TR	-	3,648.50	20,000.00	18.24%
570102 - Utilities	55.00	2,518.99	8,280.00	30.42%
599101 - Contingency	-	-	62,813.00	0.0%
Total Expense	188,160.56	1,118,267.55	3,287,612.00	34.22%
Net Ordinary Income	194,790.97	244,451.82	0.00	100.0%
Net Income	194,790.97	244,451.82	0.00	100.0%

Haywood County 3% Net Occupancy Tax 2022-2023

	A	B	C	D	E	F	G
1		2022-2023	2022-2023	% Change	2022-2023	2021-2022	% Change
2		Occupancy	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Tax	Tax	To	Tax	Tax	To
4		Projections	Actual	Budget	Penalties	Actual	Previous
5							Year
6							
7	July	\$225,153	\$267,740	19%	\$213	\$250,376	7%
8	August	\$168,865	\$204,975	21%	\$147	\$208,444	-2%
9	September	\$168,865	\$223,180	32%	\$87	\$199,018	12%
10	October	\$225,153	\$281,376	25%	\$346	\$257,233	9%
11	November	\$131,339	\$175,695	34%	\$49	\$162,073	8%
12	December	\$112,577				\$134,274	
13	January	\$112,577				\$121,230	
14	February	\$93,814				\$114,823	
15	March	\$112,577				\$129,745	
16	April	\$150,102				\$168,153	
17	May	\$168,865				\$185,096	
18	June	\$206,390				\$235,098	
19							
20	Total	\$1,876,277				\$2,165,563	
21							
22							
23	YTD	\$919,375	\$1,152,966	25%	\$842	\$1,077,144	7%
24							
25							

2022-2023
1% NET OCCUPANCY TAX REPORT REVISED

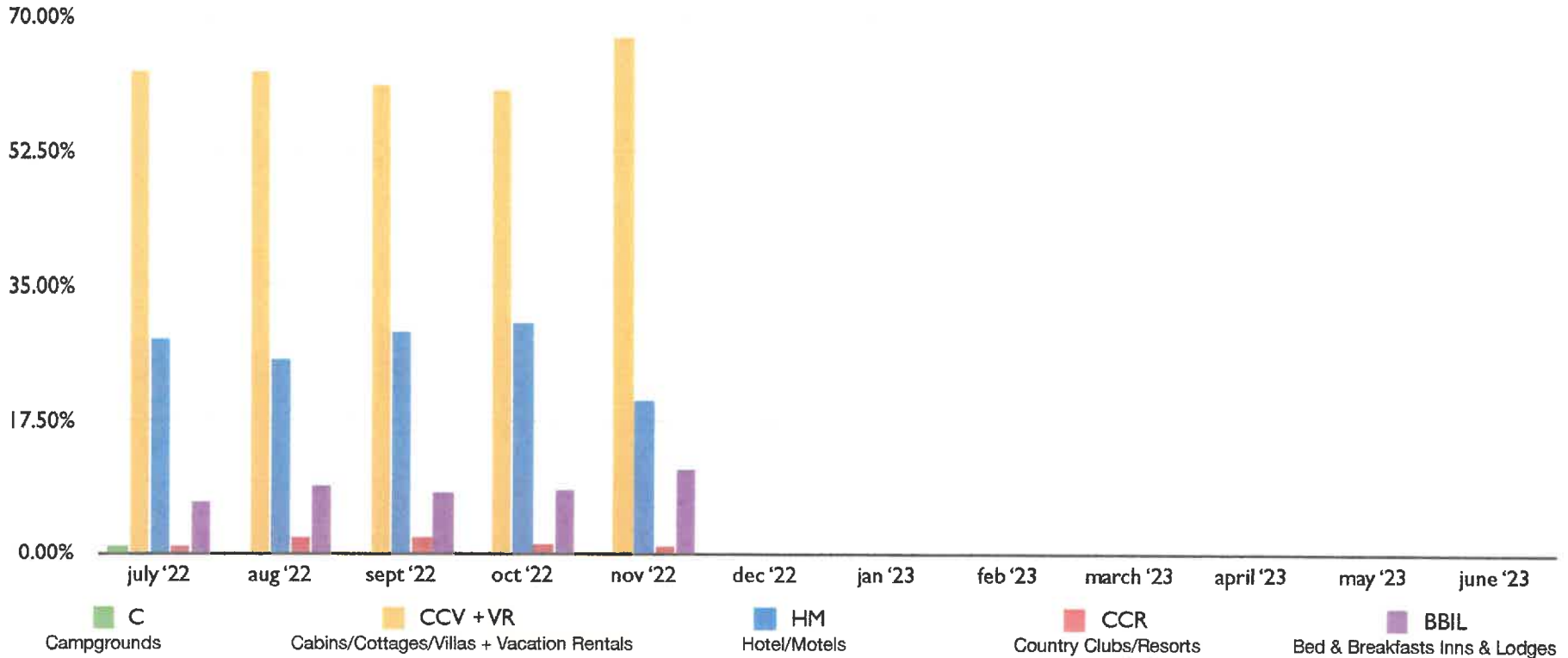
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 &	28785 &	28785 &
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	28786	28786	28786
							JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	22/23	22/23	21/22	22/23	22/23	21/22	22/23	22/23	21/22	22/23	22/23	21/22	22/23	22/23	21/22
July 2022 Received September 2022	\$ 6,518	\$ 5,753	\$ 6,776	\$ 3,008	\$ 2,877	\$ 3,791	\$ 9,609	\$ 5,753	\$ 7,573	\$ 42,988	\$ 34,520	\$ 38,783	\$ 27,528	\$ 23,013	\$ 26,591
August 2022 Received October 2022	\$ 5,362	\$ 4,753	\$ 5,120	\$ 2,952	\$ 2,376	\$ 2,946	\$ 5,801	\$ 4,753	\$ 7,516	\$ 31,123	\$ 28,517	\$ 31,091	\$ 23,087	\$ 19,011	\$ 22,860
September 2022 Received November 2022	\$ 6,007	\$ 4,503	\$ 4,934	\$ 4,841	\$ 2,251	\$ 2,880	\$ 7,220	\$ 4,503	\$ 6,457	\$ 32,387	\$ 27,016	\$ 30,995	\$ 23,968	\$ 18,010	\$ 21,221
October 2022 Received December 2022	\$ 7,174	\$ 6,003	\$ 6,094	\$ 4,595	\$ 3,002	\$ 3,093	\$ 8,583	\$ 6,003	\$ 7,385	\$ 43,615	\$ 36,021	\$ 42,311	\$ 29,939	\$ 24,014	\$ 26,593
November 2022 Received January 2023	\$ 4,950	\$ 3,752	\$ 4,351	\$ 3,298	\$ 1,876	\$ 2,815	\$ 3,728	\$ 3,752	\$ 3,225	\$ 25,801	\$ 22,513	\$ 26,598	\$ 20,805	\$ 15,009	\$ 17,196
December 2022 Received February 2023	\$ -	\$ 3,252	\$ 3,497		\$ 1,626	\$ 2,084		\$ 3,252	\$ 2,667		\$ 19,511	\$ 23,509		\$ 13,008	\$ 13,106
January 2023 Received March 2023	\$ -	\$ 2,752	\$ 3,387		\$ 1,376	\$ 2,373		\$ 2,752	\$ 2,529		\$ 16,510	\$ 20,555		\$ 11,006	\$ 11,652
February 2023 Received April 2023	\$ -	\$ 2,501	\$ 3,381		\$ 1,251	\$ 2,172		\$ 2,501	\$ 2,193		\$ 15,009	\$ 19,073		\$ 10,005	\$ 11,593
March 2023 Received May 2023	\$ -	\$ 3,002	\$ 4,475		\$ 1,501	\$ 2,714		\$ 3,002	\$ 2,919		\$ 18,010	\$ 19,422		\$ 12,007	\$ 13,732
April 2023 Received June 2023	\$ -	\$ 4,002	\$ 4,555		\$ 2,001	\$ 2,793		\$ 4,002	\$ 4,741		\$ 24,014	\$ 25,498		\$ 16,009	\$ 18,779
May 2023 Received July 2023 (unavailable)	\$ -	\$ 4,252	\$ 5,386		\$ 2,126	\$ 2,664		\$ 4,252	\$ 5,158		\$ 25,515	\$ 27,144		\$ 17,010	\$ 21,941
June 2023 Received August 2023 (unavailable)	\$ -	\$ 5,504	\$ 6,293		\$ 2,752	\$ 2,458		\$ 5,504	\$ 8,848		\$ 33,018	\$ 37,708		\$ 22,014	\$ 23,253
Budget Totals	\$ 30,011	\$ 50,029	\$ 58,249	\$ 18,694	\$ 25,015	\$ 32,783	\$ 34,941	\$ 50,029	\$ 61,211	\$ 175,914	\$ 300,174	\$ 342,687	\$ 125,327	\$ 200,116	\$ 228,517
	Projected	YTD	YTD vs Projected												
Total 1% Collections for 22/23	\$ 625,363	\$ 384,887	62%												
Comparison of YTD Actual vs YTD Projected	121%			151%			141%			118%			127%		
Comparison of YTD Actual vs Total Projected	60%			75%			70%			59%			63%		
Comparison of Nov Actual vs Nov Projected	132%			176%			99%			115%			139%		
Comparison of YTD Actual vs Total Actual 20/21	52%			57%			57%			51%			55%		
% Share of YTD 1% Total Collections	8%			5%			9%			46%			33%		

22/23 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2022 - JUNE 2023

TYPE	JULY '22	AUG '22	SEPT '22	OCT '22	NOV '22	DEC '22	JAN '23	FEB '23	MARCH '23	APRIL '23	MAY '23	JUNE '23
C	1.00%	0.05%	0.00%	0.20%	0.05%							
CCV + VR	63.00%	63.00%	61.00%	60.40%	67.50%							
HM	28.00%	25.50%	29.00%	30.00%	20.00%							
CCR	1.00%	2.00%	2.00%	1.10%	1.00%							
BBIL	7.00%	9.00%	8.00%	8.30%	11.00%							

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



HAYWOOD COUNTY OCCUPANCY TAX
LATE TAX PAYMENT PENALTY AMOUNTS DUE
AS OF THE MONTH ENDED

NOVEMBER RECEIVED IN DECEMBER 22

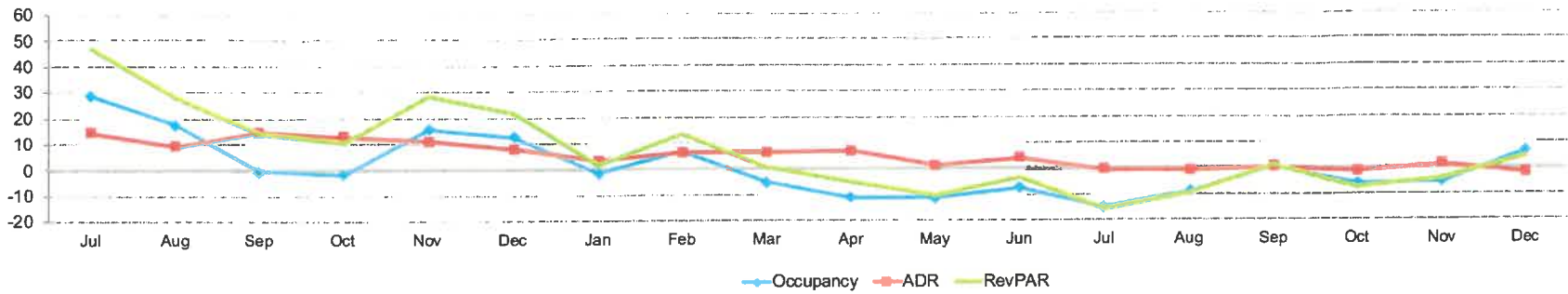
ID #	Business Name	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal Owed
		Tax	Penalty	Appealed			
622	Big View Cabin-Owes Oct Penalty-NO RESPONSE AND NOT FILING		14.92			14.92	14.92
680	Bivens House		(5.00)			(5.00)	(5.00)
905	Bear Run Log Cabins		17.85		17.85		17.85
1015	Brookside Mountain Mist Inn		46.47		46.47		46.47
1087	Cottonwood Properties		(70.00)		(70.00)		(70.00)
1041	Lara Durbin		37.79		37.79		37.79
22	Ivy Hill By the Creek		(188.96)			(188.96)	(188.96)
190	Lagoalinda Inn		4.38		4.38		4.38
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-JUNE 2021	2,363.18	798.02			3,161.20	3,161.20
32	Meadowlark Motel		2068.89			2,068.89	2,068.89
1072	Mountain Dreamers		25.55		25.55		25.55
771	Mountain Peaks		-6.40		(6.40)		(6.40)
777	Our Place Inn		38.82			38.82	38.82
255	Peppertree		18.90		18.90		18.90
303	Rudra		207.84		207.84		207.84
1000	The Montgomery House		5.62		5.62		5.62
60	The Swag		3,231.88		3,231.88		3,231.88
1015	Veda Inn		16.80		16.80		16.80
	TOTAL	2,363.78	6,386.75	0.00	3,536.68	5,213.85	8,750.53

Tab 2 - Trend Haywood County, NC

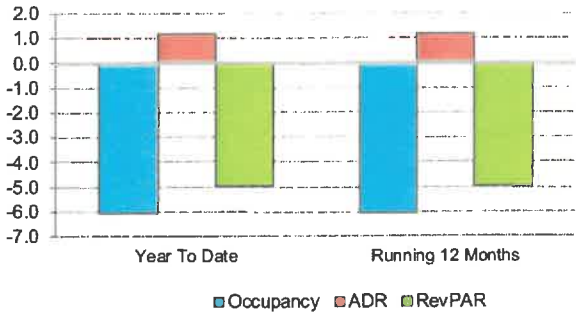
Haywood County Tourism Development Authority
For the Month of December 2022

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	This Year	70.9	59.4	55.4	69.0	50.5	40.9	32.5	40.0	43.5	51.1	49.2	59.7	60.2	54.0	55.8	64.8	47.8	43.5
	Last Year	55.0	50.6	55.7	70.3	43.7	36.2	33.1	37.5	45.8	57.4	55.6	64.4	70.9	59.4	55.4	69.0	50.5	40.9
Percent Change	28.7	17.5	-0.5	-1.9	15.6	12.8	-1.6	6.6	-5.1	-11.0	-11.4	-7.4	-15.0	-9.1	0.8	-6.0	-5.3	6.3	
ADR	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	This Year	123.99	115.29	120.21	136.56	111.21	106.06	95.41	98.59	98.79	110.65	113.07	117.93	122.89	114.21	120.54	134.47	112.69	103.79
	Last Year	108.52	105.70	105.01	121.19	100.23	98.39	92.52	92.75	93.07	103.78	111.83	113.44	123.99	115.29	120.21	136.56	111.21	106.06
Percent Change	14.3	9.1	14.5	12.7	11.0	7.8	3.1	6.3	6.2	6.6	1.1	4.0	-0.9	-0.9	0.3	-1.5	1.3	-2.1	
RevPAR	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	This Year	87.85	68.48	66.59	94.21	56.14	43.35	31.04	39.43	42.97	56.49	55.67	70.37	74.00	61.70	67.30	87.16	53.85	45.11
	Last Year	59.73	53.46	58.44	85.18	43.76	35.66	30.59	34.80	42.67	59.53	62.15	73.10	87.85	68.48	66.59	94.21	56.14	43.35
Percent Change	47.1	28.1	13.9	10.6	28.3	21.6	1.5	13.3	0.7	-5.1	-10.4	-3.7	-15.8	-9.9	1.1	-7.5	-4.1	4.1	
Supply	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	This Year	54,746	54,746	52,980	54,746	49,800	50,065	48,081	43,428	49,941	50,400	53,506	51,780	53,506	53,506	51,780	53,506	48,600	48,825
	Last Year	55,614	55,614	53,820	55,614	50,640	50,718	49,972	45,136	51,832	52,230	55,397	53,610	54,746	54,746	52,980	54,746	49,800	50,065
Percent Change	-1.6	-1.6	-1.6	-1.6	-1.7	-1.3	-3.8	-3.8	-3.6	-3.5	-3.4	-3.4	-2.3	-2.3	-2.3	-2.3	-2.4	-2.5	
Demand	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	This Year	38,790	32,520	29,350	37,768	25,139	20,462	15,644	17,370	21,723	25,731	26,341	30,899	32,220	28,906	28,908	34,683	23,223	21,222
	Last Year	30,609	28,126	29,954	39,091	22,108	18,380	16,523	16,935	23,763	29,962	30,789	34,547	38,790	32,520	29,350	37,768	25,139	20,462
Percent Change	26.7	15.6	-2.0	-3.4	13.7	11.3	-5.3	2.6	-8.6	-14.1	-14.4	-10.6	-16.9	-11.1	-1.5	-8.2	-7.6	3.7	
Revenue	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	This Year	4,809,516	3,749,191	3,528,055	5,157,606	2,795,709	2,170,250	1,492,652	1,712,482	2,146,078	2,847,131	2,978,478	3,643,852	3,959,845	3,301,253	3,484,686	4,663,660	2,616,936	2,202,603
	Last Year	3,321,757	2,972,910	3,145,321	4,737,273	2,215,829	1,808,422	1,528,789	1,570,763	2,211,557	3,109,328	3,443,049	3,919,041	4,809,516	3,749,191	3,528,055	5,157,606	2,795,709	2,170,250
Percent Change	44.8	26.1	12.2	8.9	26.2	20.0	-2.4	9.0	-3.0	-8.4	-13.5	-7.0	-17.7	-11.9	-1.2	-9.6	-6.4	1.5	
Census %	2021						2022												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	Census Props	48	48	48	48	44	42	40	40	42	45	47	47	47	47	47	43	41	
	Census Rooms	1766	1766	1766	1766	1660	1615	1551	1551	1611	1680	1726	1726	1726	1726	1726	1620	1575	
% Rooms Participants	33.6	33.6	33.6	33.6	35.8	36.8	38.3	38.3	36.9	35.4	34.4	34.4	34.4	34.4	34.4	34.4	36.7	37.7	

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".



Combined Report

Data pulled up to Dec-22

AirDNA
1507 Blake Street
Denver, CO 80202
+1 (720) 372-2318
hello@airdna.co

Dec-21 Jan-22 Feb-22 Mar-22 Apr-22 May-22 Jun-22 Jul-22 Aug-22 Sep-22 Oct-22 Nov-22 Dec-22

140389 - Haywood County

Total Available Listings

Entire Place	1,352	1,341	1,257	1,365	1,478	1,601	1,643	1,604	1,599	1,676	1,724	1,726	1,675
Private Room	69	70	66	68	76	80	80	72	71	78	81	83	73
Shared Room	3	3	1	1	1	1	1	1	1	1	1	1	1

Booked Listings

Entire Place	1,298	1,260	1,134	1,131	1,240	1,414	1,494	1,517	1,472	1,581	1,681	1,645	1,578
Private Room	61	61	54	59	64	65	69	67	65	70	76	76	67
Shared Room	3	2	0	1	0	0	0	0	0	0	0	0	0

Room Nights - Entire Place

Total Available	94,193	87,859	76,518	82,061	86,255	99,959	101,138	102,663	100,742	105,859	115,288	113,992	111,548
Booked	56,561	42,240	34,708	41,765	44,894	48,590	62,999	73,054	59,754	59,836	82,919	66,766	66,417

Room Nights - Hotel Compar.

Total Available	6,265	5,803	5,169	5,818	5,898	7,078	7,230	7,301	7,574	8,069	8,506	8,174	7,820
Booked	3,545	2,427	2,355	2,989	3,312	3,740	4,370	4,743	4,134	4,367	5,926	4,287	4,189

Listing Nights - Entire Place

Available	35,894	33,605	29,280	31,632	33,424	39,193	39,597	39,886	39,200	41,406	44,974	44,216	43,436
Booked	21,305	15,648	13,188	16,090	17,528	19,299	24,502	27,992	22,986	23,200	32,430	25,473	25,145

Occupancy

Entire Place	59.4%	46.6%	45.0%	50.9%	52.4%	49.2%	61.9%	70.2%	58.6%	56.0%	72.1%	57.6%	57.9%
Hotel Comparable	56.6%	41.8%	45.6%	51.4%	56.2%	52.8%	60.4%	65.0%	54.6%	54.1%	69.7%	52.4%	53.6%

ADR

Entire Place	\$242.19	\$237.79	\$236.57	\$231.91	\$233.30	\$229.09	\$236.47	\$243.43	\$237.76	\$239.59	\$242.31	\$244.33	\$248.61
Hotel Comparable	\$142.64	\$138.48	\$139.03	\$134.80	\$135.79	\$129.40	\$133.83	\$138.42	\$138.35	\$142.11	\$150.32	\$148.52	\$148.12

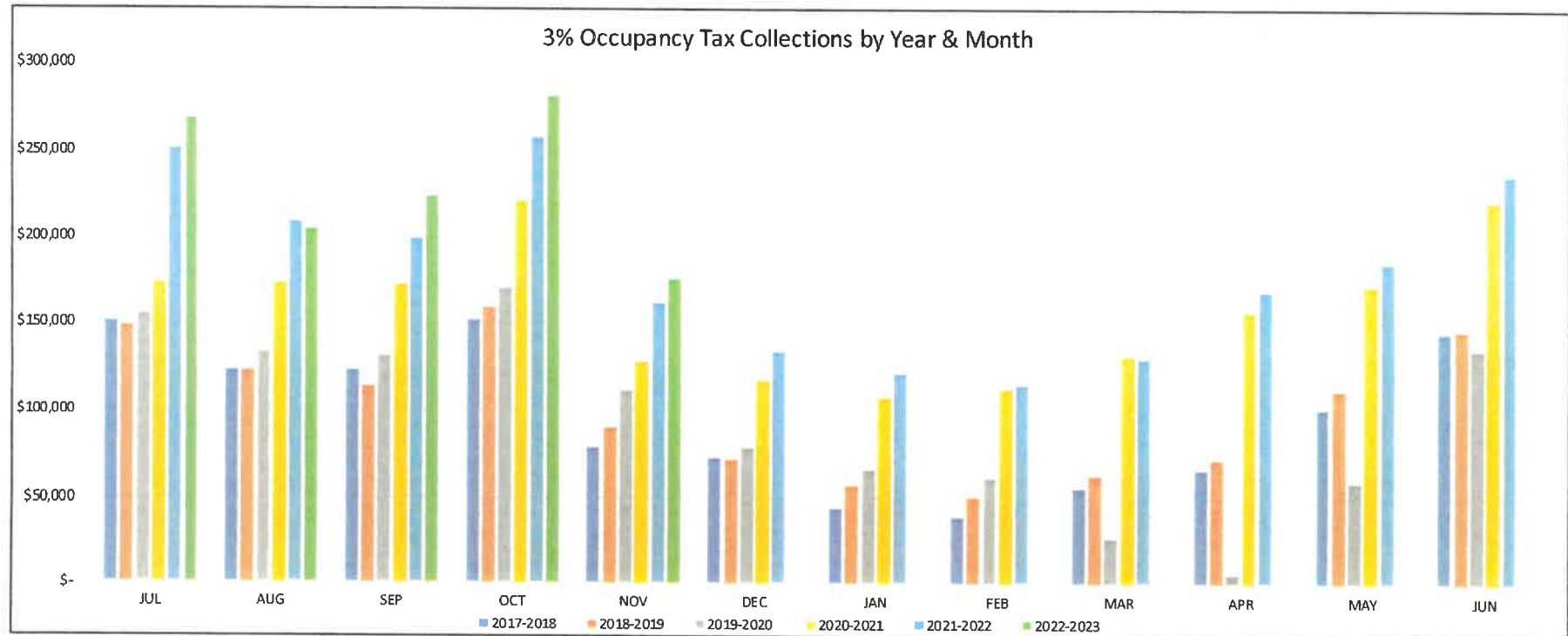
RevPAR

Entire Place	\$143.75	\$110.73	\$106.55	\$117.96	\$122.34	\$112.81	\$146.33	\$170.84	\$139.42	\$134.24	\$174.73	\$140.76	\$143.92
Hotel Comparable	\$80.71	\$57.92	\$63.34	\$69.26	\$76.25	\$68.37	\$80.89	\$89.92	\$75.51	\$76.91	\$104.72	\$77.89	\$79.34

3% Occupancy Tax Collections

Month	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
JUL	\$ 151,475	\$ 148,380	\$ 155,055	\$ 173,533	\$ 250,376	\$ 267,740
AUG	\$ 123,611	\$ 123,380	\$ 133,405	\$ 173,664	\$ 208,444	\$ 204,975
SEP	\$ 123,344	\$ 113,828	\$ 131,589	\$ 172,717	\$ 199,018	\$ 223,180
OCT	\$ 152,179	\$ 159,349	\$ 169,745	\$ 221,520	\$ 257,233	\$ 281,376
NOV	\$ 79,190	\$ 90,553	\$ 111,387	\$ 128,278	\$ 162,073	\$ 175,695
DEC	\$ 72,777	\$ 72,016	\$ 78,487	\$ 117,856	\$ 134,274	\$ -
JAN	\$ 44,539	\$ 57,143	\$ 66,237	\$ 107,520	\$ 121,230	\$ -
FEB	\$ 39,053	\$ 50,616	\$ 61,711	\$ 112,223	\$ 114,823	\$ -
MAR	\$ 55,745	\$ 62,855	\$ 27,326	\$ 131,644	\$ 129,745	\$ -
APR	\$ 66,491	\$ 72,309	\$ 5,536	\$ 156,955	\$ 168,153	\$ -
MAY	\$ 100,723	\$ 111,430	\$ 58,909	\$ 171,515	\$ 185,096	\$ -
JUN	\$ 144,365	\$ 146,321	\$ 134,487	\$ 221,387	\$ 235,678	\$ -
Total	\$ 1,153,492	\$ 1,208,180	\$ 1,133,874	\$ 1,888,812	\$ 2,166,143	\$ 1,152,966

5% up 21-22	10% up 21-22	
\$ 140,988	\$ 147,701	
\$ 127,292	\$ 133,353	
\$ 120,564	\$ 126,305	
\$ 136,232	\$ 142,720	
\$ 176,561	\$ 184,968	
\$ 194,351	\$ 203,606	
\$ 247,462	\$ 259,246	22-23 Projected
\$ 2,296,415	\$ 2,350,865	\$ 1,876,276



HCTDA 2023-2024 Budget Projections for 3%

3 Year Average with 5% increase for remainder of 22-23

	20-21 Actual	21-22 Actual	22-23 Actual	
July	\$ 173,533	\$ 250,376	\$ 267,740	
August	\$ 173,664	\$ 208,444	\$ 204,975	
September	\$ 172,717	\$ 199,018	\$ 223,180	
October	\$ 221,520	\$ 257,233	\$ 281,376	
November	\$ 128,278	\$ 162,073	\$ 175,695	
December	\$ 117,856	\$ 134,274	\$ 140,988	Forecasted Amounts
January	\$ 107,520	\$ 121,230	\$ 127,292	
February	\$ 112,223	\$ 114,823	\$ 120,564	
March	\$ 131,644	\$ 129,745	\$ 136,232	
April	\$ 156,955	\$ 168,153	\$ 176,561	
May	\$ 171,515	\$ 185,096	\$ 194,351	
June	\$ 221,387	\$ 235,678	\$ 247,462	3 Year Average
	\$ 1,888,812	\$ 2,166,143	\$ 2,296,416	

> > > > > >

3 Year Average
\$ 2,117,124

	3%		Increase Over 3 YR Average
Flat 3 Year Average	\$ 2,117,124	> > > > > >	\$ -
4% Increase to Average	\$ 2,201,809	> > > > > >	\$ 84,685
8% Increase to Average	\$ 2,286,494	> > > > > >	\$ 169,370
12% Increase to Average	\$ 2,371,179	> > > > > >	\$ 254,055

YTD 21-22 Actual 3%	\$ 1,077,114	YTD 22-23 Actual 3%	\$ 1,152,966
---------------------	--------------	---------------------	--------------

YTD Percentage Ahead 3%	7%	Based on 22-23 collections through Nov 2022
-------------------------	----	---



1% Partnership Funding Spreadsheet 2022-2023 - 2nd Round of Funding

CA 28716 1% Amount available to award \$19,439	Organization	Event / Festival / Project	Previously Requested	Previously Awarded	Requested 2022/2023	Sub Com Rec. 2022/23	Finance Rec. 2022/23	Final Score 2022/23	Sponsorship/ Advertising & Promotion or Tourism Related	Stipulations / Notes
1%	Canton Zip Code Destination Marketing	Canton Zip Code Destination Marketing	\$ 40,000.00	\$ 15,000.00	\$ 16,600.00	\$ 16,000.00	\$ 16,000.00	91.6	Advertising and Promotion	
1%	Town of Canton	Chestnut Mtn Kids Bike Play/Pump Track	NEW	\$ -	\$ 30,000.00	\$ 2,400.00	\$ 2,400.00	81.6	Sponsorship	
1%	Haywood County Arts Council	Quilt Block Business Project	NEW	\$ -	\$ 600.00	\$ 450.00	\$ 450.00	83.3	Tourism Related	
1%	Lake Logan	Meeting Space Furniture and Equipment	1st Rnd Hold	\$ -	\$ 5,576.00	\$ -	-	71.6	Tourism Related	
1%	Haywood County Arts Council	HC Schools Mural Mondays	NEW	\$ -	\$ 500.00	\$ 500.00	\$ 500.00	90	Sponsorship	Must be in zip code
	TOTAL				\$ 53,276.00	\$ 19,350.00	\$ 19,350.00			
CL 28721 1% Amount available to award \$17,708	Organization	Event / Festival / Project	Previously Requested	Previously Awarded	Requested 2022/2023	Sub Com Rec. 2022/23	Finance Rec. 2022/23	Final Score 2022/23	Sponsorship/ Advertising & Promotion or Tourism Related	Stipulations / Notes
1%	Haywood County Arts Council	Quilt Block Business Project	NEW	\$ -	\$ 600.00	\$ 600.00	\$ 600.00	97.5	Tourism	
1%	Haywood County Arts Council	HC Schools Mural Mondays	NEW	\$ -	\$ 500.00	\$ 375.00	\$ 500.00	87.5	Sponsorship	Must be in zip code
1%	Haywood Community College Foundation	Car Show	NEW	\$ -	\$ 5,280.00	\$ 5,280.00	\$ 5,280.00	90	Sponsorship	
	TOTAL				\$ 6,380.00	\$ 6,255.00	\$ 6,380.00			
LJ 28745 1% Amount available to award \$35,871	Organization	Event / Festival / Project	Previously Requested	Previously Awarded	Requested 2022/2023	Sub Com Rec. 2022/23	Finance Rec. 2022/23	Final Score 2022/23	Sponsorship/ Advertising & Promotion or Tourism Related	Stipulations / Notes
1%	Lake Junaluska Assembly	2023 LJ Independence Day Celebration	\$ 10,000.00	\$ 7,500.00	\$ 9,750.00	\$ 7,312.00	\$ 7,312.00	86.6	Sponsorship	
1%	Lake Junaluska Assembly	Visitor Information Kiosks	NEW	\$ -	\$ 6,107.00	\$ 4,580.00	\$ 4,580.00	91.6	Tourism Related	
1%	Lake Junaluska Assembly	Lake Junaluska Seasonal Advertising	\$ 31,050.00	\$ 23,288.00	\$ 52,179.00	\$ 23,979.00	\$ 23,979.00	98.3	Advertising and Promotion	
	TOTAL				\$ 68,036.00	\$ 35,871.00	\$ 35,871.00			
MV 28751 1% Amount available to award \$147,396	Organization	Event / Festival / Project	Previously Requested	Previously Awarded	Requested 2022/2023	Sub Com Rec. 2022/23	Finance Rec. 2022/23	Final Score 2022/23	Sponsorship/ Advertising & Promotion or Tourism Related	Stipulations / Notes
1%	Town of Maggie Valley	Maggie Valley Winter Ice Festival	\$ 32,000.00	\$ 32,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	100	Sponsorship	Advertising only for event
1%	Haywood County Arts Council	Quilt Block Business Project	NEW	\$ -	\$ 600.00	\$ 600.00	\$ 600.00	98.3	Tourism Related	
1%	Town of Maggie Valley	New Stage Curtains	NEW	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	100	Tourism Related	
1%	Town of Maggie Valley	Removal of structures	NEW	\$ -	\$ 88,500.00	\$ 60,000.00	\$ 60,000.00	88.3	Tourism Related	
1%	WNC Jeepers	WNC JeepFest	\$ -	\$ -	\$ 5,800.00	\$ 4,350.00	\$ 4,350.00	85	Advertising and Promotion	Charties in Haywood County
1%	WNC Jeepers	WNC JeepFest	\$ -	\$ -	\$ 1,900.00	\$ -		73.3	Sponsorship	
1%	Maggie Valley Chamber Winter Days	Winter Days	\$ 13,549.00	\$ 13,549.00	\$ 1,298.00	\$ 900.00	\$ 900.00	88.3	Sponsorship	
1%	Maggie Valley Fall Days	Maggie Valley Fall Days	\$ 7,000.00	\$ 7,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	93.3	Tourism Related	
1%	Crawford Agency	Maggie Valley Zip Code Dest Marketing	\$ 194,963.00	\$ 170,000.00	\$ 24,755.00	\$ 24,755.00	\$ 24,755.00	100	Advertising and Promotion	
1%	Town of Maggie Valley	Backyard 4th	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	96.6	Sponsorship	
	TOTAL				\$ 146,853.00	\$ 114,605.00	\$ 114,605.00			

WVL 28785/86 1% Amount available to award \$50,000										
	Organization	Event / Festival / Project	Previously Requested	Previously Awarded	Requested 2022/2023	Sub Com Rec. 2022/23	Finance Rec. 2022/23	Final Score 2022/23	Sponsorship/ Advertising & Promotion or Tourism Related	Stipulations / Notes
1%	Haywood Arts Regional Theatre	Winter Studio Session	Hold from 1st		\$ 4,500.00	\$ -		76	Sponsorship	
1%	Historic Frog Level Merchants Association	The Whole Bloomin' Thing	Hold from 1st		\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	92.5	Advertising and Promotion	
1%	NC International Folk Festival	Folkmoot Promotion	NEW		\$ 22,000.00	\$ -		70	Advertising and Promotion	Budget concerns, separate maps
1%	Downtown Waynesville Commission	Development & Installation of scanable sign	NEW		\$ 15,000.00	\$ -		67.5	Advertising and Promotion	
1%	Haywood County Arts Council	Appalachian Dance Hootenanny	NEW		\$ 5,000.00	\$ 2,000.00	\$ 2,000.00	80	Advertising and Promotion	
1%	Haywood County Arts Council	HC Schools Mural Mondays	NEW		\$ 500.00	\$ 500.00	\$ 500.00	90	Sponsorship	Must be in zip code
1%	Waynesville Zip Code Dest Marketing	Waynesville Zip Code Dest Marketing	\$165,101	\$ 100,000.00	\$ 64,426.00	\$ 33,000.00	\$ 33,000.00	95	Advertising and Promotion	
1%	Haywood County Arts Council	Quilt Block Business Project	NEW		\$ 600.00	\$ 600.00	\$ 600.00	95	Tourism	
1%	Downtown Waynesville Commission	Communications Plan	NEW		\$ 20,000.00	\$ -		65	Advertising and Promotion	
1%	Downtown Waynesville Commission	Depot St mini park Bandstand design	NEW		\$ 10,000.00	\$ -		70	Tourism	Clarify design vs plan
1%	Downtown Waynesville Commission	Alleyway Mural	NEW		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	100	Tourism	
1%	Haywood County Arts Council	Cherokee Exhibit, mural & rain garden rece	NEW		\$ 3,000.00	\$ -		87.5	Advertising and Promotion	
1%	Town of Waynesville	New Kiosks	NEW		\$ 15,000.00	\$ -		95	Tourism	Refer back to TDA
1%	Haywood County Arts Council	Rain Garden Phase 2- beautification, restor	\$6,000	\$ 6,000.00	\$ 10,650.00	\$ 4,000.00	\$ 4,000.00	92.5	Tourism	
1%	Downtown Waynesville Commission	4th annual Chili Cook Off	NEW		\$ 4,000.00	\$ 2,000.00	\$ 2,000.00	97.5	Sponsorship	
	TOTAL				\$ 182,476.00	\$ 49,900.00	\$ 49,900.00			

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE AMENDMENT
FISCAL YEAR 2022 -2023

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 3 2023

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

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
App. of Fund Balance 28716	427112	6,700	12,650	19,350
App. of Fund Balance 28745	427114	4,646	27,145	31,791
App. of Fund Balance 28751	427115	51,230	59,672	110,902
App. of Fund Balance 28785/86	427116	34,771	31,464	66,235
TOTAL		97,347	130,931	228,278

Expenditures				
Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
General:				
Canton 28716	544910	37,834	12,650	50,484
Lake Junaluska 28745	549914	36,465	27,145	63,610
Maggie Valley 28751	549916	234,284	59,672	293,956
Waynesville 28785/86	549918	156,606	31,464	188,070
TOTAL		465,189	130,931	596,120

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

Adopted this 30th day of November, 2022.

ATTEST:

Secretary to the Board

Chairman
Haywood County Tourism Development Authority

Explanation:
Adding additional fund balance to cover 2nd round of 1% Gra
Funding



Haywood County Tourism Development Authority
1% Sponsorship & Marketing Grant Guidelines
FY 2023-2024 Funding Cycle

All awarded 1% grants must be used between July 1, 2023 and June 30, 2024

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of projects and special events that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to produce & promote a well-defined tourism-oriented festival, event or project that caters to visitors, producing economic/destination impact and creating sustainability.

For-profit organizations seeking to produce & promote a well-defined tourism-oriented festival, event or project that caters to visitors, producing economic/destination impact and creating sustainability. For-profit organizations must match grant award dollar for dollar

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Events planned during off-peak times (November - April) and mid-week
- Multiple day or first-time events/activities
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Uses of Funding

- Well-defined tourism-oriented festival, event or project
- Multi-day series of similar events or projects
- Tourism marketing and sales initiatives
- Marketing research
- Feasibility studies
- Meeting and event incentives

- FAM visits for media, AAA or influencers
- Production of video, photography, graphic design
- Participation in sales or media missions
- Festival and event promotion
- Entertainment

Ineligible Uses of Funding

- Administrative cost, including salaries
- Scholarships, plaques, prize money, trophies, or certificates
- Promotional items (being sold or given away) including apparel, totes, etc..
- Sales Tax
- Ongoing business operational expenses, such as menus or signage
- Memberships
- Wristbands or tickets
- Food for volunteer, staff, VIP's, etc.

Application Timeline:

- 1) All new applicants and potential must attend a Virtual Grant Workshop on February 8, 2023.
- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Completed application must be submitted to ben@visitncsmokies.com no later than 5:00pm, March 31, 2023.
 - a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
 - b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- 4) All applications will be reviewed by the 1% Zip Code Subcommittees who will then provide funding recommendations for consideration to the HCTDA Board at the May 24, 2023 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the May 24, 2023 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Payment Request Form can be submitted up to 60-days in advance of event or project and requires completion of Sponsorship Checklist by HCTDA staff. The exception to this rule is if a project takes place in July or August the advance payment request cannot happen before July 1, 2023. All payment request must be submitted with 60-days of completed event or project in order to receive grant funds.

Final Evaluation Report must be completed in order to be eligible for any future funding. This form will require you to submit a final overview of completed project detailing any successes.

Submit Payment Request Form to:

Attn: Ben Wilder, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

- Grant recipient must display the designated Visit NC Smokies logo on printed materials, ads and signage as available. The applicant will provide the HCTDA with a copy confirming the correct was used.
- Grant recipient must have a "Plan Your Trip" link on the homepage of their website using the following web link <https://visitncsmokies.com/>
- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive 1% HCTDA funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject any application and award funding to the applicant(s), to whom in their consideration and consultation with the 1% Zip Code Subcommittees, submit requests.



Sponsorship & Marketing

1% Tourism Grant Application 2023/2024

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- **Include a detailed budget for event/project.**
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):
2. For Profit or Not For Profit Organization (check one): ☐ For Profit ☐ Not For Profit
3. Name of Event/Project:
4. ZIP Code for Event/Project:
5. Date(s) of Event/Project:
6. Website (if applicable):
7. Event/Project Location:
8. Mailing Address:
9. Contact Person:
10. Telephone Numbers: Office: Cell:
11. Email Address:
12. Grant Amount Requested:

13. Overview of Event/Project:

14. How many people do you expect to attend your event/project? Please include overall attendance or annual visitation projections. Please justify this number.

15. Is this an existing Event/Project? Describe how long has Event/Project occurred, has it changed over time? Are there any major changes to Event/Project associated with this grant application?

16. Is this a new Event/Project? Describe how it will become self-sustaining over time? How often will it happen? Do you plan to apply again for HCTDA funds in the future for this Event/Project?

17. How will this Event/Project impact businesses and residents in Haywood County and why?

18. Describe your marketing plan. Will there be a social media presence, any paid ads, collateral or media partners? How do you plan to reach people outside of Western North Carolina?

19. What is your target audience for this event? What is this based on?

20. What other funding source(s) are there for this Event/Project? Do you plan to sell tickets or have registration/vendor fees? Are there cash/monetary sponsors already committed?

21. Describe in detail with budget values what you plan to spend the grant money on if awarded funds by the HCTDA.

22. A budget is required by all applicants. Please fill out the fields below and submit a detailed budget as an attachment. Note that a minimum of 25% of the Event/Project budget must be provided through other funding sources. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

Overall Budget

Income:

TDA Grant Requested:

Monetary Sponsorships:

Tickets Sales/Registrations:

Other Income:

Total Income:

Expenses:

Operational:

Marketing/Advertising:

Total Expenses:

Net Income:

TDA Grant Expense Breakdown

Amount:

Description:

Amount:

Description:

Amount:

Description:

Amount:

Description:

Amount:

Description:

Amount:

Description:

Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:
Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

Public Recognition:

Must include permanent public recognition of partial funding provided by the Haywood County TDA.

Sole Discretion:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to:
grants@visitncsmokies.com

Applicant Signature:

Date:

Applicant Printed Name:



Haywood County Tourism Development Authority
1% Tourism Related & Capital Projects Grant Guidelines
FY 2023-2025 Funding Cycle

All awarded 1% grants must be used between July 1, 2023 and June 30, 2024

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to build or enhance a project that caters to visitors and produces economic/destination impact as well as creating sustainability.

For-profit organizations seeking to build or enhance a well-defined tourism- oriented project that caters to visitors and produces economic/destination impact as well as creating sustainability. For-profit organizations must match grant award dollar for dollar.

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Projects

- Development of Plans/Studies that support the tourism industry
- Greenway Projects
- Facility Enhancement (does not include items involved with the cost of doing business)
- Parks & Outdoor Recreation Development
- Art, Historical or Culturally Based Attractions
- Other projects that will expand, strengthen and sustain local Tourism

Ineligible Uses

- Mortgage payments
- Portable restrooms
- Facility maintenance
- Tangible Property (land & building purchase)
- Activities which do not enhance, advertise, or promote Haywood County as a destination

Application Timeline:

- 1) All new applicants and potential must attend a Virtual Grant Workshop on February 8, 2023.
- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Completed application must be submitted to ben@visitncsmokies.com no later than 5:00pm, March 31, 2023.
 - a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
 - b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- 4) All applications will be reviewed by the 1% Zip Code Subcommittees. They will then provide funding recommendations for consideration to the HCTDA Board at the May 24, 2023 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the May 24, 2023 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Final Evaluation Report must be completed in order to move forward with the payment process. This form will require you to submit a final overview of completed project detailing any successes.

Payment Request Form must be submitted within 60-days of completed project and requires copies of paid invoices in order to receive grant funds. The exception to this rule is if a project takes place in May or June then the deadline for submitting a payment request is June 30, 2024.

Submit Payment Request Form to:

Attn: Ben Wilder, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Must include permanent public recognition of partial funding provided by the Haywood County TDA

- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive 1% HCTDA funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject any application and award funding to the applicant(s), to whom in their consideration and consultation with the 1% Zip Code Subcommittees, submit requests.



Tourism Related & Capital Projects

1% Tourism Grant Application 2023/2024

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- **Include a detailed budget for event/project.**
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):	<input type="text"/>	
2. For Profit or Not For Profit Organization (check one):	<input type="checkbox"/> For Profit	<input type="checkbox"/> Not For Profit
3. Name of Event/Project:	<input type="text"/>	
4. ZIP Code for Event/Project:	<input type="text"/>	
5. Date(s) of Event/Project:	<input type="text"/>	
6. Website (if applicable):	<input type="text"/>	
7. Event/Project Location:	<input type="text"/>	
8. Mailing Address:	<input type="text"/>	
9. Contact Person:	<input type="text"/>	
10. Telephone Numbers:	Office: <input type="text"/>	Cell: <input type="text"/>
11. Email Address:	<input type="text"/>	
12. Grant Amount Requested:	<input type="text"/>	

13. Overview of Tourism Related Project:

14. Timeline of Tourism Related Project: What is the start date and completion date?

15. How will this Project impact businesses and residents in Haywood County and why?

16. What other funding source(s) are there for this Tourism Related Project? Do you plan to apply again in the future for HCTDA funds for this project?

17. Describe in detail with budget values what you plan to spend the grant money on if awarded funds by the HCTDA.

22. A budget is required by all applicants. Please fill out the fields below and submit a detailed budget as an attachment. Note that a minimum of 25% of the Event/Project budget must be provided through other funding sources. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

Overall Budget

Income:

TDA Grant Requested:

Monetary Sponsorships:

Tickets Sales/Registrations:

Other Income:

Total Income:

Expenses:

Operational:

Marketing/Advertising:

Total Expenses:

Net Income:

TDA Grant Expense Breakdown

Amount:

Description:

Amount:

Description:

Amount:

Description:

Amount:

Description:

Amount:

Description:

Amount:

Description:

Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:
Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

Public Recognition:

Must include permanent public recognition of partial funding provided by the Haywood County TDA.

Sole Discretion:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to: grants@visitncsmokies.com

Applicant Signature:

Date:

Applicant Printed Name:

RESOLUTION DECLARING PERSONAL PROPERTY SURPLUS AND DISPOSITION OF PROPERTY

WHEREAS, N.C.G.S. 160A-274 authorizes any governmental unit to dispose of personal property by conveying to another governmental unit; and

WHEREAS, due to no longer using certain items, the Tourism Development Authority (TDA) of Haywood County wishes to convey the following surplus personal property in its possession to the Haywood County Recycling/Solid Waste Center at Jones Cove, to another government entity, and/or to a donation center.

- One (1) sound system in Gator Case
- Two (2) speakers PR12 by Peavey
- Two (2) on-stage speaker tri-pod stands
- One (1) LG DVD/Blu-ray player
- Two (2) old faded Merry Christmas signs
- One (1) red adjustable children's table
- Six (6) red children's chairs
- One (1) silver brochure rack
- One (1) old Haywood County Tourism hanging sign
- One (1) Acer Monitor
- One (1) Logitech Keyboard

WHEREAS, The Board of the Tourism Development Authority of Haywood County is authorized to declare surplus and adopt a resolution for this conveyance of surplus personal property;

NOW, THEREFORE, BE IT RESOLVED that The Board of the Tourism Development Authority of Haywood County, meeting in general session on Wednesday, January 18th, 2023, does the following:

Hereby authorizes the Haywood County Tourism Development Authority Executive Director to declare surplus:

1. One (1) sound system in Gator Case
2. Two (2) speakers PR12 by Peavey
3. Two (2) on-stage speaker tri-pod stands
4. One (1) LG DVD/Blu-ray player
5. Two (2) old faded Merry Christmas signs
6. One (1) red adjustable children's table
7. Six (6) red children's chairs
8. One (1) silver brochure rack
9. One (1) old Haywood County Tourism hanging sign
10. One (1) Acer Monitor
11. One (1) Logitech Keyboard
12. One (1) Square Point of Sale System

The TDA Board agrees to the disposition of the above equipment to the Haywood County Recycling/Solid Waste Center at Jones Cove and/or Habitat for Humanity.

1. Pursuant to N.C.G.S. 160a-266(d), any of these items deemed unusable and of no value, will be discarded as appropriate.

ADOPTED this 25th day of January 2023.

Chris Corbin, Chairman
Haywood County Tourism Development Authority Board

ATTEST: _____
Lynn Collins, Executive Director, Haywood County Tourism Development Authority

Haywood County Tourism Development Authority

2023 Committee Sign Up Sheet

_____ **Marketing Committee** – Meets on a quarterly or as-needed basis, the week prior to the TDA Board meeting.

_____ **Finance Committee** – Meets the week prior to the regularly scheduled TDA Board Meetings.

_____ **Group Sales Committee** – Currently meets bi-monthly, the week prior to the TDA Board meetings.

_____ **Government Relations Committee** – Deals with tourism-related issues. Meets on an as needed basis.

_____ **Personnel Committee** – Meets on an as-needed basis.

Signature: _____

HCTDA Meeting Dates 2023

**HCTDA Board Meetings normally meet in the Gaines Auditorium, Bethea Welcome Center, Lake Junaluska. If there is a change in location, you will be notified prior to the meeting.
Meetings begin at 9:00am**

January 25th – Organizational Meeting for Election of Chair & Vice Chairman, Introduction & Welcome of new TDA Board members
Presentation of the Haywood TDA Destination Plan – This will be a longer meeting so please schedule accordingly – approximately 2 hours

February 22nd – Regular Meeting

March 22nd – Board Retreat (tentative)

April 26th – Regular Meeting

May 11th – National Travel & Tourism Week Luncheon

May 24th – Annual Budget Forum – presentation of 23-24 TDA Budget & Public Comment. Regular Meeting & Budget Approval to immediately follow the Budget Forum. Budget approval includes the 3% & 1% Zip Code Funding Allocations.

June 28th – Regular Meeting (Year end budget amendments)

July – No Meeting

August 23rd – Regular Meeting

September 27th - Regular Meeting, report on year end numbers

October – No Meeting

November 29th – Regular Meeting

December 13th – TDA Board & VIP Holiday Event (No meeting in December)

2022/2023 HCTDA Budget Calendar

January 25th – TDA Board determines 23/24 Projected 3% Revenue

February 8th – Workshops for the 3% & 1% Zip Code Grant Funding

March 31st – Deadline for the 1% Partnership Funding applications to be submitted to the TDA

April – 1% Subcommittees meet to review 1% applications and make recommendations for funding

April 14th – Deadline for the 3% Grant Funding applications to be submitted to the TDA Executive Director

May 1st – Deadline for 1% Subcommittees to submit recommendations for the TDA Executive Director

May 17th – TDA Finance Committee to review 3% & 1% recommendations and make TDA recommendations on funding. Finance Committee will also be reviewing the Draft 23/24 HCTDA Budget and making a recommendation for approval

May 24th – TDA Board meets for Annual Budget Forum to review Proposed 23/24 HCTDA budget including the 3% & 1% recommendations and then moves into regularly scheduled TDA Board meeting to approve the 23/24 HCTDA budget including the 3% & 1% funding

May 25th - 3% & 1% Grant Applicants are notified of funding allocations

Haywood County Tourism Development Authority

2023 Board of Directors

Name & Address	Term Expires	Category
Melissa Clark Blue Mountain Realty Group PO. Box 1224 Clyde, NC. 28721	Work: 565-0224 Mobile: 550-5582 Email: melissa@bluemountainrealtygroup.com	2024 Accommodations 20 Units or Less
Jeff Hillis Buffalo Creek Vacations 13 Caboose Way Clyde, NC. 28721	Work: 828-550-0960 Mobile: 912-432-0310 Email: bisonmanNC@gmail.com	2025 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	2025 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: ccorbin@waynesvilleinnand golf.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
Scot Blair The Scotsman Public House 174 Springview Dr. Waynesville, NC 28786	Work: 828-246-6292 Mobile: 619-867-2226 Email: scot@scotsmanpublic.com	2025 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	2025 Town of Clyde

(over)

Haywood County Tourism Development Authority

2023 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
Jennifer Best Haywood County Commissioner P.O. Box 1224 Clyde, NC. 28721	Work: 565-0229 Mobile: Email: jennifer.best@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