



HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

September 25, 2024 | Board of Directors Meeting



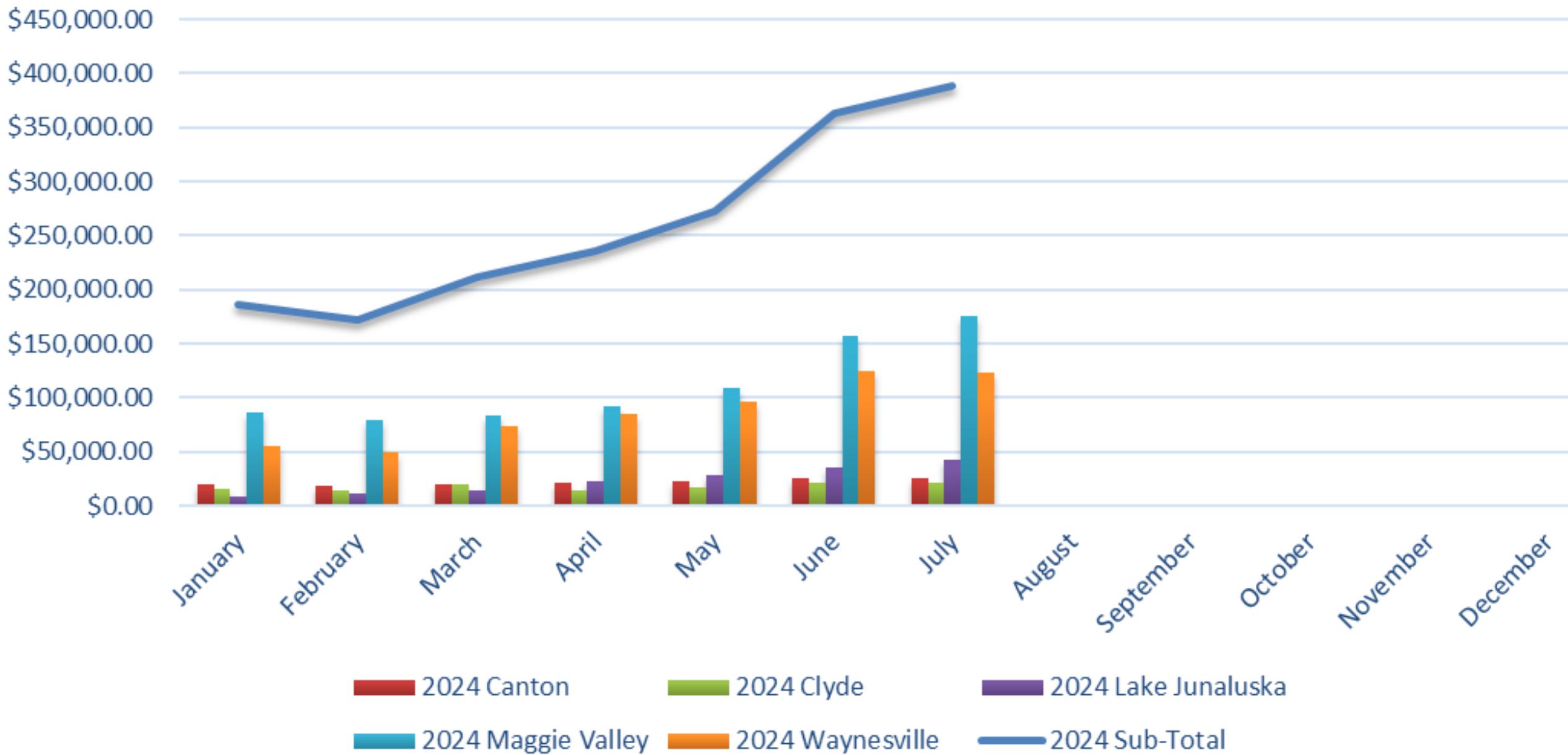
An aerial photograph of the Western North Carolina Mountains during autumn. The forest is a dense tapestry of orange, yellow, and red foliage. A winding road is visible in the lower-left foreground. In the background, several mountain peaks rise against a hazy, light sky. The overall scene is scenic and captures the beauty of the region.

Occupancy Tax & Lodging Data

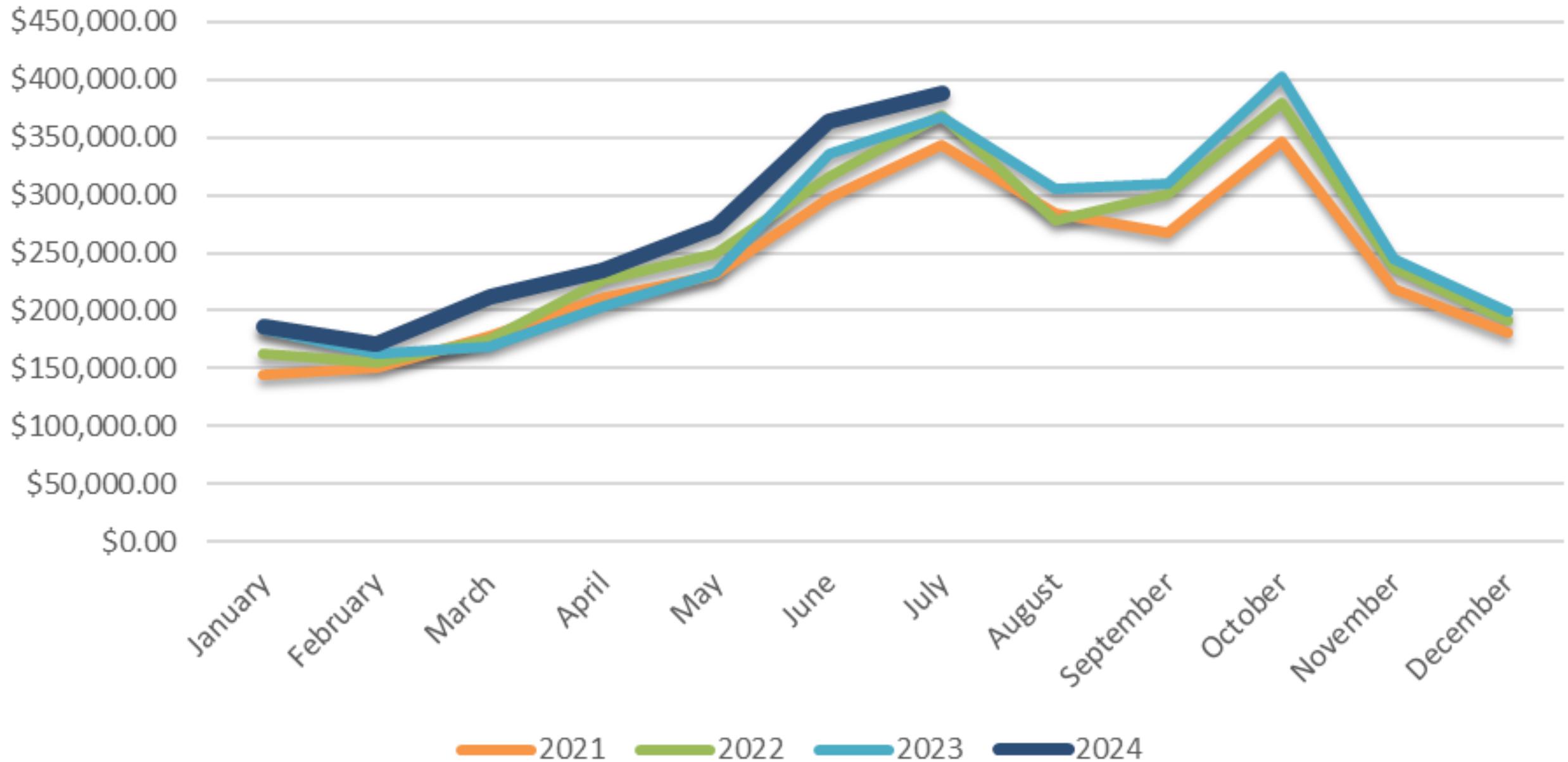
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

	2021-2022	2022-2023	2023-2024	2024-2025	\$ Change from	% Change
					Previous Year	from Previous Year
July	\$344,159.31	\$369,695.58	\$367,752.94	\$388,684.72	\$20,931.78	5.69%
<i>Canton</i>	\$27,783.82	\$26,879.79	\$19,497.12	\$25,455.96	\$5,958.84	30.56%
<i>Clyde</i>	\$15,634.79	\$12,404.07	\$19,607.12	\$21,166.77	\$1,559.65	7.95%
<i>Lake Junaluska</i>	\$31,226.88	\$39,626.65	\$40,797.83	\$43,022.88	\$2,225.05	5.45%
<i>Maggie Valley</i>	\$159,871.26	\$177,268.47	\$170,417.23	\$175,808.74	\$5,391.51	3.16%
<i>Waynesville</i>	\$109,642.56	\$113,516.60	\$117,433.64	\$123,230.37	\$5,796.73	4.94%

2024 Occupancy Tax Collection by Zip Code



YOY Monthly Occupancy Tax Comparison





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HAYWOOD
WESTERN NC MOUNTAINS

AirDNA & Zartico Data

Short-Term Vacation Rental ONLY - AirDNA

Monthly Trend: August '24

Revenue

\$5.7M

 20.6% vs August '23

Average Daily Rate

\$237

 4.2% vs August '23

RevPAR

\$126

 15.5% vs August '23

Available Listings

1,856

 8.5% vs August '23

Booked Listings

1,732

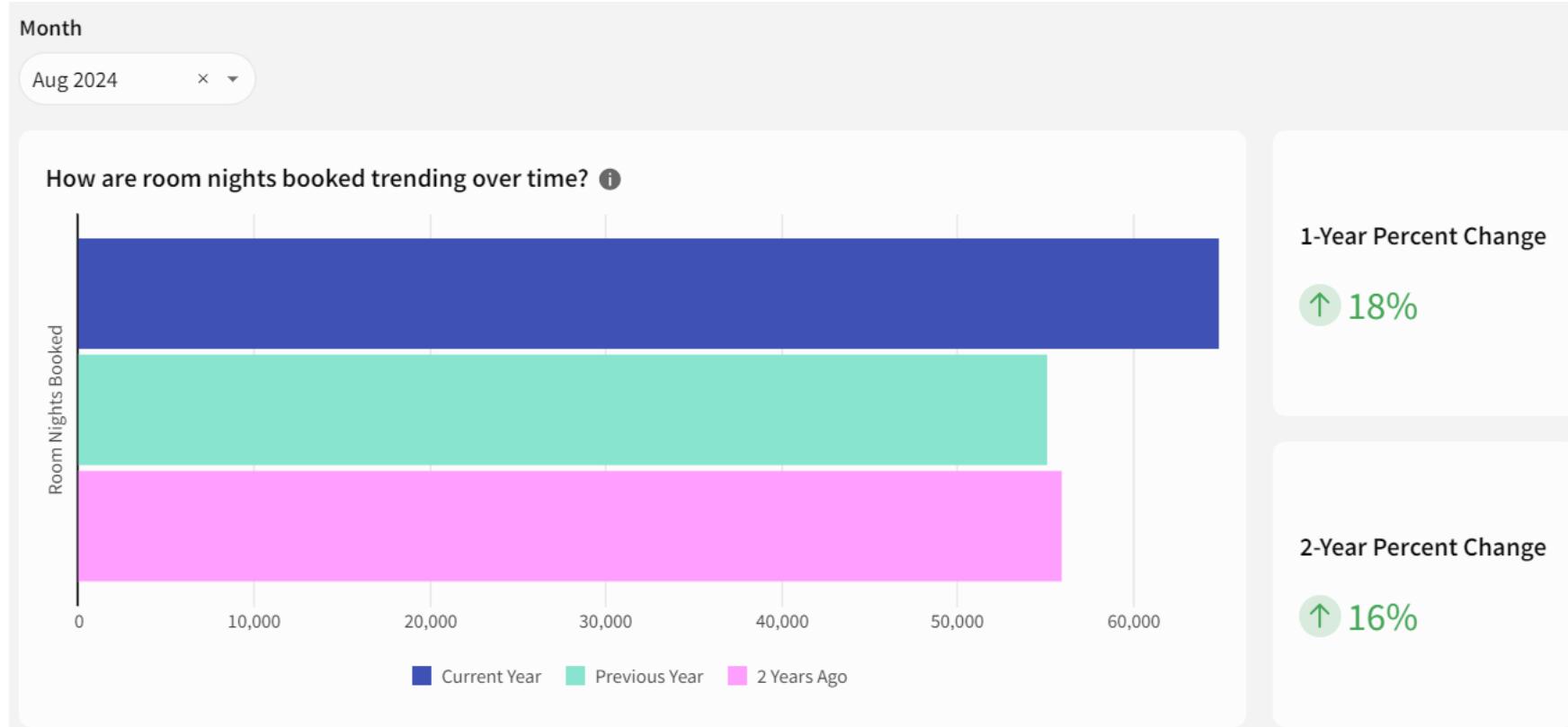
 9.3% vs August '23

Occupancy Rate

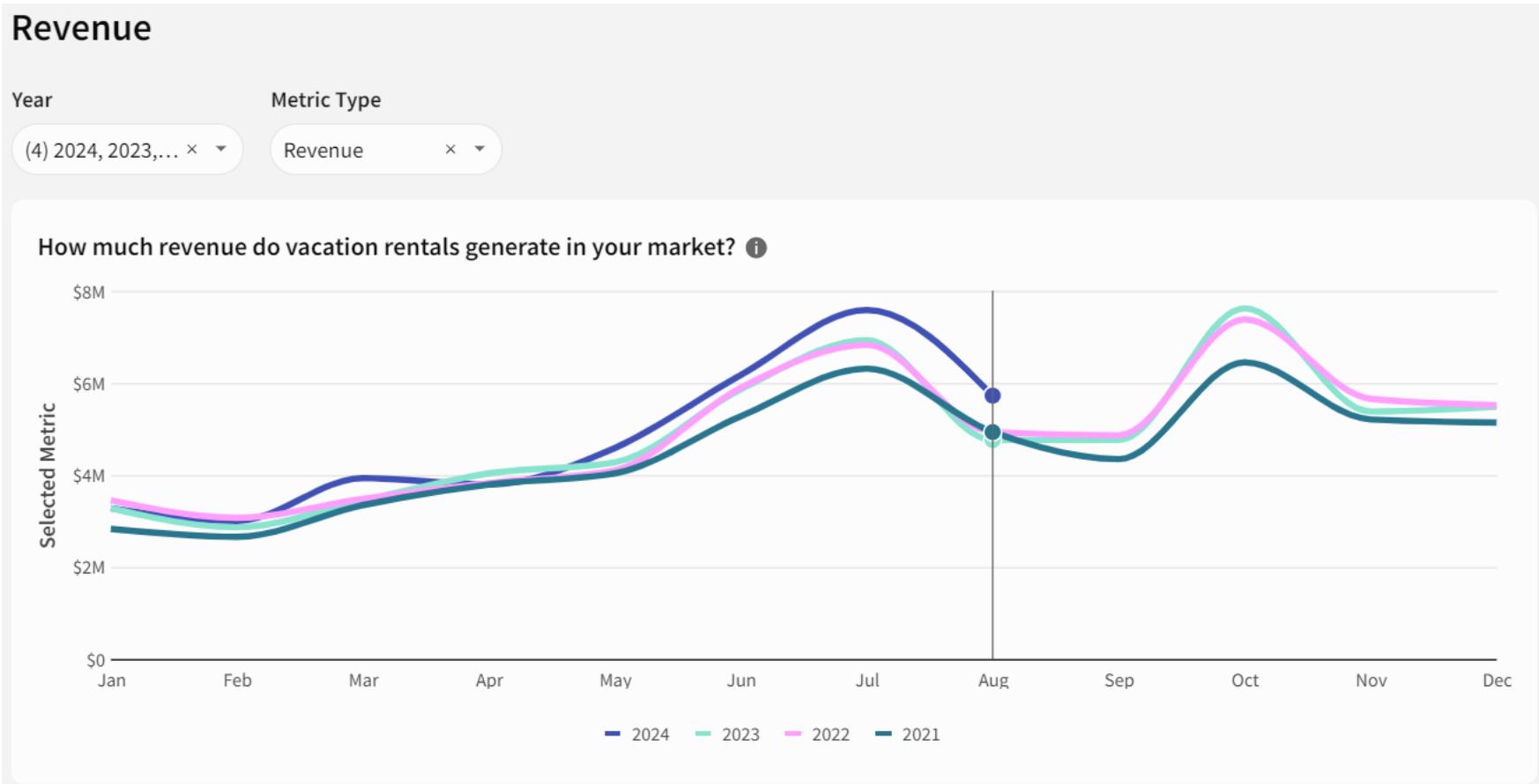
53%

 10.9% vs August '23

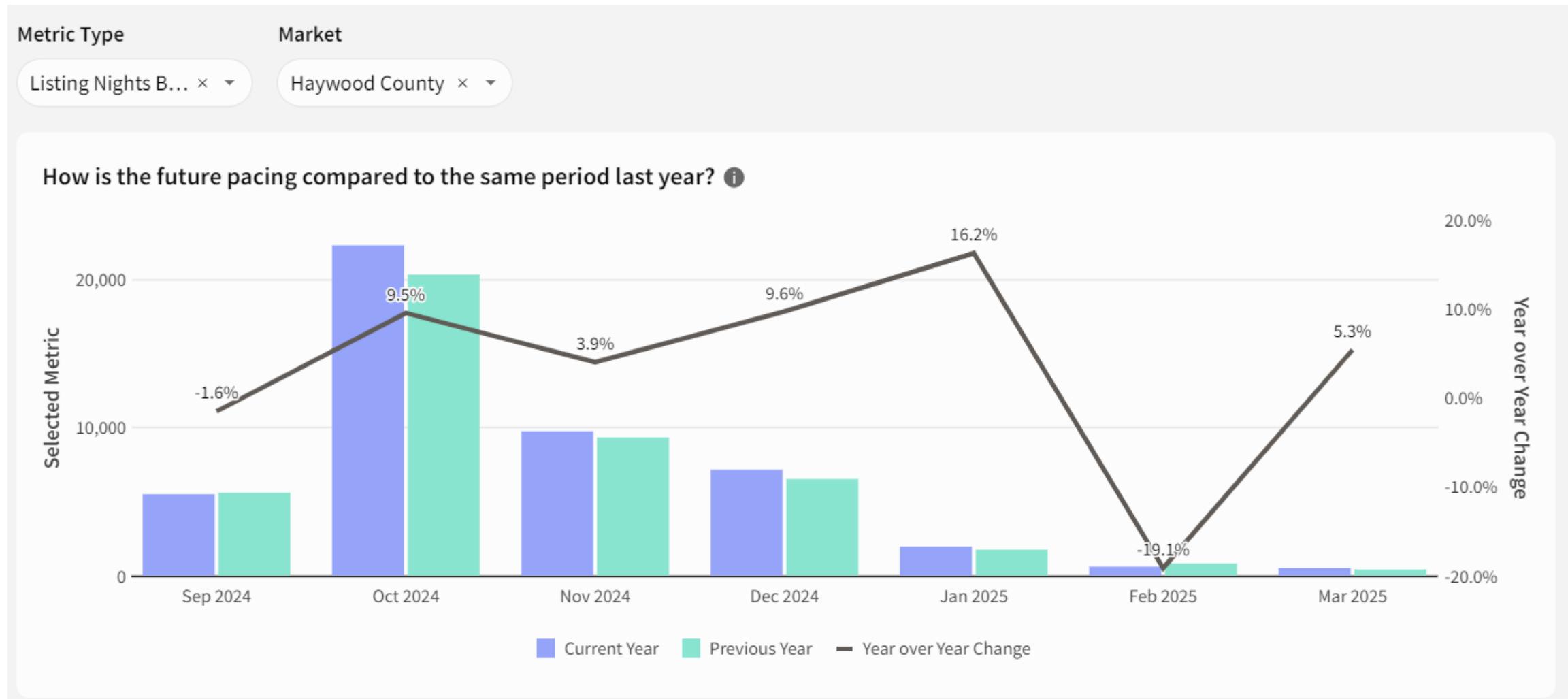
Short-Term Vacation Rental ONLY - AirDNA



Short-Term Vacation Rental ONLY - AirDNA



Short-Term Vacation Rental ONLY - AirDNA



Lodging Data Summary

Hotel Avg. Stay Value

\$291

64%
% Change

\$177
Previous Year

STVR Avg. Stay Value

\$814

-2%
% Change

\$831
Previous Year

Hotel Avg. Length of Stay

2.2 days

8%
% Change

2.0 days
Previous Year

STVR Avg. Length of Stay

4.7 days

2%
% Change

4.6 days
Previous Year

Visitor Snapshot Summary

Visitor % of Total

40.0%

Visitor Spend of Total

25.7%

Avg. Visitor Spend

\$89



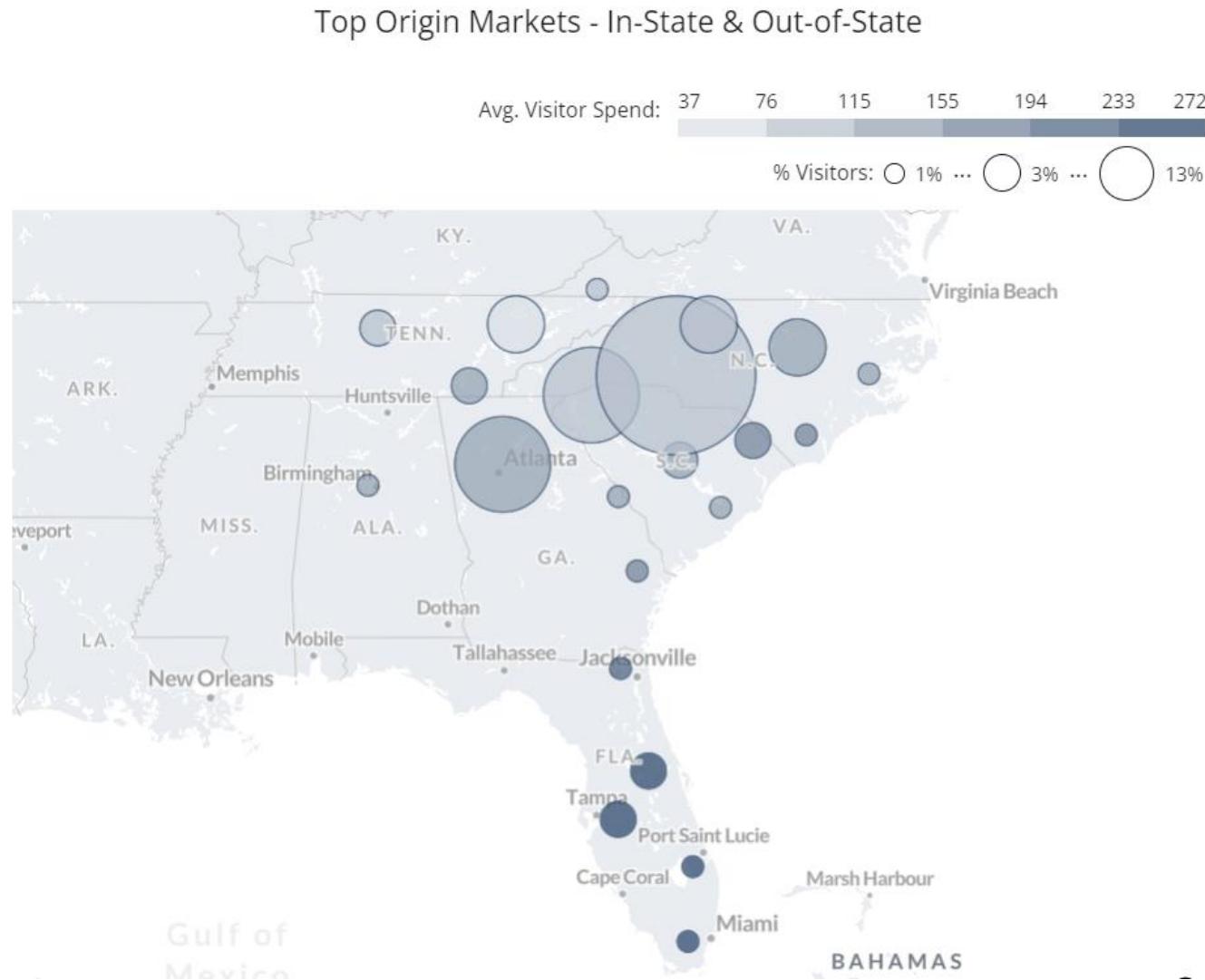
ZARTICO

Visitor Snapshot | August 2024 | Visitor Device Count: 9234 | Cardholder Sample Size: 5417 | Haywood County - ALL

Visitor Snapshot Summary

Out-of-State Visitors

73.1%





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WESTERN NC MOUNTAINS

Old Business

Bylaws Update

ARTICLE I Organization

SECTION 1. ORGANIZATIONAL NAME

The name of this authority shall be Haywood County
Tourism Development Authority, DBA ~~Visit NC~~
~~Smokies~~ Visit Haywood.

ARTICLE II Governing Body

SECTION 3. TENURE & REQUIREMENTS

During the month of ~~April June~~, each Member nearing the end of their three-year term shall indicate in writing to the Chair and the Executive Director their intent to serve an additional three-year term, or their desire to roll off the Board.

Article IX Amendments

SECTION 1. AMENDMENTS

These bylaws or any portion thereof may be amended, altered or repealed by the affirmative vote of a two-thirds majority of Members of the Authority at any regular meeting or special meeting called for such purpose, provided that a quorum is present and that the amendment or repeal or new bylaw has been submitted in writing to the Authority Board Members not less than 48 hours prior to the meeting.

These bylaws of the Haywood County Tourism Development Authority are herewith adopted this ~~23rd day of August 2023~~ ~~25th day of September 2024~~, in official meeting of the Haywood County Tourism Development Authority. The Chair and Vice-Chair are duly authorized to execute this adoption as per minutes of official meeting on ~~August 23, 2023~~ ~~September 25, 2024~~.



New Business





COMMUNITY CHANGE GRANTS

Environmental and Climate Justice

U.S. Environmental Protection Agency

Community-Driven Investments for Change

- Funding Available: approx. \$1.96 billion
- Number of Awards: approx. 150
- Per Award Amount: **\$10M – and cannot exceed \$20M each**

Applications rolling, due Nov 2024

Awards must be spent in 3 years

source of graphics: EPA



COMMUNITY CHANGE GRANTS

Environmental and Climate Justice

U.S. Environmental Protection Agency



source: EPA

How It Works

FORM A STATUTORY PARTNERSHIP

Lead Applicant



Statutory Partner



IDENTIFY COLLABORATING ENTITIES TO LEAD PROJECTS



In discussion with:

- Haywood County
- Town of Canton
- Town of Clyde
- Town of Waynesville

- Haywood Soil & Water
- Haywood Waterways Assoc.
- NCDOT

THE COLLABORATIVE



COMMUNITY
CHANGE GRANTS

Environmental and Climate Justice
U.S. Environmental Protection Agency

Lead Applicant



Statutory Partner

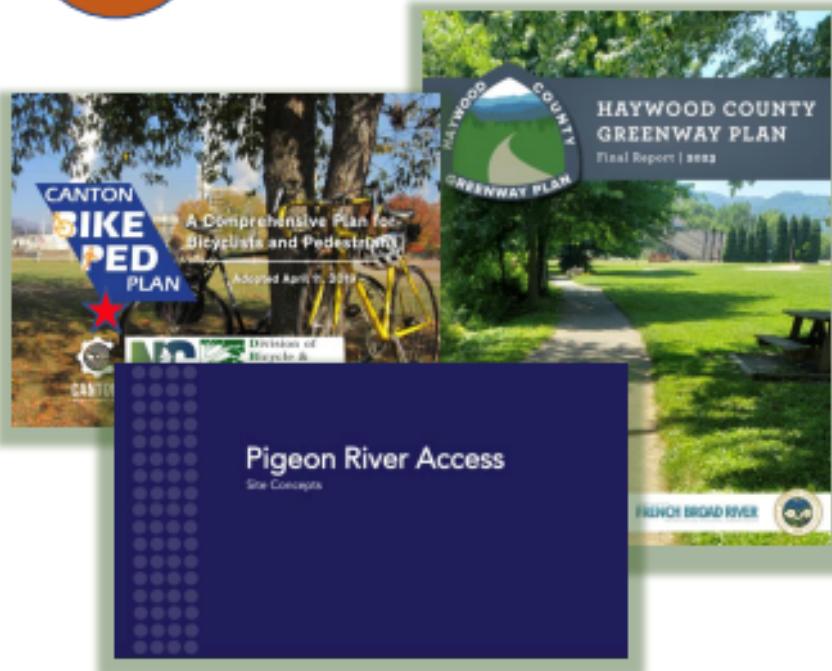


Collaborating Entities

“Resilient Haywood” Application

1

Increase outdoor and river access



Implement priority greenway
& river access projects



Canton:

- Champion Drive
- Park Street Promenade
- Park Street Pigeon River Access

Clyde:

- Spruce Street River Access & Greenway

Waynesville/Haywood County:

- Richland Creek Greenway sections
- Raccoon Creek Greenway sections
(near Lake Junaluska Elementary)



Increase public health opportunities for Disadvantaged Communities by increasing outdoor and river access near towns

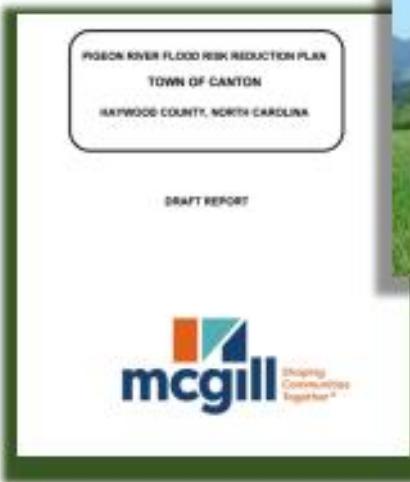


Increase economic diversity and economic health for Haywood County and Canton following Pactiv Evergreen Mill closure

“Resilient Haywood” Application

2

Reduce **flood risk** and increase **water quality**



Work with landowners to permanently protect
flood-prone properties
(Haywood Soil & Water, SAHC)



River-friendly resilient design features in
riverside greenways and access points



Increase septic repair program
in Disadvantaged Communities
(Haywood Waterways Assoc.)



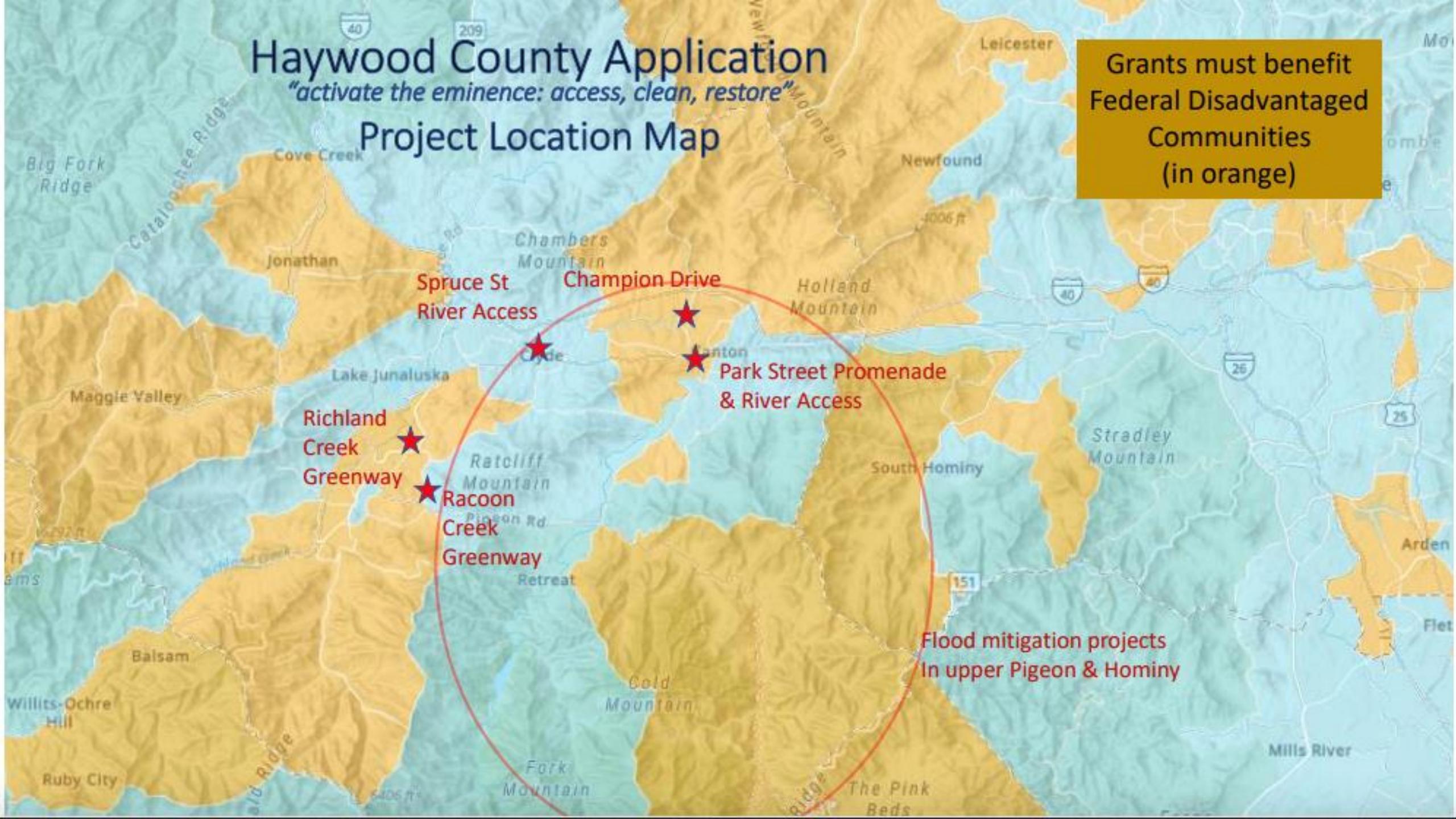
River monitoring and emergency equipment upgrades
(Haywood EMS, Haywood Waterways Assoc.)

Haywood County Application

"activate the eminence: access, clean, restore"

Project Location Map

Grants must benefit
Federal Disadvantaged
Communities
(in orange)



A scenic waterfall in a forest with large mossy rocks and autumn foliage.

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WESTERN NC MOUNTAINS

Staff Reports



September 11-13, 2024
Winston-Salem, North Carolina

Learn and share best practices to advance trail and greenway development and promotion throughout North Carolina.

Sessions

- **Trails for All:** (Greensboro Parks and Recreation recently completed the City's first adaptive mountain bike trail (aMTB))
- **Balancing Natural Resource Protection with Recreation Use**
- **Engaging Communities in Multi-Jurisdictional Trails**
- **Partners and Resources for You**



Visit North Carolina



Travel Guide Editor FAM Tour September 17th

- Stayed at Yellow House B&B
- Downtown Waynesville & Frog Level
- Downtown Canton
- Cataloochee Valley





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WESTERN NC MOUNTAINS

VisitHaywood.com

Brand Guidelines and Brand Summit Presentation can be
viewed at: haywoodtda.com/brand-guidelines



BRAND SUMMIT RECAP



A scenic sunset over a mountain range, with a purple backpack in the foreground.

BRAND VOICE & PERSONALITY



BRAND VOICE

Down-to-Earth | Welcoming & Neighborly | Uplifting | Sincere | Informal & Relaxed

BRAND PERSONALITY

Haywood County's brand personality embodies...

A Charming Mountain Spirit

We extend humble Appalachian Mountain hospitality. Like a friendly neighbor, we'll invite you to sit on the porch, unwind and savor the serenity of mountain living.

A Sense Of Adventure

We embrace connecting to nature at every level, all year round. There's an outdoor adventure for everyone, whether you're looking to take a hike, prefer a scenic sunset drive or simply want to take in the views from a rocking chair.

A Refuge Of Tranquility

Our mountains and valleys offer a chance to unplug, decompress and breathe in the fresh mountain air.

A Cascade Of Wonder

Our scenic views and the unhurried nature will allow you to slow down, disconnect and ignite your insatiable curiosity and desire for outdoor exploration.



BRAND PROMISE

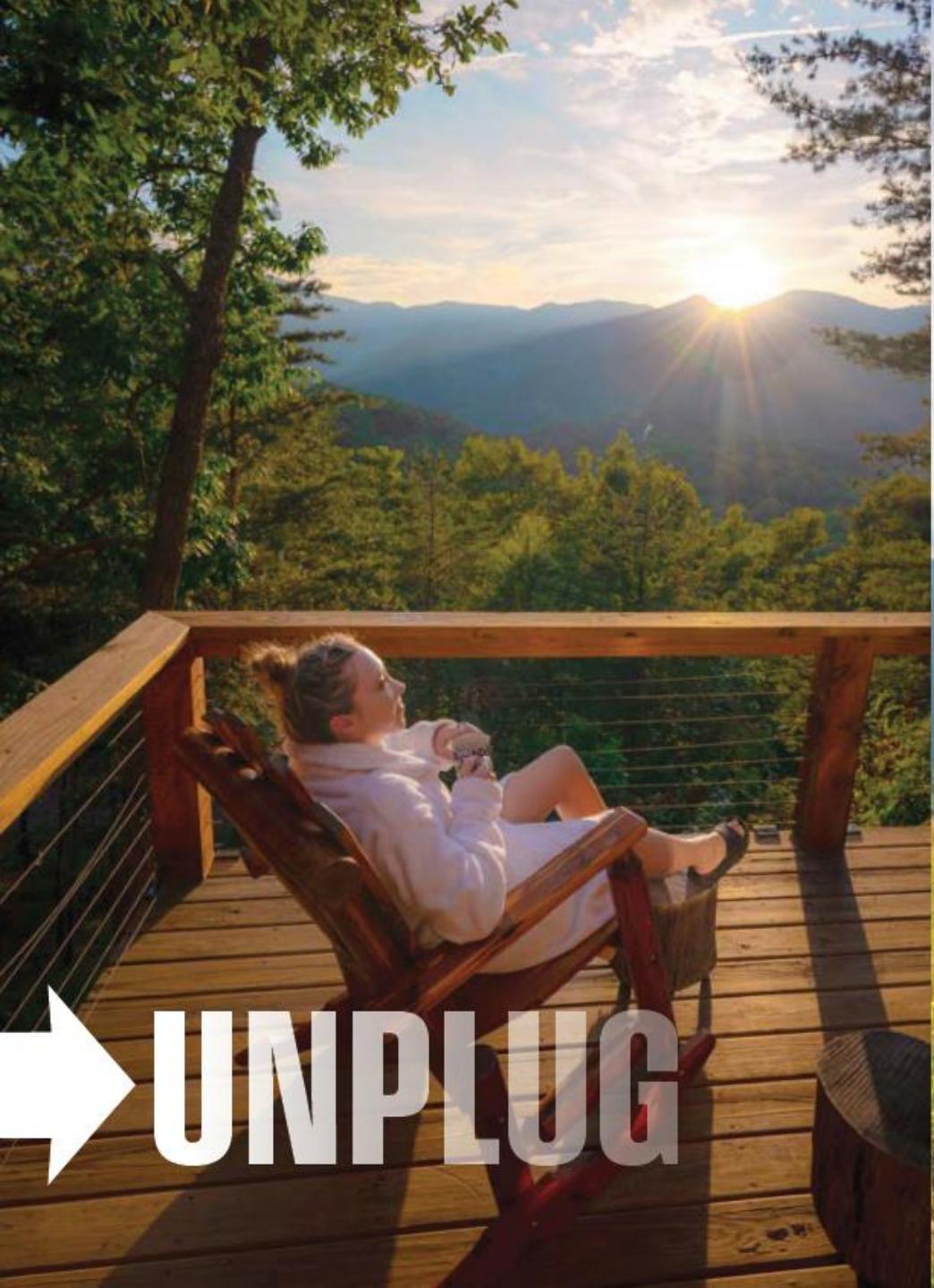
Visit Haywood County, where the Great Smoky Mountains meet the Blue Ridge in Western North Carolina. Experience our Appalachian hospitality and breathtaking scenic views.

Explore five charming mountain towns and discover our unspoiled public lands, forests and waters. Whether you seek adventure or tranquility, Haywood offers it all. So take a hike, pack a picnic or enjoy your visit at a rocking chair pace.



KEY MESSAGES





Relax, unplug and find serenity (or adventure!) in the mountains of Haywood County, N.C., located just 30 minutes west of Asheville. This is where the Great Smoky Mountains meet the Blue Ridge in Western North Carolina, making Haywood an ideal home base for an outdoor escape during all four seasons.

Whether you're looking to lace up your hiking boots, enjoy a picnic or a sunset from 6,000 feet, or simply take in the scenic views from your rocking chair, peace and tranquility await here in Haywood.





→ **UNCOVER**



Go Wild in Haywood County's Great Outdoors

Breathe in the fresh mountain air as you drive, hike, bike or motorcycle your way through Haywood County in Western North Carolina. Chase waterfalls. Dip into swimming holes. Fish in the creeks and rivers. Or simply park yourself atop the Blue Ridge Parkway and take in the scenic views.

Savor a serene, uncrowded pocket of America's most visited national park (Great Smoky Mountains National Park) from the Cataloochee Valley, a perfect spot for elk-watching enthusiasts.

The sky's the limit when it comes to off-the-beaten-path adventures in scenic Haywood County.



COLOR PALETTE

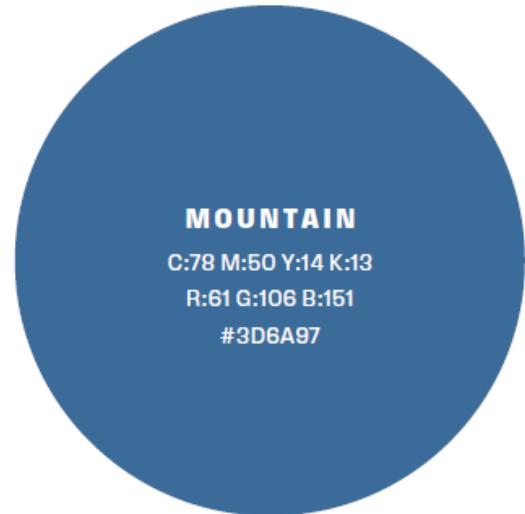
The color palette is inspired by the region's natural landscapes and mountains.

MAIN PALETTE

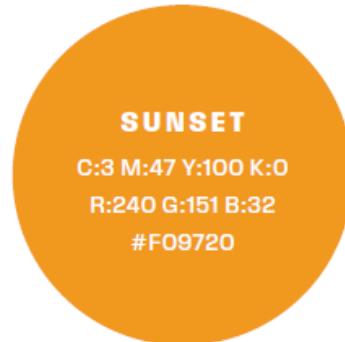
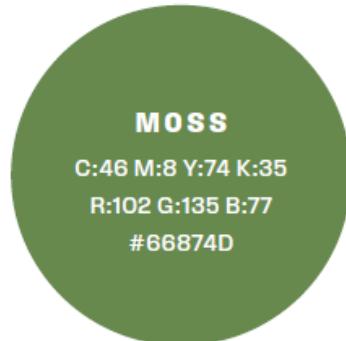
Mountain and Leaf are the main brand colors. They should be used whenever possible.

ACCENT PALETTE

This palette is used when additional colors are needed for graphics.



Main Palette



Accent Palette

VISIT HAYWOOD
REGION & TOWN
LOGO FAMILY

The Visit Haywood logo
lock-up is customized
for each town.







VisitHaywood.com/IceFest



Ice Fest Weekend Sponsorship Packages

[FILL OUT THE FORM HERE!](#)

SPONSORSHIPS

DEADLINE DECEMBER 2, 2024



2025

SPONSORSHIP PACKAGES

JANUARY 30 – FEBRUARY 2, 2025



SPONSOR BENEFITS	POLAR PROMOTER \$7,500 1 AVAILABLE	CHILLY CHAMPION \$5,000 2 AVAILABLE - 1 SOLD	ARCTIC ADVENTURER \$3,500 3 AVAILABLE	ICICLE INFLUENCER \$2,000 5 AVAILABLE	SNOWY SUPPORTER \$1,000 10 AVAILABLE	FROSTY FRIENDS \$400 UNLIMITED
Recognition on Main Fire & Ice Sculpture	✓					
Recognition on Ice Slides or Throne		✓				
Recognition on Warming Tent or Live Demo Area	✓					
Recognition on Key Event Ice Sculptures			✓		✓	
Recognition in Print/Digital Advertising	✓	✓				
Recognition on Printed Handouts	✓	✓	✓	✓		
Booth Space at the Maggie Valley Ice Fest	✓	✓	✓	✓	✓	
Recognition In Visit NC Smokies Email Newsletter	✓	✓	✓	✓	✓	
Recognition on Ice Festival Facebook Page	✓	✓	✓	✓	✓	✓
Business Logo & Website on Ice Fest Website	✓	✓	✓	✓	✓	✓
Maggie Valley Ice Fest Tickets	12	10	8	6	4	
Listing on Wander Map	✓	✓	✓	✓	✓	
Custom Ice Sculpture to Represent Your Business	3-BLOCK	2-BLOCK	2-BLOCK	1-BLOCK	1-BLOCK	1-BLOCK



SAVE THE DATE – MOUNTAIN MORNINGS

November 19th at 8AM
Maggie Valley Town Hall Pavilion
Coffee provided by Organic Beans Coffee



Next TDA Board meeting:
December 4, 2024 at Springdale Resort



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Thank you!