



# Weekly Messaging to Visitors & Partners



### **Dear Friends of Haywood County,**

We are excited to extend a warm welcome to visitors as our mountains put on a stunning fall foliage display. Thanks to your support, we've made great strides in recovering from Tropical Storm Helene, and our five vibrant mountain towns—Maggie Valley, Waynesville, Canton, Clyde, and Lake Junaluska—are buzzing with activity and positivity.

As we move forward, our updates will transition from weekly messages to an as-needed basis to keep you informed on our progress.

#### **Road Status Updates:**

- Hwy 276 and NC 215: These roads reopened on October 18, offering breathtaking views for those ready to explore! However, travelers should be aware that these routes feature several one-lane sections and gravel patches. Please drive carefully and follow all road signage.
- Pisgah National Forest: The Pisgah Ranger District also reopened on October 18.
- **Travel Maps:** To help you navigate here, we've created maps with clear directions from key spots like Charlotte, Columbia, Atlanta, and Gatlinburg. You can find them under the "How to Get Here" tab on <u>VisitHaywood.com/alerts</u>.

Let's all do our part to drive smart. As work continues to repair roads and trails, it's crucial to follow posted signage and park service rules and always respect barriers. Never move or drive around them.

#### Travel Inspiration

Though some popular fall foliage spots are closed, Haywood County still has a wealth of activities to enjoy! Here are a few suggestions:

- Stroll Around Lake Junaluska: Take a peaceful walk and soak in the stunning views
- Hike the Dahlia Ridge Trail at Haywood Community
  College: Experience fresh air and beautiful scenery.



PARTNER UPDATE | October 10, 2024

### Dear Haywood County Business Partners,

This message is current as of October 10, 2024. Expect an updated version in approximately one week.

As of today, the County issued an updated travel advisory for Haywood County. The HCTDA is communicating the same information to our visitors and partners. You can find that message here.

We know it's a challenging time for everyone. We also know that our community is resilient, and we're seeing progress every day with businesses reopening and infrastructure being restored. Though the county has a long road ahead, we're here to navigate it alongside you.

The HCTDA is working closely with state and county organizations, including Haywood County Government, Emergency Services, the Sheriff's Office, and the Chamber of Commerce to prioritize public safety and share vital information. To help you stay informed, we encourage you to visit our website and ReadyHaywood.com regularly for the most accurate and up-to-date information.

#### Key Resources:

<u>Travel Alerts</u>: Find a breakdown of the developing disaster relief efforts and important travel resources

<u>Business Updates:</u> Find updates on open and closed status of local businesses

Helene Recovery Assistance: Explore available resources for business owners and employees

<u>Give the Gift of Haywood:</u> Learn how to support local businesses through gift cards and online shopping. If your business is not on the list, please fill out the form with the link provided here.

If you have guestions or concerns, don't hesitate to reach out:

\$28-944-0761

corrina@visithaywood.com

Thank you for your continued strength and partnership as we work together to rebuild.

Sincerely,

The Visit Haywood Team











## **Destination Information**

VisitHaywood.com/alerts

Tabs on: How to Get Here, Road Conditions, Outdoor Recreation and How to Help



BLUE RIDGE PARKWAY SMOKY MOUNTAINS NATIONAL PARK

EAT 8 DRINK

MOUNTAINT

WNS PLA

B EVENT

### TRAVEL INFORMATION FOR HAYWOOD COUNTY, NC

TRAVEL INFORMATION: TROPICAL STORM HELENE (OCTOBER 30, 2024) -

Last updated: 10/30/24 at 9:08AM.

#### TRAVEL CONDITIONS

Haywood County is open for business! The NCDOT has given us the green light for travel, and our five beautiful communities--Maggle Valley, Waynesville, Canton, Clyde, and Lake Junaluska--stand ready to welcome you for an unforgettable mountain experience.

We're posting weekly updates with the latest information here: 10/3/24, 10/10/24, 10/17/24, 10/24/24.

The mountainous topography of Haywood County means that the impact of Tropical Storm Helene varied across the county. While some residential and outlying areas felt the storm in full force, the vast majority of local businesses and attractions are open and excited to greet visitors.

With the continued support of our loyal visitors, Haywood County emerges stronger every day! As you explore, the best way to show your support is to shop and dine locally. Each visit makes a meaningful difference.

Stay up to date on which local businesses are open at <u>VisitHaywood.com/helene</u> and check availability directly with your accommodations. A list of lodging options is available here.

Thank you for your patience, kindness, and support during our recovery. Below, you'll find more information on road conditions and recommended routes, outdoor recreation updates, and important resources. We look forward to seeing you soon!

	— HOW TO GET HERE				
	Click the links below to view a map of the advised route to Haywood County from your location.				
	From Charlotte, NC.				
	From Columbia, SC.				
	From Atlanta, GA.				
	From Gatlinburg, TN.				
	From Indiana, Ohio, or Kentucky.				
	The above maps are current as of 10/22/24.				
	+ ROAD CONDITIONS				
+ OUTDOOR RECREATION					
	+ HOW TO HELP				



# **List of Open & Closed Businesses**

## VisitHaywood.com/Helene

In the first week after the hurricane, this list also included a column of which businesses were accepting credit cards or cash

Open Food Businesses

Open Retail & Service Businesses Open Attractions & Experiences

**Open Lodging Properties** 

**Closed Food Businesses** 

Closed Retail & Service Businesses

Closed Attractions & Experiences **Closed Lodging Properties** 

### BACK TO TOP

### CLOSED RETAIL & SERVICE BUSINESSES

Business Name	Location
Cold Mountain Art Collective	Canton
Cultivate Garden Shop	Waynesville(Frog Level
Maggie Valley Carpet Golf	Maggle Valley
Soul Sisters Depot - Brick & Mortar	Waynesville(Frog Level
The Dog House in Papertown	Canton
The Funky Fern Emporium	Waynesville Frog Level

### BACK TO TOP

### **OPEN ATTRACTIONS & EXPERIENCES**

Business Name	Location
Appalachian Adventure Company	Multi
Cold Mountain Corn Maze	Canton
Dale's Wheels Through Time Museum	Maggie Valley
Engineered 4 Adventure Motorcycle Rentals	County-wide
HART Theatre	Waynesville
Maggie Valley Puzzle Rooms	Maggie Valley
Maggie Valley Rock Shop & Gem Mine	Maggie Valley



## **List of Online Stores**

## VisitHaywood.com/gifthaywood

Olde Brick House	✓	https://destination.tours/olde-brick-house
Old Grouch's	<b>√</b>	https://ogsurplus-com.3dcartstores.com/Gift-Cards_c_18.html
Old North Prints	✓	https://www.oldnorthprints.com/s/shop (selling fundraiser t-shirts)
Orchard Coffee	✓	https://app.squareup.com/gift/PQC59YGQFV0R4/order
Panacea Coffeehouse		https://www.panaceacoffee.com
Papa's & Beer	✓	https://www.papasandbeerasheville.net
Pax and Phoenix	✓	https://www.paxandphoenix.com
Pioneer Supply		https://thepioneersupply.com
Plottware Pottery		https://www.plottwarepottery.com
Sassafrass on Main	✓	https://sassafraspost.com



### SHARE O 🖾 🛅

### GIVE THE GIFT OF HAYWOOD: SUPPORT LOCAL BUSINESSES FROM AFAR

Arts & Culture, Canton, Clyde, Food & Drink, Lake Junaiuska, Maggie Valley, Places to Stay, Shopping, Things to Do, Waynesville



In the wake of Tropical Storm Helene, Haywood County businesses are facing unprecedented challenges, and now more than ever, they need our support. One of the simplest and most meaningful ways to help from afar is by purchasing gift cards or experiences to support your favorite local shops, restaurants, and services in the beautiful Western North Carolina mountains. Whether it's buying a gift card to enjoy a meal at a beloved restaurant, shopping online for unique gifts, or planning a future trip to Haywood County for the winter, spring, or summer, your purchase can make a lasting impact. By supporting these businesses now, you're not just shopping-you're helping to rebuild and sustain the heart of this vibrant community that you know and love.



# **Recovery Resources for Partners**

## Haywoodtda.com/helene-assistance

#### **NORTH CAROLINA**

There are several North Carolina-specific websites with a lot of detailed information and resources. Sites include:

#### **EDPNC Disaster Recovery Resources**

The Economic Development Partnership of North Carolina has developed a list of Disaster Recovery Resources, which includes help for small businesses, grants, and loan information.

LEARN MORE

The EDPNC (Economic Development Partnership of North Carolina) has a team of small business advisors ready to help guide small businesses in NC through next steps. Whether you need advice, resources, or just someone to talk to, they're here to support you during this challenging time.

Counselors are available Monday through Friday, 8 a.m. to 5 p.m.

Contact them at:

**\** 1-800-228-8443

sbadvisors@edpnc.com

### NC Restaurant & Lodging Association

NCRLA is committed to supporting relief, recovery and to supporting the needs of restaurants, hotels, and their employees.

LEARN MORE

### **Emergency Resources for Artists & Arts Organizations**

This list includes emergency support resources for individuals or arts organizations in the Western NC region:

FIND RESOURCES

#### FEDERAL PROGRAMS

The deadline to apply for FEMA assistance is November 27, 2024

### FEMA Transitional Sheltering Assistance (TSA) Lodging Provider Requirements

This document articulates FEMA's requirement:

- For a lodging provider to participate in the TSA program
- · To identify of the characteristics of a Front Desk capability, whether on-site or remotely provided
- . To define any issues that would preclude a lodging provider from participation in TSA.
- LEARN MORE

### FEMA Direct Lease Program

Direct Lease is a form of Direct Temporary Housing Assistance that allows FEMA to lease existing, ready-to-occupy residential properties for survivors whose temporary housing needs cannot be met with other forms of assistance.

LEARN MORE

### FEMA Multi-Family Lease & Repair (MLR) Program

A form of temporary housing assistance that allows FEMA to repair or make improvements to existing multifamily rental/residential property for the purpose of providing temporary housing to eligible FEMA applicants.

LEARN MORE



# **FEMA Housing Assistance Outreach**

The Visit Haywood team contacted lodging partners via phone and email to encourage participation in FEMA's Transitional Sheltering Assistance, Direct Lease Housing, and Multifamily Lease & Repair programs.



Hotels and motels called directly.



Hotels or motels registered for TSA program, compared to 4 immediately after Helene.\*

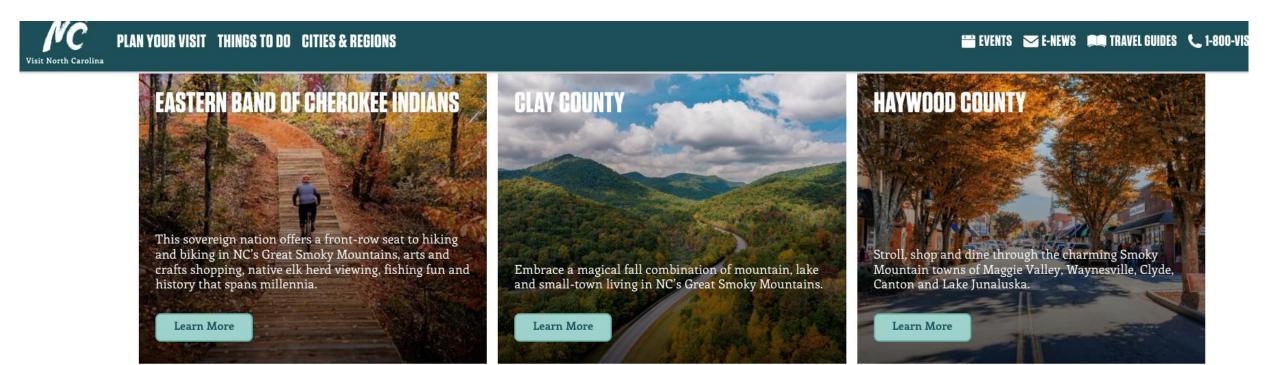


Vacation rental owners contacted.



# Visit NC Southwestern NC Mountain Campaign

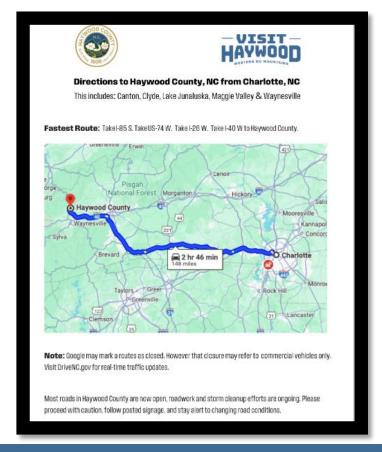
- The HCTDA team sent Visit NC advertising assets.
- Target markets: Atlanta, GA; Columbia, SC; Augusta, GA; Greenville, SC + more.
- Campaign ran from 10/15/24 through 10/31/24

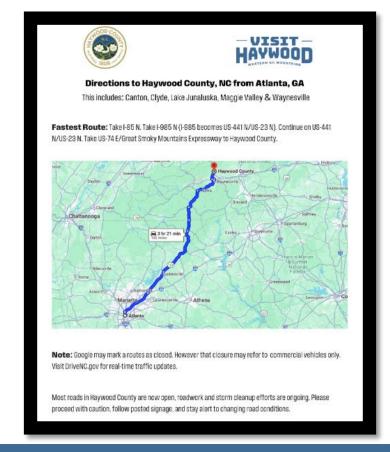


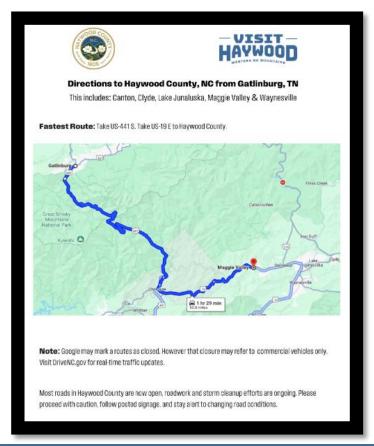


# **Driving Maps For Visitors & Partners**

• With the lack of knowledge on how to get to Haywood County we created maps & directions from key markets such as Atlanta, Gatlinburg, Charlotte, Columbia and From Indiana, Ohio, and Kentucky.









# Gift of Haywood

- **85** businesses signed up
- Going live November 13
- In partnership with: Haywood Chamber, Canton Merchants Partnership, Maggie Chamber, Downtown Waynesville.





- Created GiftHaywood.com
  - Encouraging people to shop local
  - Link to buy the Haywood Strong ornament
  - Listing of participating businesses
  - Wander Map of participating businesses



# Gift of Haywood

### Media

- MV Billboard (Dellwood RD)
- Columbia, SC Billboard (I-26)
- Positively Haywood
- Mountaineer
- Smoky Mountain News
- Meta Ads



### **Town Banners**



Items Also For Sale







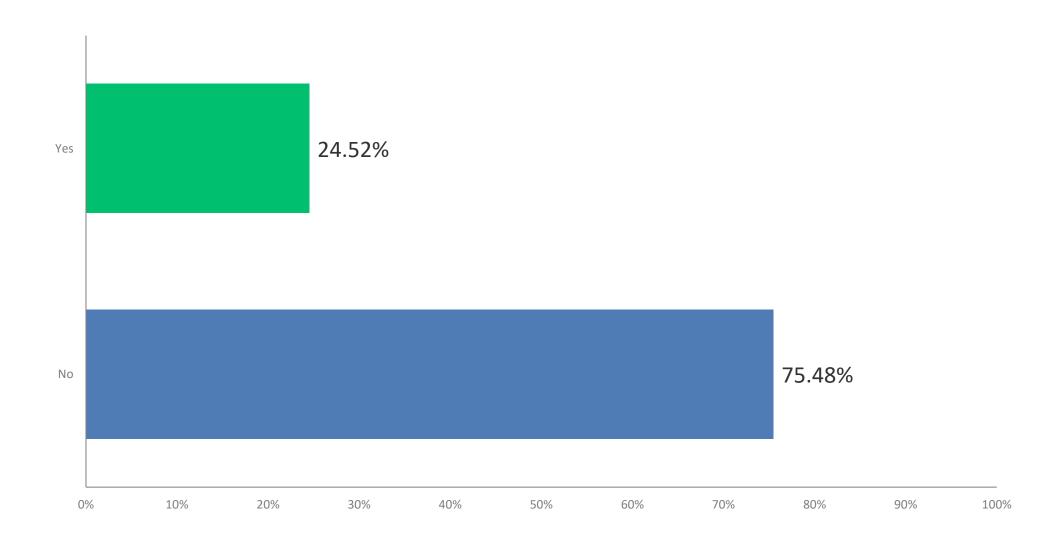




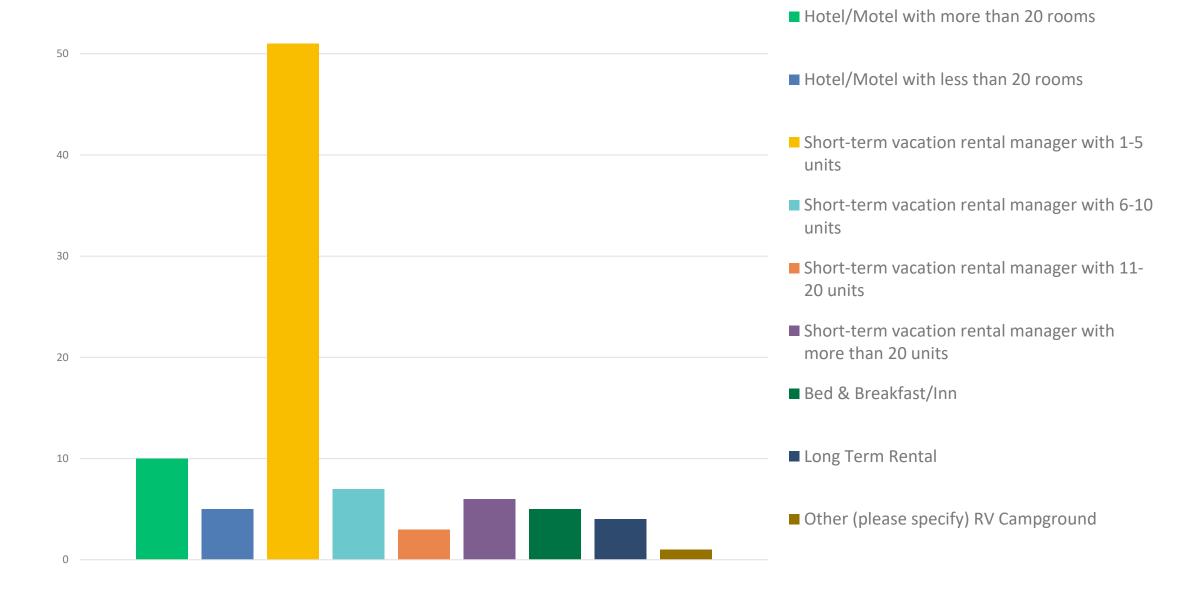
## Helene Recovery Business Survey – Haywood County, NC

In Market October 18 to October 30,2024 609 Total Responses

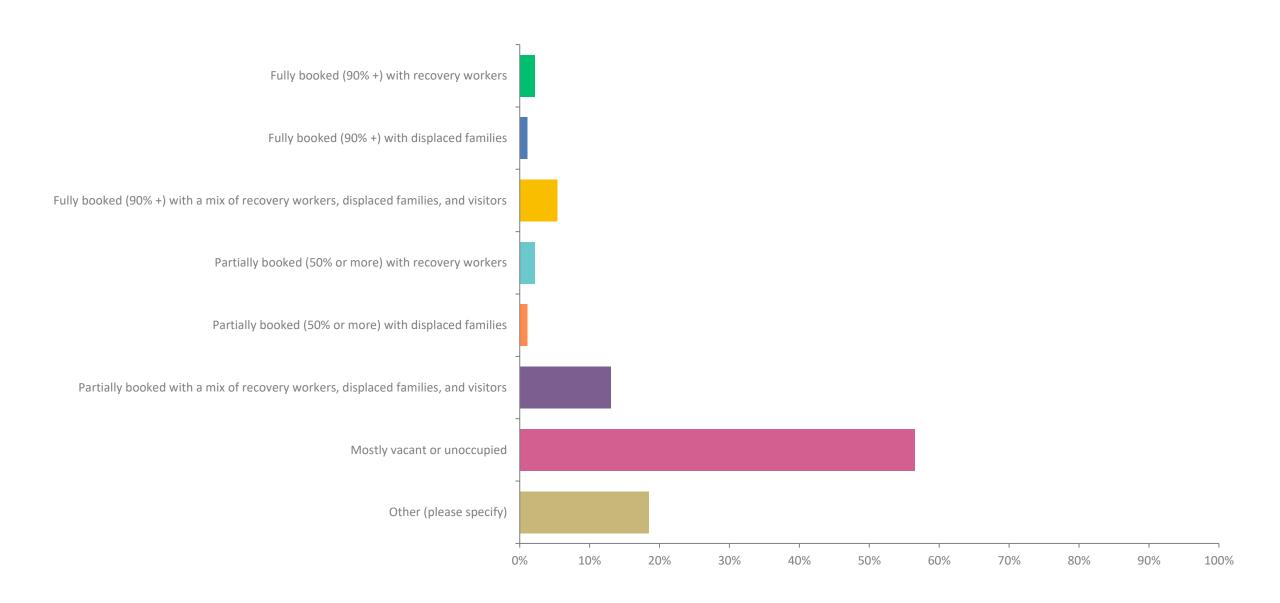
## Q1: Are you a lodging business?



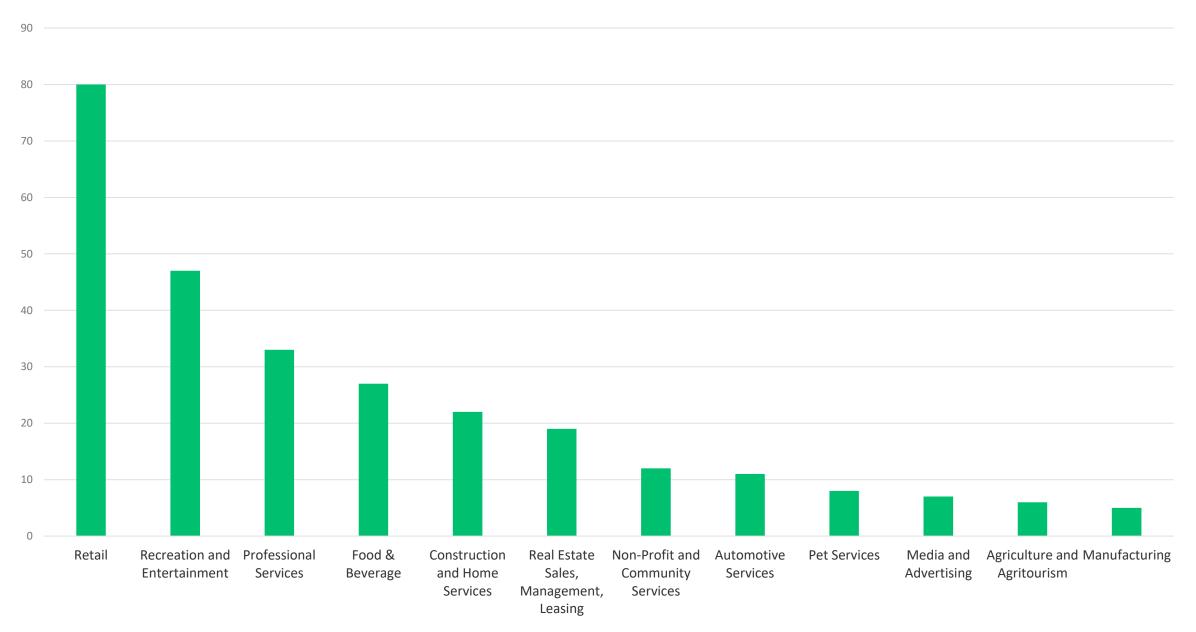
## Q2: What type of lodging business do you own?



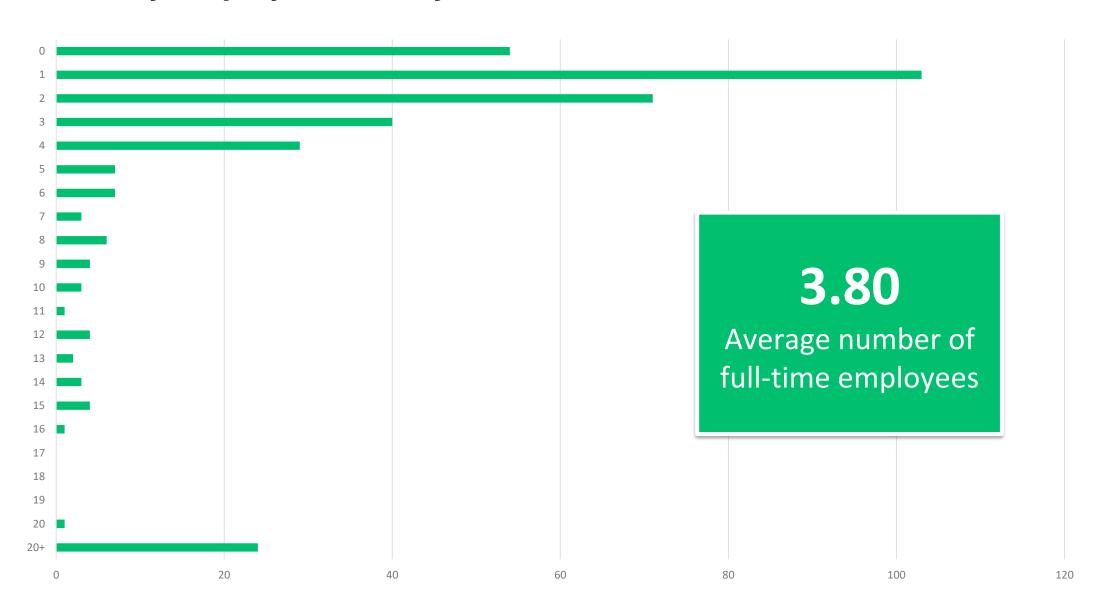
## Q4: What is the current status of your property's occupancy? (Select one).



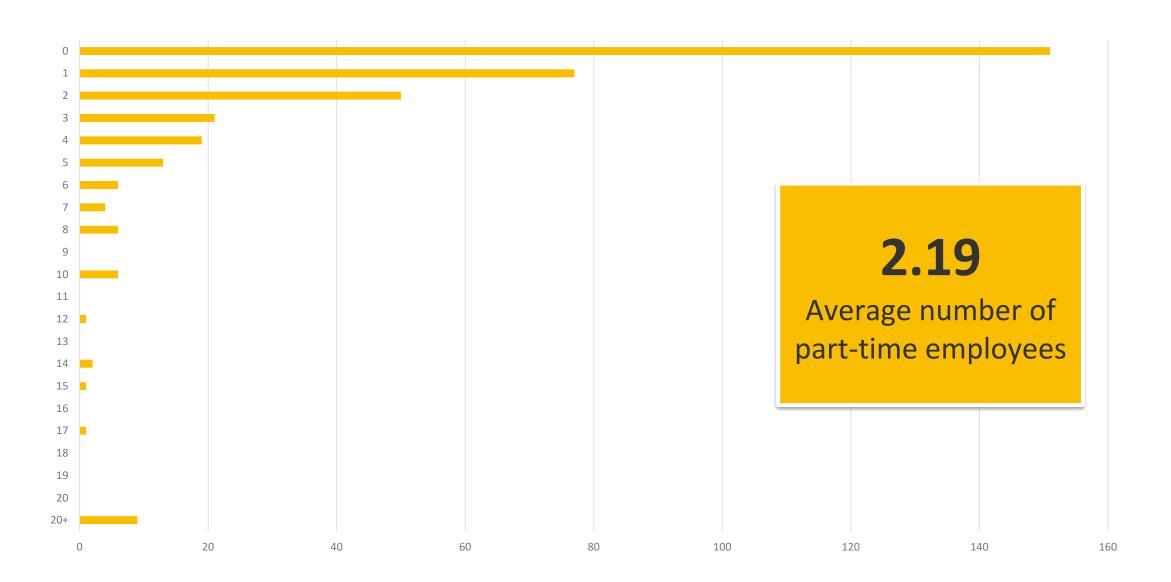
## Q3: [Non-Lodging responses] What industry does your business operate in?



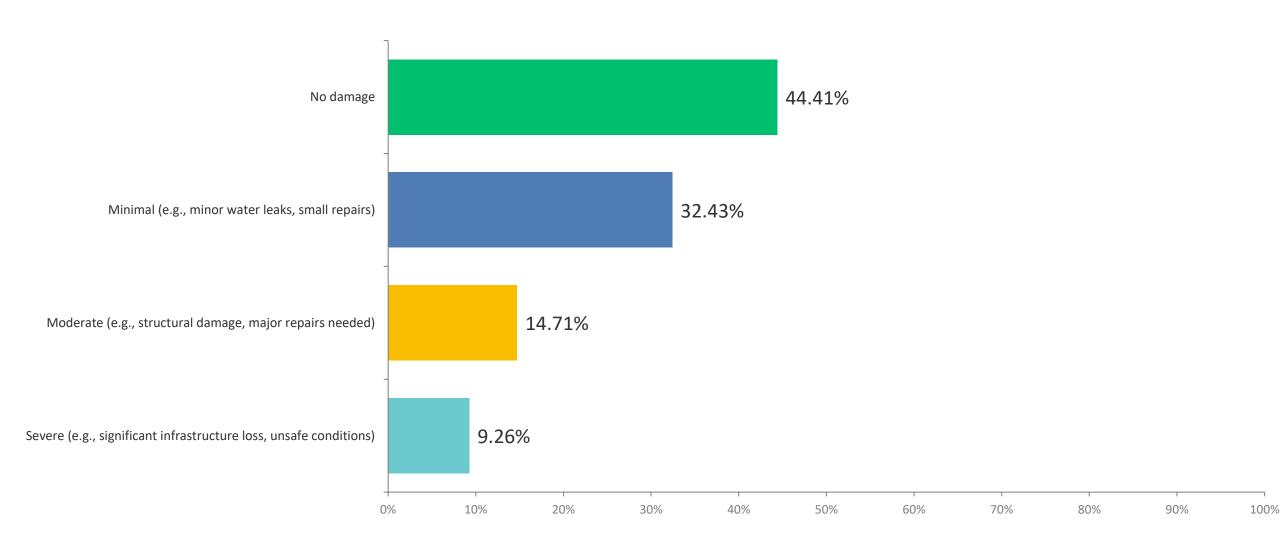
## Q5: How many employees does your business have? Full time:



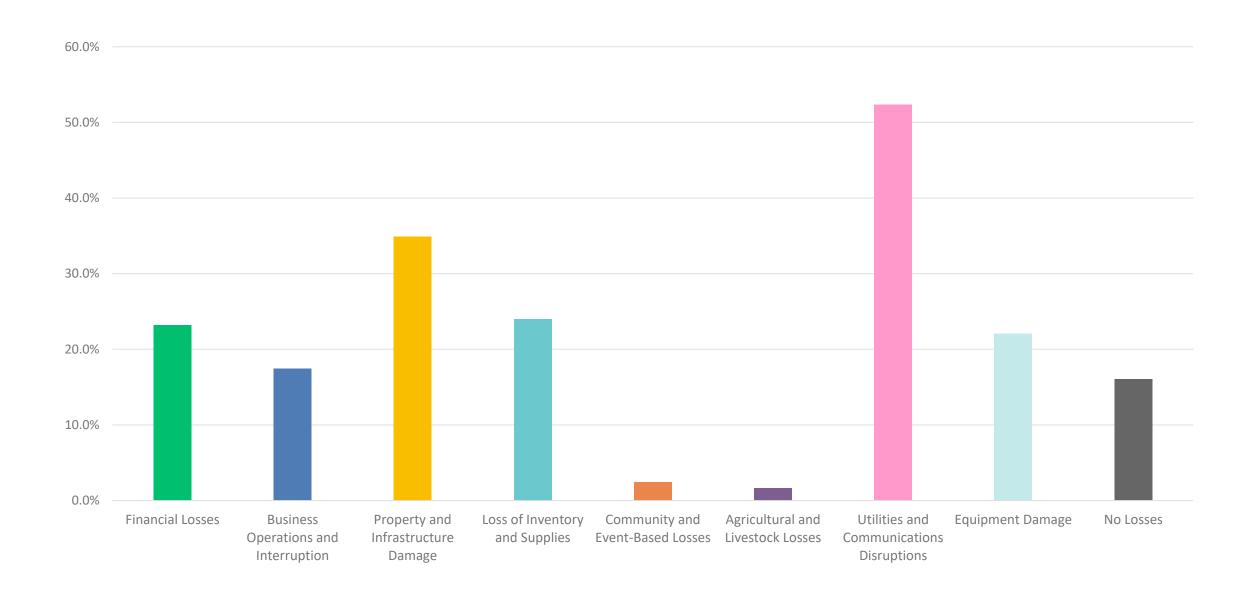
## **Q6: How many employees does your business have? Part-time:**



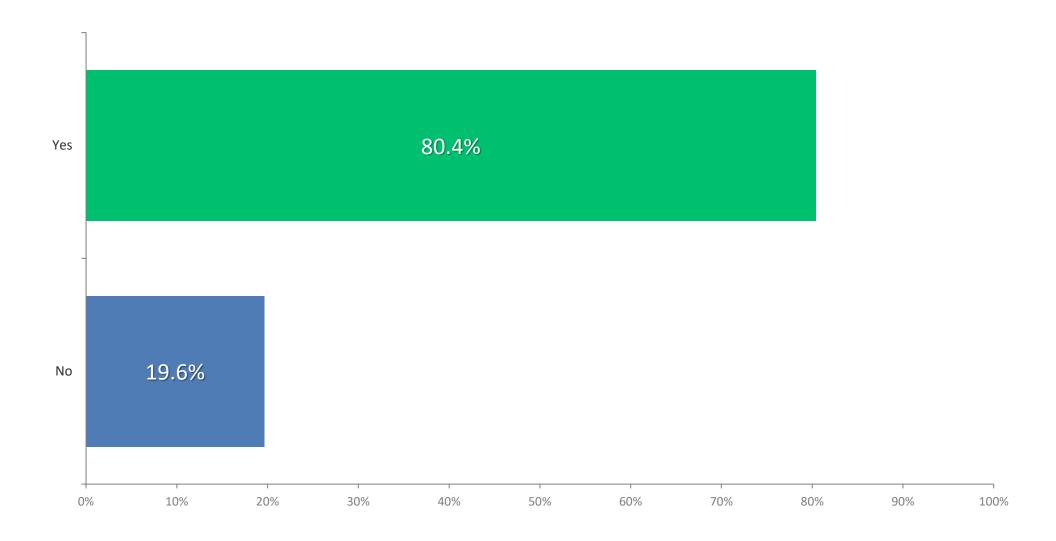
## Q7: Did your business incur any physical damage from Helene? (Select one)



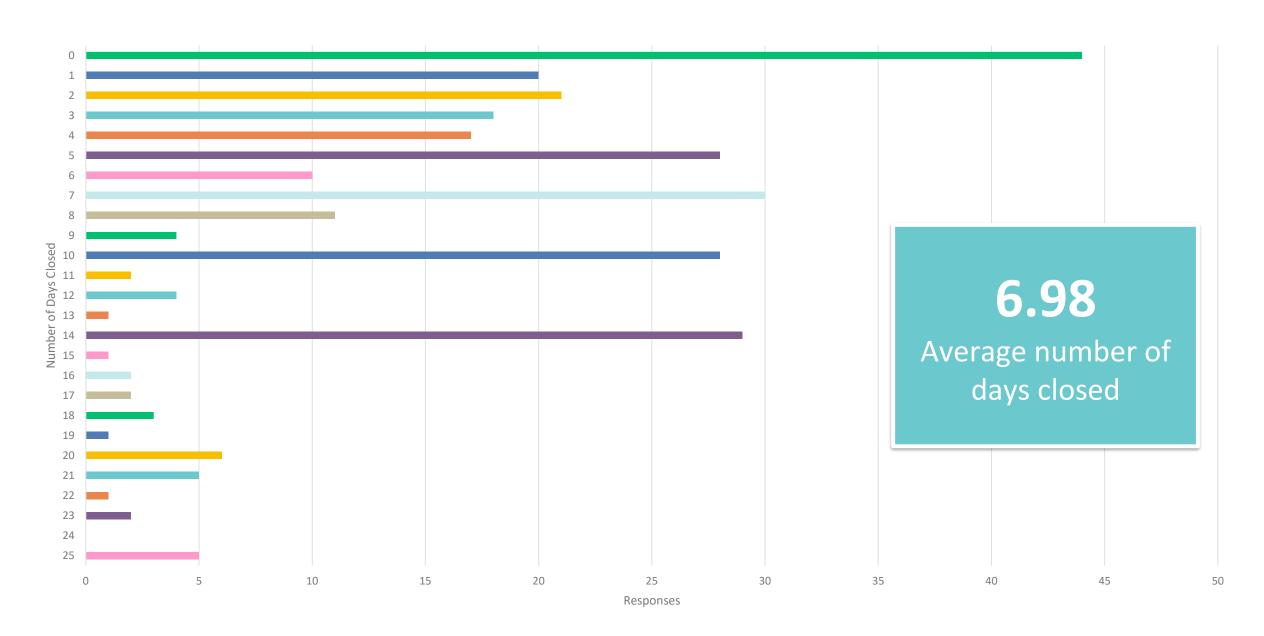
## Q8: What type of losses did you experience? (Select all that apply)



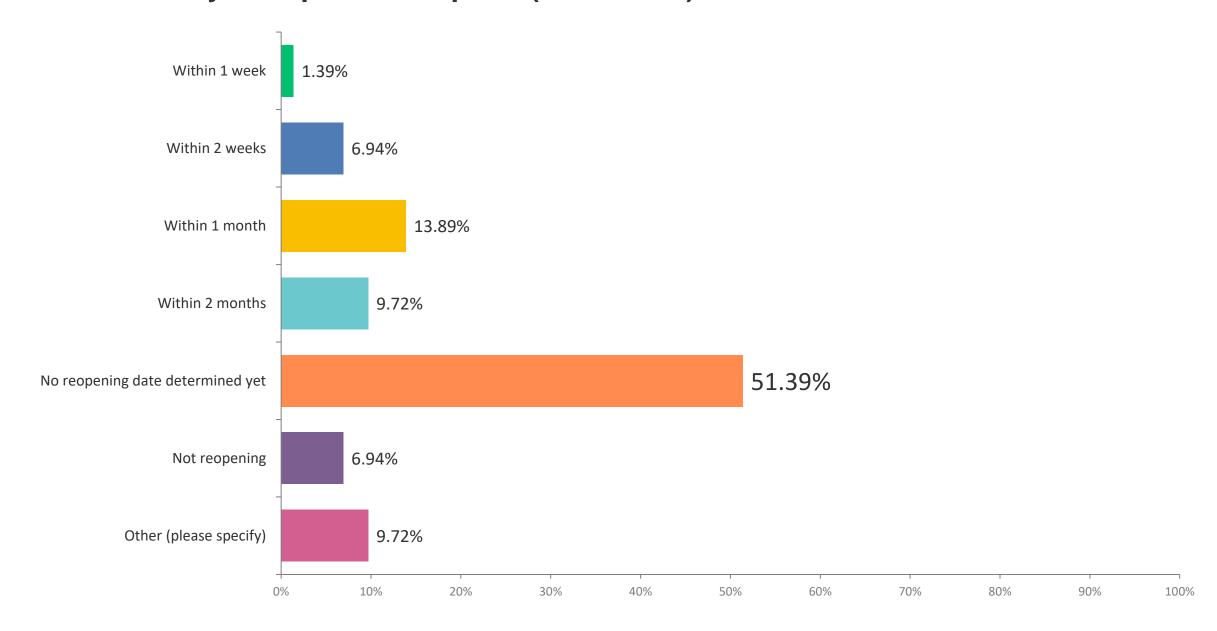
## Q9: Has your business reopened since the storm? (Select one)



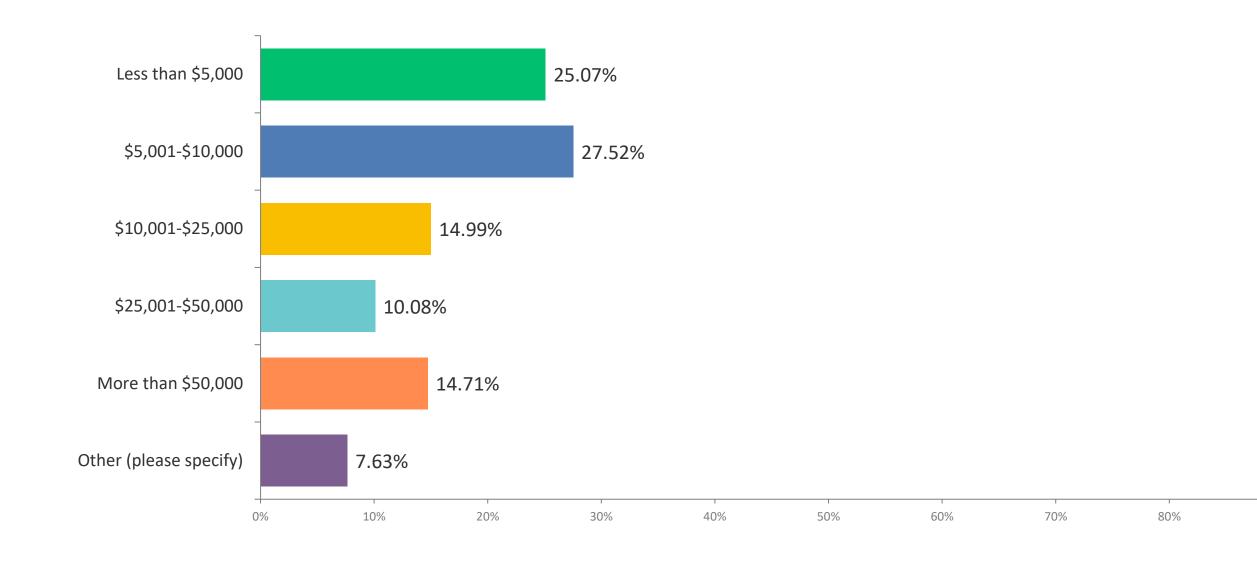
## Q10: If yes, how many days was your business closed? (Select One)



# Q11: [Of the 19.6% of businesses that have NOT reopened] When do you expect to reopen? (Select one)



Q12: What are the estimated economic losses your business experienced due to the closure? (Select one)











## Helene Recovery Business Survey – Haywood County, NC

In Market October 18 to October 30,2024 609 Total Responses



FY 2024-2025
Revised Revenue
Forecast due to
Helene
10.26.2024

Haywood County Tourism Development Authority BUDGET	APPROVED 2024-2025 Budget	Projected 2024-2025 Budget 10.26.2024	Variance
REVENUES			
Occupancy Tax Revenue	\$3,100,000	\$2,603,000	(\$497,000)
Occ Tax - 3%/ TDA	\$2,294,250.00	\$1,925,227.50	(\$369,023)
Occ Tax - 28716/ Canton	\$53,532.00	\$48,130.69	(\$5,401)
Occ Tax - 28721/ Clyde	\$45,885.00	\$38,504.55	(\$7,380)
Occ Tax - 28745/ Lake Junaluska	\$61,180.00	\$57,756.83	(\$3,423)
Occ Tax - 28751/ Maggie Valley	\$344,138.00	\$279,157.99	(\$64,980)
Occ Tax - 28785+86/ Waynesville	\$260,015.00	\$218,192.45	(\$41,823)
Admin Fee	\$41,000	\$36,030	(\$4,970)
Merchandise Sales	\$30,000	\$30,000	
Visitor Guide Ad Sales	\$40,000	\$30,000	(\$10,000)
NC Smokies Ice Fest	\$40,000	\$40,000	
Partnership Contribution	\$0	\$0	
Miscellaneous	\$0	\$0	
Interest Earnings - 3%	\$50,000	\$80,000	\$30,000
Interest Earnings - 1%	\$17,500	\$25,000	\$7,500
Occ Tax Penalties - 3%	\$2,000	\$2,000	
Occ Tax Penalties - 1%	\$500	\$500	
Fund Balance Appropriation	\$310,950	\$310,950	
Total Revenues	\$3,590,950	\$3,121,450	(\$469,500)

FY 2024-2025
Budget Amendment
to account for
projected revenue

decrease due to

Helene

Slide 1

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

		Current	Increase	Amended
Department	Acct. No.	Budget	(Decrease)	Budget
Promotion - 28716/ Canton	549910	\$35,331.12	(\$3,564.87)	\$31,766.25
Promotion - 28721/ Clyde	549912	\$30,284.10	(\$4,871.10)	\$25,413.00
Promotion - 28745/ Lake Junaluska	549914	\$40,378.80	(\$2,259.80)	\$38,119.00
Promotion - 28751/ Maggie Valley	549916	\$227,131.08	(\$42,886.81)	\$184,244.27
Promotion - 28785+86/ Waynesville	549918	\$161,909.90	(\$27,602.88)	\$134,307.02
Tourism Related - 28716/ Canton	549911	\$18,200.88	(\$1,836.44)	\$16,364.44
Tourism Related - 28721/ Clyde	549913	\$15,600.90	(\$2,509.35)	\$13,091.55
Tourism Related - 28745/ Lake Junaluska	549915	\$20,801.20	(\$1,163.88)	\$19,637.32
Tourism Related - 28751/ Maggie Valley	549917	\$117,006.92	(\$22,093.20)	\$94,913.72
Tourism Related - 28785+86/ Waynesville	549919	\$88,405.10	(\$14,219.67)	\$74,185.43
Admin Fee	500000	\$41,000.00	(\$4,970.00)	\$36,030.00
Contingency	599101	\$60,525.00	(\$60,525.00)	\$0.00
Office Furniture/ Equipment	551004	\$5,000.00	(\$997.00)	\$4,003.00
Trade Shows & Travel	537803	\$10,000.00	(\$10,000.00)	\$0.00
Wayfinding Signs	537502	\$100,000.00	(\$100,000.00)	\$0.00
Product Development - Other	537501	\$450,000.00	(\$170,000.00)	\$280,000.00
TOTAL			(\$469,500.00)	

This amendment will result in a net increase/(decrease) of in the expenditures in the General Fund.

(\$469,500.00)



FY 2024-2025
Budget Amendment
to account for
projected revenue
decrease due to
Helene

Slide 2

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

		Current	Increase	Amended
Revenue	<b>Account Number</b>	Budget	(Decrease)	Budget
Occ Tax - 3%/ TDA	427011	\$2,294,250.00	(\$369,022.50)	\$1,925,227.50
Occ Tax - 28716/ Canton	427012	\$53,532.00	(\$5,401.31)	\$48,130.69
Occ Tax - 28721/ Clyde	427013	\$45,885.00	(\$7,380.45)	\$38,504.55
Occ Tax - 28745/ Lake Junaluska	427014	\$61,180.00	(\$3,423.17)	\$57,756.83
Occ Tax - 28751/ Maggie Valley	427015	\$344,138.00	(\$64,980.02)	\$279,157.98
Occ Tax - 28785+86/ Waynesville	427016	\$260,015.00	(\$41,822.55)	\$218,192.45
Admin Fee	427017	\$41,000	(\$4,970.00)	\$36,030.00
Visitor Guide Ad Sales	449810	\$40,000.00	(\$10,000.00)	\$30,000.00
Interest Earnings - 3%	483491	\$50,000.00	\$30,000.00	\$80,000.00
Interest Earnings - 1%	483492	\$17,500.00	\$7,500.00	\$25,000.00
TOTAL			(\$469,500.00)	

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

Adopted this 6th day of November, 2024



## **Haywood County Grant Reimbursement Request**

Applicant	Project	Total Awarded	Reimbursement Request
Haywood County Arts Council	Smoky Mountain Bluegrass Festival	\$9,000	\$8910.26



### **Project Summary:**

- The Smoky Mountain Bluegrass Festival was planned for October 12, 2024
- On October 3 HCAC made the decision to cancel the event due to Hurricane Helene.
- HCAC already spent the approved grant funding for advertising of the event. Ads were placed in the following publications in August & September 2024:
  - Tampa Bay Times
  - Smoky Mountain News
  - Bluegrass Today
  - Bluegrass Unlimited

- Smoky Mountain Living
- Instagram & Facebook
- Foothills Digest
- Jensen Savannah Media





# Ice Festival Budget Adjustment

Due to the impact of Helene, we recommend the TDA purchasing ice sculptures for the Ice Stroll instead of soliciting from businesses this year.

Requesting Approval to spend up to: \$6000 from the Waynesville 1% Promotion Account \$2000 from the Canton 1% Promotion Account







### Application window open from Oct. 30 – Nov. 27, 2024

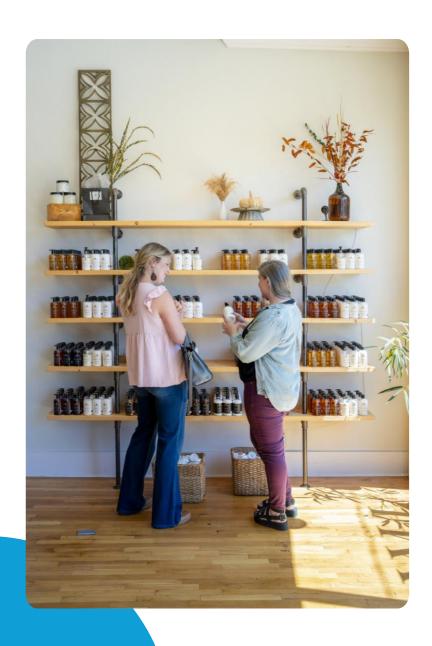
- Grants up to \$25,000 are available to eligible small businesses located in 18 Counties in Western North Carolina, including Haywood.
- Small businesses can use the grants to cover expenses related to recovery and reopening in the wake of Hurricane Helene. Eligible uses include repair and replacement of physical damage, environmental cleanup, payment of business-related rents or mortgages, employee retention and hiring, and more.

https://appalachiancommunitycapitalcdfi.org/wnscb-grant/

# Small Business Recovery Grant Program







# Small Business Recovery Grant Program

### **Outline of Guidelines**

- Haywood County Business. Registered with the NC Secretary of State as of 01.01.2024
- Eligible businesses can receive up to \$25,000 to cover rebuilding, recovery, and operational expenses due to Hurricane Helene.
- For-profit small businesses with 25 or fewer employees.
- Grant Funding Can Be Leveraged For:
  - Working capital to help businesses maintain or restart operations.
  - Replacement of inventory lost or damaged during the storm.
  - Lease payments or mortgage assistance on business property. Equipment repair or replacement.
  - Payroll shortages due to temporary closure



# Small Business Recovery Grant Program

### **Outline of Guidelines**

- Businesses, sole proprietorships and general partnerships must not have any active bankruptcies, tax liens or judgments – personal or business related.
- Businesses must not be delinquent on North Carolina State income taxes.
- No outstanding taxes owed to Haywood County or the municipalities of Canton, Clyde, Maggie Valley, or Waynesville.
- Prioritization of Applications:
  - Businesses that experienced significant physical damage to property or inventory.
- Businesses Ineligible for the program:
  - Non-profit organizations
  - No multi-family, long term, short-term rentals or commercial buildings
  - Active bankruptcies, tax liens or judgment
  - Policial or Lobbyists

# Small Business Recovery Grant Program

### **Outline of Guidelines**

### Required Documentation:

- A completed application form.
- Financial documents showing pre- and post-storm revenue (tax returns, P&L statements).
- Documentation of storm-related damages, such as repair estimates, invoices for equipment replacement, or insurance claims.
- Proof of business registration and employee count.



## Small Business Recovery Grant Program



## Many thanks to program donors:

- The Swag & Cataloochee Ranch
- United Way
- NC Chamber
- Town of Lake Santeetlah



HaywoodAdvancement.org
828.456.3021

28 Walnut Street • Waynesville, NC

Applications Open by EOD November 6, 2024

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

FY 2024-2025 Budget
Amendment to donate FY
23-24 Earned Revenue
(from NCCMT) to the
Haywood Advancement
Foundation to support a
Small Business Recovery
Fund for tourism-related
businesses.

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Haywood Strong Small Business Recovery	New	\$0.00	\$100,000	\$100,000.00
TOTAL			\$100,000.00	
This amendment will result in a net incre in the expenditures in the General Fund		\$100,000.00		

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

		Current	Increase	Amended
Revenue	<b>Account Number</b>	Budget	(Decrease)	Budget
Fund Balance TDA	499990	\$160,950	\$100,000	\$260,950



Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Gift Haywood - purchases	538500 (new)	\$0.00	34,000	\$34,000.00
Haywood Strong Small Business Recovery	538550 (new)	\$0.00	48,000	\$48,000.00
TOTAL			\$82,000.00	82,000.00
This amendment will result in a net inci		\$0.00		
To provide the additional revenue for increased/(decreased) as follows:	the above amendment	, the following reven	ues will be	
		Current	Increase	Amended
Revenue	Account Number	Budget	(Decrease)	Budget
Gift Haywood	450500 (new)	\$0.00	82,000.00	





