

Audit Presentation

Travis S. Keever, CPA



FY 2023-2024 Audit -

Completed and submitted to the Local Government Commission. Received confirmation of both submission and audit review by the LGC on 02.07.2025

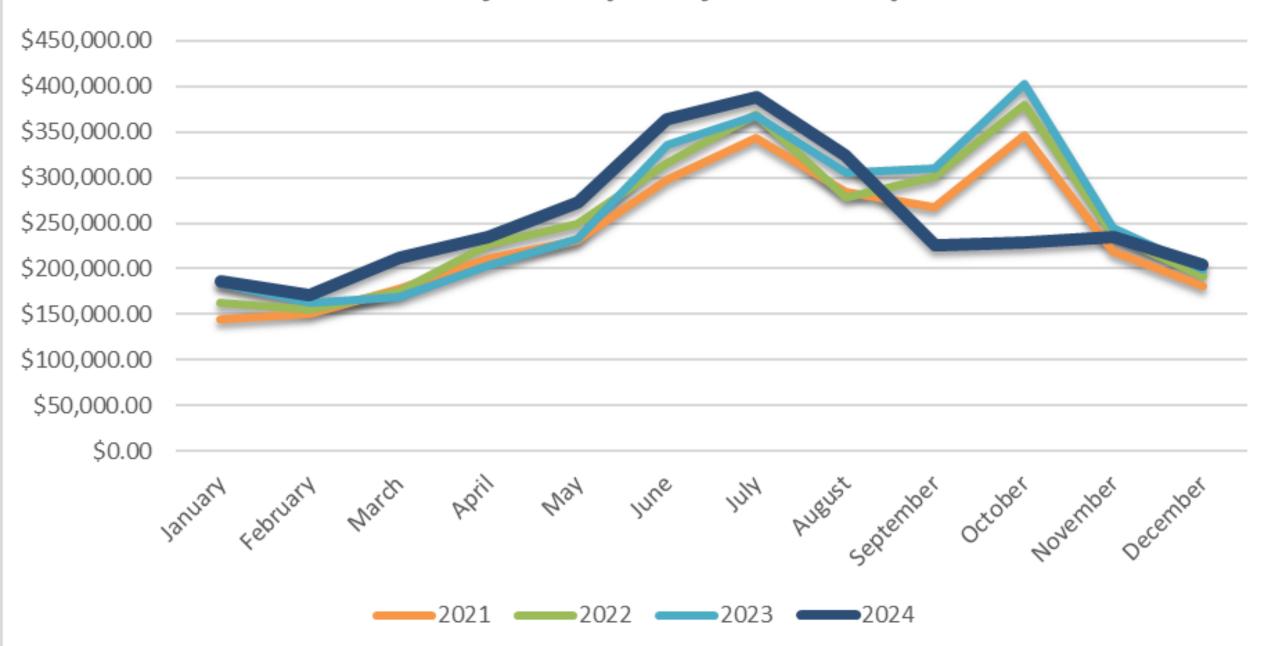




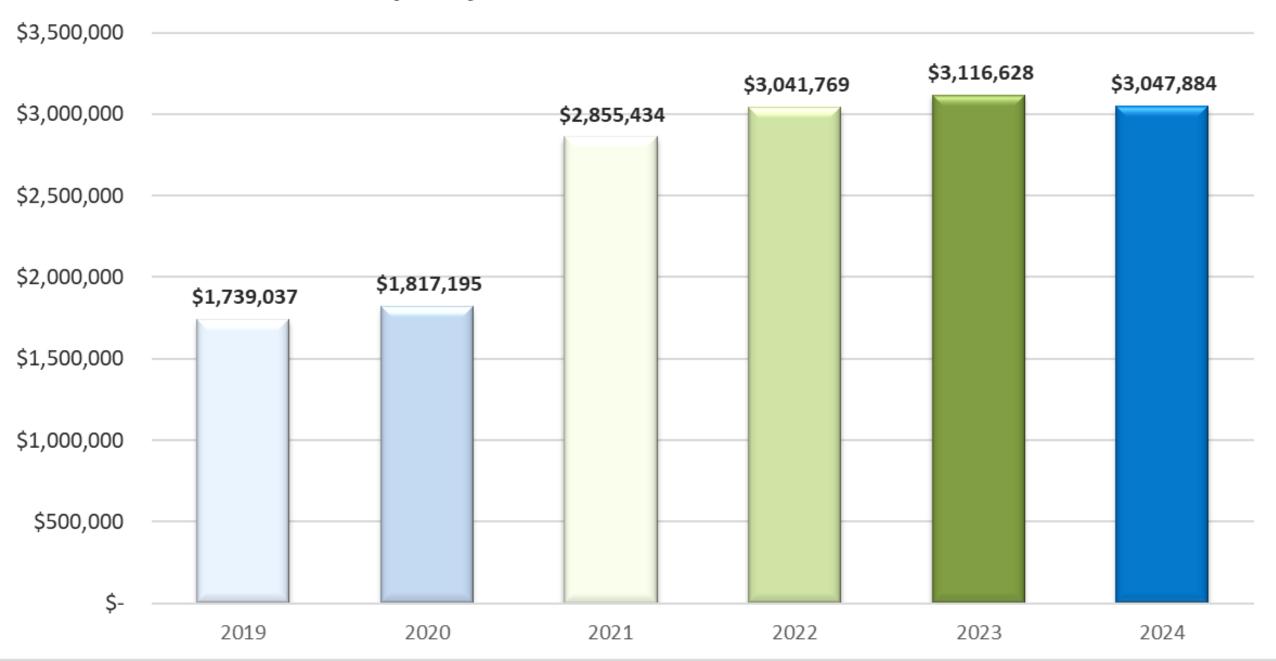
					\$ Change from	% Change from
					Previous Year	Previous Year
_	2021-2022	2022-2023	2023-2024	2024-2025		
July	\$344,159.31	\$369,695.58	\$367,752.94	\$388,684.72	\$20,931.78	5.69%
Canton	\$27,783.82	\$26,879.79	\$19,497.12	\$25,455.96	\$5,958.84	30.56%
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$21,166.77	\$1,559.65	7.95%
Lake Junaluska	\$31,226.88	\$39,626.65	\$40,797.83	\$43,022.88	\$2,225.05	5.45%
Maggie Valley	\$159,871.26	\$177,268.47	\$170,417.23	\$175,808.74	\$5,391.51	3.16%
Waynesville	\$109,642.56	\$113,516.60	\$117,433.64	\$123,230.37	\$5,796.73	4.94%
August	\$283,878.91	\$278,678.56	\$305,809.64	\$323,963.71	\$18,154.07	5.94%
Canton	\$20,917.76	\$21,871.08	\$28,032.84	\$23,336.22	(\$4,696.62)	-16.75%
Clyde	\$12,035.89	\$12,041.72	\$17,010.14	\$17,041.81	\$31.67	0.19%
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$27,008.34	\$683.22	2.60%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	\$143,722.74	\$17,246.86	13.64%
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$112,854.60	\$4,888.94	4.53%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$225,130.03	(\$84,432.62)	-27.27%
Canton	\$19,817.98	\$24,268.90	\$20,707.64	\$10,569.43	(\$10,138.21)	-48.96%
Clyde	\$11,635.76	\$19,558.11	\$16,975.34	\$11,812.43	(\$5,162.91)	-30.41%
Lake Junaluska	\$26,089.09	\$29,171.45	\$28,818.89	\$24,685.05	(\$4,133.84)	-14.34%
Maggie Valley	\$124,968.30	\$130,740.68	\$135,273.39	\$95,390.88	(\$39,882.51)	-29.48%
Waynesville	\$85,526.28	\$96,839.70	\$107,787.39	\$82,672.24	(\$25,115.15)	-23.30%
October	\$346,441.48	\$379,422.94	\$403,324.69	\$228,808.59	(\$174,516.10)	-43.27%
Canton	\$24,622.91	\$28,986.01	\$27,962.64	\$12,417.99	(\$15,544.65)	-55.59%
Clyde	\$12,496.88	\$18,567.11	\$24,050.80	\$1,011.44	(\$23,039.36)	-95.79%
Lake Junaluska	\$29,836.71	\$34,681.85	\$37,520.80	\$46,052.87	\$8,532.07	22.74%
Maggie Valley	\$170,620.65	\$176,221.04	\$181,249.41	\$96,673.36	(\$84,576.05)	-46.66%
Waynesville	\$108,864.43	\$120,966.93	\$132,541.04	\$72,652.93	(\$59,888.11)	-45.18%
November	\$218,280.74	\$236,691.92	\$244,378.03	\$235,377.74	(\$9,000.29)	-3.68%
Canton	\$17,342.89	\$19,998.00	\$15,700.17	\$8,310.87	(\$7,389.30)	-47.07%
Clyde	\$11,372.31	\$13,324.83	\$19,335.14	\$10,600.83	(\$8,734.31)	-45.17%
Lake Junaluska	\$13,023.77	\$15,061.93	\$16,548.77	\$27,879.84	\$11,331.07	68.47%
Maggie Valley	\$107,137.19	\$104,245.28	\$101,699.89	\$102,616.10	\$916.21	0.90%
Waynesville	\$69,404.58	\$84,061.88	\$91,094.06	\$85,970.10	(\$5,123.96)	-5.62%
December	\$180,840.48	\$191,659.98	\$199,043.88	\$204,924.68	\$5,880.80	2.95%
Canton	\$14,127.69	\$14,733.48	\$16,917.24	\$18,943.07	\$2,025.83	11.97%
Clyde	\$8,399.77	\$11,658.41	\$16,880.86	\$12,415.73	(\$4,465.13)	-26.45%
Lake Junaluska	\$10,636.42	\$13,268.85	\$11,442.78	\$16,663.99	\$5,221.21	45.63%
Maggie Valley	\$94,869.09	\$91,738.20	\$96,321.10	\$102,099.33	\$5,778.23	6.00%
Waynesville	\$52,807.51	\$60,261.04	\$57,481.90	\$54,802.56	(\$2,679.34)	-4.66%

https://haywoodtda.com/wp-content/uploads/2025/02/hctda-occtaxcomparison_12.2024_numbers-6.pdf

YOY Monthly Occupancy Tax Comparison



Occupancy Tax Collections (by calendar year)





Change March 2025 Board Meeting Date

CURRENT MEETING:

Wednesday, March 26, 9:00am

PROPOSED NEW MEETING DATE

Thursday, March 27, 9:00am



Confirm Remaining 2025 Board Meeting Dates

Haywood County Tourism Development Authority Board of Director meetings are held in the Gaines Auditorium, Bethea Welcome Center, Lake Junaluska. If there is a change in location, members will be notified prior to the meeting. Meetings begin at 9AM.

July - No Meeting

August 27 – Regular Meeting

September 24 – Regular Meeting

October - No Meeting

November 5 – Regular Meeting

December 3 – Regular Meeting



Garden & Gun Spring/ Summer Insertion Order

Spring-Summer Ad Package

\$65,000, including:

- Two-Page Spread June/July (The Travel Issue)
- Sponsored Due South newsletter
- Homepage Take Over and ROS Travel impressions
- Inclusion in special Summer Travel Guide, in print and digital









Resolution of Disposition

NOW, THEREFORE, **BE IT RESOLVED** that The Board of the Tourism Development Authority of Haywood County, meeting in general session on Wednesday, February 26, 2025, does the following:

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

- 1. MacBook laptop, serial number C1MKD1XNDV30
- 2. MacBook laptop, serial number C17Q31PMFVH3
- 3. MacBook laptop, serial number FVFX60GLHV22
- 4. MacBook laptop, serial number C02TWAP6HV22
- 5. iMac Computer, serial number C02D5360JWDW



FY 2025-2026 Grant Programs

Per Session Law 2007-337, House Bill 1013:

The Haywood County Tourism Development Authority shall use at least two-thirds of the funds to **promote travel and tourism** in the county and shall use the remainder for **tourism-related expenditures**.

Promote Travel & Tourism:

To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area.

Tourism-Related Expenditures:

Expenditures that, in the judgement of the HCTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention in the county by attracting tourists or business travelers to the county. The term includes tourism-related capital expenditures.



Revisions & Important Alignment



Destination Master Plan

Promotion Grants & Legacy Event Sponsorships:
Updated Guidelines to reflect importance of the
Master Plan and Brand

Capital Grant program: New



Visit Haywood Brand



Legacy Event Sponsorship | *Application Deadline: March 27*

Legacy Events must meet the following criteria:

- The event must have been held in Haywood County for at least 10 consecutive years (exceptions may be granted for Covid gaps in production.)
- The event must have a proven track record of attracting both local and broader audiences. This includes:
 - Minimum attendance of at least 1,000 attendees per event
 - At least 25% of attendees coming from outside Haywood County based on historical data or verifiable estimates
- The event must be open to the public.
- The event must take place entirely within Haywood County.
- The event must demonstrate a positive contribution to Haywood County's tourism economy and reputation as a destination. This could include:
 - Increased lodging occupancy
 - Increased spending in local businesses
 - Positive media coverage and promotion of Haywood County

These are the key areas we'll consider when awarding sponsorships:

- Brand Awareness connection with new Visit Haywood Brand
- 2. Economic Impact
- 3. Attendance
- 4. Community Benefit

https://haywoodtda.com/legacy-event-sponsorship-grant/



Tourism PROMOTION Grant | *Application Deadline: March 27*

The Tourism Promotion Grant Program is designed to enhance tourism by providing financial support for innovative promotion and development of tourism-related events, activities, attractions, and experiences.

We prioritize initiatives that:

- Attract overnight visitors from beyond a 50-mile radius
- Align with the Visit Haywood brand
- Extend the tourism season
- Provide exceptional visitor value
- Enhance local quality of life

There are three categories of grant funding:

- 1. Advertising
- 2. Market Research
- 3. Events

These are the key areas we'll consider when awarding grant funding:

- Alignment with Visit Haywood Brand & Destination Master Plan
- 2. Visitor Attraction and Economic Impact
- Better Together demonstrates impact beyond a singular business
- 4. Seasonal and Off-Peak Promotion

https://haywoodtda.com/tourism-promotion-grant/



Tourism CAPITAL Grant | *Application Deadline: July 18*

Definition of a Capital Project: A significant investment in physical infrastructure or facilities that enhances Haywood County's tourism economy.

Applications will be prioritized by highlighting:

- Alignment with the priorities of the Destination Master Plan
- Projects that are "shovel ready"
- Projects that are supported by a strong financial plan
- Ability to show a measurable impact on overnight stays and economic activity projects that simultaneously enhance the visitor experience and serve the needs of Haywood County residents.

Eligibility Criteria

- Location solely within Haywood County.
- Long-Term Impact Lifespan of at least ten (10) years.
- Potential to Drive Tourism Impact
- Minimum Budget of \$25,000
- 100% Match Requirement

Program Intent & Scoring Criteria:

- 1. Enhance the destination experience for all by developing amenities and infrastructure that benefit both locals and visitors.
- 2. Support the mission and vision outlined in the Haywood County Destination Master Plan.
- Attract overnight visitors from more than 50 miles outside Haywood County.
- Drive economic growth and create meaningful destination impact for the region.

https://haywoodtda.com/tourism-capital-grant/



Timelines

Promotion Grants & Legacy Event Sponsorships

February 26	TDA Board votes on grant guidelines
February 27	Grant Applications Open
February 27	Grant workshop #1 3:00pm
March 4	Grant workshop #2 9:00am
March 27	Applications Due
April 25	Deadline for additional information if requested
May	Committees score and develop recommendations on applications

Capital Grants

February 26	TDA Board votes on grant guidelines
February 27	Grant Applications Open
February 27	Grant workshop #1 3:00pm
March 4	Grant workshop #2 9:00am
July 18	Applications Due
July 18 August 20	Applications Due Deadline for additional information if requested



Product Development Committee

- ➤ The primary role of the Product Development Committee is to provide oversight in the implementation of the Destination Master Plan.
- The committee shall drive forward-thinking initiatives to enhance visitors' quality of experience, residents' quality of life, and promote economic growth while preserving Haywood County's natural and cultural heritage.
- ➤ The committee will also advise grant funding policies and procedures, working with the HCTDA staff to make product development project recommendations to the TDA Board of Directors.

The Product Development Committee shall consist of no less than 8 and no more than 16 representatives of the following organizations and/or industries:

- HCTDA Board of Directors (2-4 members)
- Outdoor Recreation (1-2 members)
- Arts & Culture (1-2 members)
- Retail (1-2 members)
- Dining (1-2 members)
- Lodging (1-2 members)
- Attractions (1-2 members)

Membership is to include at least one representative from each community: Canton, Clyde, Lake Junaluska, Maggie Valley, Waynesville, and Haywood County.

Committee members must live and work in Haywood County.





Visit Haywood at IMM

17 Media Appointments

Outlets Included:

- Modern South Magazine
- Thrillist
- Travel + Leisure
- AAA
- The Lovely Planet
- Conde Nast Traveler
- ...and MORE





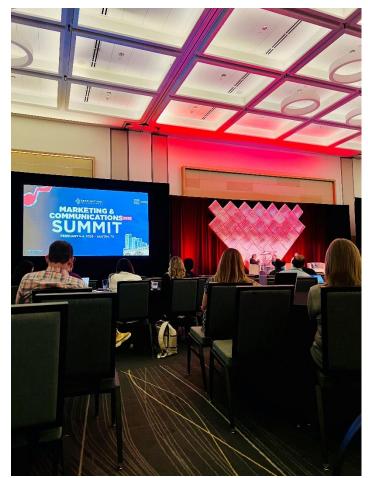




DI Marketing & Communications Summit

Highlights:

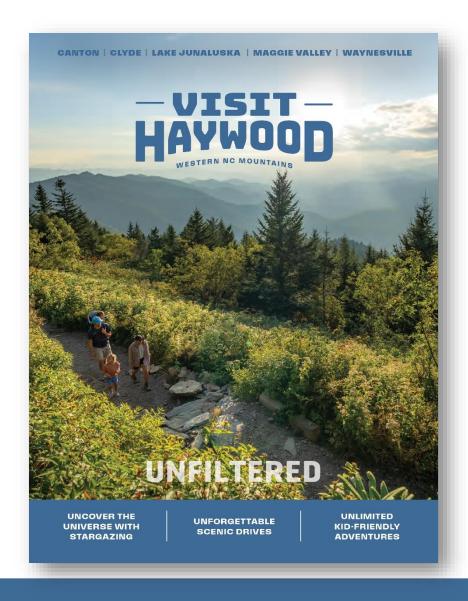
- Session: Launching +
 Sustaining a Destination
 Brand w/ Strategic Earned
 Media
 - Example: Visit Norfolk and Visit Dallas
- Session: From Audiences to Communities
 - Example: Visit Palm Beaches and Visit Dinosaurland







2025 Visitor Guide



- 50,000 copies printed
- Digital Guide
- 37 advertisers
- Visitor Guides are distributed to NC Welcome Centers, Asheville Regional Airport, AAA offices across the nation, and across Haywood County.
- Digital ad campaign targets past and potential visitors to request a free visitor guide by mail or to view the digital guide on the website.

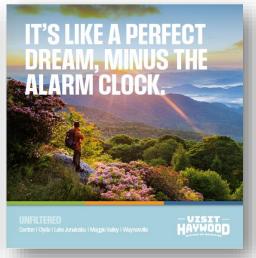
Copies available at the Welcome Center!



2025 Spring Advertising

- Spring digital ads kicked off last week (Meta, Google, Targeted Display)
- Traditional advertising in Our State & Visit NC Travel Guide
- Spring billboard in Columbia, SC on I-26















2025 Weekend Event Schedule Overview

- ☆ Cool Jazz Concert HART
- Torch Run Cataloochee Ski Area
- ☆ Visit Haywood Ice Stroll Main St Waynesville
- ☆ Visit Haywood Ice Festival Maggie Valley Festival Grounds
- * Frosty 5K Haywood Community College & Town of Clyde
- ☆ Ice Skating Town of Canton
- ₩ Winter birding & Fishing Haywood Co. Rec & Parks
- Snowball Wars Smoky Mountain Sk8way
- Maker's Market Frog Level Brewing
- Discounted Tours & Specials Winchester Creek Farms
- **X** Lodging Specials & Packages
- Dining Specials
- **Shopping Discounts**

VisitHaywood.com/IceFest



Weather Impact



2024

Friday, 1/26:

Conditions, 5PM – 8PM:
 66° – 57°F
 Clear

Saturday, 1/27:

Conditions, 4PM – 9PM:
 53° – 51°F
 Heavy rain all day and during event

Sunday, 1/28:

Conditions, 10AM – 2PM:
 39° – 55°F
 Clear

2025

Friday, 1/31:

Conditions, 5PM – 8PM:
 54° – 52°F
 Heavy rain, clearing up at 7PM

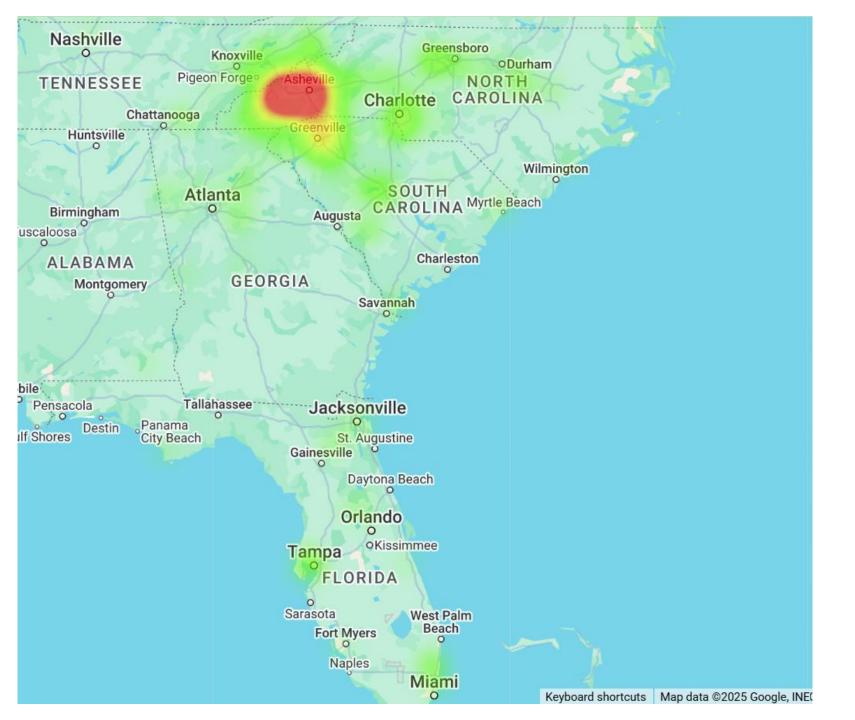
Saturday, 2/01:

Conditions, 4PM – 9PM:
 52° – 37°F
 Clear

Sunday, 2/02:

 Conditions, 10AM – 2PM: 43° – 49°F Overcast







Total Ticket Sales

	2024	2025
Adult	1946	2552
Child (est)*	541	805
Total	2487	3327

^{*} Child tickets conservatively estimated based on presale percentage.

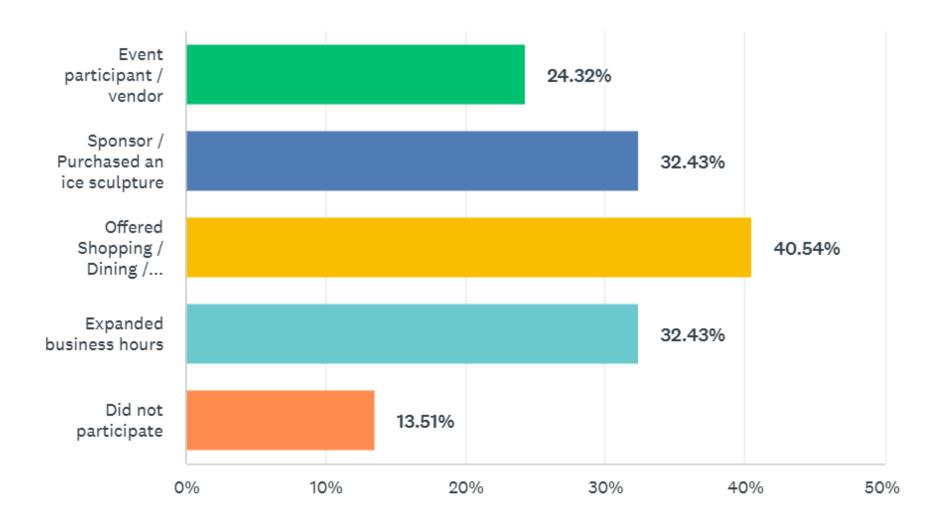
Sale Type	2024	2025
Presales	1932	1131
Day-of	555	2196

Ice Fest Weekend Expenses & Revenues

Expenses	Total
Maggie Valley Ice Festival	\$58,114
Downtown Waynesville Ice Stroll	\$7,708
Cool Jazz Concert Grant*	\$6,000
Clyde Ice Sculptures	\$1,500
Canton Ice Sculpture	\$1,350
TOTAL:	\$74,672

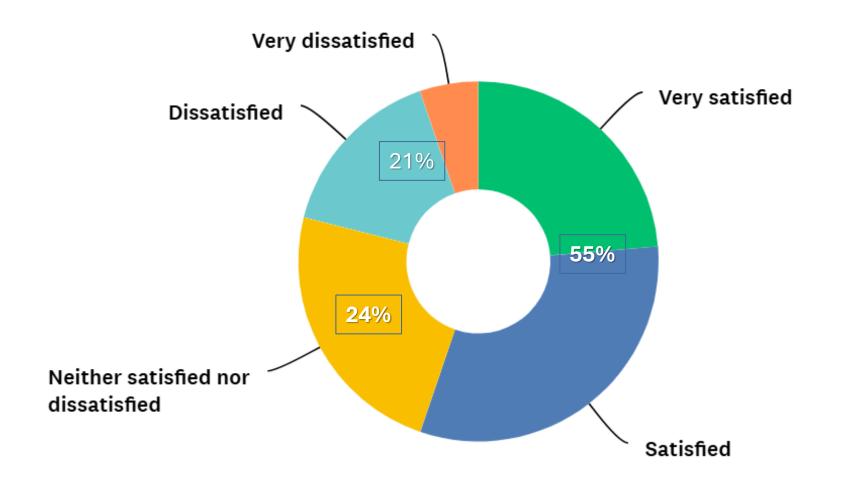
Revenues	Total
Sponsorships	\$9,000
Sculptures	\$1,400
Tickets – Presale Net	\$7,845.24
Tickets – Day Of Net	\$4,315.96
Donations (total – 104)	\$1,115
TOTAL:	\$23,676.20





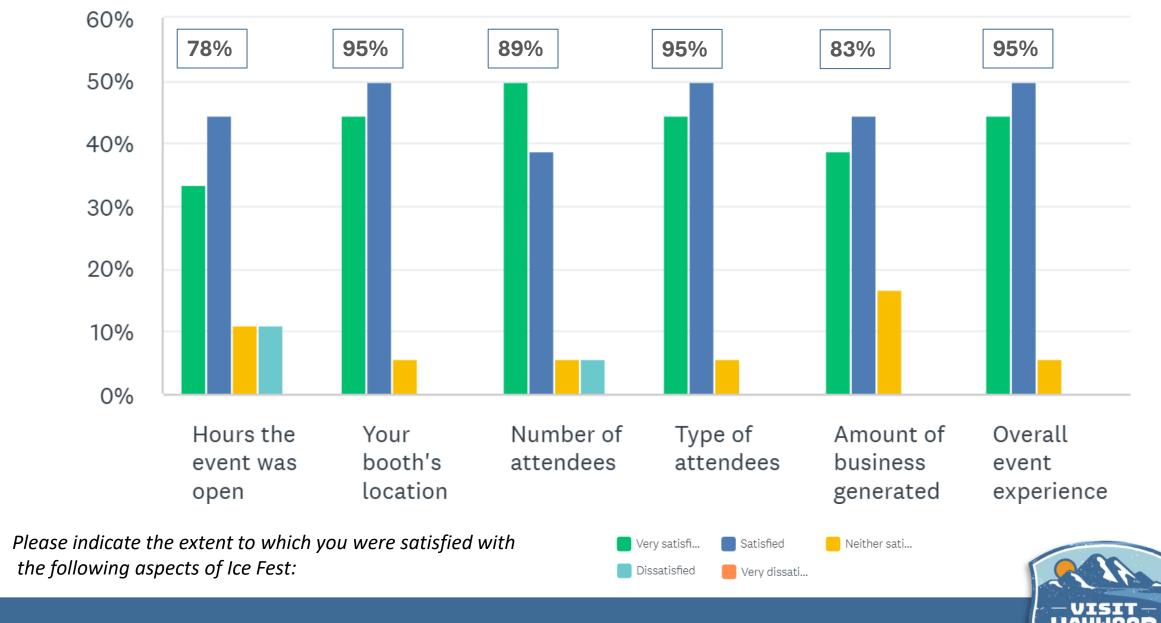
How did your business/ organization participate in the Ice Fest Weekend?



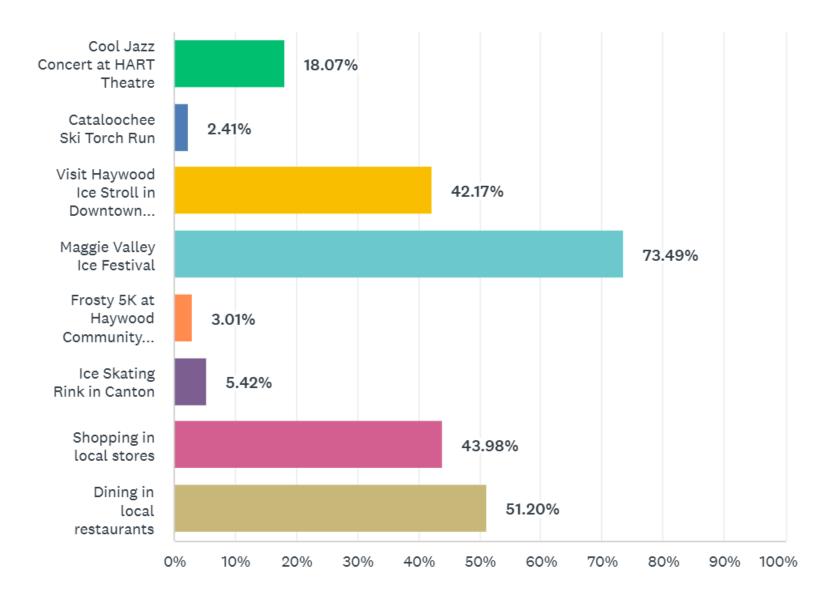


How satisfied were you with the Visit Haywood Ice Fest Weekend?



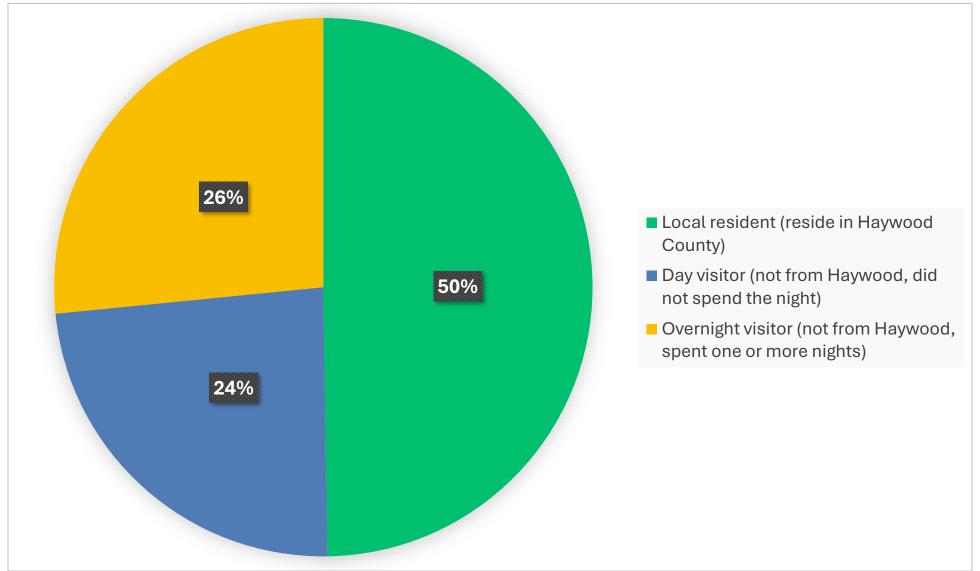


VENDOR Survey – 18 Responses



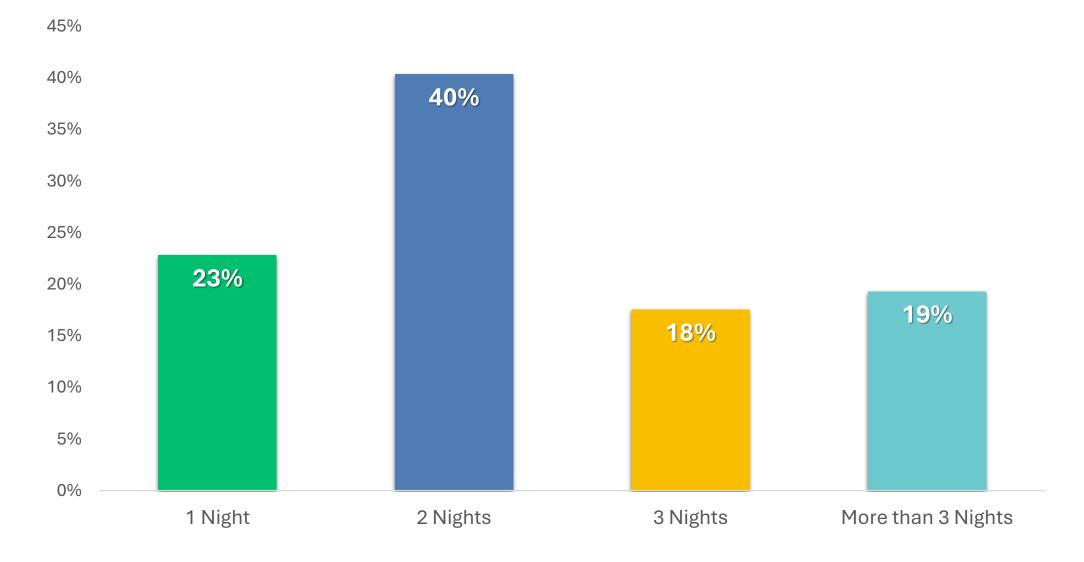
Which Ice Festival Weekend Event did you attend? Select all that apply.





Are you a local resident, a day visitor, or did you stay overnight for the Visit Haywood Ice Fest Weekend?





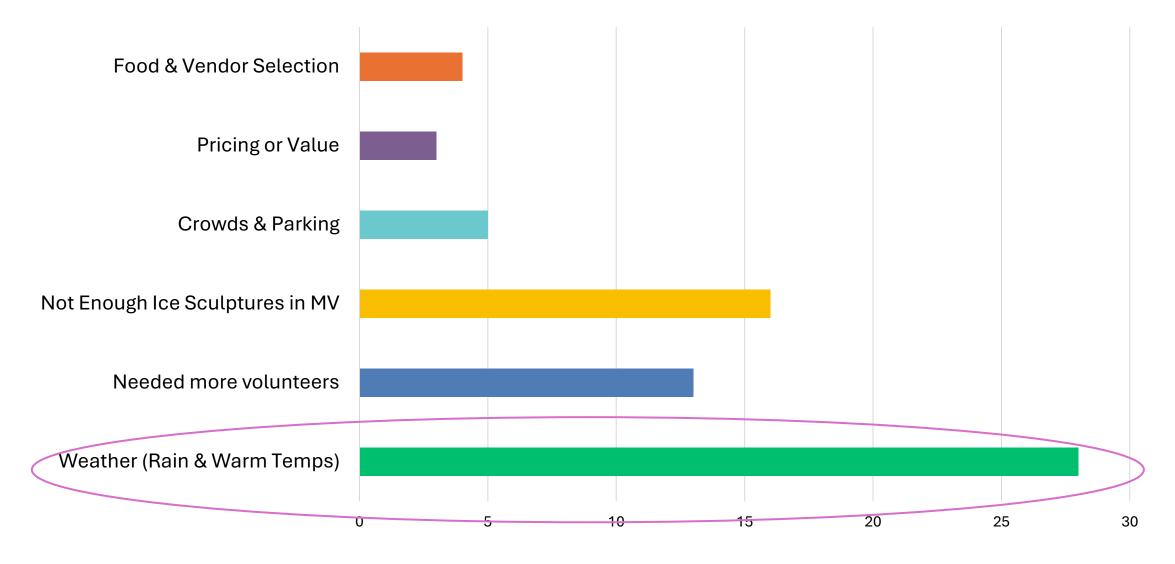
If you stayed overnight, how many nights did you spend in the area during the Visit Haywood Ice Fest Weekend?





Open Ended- What was your favorite part of the Visit Haywood Ice Fest Weekend?





Open Ended- What was your LEAST favorite part of the Visit Haywood Ice Fest Weekend?



VISITOR Survey – 207 Responses

Fat Burger Month

A new event designed to support our local restaurants during the winter shoulder season. Fat Burger Month invites local restaurants to feature a unique, mouth-watering burger.

Fat Burger Month 2025 will kick off on Saturday, March 15 and run alongside March Madness until Sunday, April 6.

- Visit Haywood will push out a regionally and locally focused ad campaign.
- Customers will receive punch cards to guide them to Fat Burgers across the County. Those who try 6 burgers will receive a commemorative t-shirt.
- In 2026, we anticipate the event growing to include new features (e.g., voting brackets) and an expanded media push.



FatBurgerMonth.com





Mt. Guyot Burger



The Cow, The Pig, The Goat, and the Fig



The Morning Monster



East Fork Fat Burger



The 37



Satellite Media Tour: Three Best Spring Break Travel Vacation Destinations







The Critical Role of the HCTDA

Haywood County's occupancy tax is a vital resource that funds the Haywood County Tourism Development Authority (HCTDA), to invest in programs and projects that drive sustainable growth and enhance the quality of life for all who call Haywood County home.

A Tourism Development Authority is much more than a promoter of overnight stays—it is a strategic partner in community development.

Through strategic brand management and marketing initiatives, the HCTDA creates an enduring image that attracts visitors, builds local amenities, and supports workforce development. The HCTDA work, funded by visitors through the occupancy tax, goes beyond filling hotel rooms; it transforms our county into a destination where people want to visit, live, work, and invest.



https://haywoodtda.com/wp-content/uploads/2025/02/haywoodtda_criticalrole.pdf





