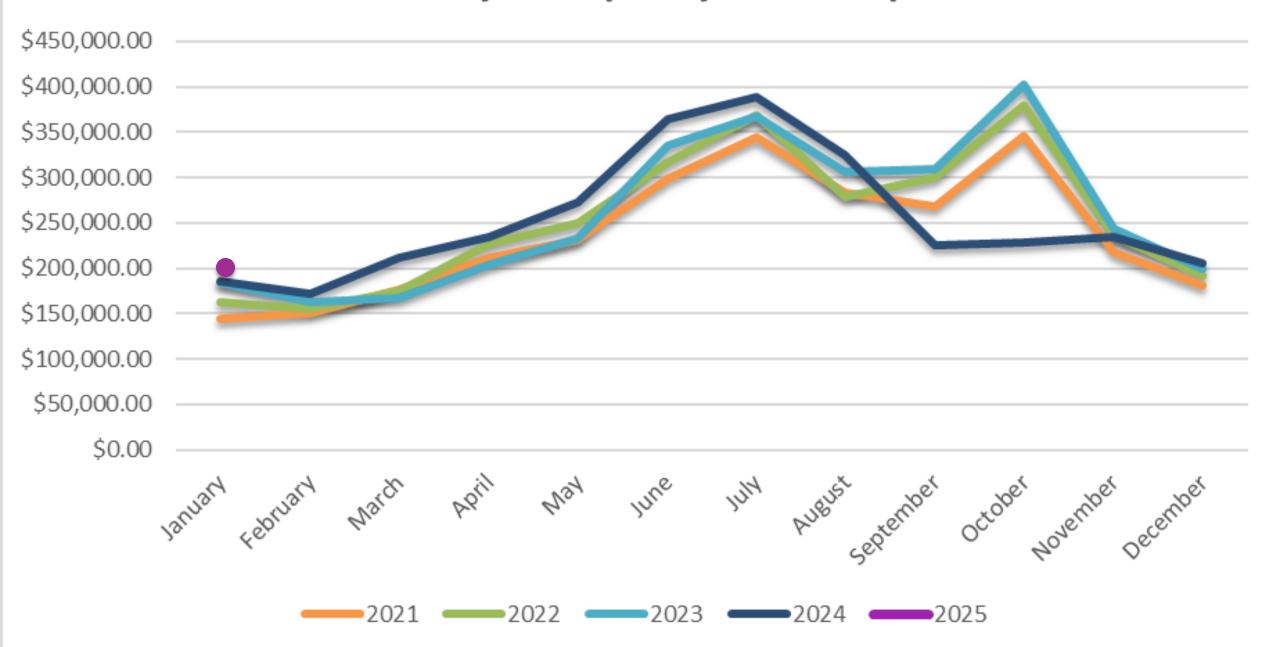




	2021-2022	2022-2023	2023-2024	2024-2025	\$ Change from Previous Year	% Change from Previous Year							
July	\$344,159.31	\$369,695.58	\$367,752.94	\$388,684.72	\$20,931.78	5.69%							
Canton	\$27,783.82	\$26,879.79	\$19,497.12	\$25,455.96	\$5,958.84	30.56%							
Clyde	\$15,634.79	\$12,404.07	\$19,607.12	\$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%	lanuani	¢162 272 E4	¢194 467 60	¢196 274 90	¢201 902 00	¢15 427 20	0.300/
Lake Junaluska	\$30,705.85	\$23,659.93	\$26,325.12	\$27,008.34	\$683.22	2.60%	January	\$163,272.54 <i>\$13,686.65</i>	\$184,467.69	\$186,374.80	\$201,802.09	\$15,427.29 (\$5,108.69)	8.28% -25.14%
Maggie Valley	\$126,823.64	\$126,942.01	\$126,475.88	\$143,722.74	\$17,246.86	13.64%	Canton Clyde	\$13,686.65 \$9,586.12	\$15,055.47 \$17,470.28	\$20,320.83 \$16,150.10	\$15,212.14 \$11,492.80	(\$5,108.69) (\$4,657.30)	-25.14% -28.84%
Waynesville	\$93,395.57	\$94,163.82	\$107,965.66	\$112,854.60	\$4,888.94	4.53%	Lake Junaluska	\$10,218.76	\$17,470.28 \$13,371.82	\$8,856.70	\$15,684.34	\$6,827.64	77.09%
September	\$268,037.41	\$300,578.84	\$309,562.65	\$225,130.03	(\$84,432.62)	-27.27%	Maggie Valley	\$82,791.99	\$84,230.59	\$86,145.46	\$98,739.45	\$12,593.99	14.62%
Canton	\$19,817.98	\$24,268.90	\$20,707.64	\$10,569.43	(\$10,138.21)	-48.96%	Waynesville	\$46,989.02	\$54,339.53	\$54,901.71	\$60,673.36	\$5,771.65	10.51%
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%		¢2.026.670.74	¢2.042.402.04	ć2 270 0CC F1	¢1 000 c01 FC	(¢207 FFF 07)	10.20%
October	\$346,441.48	\$379,422.94	\$403,324.69	\$228,808.59	(\$174,516.10)	-43.27%		\$2,926,679.74	\$3,043,483.81	\$3,270,866.51	\$1,808,691.56	(\$207,555.07)	-10.29%
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%							

YOY Monthly Occupancy Tax Comparison





Committee Meeting Dates – Remainder of 2025

Product Development Committee	Marketing Committee	Finance Committee			
April 10 – 1 PM	April – No Meeting	April 16 – 9 AM			
May 14 – 9 AM	May 13 – 11 AM	May 21 - 9 AM			
June 11 – 11 AM	June 10 – 11 AM	June 18 - 9 AM			
July – No Meeting	July – No Meeting	July – No Meeting			
August 20 – 9 AM	August 12 – 11 AM	August- No Meeting			
September 10 – 9 AM	September 9 – 11 AM	September 3 – 9:30 AM			
October – No Meeting	October 14 – 11 AM	October 29 – 9 AM			
November 12 – 9 AM	November – No Meeting	November – No Meeting			
December – No Meeting	December 9 – 11 AM	December – No Meeting			
		January 21, 2026 – 9 AM			
Product Development & Marketing Commit held in Gaines Auditorium, Bethea Welcom	Finance Committee meetings will be held in the HCTDA conference room.				

Lease Extension

- ✓ Per the approved lease, we can renew for up to four, one-year terms.
 This extension is 2 of 4.
- ✓ On Feb. 27, 2025, we received a letter from LJA updating our welcome center space and also waiving the 5% rent increase for July 1, 2025- June 30, 2026, holding the rent at \$4,140 monthly.
- ✓ With the Board's consensus, we plan to confirm in writing our intent to renew for an additional one-year term.





Resolution of Disposition

NOW, THEREFORE, **BE IT RESOLVED** that The Board of the Tourism Development Authority of Haywood County, meeting in general session on Thursday, March 27, 2025, does the following:

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

- 1. MacBook laptop, serial number C1MKD1XNDV30 (2012)
- 2. MacBook laptop, serial number C17Q31PMFVH3 (2015)
- 3. MacBook laptop, serial number FVFX60GLHV22 (2017)
- 4. iMac Computer, serial number D25X70LRJ1GN (2017)
- 5. iMac Computer, serial number C02VFBNKH7JY (2017)
- 6. iMac Computer, serial number C02D5360JWDW (2019)

And agrees to the disposition of the above computer equipment to be wiped of information and traded in to Apple or their 3rd party partner for credit or payment.





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.



Product Development Committee Recommendations

The HCTDA received 9 applications for the Product Development Committee and, after careful consideration, the HCTDA Board members who currently serve on the Product Development Committee recommend the following applicants be accepted to fill the listed seats:

The HCTDA was privileged to choose from a strong pool of applicants. While each has their strengths, recommendations were developed based on Haywood County's current and projected product development needs, and in accordance with the committee makeup requirements.

- Kevin Fitzgerald, Haywood County, Outdoor Recreation
- Ken Howle, Lake Junaluska, Lodging, Attractions
- Jerry Jackson, Waynesville, Arts & Culture
- Jane Mauer, Clyde, Outdoor Recreation
- Becca McMahan, Canton, Outdoor Recreation, Attractions
- Terry Spaulding, Maggie Valley, Lodging, Dining



Code of Conduct & Ethics Policy





Purpose:

The purpose of this Code of Conduct and Ethics is to establish clear guidelines for ethical conduct among Board members of the Haywood County Tourism Development Authority (HCTDA). Board members are expected to act in the best interests of the Authority, uphold public trust, and ensure transparency and accountability in decision-making.

https://haywoodtda.com/wp-content/uploads/2025/03/hctda_code-of-conduct-and-ethics_03.27.2025.pdf



Conflict of Interest Policy





Purpose:

The purpose of this policy is to protect the integrity and transparency of the Haywood County Tourism Development Authority (HCTDA) by ensuring that all decisions and actions are made in the best interest of the Authority and the public it serves. This policy supplements, but does not replace, any applicable laws governing conflicts of interest applicable to HCTDA. This policy applies to all Board of Director members, Committee members, and staff.

https://haywoodtda.com/wp-content/uploads/2025/03/hctda_conflictofinterestpolicy_03.27.2025.pdf

https://haywoodtda.com/wp-content/uploads/2025/03/hctda_conflictofinterest_annualstatement_03.27.2025.pdf



2026 Ice Festival Budget

Requesting Approval to spend up to:

- \$80,000 from the Maggie Valley 1% Promotion Account
- \$27,000 from the Waynesville 1% Promotion Account
- \$7,000 from the Clyde 1% Promotion Account
- \$2,500 from the Canton 1% Promotion Account

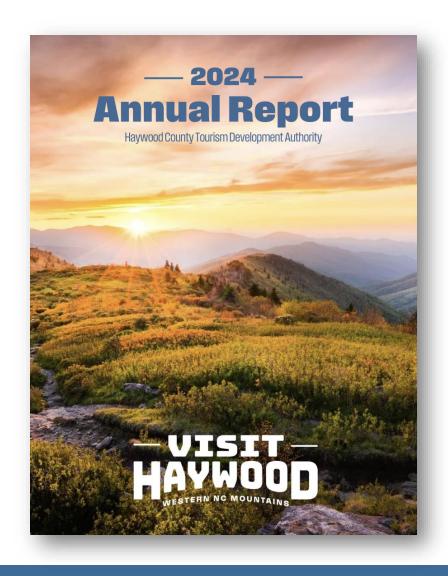








2024 Annual Report



The HCTDA 2024 Annual Report provides a comprehensive overview of the organization's efforts, initiatives, and accomplishments throughout the year. This report highlights key milestones, strategic developments, and the overall impact of HCTDA's work in supporting and enhancing the local tourism industry.

https://online.fliphtml5.com/cdtos/lpey/



Destinations International CEO Summit

- Opening Keynote: Making Old New Again, Richard Kessler
- Brand USA and US Travel Association Updates
- Tourism Leadership in an Era of Global Uncertainty
- An Immersive Afternoon Lucas Theatre, SCAD, and the Plant Riverside tour
- Unlock Your Community's Superpower: Resident Sentiment Toward Sporting Events
- Closing Keynote: Navigating the Future, Leadership in an Evolving World, Precious Williams









NEW! Annual T-Shirt Contest

A new annual contest designed to increase local engagement and inspire destination pride amongst residents and visitors alike.

The contest is open to Haywood County artists ages 18 & up.

- Prize: \$500
- Shirts will be sold from July 2025 to March 2026.
- Submissions open: April 2 May 5
- Public voting: May 7 June 6
- Final vote by Marketing Committee: June 10



VisitHaywood.com/TShirt-Contest





May Board Meeting











Chris Brown, RN, CEO Haywood Regional Medical Center

Tourism Promotion Grant Applications + Vote

Annual Budget Forum





