



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

January 28, 2026 | Board of Directors Meeting



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WESTERN NC MOUNTAINS

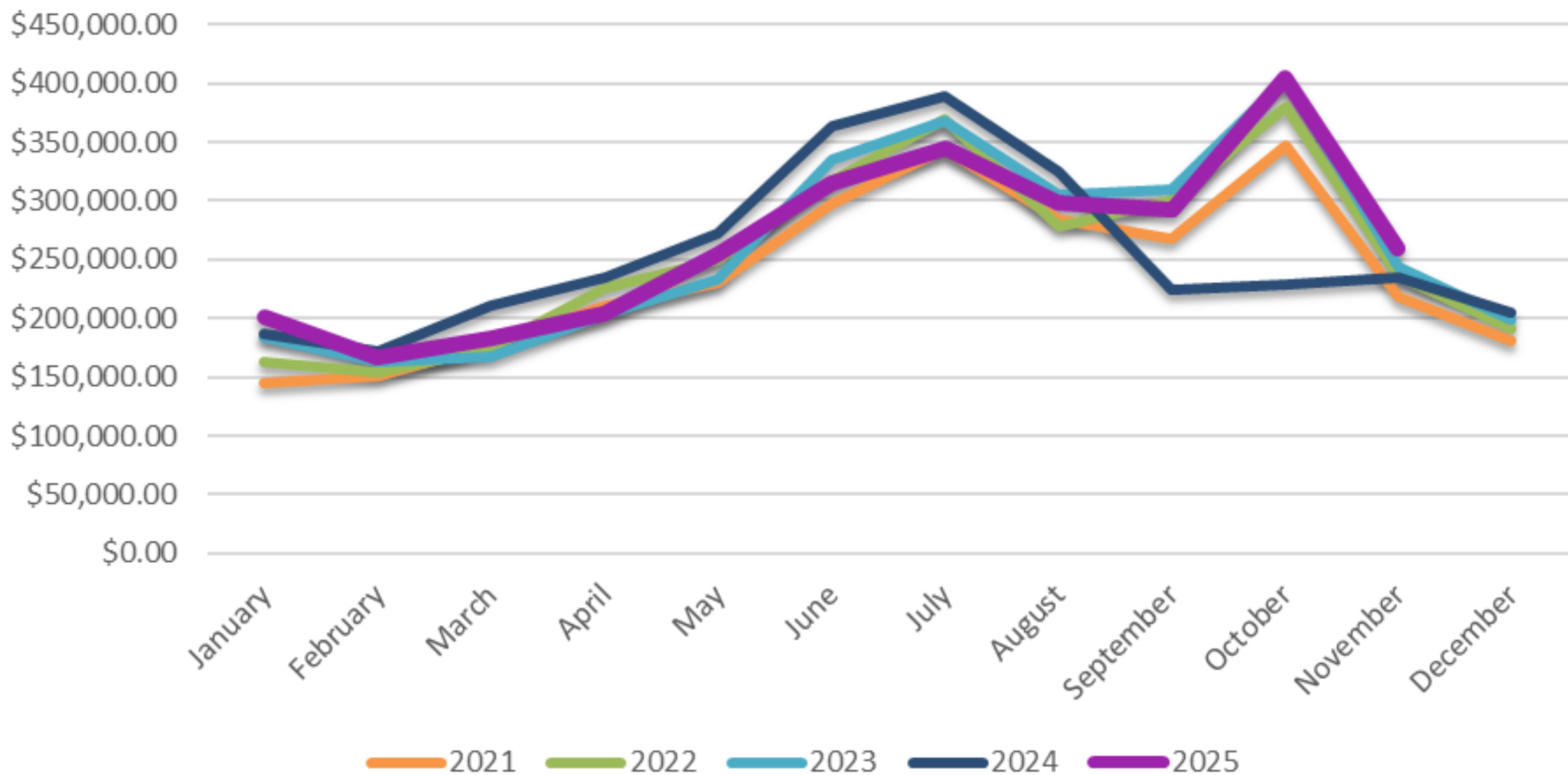
Occupancy Tax & Lodging Data

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

					\$ Change from Previous Year	% Change from Previous Year
	2022-2023	2023-2024	2024-2025	2025-2026		
July	\$369,695.58	\$367,752.94	\$388,684.72	\$345,170.63	(\$43,514.09)	-11.20%
Canton	\$26,879.79	\$19,497.12	\$25,455.96	\$23,596.53	(\$1,859.43)	-7.30%
Clyde	\$12,404.07	\$19,607.12	\$21,166.77	\$23,515.31	\$2,348.54	11.10%
Lake Junaluska	\$39,626.65	\$40,797.83	\$43,022.88	\$41,873.31	(\$1,149.57)	-2.67%
Maggie Valley	\$177,268.47	\$170,417.23	\$175,808.74	\$141,219.00	(\$34,589.74)	-19.67%
Waynesville	\$113,516.60	\$117,433.64	\$123,230.37	\$114,966.48	(\$8,263.89)	-6.71%
August	\$278,678.56	\$305,809.64	\$323,963.71	\$297,964.84	(\$25,998.87)	-8.03%
Canton	\$21,871.08	\$28,032.84	\$23,336.22	\$15,660.89	(\$7,675.33)	-32.89%
Clyde	\$12,041.72	\$17,010.14	\$17,041.81	\$15,899.06	(\$1,142.75)	-6.71%
Lake Junaluska	\$23,659.93	\$26,325.12	\$27,008.34	\$30,155.08	\$3,146.74	11.65%
Maggie Valley	\$126,942.01	\$126,475.88	\$143,722.74	\$114,187.66	(\$29,535.08)	-20.55%
Waynesville	\$94,163.82	\$107,965.66	\$112,854.60	\$122,062.15	\$9,207.55	8.16%
September	\$300,578.84	\$309,562.65	\$225,130.03	\$291,781.25	\$66,651.22	29.61%
Canton	\$24,268.90	\$20,707.64	\$10,569.43	\$24,332.40	\$13,762.97	130.21%
Clyde	\$19,558.11	\$16,975.34	\$11,812.43	\$16,046.25	\$4,233.82	35.84%
Lake Junaluska	\$29,171.45	\$28,818.89	\$24,685.05	\$30,700.23	\$6,015.18	24.37%
Maggie Valley	\$130,740.68	\$135,273.39	\$95,390.88	\$117,638.93	\$22,248.05	23.32%
Waynesville	\$96,839.70	\$107,787.39	\$82,672.24	\$103,063.44	\$20,391.20	24.67%
October	\$379,422.94	\$403,324.69	\$228,808.59	\$405,197.50	\$176,388.91	77.09%
Canton	\$28,986.01	\$27,962.64	\$12,417.99	27317.56	\$14,899.57	119.98%
Clyde	\$18,567.11	\$24,050.80	\$1,011.44	26947.01	\$25,935.57	2564.22%
Lake Junaluska	\$34,681.85	\$37,520.80	\$46,052.87	39092.08	(\$6,960.79)	-15.11%
Maggie Valley	\$176,221.04	\$181,249.41	\$96,673.36	170694.63	\$74,021.27	76.57%
Waynesville	\$120,966.93	\$132,541.04	\$72,652.93	141146.22	\$68,493.29	94.27%
November	\$236,691.92	\$244,378.03	\$235,377.74	\$259,778.11	\$24,400.37	10.37%
Canton	\$19,998.00	\$15,700.17	\$8,310.87	\$16,709.06	\$8,398.19	101.05%
Clyde	\$13,324.83	\$19,335.14	\$10,600.83	\$21,720.71	\$11,119.88	104.90%
Lake Junaluska	\$15,061.93	\$16,548.77	\$27,879.84	\$19,625.68	(\$8,254.16)	-29.61%
Maggie Valley	\$104,245.28	\$101,699.89	\$102,616.10	\$100,696.81	(\$1,919.29)	-1.87%
Waynesville	\$84,061.88	\$91,094.06	\$85,970.10	\$101,025.85	\$15,055.75	17.51%
	\$3,043,483.81	\$3,270,866.51	\$2,932,906.56	\$1,599,892.33	\$197,927.54	14.12%

[Link to Online Version](#)

YOY Monthly Occupancy Tax Comparison




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Old Business



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New Business

- Audit completed and submitted to the Local Government Commission on 12.31.2025.
- Printed copies for the Board and presentation by the auditor – next meeting.
- [FY 24-25 Audit Digital Copy](#)



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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
1% Expenses: Promotion - 28745 (LJ)	549914	\$54,268.00	\$8,334.00	\$62,602.00
1% Expenses: Promotion - 28751 (MV)	549916	\$217,068.00	\$7,254.40	\$224,322.40
1% Expenses: Promotion - 28785/86 (WV)	549918	\$237,800.00	\$2,778.00	\$240,578.00
TOTAL			\$18,366.40	

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

\$18,336.40

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

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
App of Fd Bal - 28745 (LJ)	427114	\$0.00	\$8,334.00	\$8,334.00
App of Fd Bal - 28751 (MV)	427115	\$0.00	\$7,254.40	\$7,254.40
App of Fd Bal - 28785/86 (WV)	427116	\$75,000.00	\$2,778.00	\$77,778.00
TOTAL			\$18,366.40	

BA Explanation:
Aligning budget to match with
required audit general journal
adjustments shifting July 4 2025
grant reimbursements from
FY24-25 to FY25-26.

SATW

October 4-8, 2026

- First Timer's Reception – Warren Center
- Welcome Reception – Cataloochee Ranch
- Muster Awards Dinner – Waynesville Inn and Golf Club
- Lowell Thomas Awards Luncheon – York Commons
- Dine Around in Downtown Waynesville
- Half & Full Day Tours – County-Wide
- Closing Ceremony – HART Theatre Campus



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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Mktg & Sales: SATW	537850	\$0.00	\$128,800.00	\$128,800.00
TOTAL			\$128,800.00	

This amendment will result in a net increase/(decrease) of \$128,800.00 in the expenditures in the General Fund.

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

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
SATW Revenue	450300	\$0.00	\$128,800.00	\$128,800.00
TOTAL			\$128,800.00	

BA Explanation:
Creating a new expense and revenue account to fund and track all expenses and income for hosting the 2026 SATW Convention.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Mktg & Sales: SATW	537850	\$128,800.00	\$371,200.00	\$500,000.00
TOTAL			\$371,200.00	

This amendment will result in a net increase/(decrease) of \$371,200.00 in the expenditures in the General Fund.

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

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
App of Fd Bal TDA	499990	\$471,380.00	\$371,200.00	\$842,580.00
TOTAL			\$371,200.00	

BA Explanation:
Appropriate dollars from fund balance to have sufficient budget to move forward with executing the 2026 SATW Annual Convention.



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM



Motion: To authorize the Executive Director to sign the contract, not to exceed \$500,000

Annual Convention Services Agreement



Motion: To authorize the Executive Director to sign the contract, not to exceed \$270,000. This is an action we are required to complete under the umbrella SATW agreement and is included within the previously approved \$500k.

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Staff Reports



Ice Fest Weekend | Jan. 29 – Feb 1, 2026

Updates for The Events!

Ice Block Party Waynesville -

- Encouraging guests to enjoy indoor spaces and local shops to warm up.
- Additional Outdoor Heaters
- Additional Firepits

Ice Extravaganza Maggie Valley -

- Time Change (3-8PM) To take advantage of more daylight.
- Additional Outdoor Heaters
- Additional Warming Tent



[VisitHaywood.com/IceFest](https://www.VisitHaywood.com/IceFest)

Ice Fest Weekend

Messaging to Attendees & Partners

Ways to Stay Warm

We've added several cozy upgrades for our signature events, including:

- More outdoor heaters and fire pits for both events
- A new warming tent at the festival grounds
- Ice Fest Weekend Packing List

Volunteers Still Needed for
Waynesville & Maggie Valley!

ICE FEST WEEKEND PACKING LIST

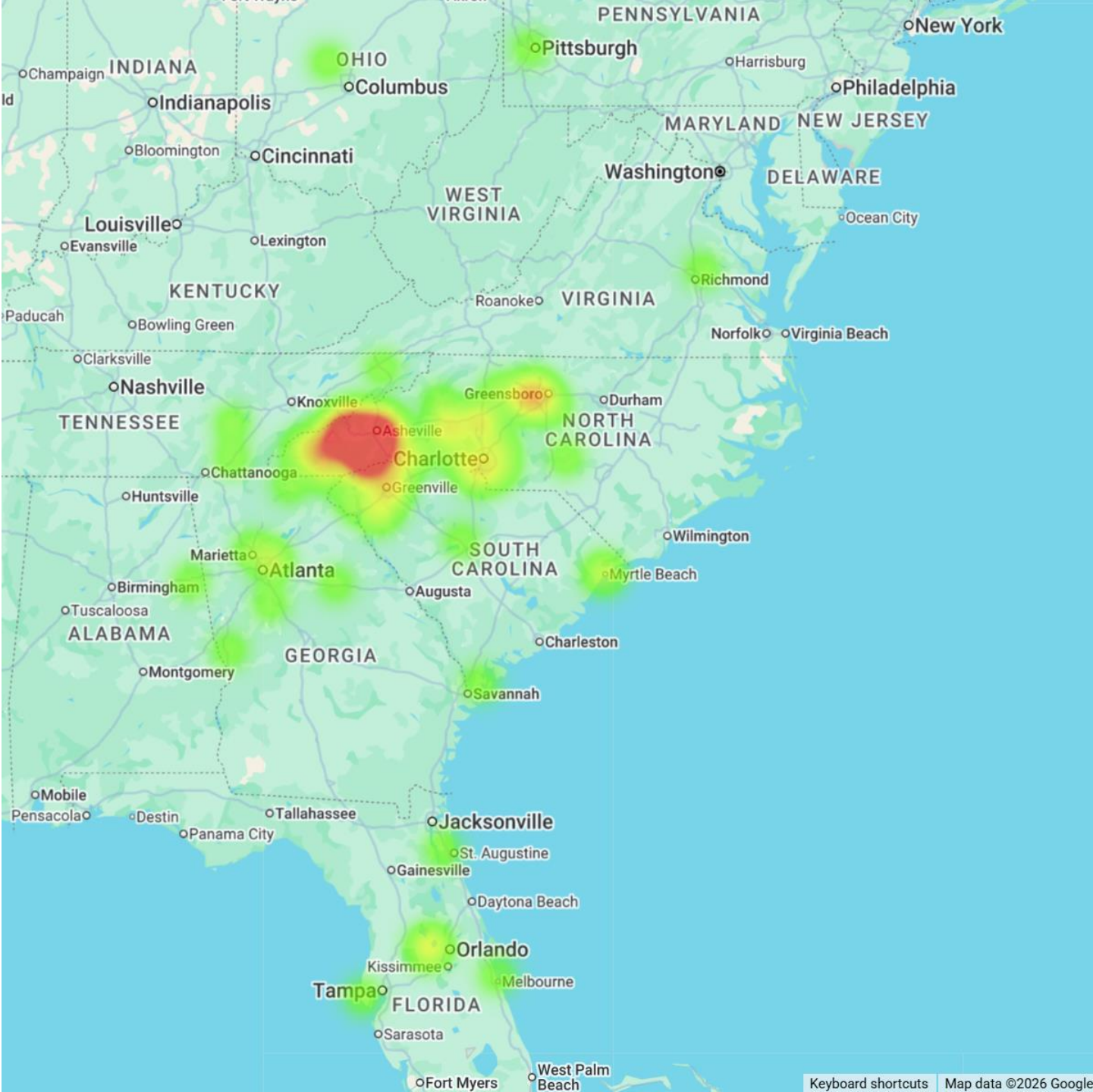
- ☐ WARM SWEATER, FLEECE SHIRTS
- ☐ WINTER JACKET OR COAT
- ☐ BEANIES OR EARMUFFS
- ☐ MITTENS OR GLOVES
- ☐ WARM WINTER PANTS
- ☐ LONG UNDERWEAR
- ☐ WARM SOCKS
- ☐ WINTER BOOTS
- ☐ FACE MASK OR SCARF
- ☐ HOT HANDS OR ELECTRIC HAND WARMERS



[VISITHAYWOOD.COM/ICEFEST](https://www.visithaywood.com/icefest)

Need extra warmth? We've got you covered!

Ice Fest Beanies, Hoodies & Scarves will be for sale at the Visit Haywood tent during the Ice Block Party & Ice Extravaganza .



Ticket Sales YOY

	01.28.25	01.27.26
Adult	332	476
Child	110	97
Total	442	573

Total 2025: 3327 (1131 presale)

Winter Video/Photo Shoot

Feb 1 - 3, 2026

Capture winter activities to incorporate into the new brand video released in September.

- Skiing
- Tubing
- Hiking
- Casual Dining
- Indoor Activities (candle making, etc)
- Cozy Lodging

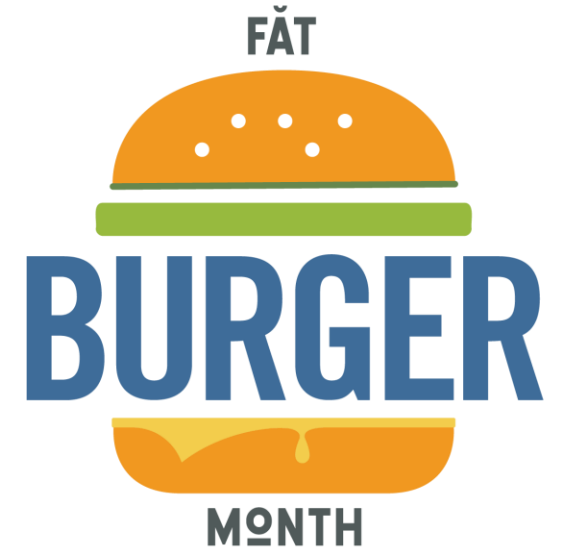




Designed By: Sam Kearny

March 1 – 31, 2026

23 Participating Restaurants



NEW THIS YEAR

- Tackle more burgers to win more prizes
- Vote for your favorite Fat Burgers in these categories:
 - Fattest Burger
 - Most Unique
 - Best Overall

FatBurgerMonth.com

2026 Prize Tiers

1
Burger

\$25 Restaurant Gift Card Raffle Entry

3
Burgers

6-Piece Sticker Pack

6
Burgers

T-Shirt

10
Burgers

"Pickle Juice" Mason Jar

15
Burgers

Baseball Hat

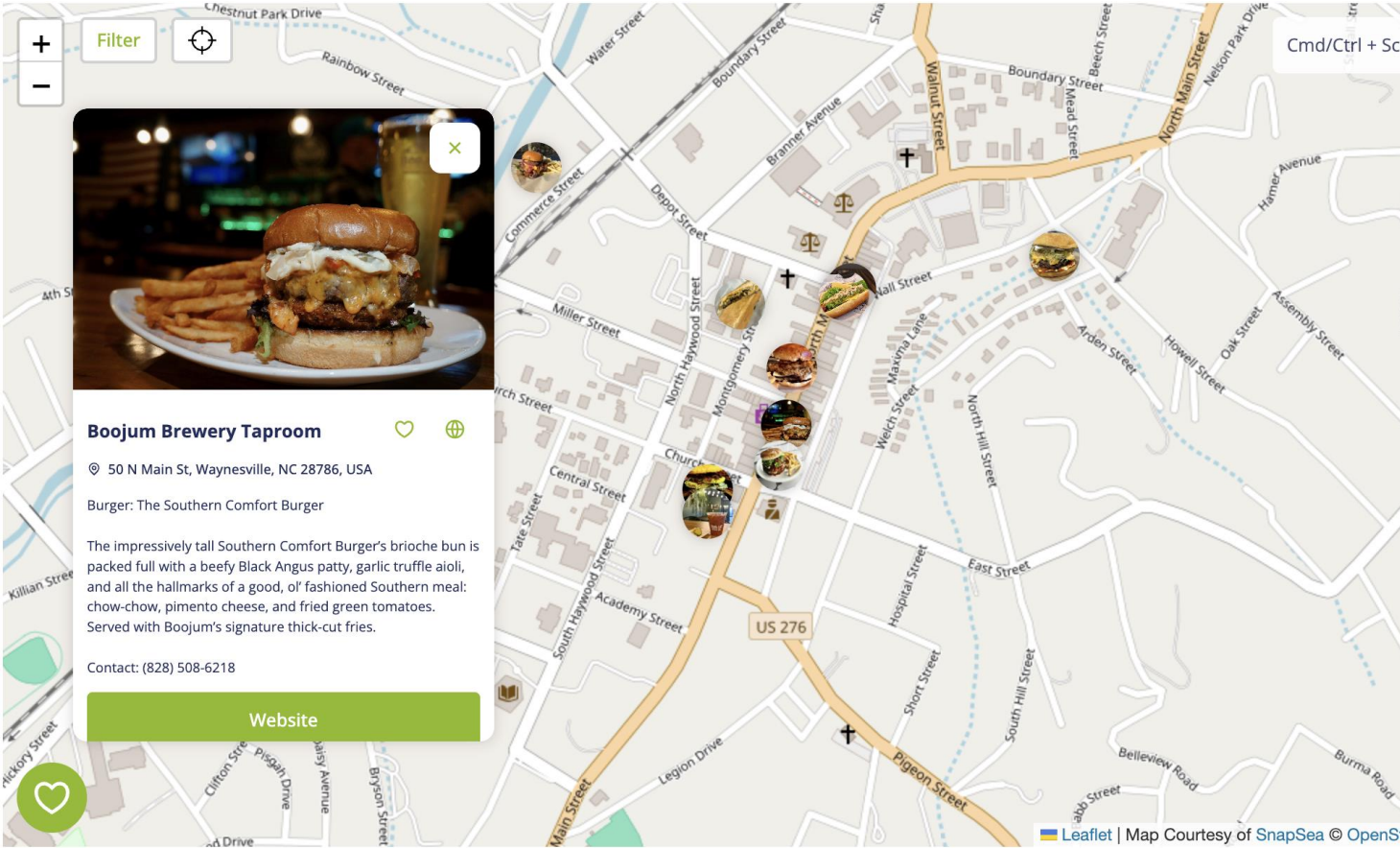
20
Burgers

\$100 in Elk Bucks*

*A digital gift card redeemable at over 125 local businesses!



New Interactive Map



FatBurgerMonth.com



NEXT MOUNTAIN MORNINGS:
FEBRUARY 12 | THE SCOTSMAN | 8:30AM



Next Board Meeting
February 25, 2026 | 9 AM
Gaines Auditorium

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A scenic mountain landscape at sunset. In the foreground, a large, dark evergreen tree stands on the left, and a rocky peak is in the center. Two hikers are sitting on the rock, one with arms raised in a 'V' shape. To the right, a woman stands on a grassy slope, taking a photo with her phone. The background shows rolling mountain ranges under a sky with orange, pink, and blue clouds.

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Thank You!