

**Haywood County Tourism Development  
Authority BUDGET**

**PROPOSED  
2026-2027  
Budget  
3.25 million**

**REVENUES**

Occupancy Tax Revenue	\$3,250,000
<i>Occ Tax - 3%/ TDA</i>	\$2,405,625
<i>Occ Tax - 28716/ Canton</i>	\$56,131
<i>Occ Tax - 28721/ Clyde</i>	\$56,131
<i>Occ Tax - 28745/ Lake Junaluska</i>	\$80,188
<i>Occ Tax - 28751/ Maggie Valley</i>	\$320,750
<i>Occ Tax - 28785+86/ Waynesville</i>	\$288,675
<i>Admin Fee</i>	\$42,500
Merchandise Sales	\$30,000
Visitor Guide Ad Sales	\$30,000
Co-Op Advertising	\$20,000
Visit Haywood Ice Fest	\$15,000
SATW	\$128,800
Gift Haywood	\$0
Miscellaneous	\$0
Interest Earnings - 3%	\$100,000
Interest Earnings - 1%	\$55,000
Occ Tax Penalties - 3%	\$2,500
Occ Tax Penalties - 1%	\$750
Fund Balance Appropriation	\$1,340,101
<i>Fund Balance - TDA</i>	\$823,013
<i>Fund Balance - OTPF</i>	\$150,000
<i>Fund Balance - 28716/ Canton</i>	\$20,000
<i>Fund Balance - 28721/ Clyde</i>	\$36,000
<i>Fund Balance - 28745/ Lake Junaluska</i>	\$105,000
<i>Fund Balance - 28751/ Maggie Valley</i>	\$0
<i>Fund Balance - 28785+86/ Waynesville</i>	\$206,088
<b>Total Revenues</b>	<b>\$4,972,151</b>

**1% EXPENSES**

1% Marketing/ Advertising/ Promotion	\$644,275
<i>Canton: Promotion</i>	\$57,300
<i>Clyde: Promotion</i>	\$37,421
<i>Lake Junaluska: Promotion</i>	\$58,458
<i>Maggie Valley: Promotion</i>	\$213,833
<i>Waynesville: Promotion</i>	\$277,263
Total 1% Contribution to Destination Mktg	-\$209,600
Total 1% Contribution to Project Dev Plan	-\$61,200
Total 1% Contribution to Ice Fest	-\$109,000
1% Tourism Related	\$524,567
<i>Tourism Related - 28716/ Canton</i>	\$18,710
<i>Tourism Related - 28721/ Clyde</i>	\$54,710
<i>Tourism Related - 28745/ Lake Junaluska</i>	\$126,730
<i>Tourism Related - 28751/ Maggie Valley</i>	\$106,917
<i>Tourism Related - 28785+86/ Waynesville</i>	\$217,500
<b>Total 1% Expenses</b>	<b>\$789,042</b>

**WAGES & BENEFITS**

Salaries	\$452,000
Temporary Labor	\$500
Worker's Comp	\$1,500
Payroll Taxes (FICA & Unemployment)	\$40,700
Health Insurance	\$37,400
NC State Retirement	\$60,750
<b>Total Wages &amp; Benefits</b>	<b>\$592,850</b>

**ADMINISTRATION & OPERATIONS**

Admin Fee (Haywood Co.)	\$42,500
Bank Fees 3%	\$1,500
Bank Fees 1%	\$600
Online Store + POS Fees	\$3,000
Cash Over/ Short	\$100
Board Member Meetings/ Events	\$1,000
Equipment Lease	\$6,000
Hospitality, Gifts & Meals	\$2,000
Insurance - Liability	\$12,000
Office/ Visitor Center Supplies	\$3,500
Non-expendable office supplies	\$2,500
Postage - office	\$300
Professional Svcs- Accounting + Audit	\$18,500
Professional Services- Legal	\$3,000
Professional Svcs- Managed IT	\$7,500
Property Tax	\$150
Purchases/ Resale	\$35,000
Rent	\$53,025
Repair & Maintenance - Equipment	\$500
Repair & Maintenance - Vehicle	\$1,500
Staff Development & Education	\$23,000
Travel Expense	\$4,500
Telephone, Communications & Internet	\$7,000
Utilities	\$100
Vehicle Expense (reg, insurance, tax)	\$3,000
Contingency	\$51,484
<b>Total Administration &amp; Operations</b>	<b>\$283,259</b>

**CAPITAL OUTLAY**

Office Furniture/Equipment Purchase	\$3,500
Website Development	\$65,000
Other Capital	\$0
<b>Total Capital Outlay</b>	<b>\$68,500</b>

**MARKETING & SALES**

Advertising & Marketing	\$1,206,000
Local Marketing	\$11,500
Web Technology, Maintenance + Growth	\$82,000
Media Relations, Influencers & Press Trips	\$212,000
Visitor Guides	\$50,000
Collateral + other printing	\$15,000
Promotional Items	\$6,000
Postage - Fulfillment	\$20,000
Dues & Subscriptions	\$12,000
Trade Shows & Travel	\$0
SATW	\$470,000
Research	\$91,000
Community Relations	\$5,000
Visit Haywood Ice Fest	\$155,000
Project Development Plan	\$300,000
County Wide Grants - Promo	\$28,000
<b>Total Marketing &amp; Sales</b>	<b>\$2,663,500</b>

**PRODUCT DEVELOPMENT**

County Wide Grants - Tourism Related/ Capital	\$400,000
Wayfinding Signs	\$25,000
OTPF	\$150,000
<b>Total Product Development</b>	<b>\$575,000</b>

**TOTAL EXPENSES** **\$4,972,151**

Total Revenues \$4,972,151

*Variance* \$0