

**— VISIT —
HAYWOOD**
WESTERN NC MOUNTAINS

**HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY**

June 24, 2026 | Board of Directors Meeting

Section 1.

The following amounts are hereby appropriated for the operation of the public authority and its activities for the fiscal year beginning July 1, 2026, and ending June 30, 2027, in accordance with the chart of accounts therefore established for this authority:

1% Expenses	\$ 789,042
Wages & Benefits	\$ 592,850
Administration & Operations	\$ 283,259
Capital Outlay	\$ 68,500
Marketing & Sales	\$ 2,663,500
Product Development	\$ 575,000
TOTAL	\$ 4,972,151

Public Hearing on
FY 2026-2027
Proposed Budget

Section 2.

It is established that the following revenues will be available for the fiscal year beginning July 1, 2026, and ending June 30, 2027.

Occupancy Tax Revenue	\$ 3,250,000
Other Revenue	\$ 382,050
Fund Balance Appropriation	\$ 1,340,101
Revenue Total	\$ 4,972,151

Fiscal Year 2026-2027
Budget Ordinance

A photograph of a rustic, cozy bedroom interior. Two beds with orange headboards are visible, each with a stack of white towels and a dark green towel with the word 'Makeup' on it. The walls are made of dark wood, and there are several windows with green curtains. A bathroom with a wooden vanity and a mirror is visible in the background. The text '— VISIT — HAYWOOD' is overlaid in large white letters, with 'WESTERN NC MOUNTAINS' in smaller white letters below it.

— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

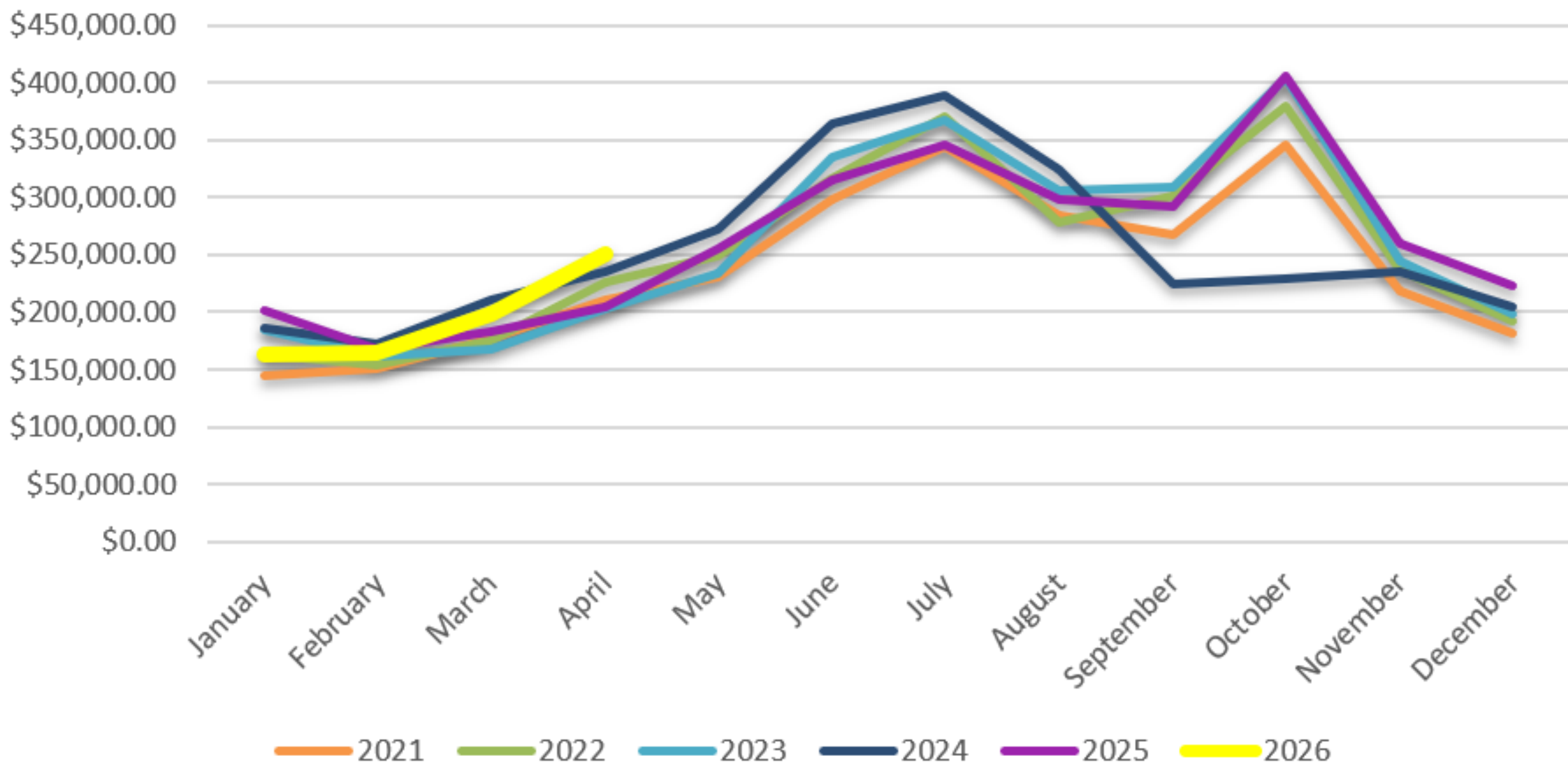
Occupancy Tax & Lodging Data

Fiscal Year Monthly Occupancy Tax Comparison (Gross)

					\$ Change from Previous Year	% Change from Previous Year
	2022-2023	2023-2024	2024-2025	2025-2026		
January	\$184,467.69	\$186,374.80	\$201,802.09	\$162,893.11	(\$38,908.98)	-19.28%
Canton	\$15,055.47	\$20,320.83	\$15,212.14	\$13,623.75	(\$1,588.39)	-10.44%
Clyde	\$17,470.28	\$16,150.10	\$11,492.80	\$14,514.62	\$3,021.82	26.29%
Lake Junaluska	\$13,371.82	\$8,856.70	\$15,684.34	\$5,952.10	(\$9,732.24)	-62.05%
Maggie Valley	\$84,230.59	\$86,145.46	\$98,739.45	\$73,493.67	(\$25,245.78)	-25.57%
Waynesville	\$54,339.53	\$54,901.71	\$60,673.36	\$55,308.97	(\$5,364.39)	-8.84%
February	\$162,325.68	\$171,592.82	\$167,308.30	\$165,420.70	(\$1,887.60)	-1.13%
Canton	\$13,852.03	\$17,963.11	\$14,973.41	\$13,621.36	(\$1,352.05)	-9.03%
Clyde	\$15,802.06	\$13,965.94	\$10,246.79	\$13,826.42	\$3,579.63	34.93%
Lake Junaluska	\$13,240.97	\$11,140.80	\$7,753.81	\$9,591.11	\$1,837.30	23.70%
Maggie Valley	\$71,592.00	\$78,844.03	\$77,469.39	\$70,314.01	(\$7,155.38)	-9.24%
Waynesville	\$47,838.62	\$49,678.94	\$56,864.90	\$58,067.80	\$1,202.90	2.12%
March	\$168,067.49	\$211,448.41	\$182,523.15	\$198,551.83	\$16,028.68	8.78%
Canton	\$19,106.54	\$20,266.92	\$16,762.40	16464.39	(\$298.01)	-1.78%
Clyde	\$15,154.29	\$19,672.69	\$12,889.35	18609.86	\$5,720.51	44.38%
Lake Junaluska	\$11,528.51	\$13,510.97	\$19,478.05	13489.64	(\$5,988.41)	-30.74%
Maggie Valley	\$69,112.76	\$84,011.37	\$63,363.34	70051.91	\$6,688.57	10.56%
Waynesville	\$53,165.39	\$73,986.46	\$70,030.01	79936.03	\$9,906.02	14.15%
April	\$203,478.94	\$235,196.31	\$204,861.17	\$250,047.46	\$45,186.29	22.06%
Canton	\$17,209.27	\$21,361.43	\$14,873.00	\$14,798.62	(\$74.38)	-0.50%
Clyde	\$12,449.39	\$14,164.16	\$11,083.69	\$17,650.18	\$6,566.49	59.24%
Lake Junaluska	\$18,268.39	\$22,781.57	\$21,908.22	\$22,224.40	\$316.18	1.44%
Maggie Valley	\$85,237.87	\$91,853.89	\$80,098.71	\$102,571.62	\$22,472.91	28.06%
Waynesville	\$70,314.02	\$85,035.26	\$76,897.55	\$92,802.64	\$15,905.09	20.68%
	\$3,043,483.81	\$3,270,866.51	\$2,932,906.56	\$2,599,571.08	\$236,186.90	9.99%

[Link to Online Version](#)

YOY Monthly Occupancy Tax Comparison



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Old Business



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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Office/ Visitor Center Supplies	526001	\$3,500.00	\$350.00	\$3,850.00
Online Store & POS Fees	549906	\$2,500.00	\$750.00	\$3,250.00
Repair & Maintenance-Vehicle (Ins)	535202	\$1,500.00	\$6,660.00	\$8,160.00
Repair & Maintenance-Vehicle (Rental)	535202	\$8,160.00	\$1,000.00	\$9,160.00
Contingency	599101	\$60,100.00	(\$2,100.00)	\$58,000.00
TOTAL			\$6,660.00	

This amendment will result in a net increase/(decrease) of \$6,660.00 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
Miscellaneous	451890	\$0.00	\$6,660.00	\$6,660.00
TOTAL			\$6,660.00	

Budget Amendment Explanation:
Adjusting individual line items within the Administrations and Operations Budget Category at year-end plus accounting for partial expenses and revenue due to auto claim.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Advertising & Marketing	537101	\$1,433,330.00	\$38,000.00	\$1,471,330.00
Media Relations & Influencers	537775	\$26,500.00	(\$11,000.00)	\$15,500.00
Visitor Guides	537301	\$55,000.00	(\$10,000.00)	\$45,000.00
Promotional Items	534925	\$6,000.00	\$1,500.00	\$7,500.00
Trade Shows & Travel	537803	\$14,000.00	(\$4,000.00)	\$10,000.00
Research	537900	\$40,120.00	(\$8,000.00)	\$32,120.00
Community Relations	537925	\$5,000.00	(\$2,000.00)	\$3,000.00
Contingency	599101	\$64,600.00	(\$4,500.00)	\$60,100.00
				\$0.00
TOTAL			\$0.00	

Budget Amendment Explanation:
Adjusting individual line items within the Marketing and Sales Budget Category at year-end.

This amendment will result in a net increase/(decrease) of \$0.00
in the expenditures in the General Fund.

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

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
[Capital] Office Furniture/Equipment	551004	\$5,000.00	\$800.00	\$5,800.00
[Admin] Contingency	599101	\$58,000.00	(\$800.00)	\$57,200.00
TOTAL			\$0.00	

Budget Amendment Explanation:
Shifting dollars from contingency to capital to purchase a laptop, replacing one that no longer works.

This amendment will result in a net increase/(decrease) of \$0.00
in the expenditures in the General Fund.

Product Development Committee Opening Recommendation



Product Development Committee Vacancy Update

- Received one application for the open Canton-community seat
- Jason Pierson resides in Canton, is a local artist and active on two other Haywood County boards
- Due to no June PDC Committee meeting, the Committee Chair & Board Chair reviewed the application and recommend appointing Jason to this open seat

[Link to Application](#)



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

New Business

Proposed One Net Agreements (Effective Upon Website Launch)

Purpose: Continue website support and implementation of selected new website enhancements following the launch of the new Visit Haywood website.

1. "Big Ideas" Website Enhancements – [Schedule C](#)

FY 2026–27 Budget: \$18,000

- On the Road to Haywood – \$8,000
- SATW Accessibility Enhancements – \$3,000
- Personalization Features – \$7,000

Additional Budgeted Reimbursable Expenses

- On-site training in Haywood County – **\$6,000**
- Website infrastructure/hosting services – **\$8,000**

2. Growth Retainer Agreement – [Schedule D](#)

\$5,000/month (\$50,000 FY26-27)

Includes 34 service hours per month covering ongoing website maintenance and support including:

- SEO/GEO optimization
- Content development and copywriting
- Design and web development
- Technical consulting
- Includes monthly performance reporting and maintenance SLA

Total Budget Implications for FY 26-27: \$82,000

2027 Destination Guide Production Contract



Three proposals received:

Lunar Cow - \$56,300

Progress Printing - \$32,329

- *Incomplete proposal for printing only*

Lure Creative - \$38,587

- Cost includes:
 - Design & Layout
 - Printing
 - Digital Guide

Request a motion that the Board approve the agreement with Lure Creative and authorize the Executive Director to execute the contract and negotiate extensions of the agreement for a total term not to exceed six (6) years, consistent with the HCTDA procurement and finance policies.



Officer Nominations & Executive Committee Appointment for FY 2026-2027 and 2027-2028

- **Chair:** Jim Owens
- **Vice Chair:** Jeff Hillis
- **Treasurer:** Mike Huber
- **Member-At-Large:** Chad King



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Staff Reports

Public Relations Update



LIFESTYLE > DINING

10 Delicious Drinks And Dishes Starring Ramps

Forager Sbagliato



Forager Sbagliato at The Tack Room at Cataloochee Ranch in Maggie Valley, North Carolina. CATALOOCHEE RANCH

At The Tack Room at [Cataloochee Ranch](#) in Maggie Valley, North Carolina, this ramp cocktail features ramp gin, vermouth, and prosecco, complemented by pickled ramp, cucumber, and a touch of ramp salt.

"Our Forager Sbagliato is crafted from Chemist's Forager Gin, Dolin Blanc Vermouth, Prosecco, a small bit of the pickling liquid from the pickled ramps which we use to garnish - along with a lemon and cucumber twirl that we sprinkle with house made ramp salt to finish. It is a savory play on a Negroni Sbagliato. When we discovered that Chemist had made a gin with ramps, we jumped on the opportunity to make a cocktail featuring our favorite Appalachian native. It took a lot of work to figure out how to showcase that unique ramp flavor properly in a cocktail, without overshadowing its unique profile. We love having this savory offering for our guests who like an adventure in flavor, and they seem to love it as much as we do," said Cataloochee Ranch Bar Manager Laine Lewis.

[Read Forbes Segment Here](#)

UVM: 55,151,804

New Orleans
MAGAZINE
TRAVEL

A Great Smoky Mountains Escape in North Carolina



Haywood County nestled in the western corner of North Carolina consists of several sweet communities — Maggie Valley, Waynesville, Lake Junaluska, Canton and Clyde — all with their unique personalities and attractions, not to mention access to both the Blue Ridge Parkway and the Great Smoky Mountains National Park. All make for a cool mountain escape when summer heat rolls in.

Stay

It's a relatively short drive from the interstate to the 500-acre Pigeon River Mountain Retreat, but after a few minutes of maneuvering curvy mountain roads through peaceful farms and crossing streams, your blood pressure drops. This gated oasis near Clyde features six mountain lodges with full amenities including game rooms, saunas, fireplaces and hot tubs. Visitors may hike to the wedding chapel with its antique organ and bell tower or the Jonathan Creek Tavern overlooking the Pigeon River. The property offers sports courts, hiking trails and a helicopter platform in case you'd rather fly in.

[Read New Orleans Magazine Article Here](#)

UVM: 46,056

Public Relations Update



This Festival Turns Blocks of Ice Into Masterpieces | Best of Our State | PBS North Carolina

[Watch the PBS Segment Here](#)

UVM: 1,366,115



The best diners in America for comfort-food favorites

Satisfy your cravings for greasy-spoon classics or more contemporary delights at the best diners in America

12. Waynesville Main Street Diner | Waynesville, NC



Photograph: Sam Dean

What is it? Located in a circa 1923 building that once housed an A&P grocery store, beauty parlor, men's clothing haberdashery and bakery over the years, the [Waynesville Main Street Diner](#) in the state's Haywood County is reflective of Waynesville's earlier days. Serving what's coined as "elevated Americana cuisine," this two-level spot offers all-day breakfast and lunch specials and dinner options. Along with a long pastry counter and bar, the venue has four historic photo collections and curated private artifacts.

Why we love it: This place often gets high customer marks for its breakfast selections, such as the Goat Cheese Chicken Biscuit paired with pepper jelly. As for dinner, find interesting dining twists ranging from Black and Blue Beef Tips served with blue cheese, chive orzo and the vegetable of the day.

Time Out tip: Ask the staff about the building's history.

Address: 18 N Main St, Waynesville, NC 28786

Opening hours: Sun-Thu 7am-7pm; Fri, Sat 7am-8pm

[Read TimeOut Article](#)

UVM: 10,441,178

TRAVEL+LEISURE

15 Natural Lazy Rivers Across the U.S. to Float Down This Summer—No Water Park Required

Float through mountain valleys, spring-fed waterways, and riverside towns on these laid-back adventures.

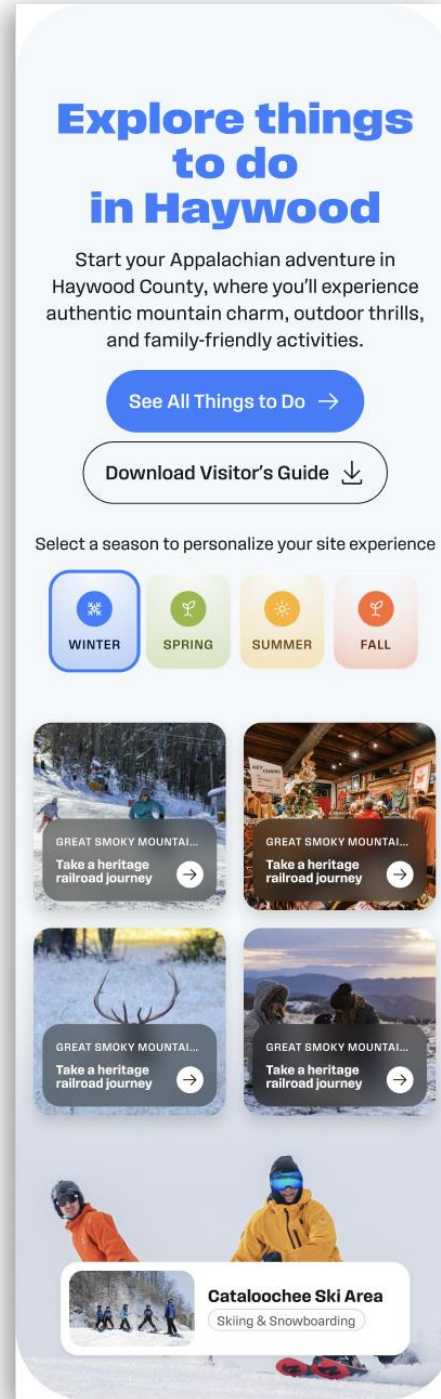
04 of 15 Pigeon River, Canton, North Carolina



Friends jump into the waters of the Pigeon River.
Credit: Visit Haywood

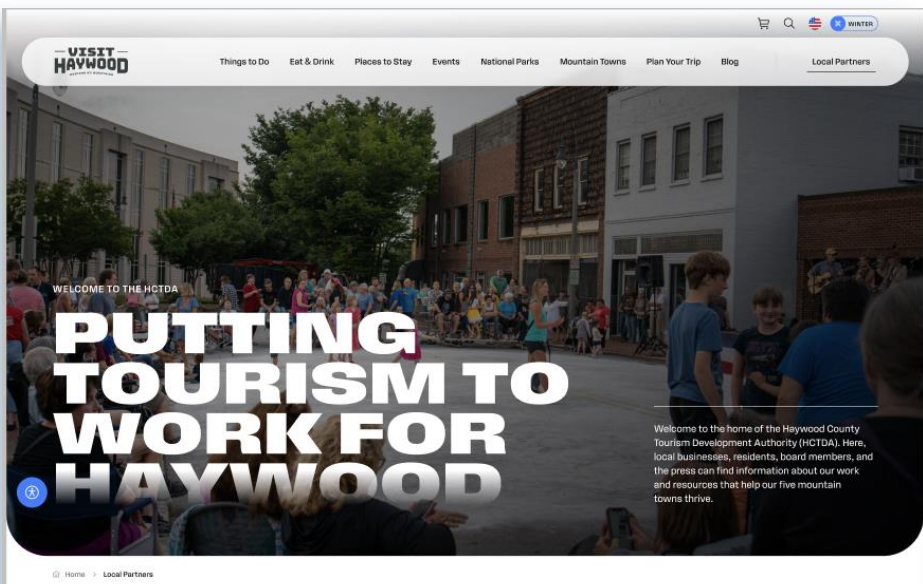
One of only a few "headwater counties" in the United States, North Carolina's Haywood County, in the state's westernmost reaches, is the launch point for one of the state's best tube runs with mountain views. Rent tubes from [Cold Mountain Tubing](#), and let the gentle currents of the Pigeon River propel you down the roughly two-hour run. With just a few mild rapids, the route is a favorite among families and newbies.

[Read Travel + Leisure Article](#)



NEW WEBSITE COMING SOON!

- Will be live in August, tentatively scheduled for week of 8/24
- New Partner Portal
- Partner training sessions will be provided, in-person tentatively scheduled for week of 9/1



[Home](#) > [Local Partners](#)

[Overview](#) | [Partner Resources](#) | [Our Contributions](#)



Building an unparalleled place

The HCTDA is the public body responsible for stewarding tourism across Haywood County. We have a critical role to play not just in attracting visitors but in building a destination brand that drives tourism spending, boosts local tax revenues, and enhances local services and amenities.

Our work supports initiatives that build a stronger economy and a rich, engaging community for all who call Haywood home.

[About the HCTDA →](#)

QUICK FACTS

5 mountain towns

Canton, Clyde, Lake Junaluska, Maggie Valley, and Waynesville

4% invested

Occupancy Tax collected from visitors and invested in marketing, grants, placemaking, and community programs

\$900 savings

Estimated annual savings per household in local tax burden thanks to visitor spending

How we help you



Promote your business

Get listed on VisitHaywood.com, featured in our visitors guide, and included in campaigns that reach travelers across the region and beyond.

[See Guidelines ↓](#)



Learn about visitors

Access our brand guidelines, marketing plans, and recent research so you can discover what's resonating best with visitors.

[See Guidelines ↓](#)



Get involved

Connect with other local businesses, attend networking events, and stay in the loop so you never miss an opportunity.

[See How ↓](#)



Find resources

Learn about occupancy taxes and discover grant opportunities that can help you do more with your business.

[Explore Grants & Taxes ↓](#)

Partner promotion information

Our guides are here to help you understand what it means to be a Local Partner in Haywood, how you can support the HCTDA's work, and what you can do to make your business shine.

[Partner Program Guide ↗](#)[Website Listing Guidelines ↗](#)[Lodging Listing Guidelines ↗](#)[Event Listing Guidelines ↗](#)[Welcome Center Brochure Display Guidelines ↗](#)



PARTNER OPPORTUNITIES

— VISIT —
HAYWOOD
WESTERN NC MOUNTAINS

2026/2027 CONTENT CALENDAR

July

- Visitor Guide/Co-Op Ad Sales
- Swimming Holes
- July 4 Celebrations
- Elevations/Cool

August

- Website Launch
- 828 Day (Local pride)
- Agritourism/ Farms
- End of Summer

September

- Pump Track Qualifier
- Elk Rut Season/ Wildlife
- Labor Day
- Fall Flavors
- Autumn Equinox

October

- SATW
- Legends & Folklore
- Leaf-Peeping
- Harvest & Music Festivals

November

- Gift of Haywood
- Small Business Saturday
- Family/ Friendship
- Late fall foliage

December

- Gift of Haywood
- Christmas Celebrations
- Shopping
- Skiing/Tubing
- Christmas Tree Farms
- Winter Solstice

January

- Ice Fest Weekend
- Skiing/Tubing
- "What's New"
- Resolutions
- Visitor Guide
- Winter Hiking
- Plan for Vacation Day

February

- Annual T-Shirt Contest
- Romance
- Dining
- Indoor Activities
- Weddings

March

- Fat Burger Month
- Annual Report
- Birding
- Spring Lodging Packages
- Start of Spring

April

- Spring Lodging Packages
- Marketing Plan
- Fishing
- Wildflowers
- Golf
- Appalachian Culture/Arts
- National Parks

May

- Road Trip Campaign
- NTTW
- Hiking
- Unique Lodging
- Ramps

June

- River & Lake Activities
- Wellness
- Biking
- Family-Friendly
- Summer Solstice

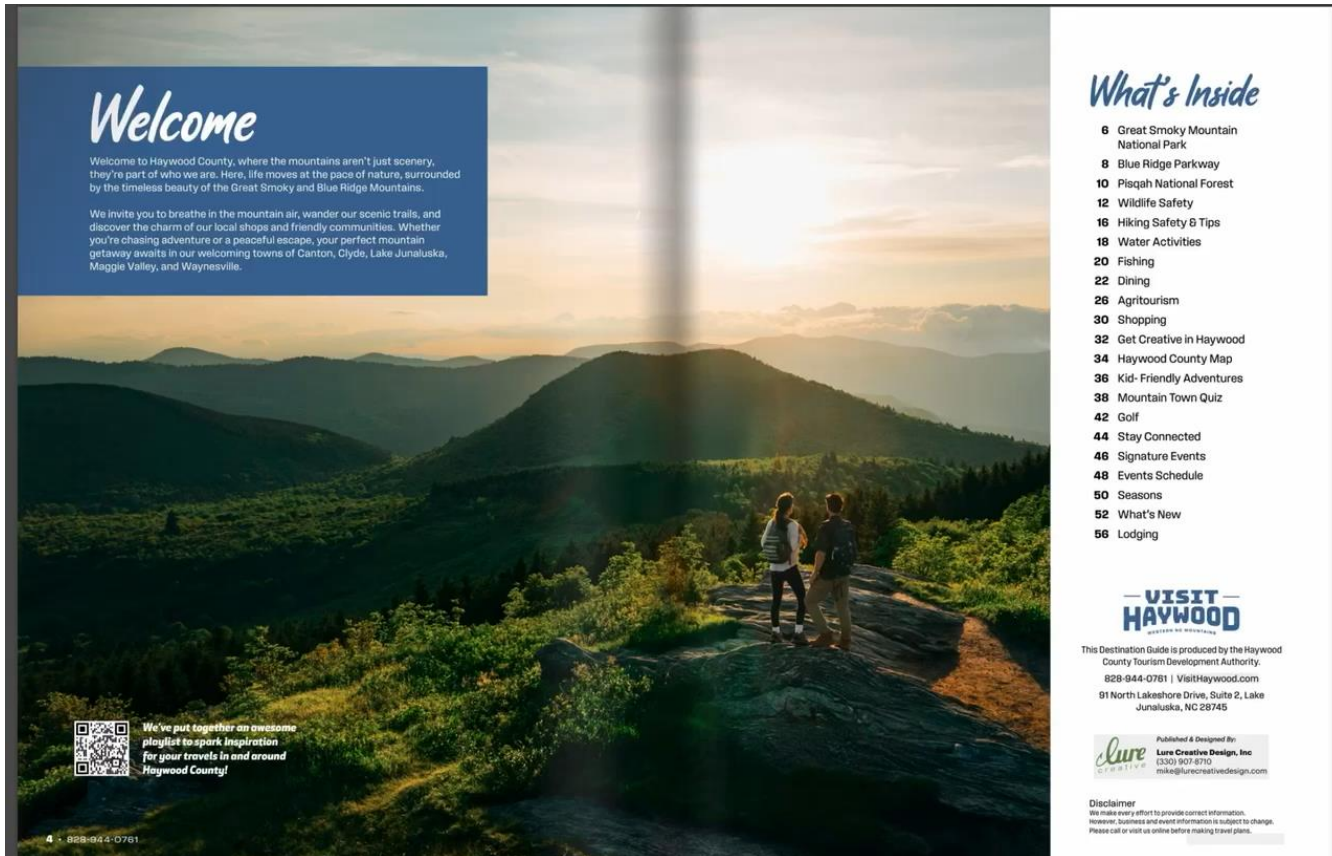
CO-OP MARKETING

- 2 spots left for the November print edition
 - Space deadline is July 6.
- 2 digital newsletter spots available in November
 - Space deadline is August 21.

[Link to Sign Up](#)



Destination Guide Advertising



- 50,000 guides printed
- Distribution - NC & regional Welcome Centers, Asheville airport, national AAA offices and high-traffic locations in Haywood County
- Direct mail, and digital downloads
- Reserve Space Deadline – August 17

2026/2027 PARTNER GUIDE

This guide highlights the many ways partners can get involved in our marketing and partnership opportunities. Whether you're a longtime business or just getting started, there's a place for you in this growing network.

2026/2027 Digital Partner Guide





**Next Mountain Mornings:
July 30th at 8:30AM
Springdale Resort**



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

Next TDA Board Meeting:
August 26, 2026
Gaines Auditorium, Lake Junaluska