



HAYWOOD COUNTY BOARD OF COMMISSIONERS

AGENDA REQUEST

***Must be presented to the County Manager's Office
NO LATER THAN 5 P.M. FRIDAY THE WEEK BEFORE THE MEETING***

DATE OF REQUEST: August 26th, 2016

FROM: Lynn Collins

MEETING DATE REQUESTED: September 6, 2016

*Regular meetings: First (1st) Monday of the month at 9:00 am
Third (3rd) Monday of the month at 5:30 pm*

SUBJECT: Haywood County TDA Year End Report

REQUEST: Report on the Year End Occupancy Tax Numbers for the Haywood County TDA.

BACKGROUND: Occupancy Tax collections that fund the Haywood County Tourism Development Authority are a vital part of the county economy. The TDA is responsible for marketing Haywood County as a travel destination and work with local tourism industry partners to increase overnight room stays in Haywood County.

IMPLEMENTATION PLAN: Continue the ongoing successful programs of the TDA and work to expand and develop the Haywood tourism offerings.

FINANCIAL IMPACT STATEMENT: None

(What is the cost? Where is the money coming from? Optional or mandated?)

SUPPORTING ATTACHMENTS: YES NO HOW MANY? 5

- LIST: 3% occupancy tax report – Year End
- 1% occupancy tax report - Year End
- Examples of 1% Funding Allocations
- 4% Report
- Economic Impact Information

PowerPoint Presentation: YES NO

PERSON MAKING PRESENTATION AT MEETING: Lynn Collins

TITLE Executive Director

PHONE NUMBER: 944-0761

E-MAIL: lynn@visitncsmokies.com

THIS SECTION FOR OFFICE USE ONLY

Received (Date/Time): _____

2015-2016 Year End Report



HAYWOOD COUNTY

Tourism Development Authority

Maggie Valley | Waynesville | Lake Junaluska | Canyon | Clyde

Haywood County 3% Occupancy Tax 2015-2016 Budget Projections

	2015-2016 Occupancy Tax Projections	2015-2016 Occupancy Tax Actual	2015-2016 Penalties Interest	% Change Compared To Budget	2014-2015 Occupancy Tax Actual	2014-2015 Penalties Interest	% Change Compared To Previous Year
July	\$108,345	\$124,360	\$370	15%	\$106,632	\$359	17%
August	\$92,865	\$93,459	\$781	1%	\$95,060	\$114	-1%
September	\$69,651	\$88,220	\$509	27%	\$71,466	\$344	23%
October	\$112,215	\$124,354	\$317	11%	\$113,124	\$302	10%
November	\$50,303	\$59,566	\$1,809	18%	\$50,599	\$129	18%
December	\$42,564	\$48,535	\$134	14%	\$49,915	\$259	-3%
January	\$28,634	\$38,936	\$758	36%	\$31,382	\$133	24%
February	\$29,408	\$41,688	\$228	42%	\$33,710	\$612	24%
March	\$27,086	\$39,949	\$387	47%	\$26,552	\$195	50%
April	\$40,246	\$52,536	\$156	31%	\$39,602	\$335	33%
May	\$69,651	\$75,698	\$682	9%	\$74,415	\$74	2%
June	\$102,928	\$117,644	\$382	14%	\$101,082	\$399	16%
TOTAL	\$773,896	\$904,945	\$6,513	17%	\$793,539	\$3,255	14%

2015-2016 Projections are a 6% increase over 2013-2014 actual collections. 2% of the projected collections will be held in contingency
1cent = \$257,965 Projections are a 6% increase over 2013-2014 actual collections.

2015/2016
1% NET OCCUPANCY TAX
Projections

	PROJECTED	ACTUAL	PROJECTED	ACTUAL	PROJECTED	ACTUAL	PROJECTED	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28721	28721	28745	28745	28751	28751	28785 & 28786	28785 & 28786
	CANTON	CANTON	CLYDE	CLYDE	LAKE	LAKE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE
					JUNALUSKA	JUNALUSKA	VALLEY	VALLEY		
July 2015 Received September 2015	\$2,113	\$2,889.95	\$152	\$476.70	\$2,902	\$2,744.03	\$19,314	\$23,637.46	\$9,836	\$11,828.33
August 2015 Received October 2015	\$2,167	\$2,791.59	\$121	\$322.18	\$2,089	\$1,593.21	\$16,513	\$16,751.13	\$9,036	\$9,955.27
September 2015 Received November 2015	\$1,914	\$2,518.44	\$864	\$311.61	\$967	\$1,028.82	\$13,002	\$16,446.13	\$8,157	\$9,271.64
October 2015 Received December 2015	\$2,131	\$2,941.24	\$266	\$288.38	\$1,264	\$1,944.49	\$21,380	\$23,378.61	\$11,207	\$13,004.33
November 2015 Received January 2016	\$1,120	\$1,798.77	\$95	\$174.86	\$297	\$556.09	\$7,945	\$10,328.35	\$6,398	\$7,600.21
December 2015 Received February 2016	\$957	\$1,202.79	\$139	\$297.57	\$619	\$712.19	\$9,823	\$9,316.13	\$3,699	\$4,694.28
January 2016 Received March 2016	\$722	\$1,009.78	\$34	\$589.15	\$52	\$223.94	\$6,934	\$8,385.54	\$2,049	\$3,022.65
February 2016 Received April 2016	\$650	\$917.44	\$15	\$271.60	\$116	\$299.26	\$6,790	\$8,922.57	\$2,479	\$3,561.23
March 2016 Received May 2016	\$397	\$1,700.52	\$28	\$442.37	\$193	\$371.15	\$4,478	\$6,611.60	\$3,839	\$4,319.78
April 2016 Received June 2016	\$1,517	\$2,237.87	\$462	\$397.24	\$219	\$766.07	\$6,212	\$7,821.81	\$5,438	\$6,341.23
May 2016 Received July 2016	\$1,932	\$2,690.64	\$132	\$499.64	\$1,960	\$916.14	\$11,557	\$12,137.37	\$7,757	\$9,215.94
June 2016 Received August 2016	\$2,438	\$3,459.16	\$271	\$504.95	\$2,218	\$3,245.20	\$20,514	\$20,195.45	\$10,076	\$11,936.27
Total Received After Year End (Unavailable)	\$4,370		\$403		\$4,178		\$32,071		\$17,833	
Grand Total Estimate	\$18,058	\$26,158	\$2,579	\$4,576.25	\$12,897	\$14,400.59	\$144,462	\$163,932	\$79,969	\$94,751
TOTAL 1% Projections	\$257,965	\$303,818								
Comparison to Budget YTD		45%		77%		12%		13%		18%
YTD Comparison with 14/15		16%		82%		41%		8%		20%
Monthly Comparison to June, 2015		21%		98%		54%		10%		16%

EXAMPLES OF 1% FUNDING PROJECTS BY ZIP CODE

28716

Haywood County Fair
Lake Logan Multisport Festival
Labor Day Celebration
Bicycle/DOT Pedestrian DOT Grant Match
Shining Rock Riverfest
Historical Museum Sign
Blue Ridge Breakaway
Haywood Chamber Half Marathon

28721

Blue Ridge Breakaway
Haywood County Fair
Haywood Chamber Half Marathon

28745

Lake Junaluska Independence Day Celebration
Smoky Mountain Folk Festival
WNC Conference
Lake Junaluska Appalachian Christmas
Haywood County Fair
Blue Ridge Breakaway
Lake Junaluska Fall Getaways
Haywood Chamber Half Marathon

28751

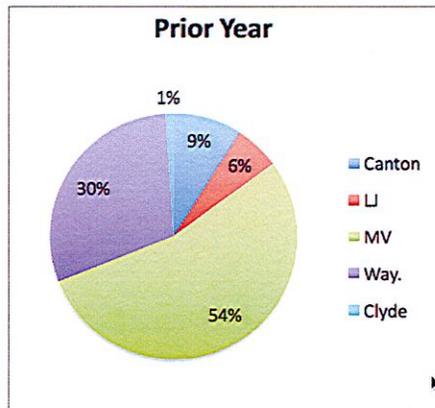
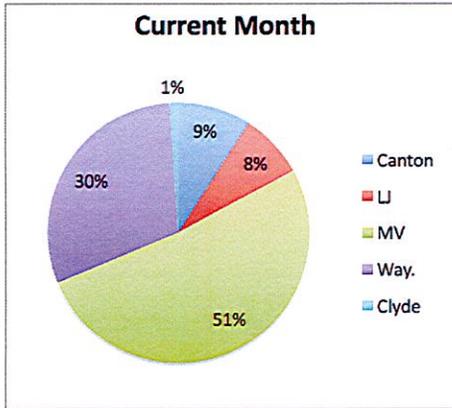
Greenway & McCracken Park
Electric Vehicle Charging Station
Maggie Valley Fall Days
History Channel Commercial
Winterfest Smoky Style
Plott Fest
Cataloochee Elk Viewing – Friends of GSMNP
Co-op Advertising for Maggie Valley
Maggie Valley Summer Rally
Indian Victory Slingshot Rally

28785/86

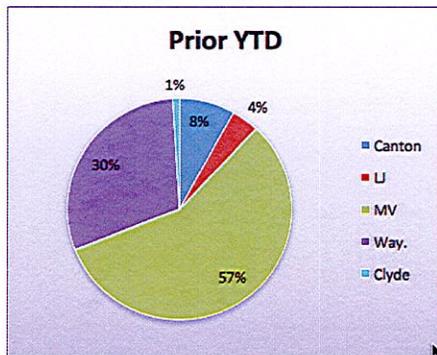
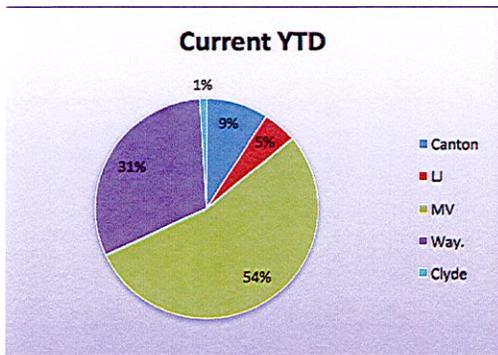
Smoky Mountain 9-Ball Shootout
Appalachian Lifestyle Celebration
WNC Dog Fanciers Show & Trials
Frog Level Whole Bloomin' Thing Festival
Smoky Mtn. Aquatic Club Timing System
Mountain Street Dances
HART – Our State Magazine
Art After Dark
DWA Advertising
Melange of the Mountains
Apple Harvest Festival

Occupancy Tax Distribution

GROSS ROOM NIGHT SALES BREAKDOWN



GROSS ROOM NIGHT SALES YTD BREAKDOWN



Active Account Performance

	June 2015	June 2016	Variance
Canton	28	33	18%
Clyde	17	21	24%
Lake Junaluska	12	14	17%
Maggie Valley	162	175	8%
Waynesville	87	92	6%
Total	306	335	9%

Distribution Comparison

Total Distribution	3%	\$117,644.26
Distribution Previous Year		\$101,081.89
Difference		\$16,562.37
Variance		16%

Distribution Information

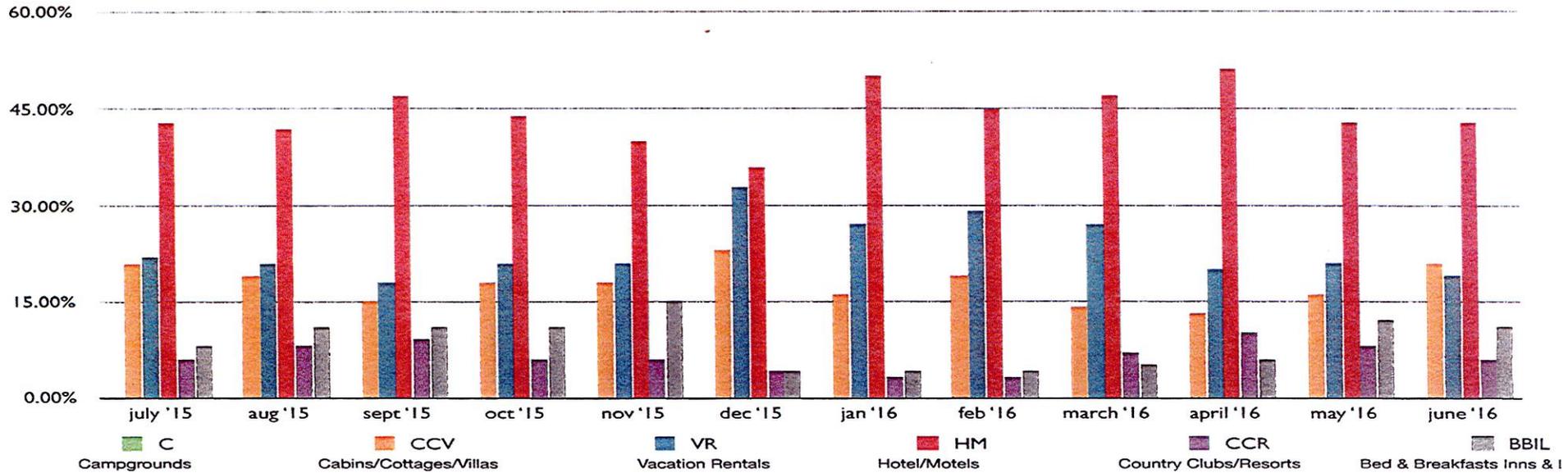
Remittance Type	Distribution
Taxes Remitted for Period	4% \$158,443.45
Penalties	\$514.21
Sub Total	\$158,957.66
1% Fee to County	(\$1,589.58)
Total Distribution	4% \$157,368.08

JUNE 2016 OCCUPANCY TAX

OCCUPANCY TAX JULY 2015 - JUNE 2016

TYPE	JULY '15	AUG '15	SEPT '15	OCT '15	NOV '15	DEC '15	JAN '16	FEB '16	MARCH '16	APRIL '16	MAY '16	JUNE '16
C	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CCV	21.00%	19.00%	15.00%	18.00%	18.00%	23.00%	16.00%	19.00%	14.00%	13.00%	16.00%	21.00%
VR	22.00%	21.00%	18.00%	21.00%	21.00%	33.00%	27.00%	29.00%	27.00%	20.00%	21.00%	19.00%
HM	43.00%	42.00%	47.00%	44.00%	40.00%	36.00%	50.00%	45.00%	47.00%	51.00%	43.00%	43.00%
CCR	6.00%	8.00%	9.00%	6.00%	6.00%	4.00%	3.00%	3.00%	7.00%	10.00%	8.00%	6.00%
BBIL	8.00%	11.00%	11.00%	11.00%	15.00%	4.00%	4.00%	4.00%	5.00%	6.00%	12.00%	11.00%

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



The 2015 Economic Impact of Travel

On Haywood County

Prepared for Visit North Carolina

By the U.S. Travel Association

- Tourism in Haywood County generated expenditures of \$167.56 million in 2015. This was a 3.7% increase from 2014.
- More than 1,710 jobs in Haywood County were directly attributable to travel & tourism.
- Travel to Haywood County generated \$35.76 million in payroll in 2015, which is an increase of 8.1% over 2014.
- Local tax revenues generated from travel to Haywood County are \$6.24 million, which is a 4.6% increase over 2014.
- State tax revenues generated from travel to Haywood County are \$9.29 million, which is a 7.7% increase over 2014.