

**Haywood County Tourism Development Authority**  
**Agenda**  
**Wednesday, June 22nd, 2016**  
**Gaines Auditorium, Bethea Welcome Center**  
**Lake Junaluska**  
**2:00 p.m.**

- I. Call to Order – Chairman Lyndon Lowe**
- II. Introductions**
- III. Adjustment of Agenda**
- IV. Approval of Minutes – May 25th, 2016**
- V. Finance**
  - A. May Financial Report – Julie Davis**
  - B. 3%, 1% and 4% Net Occupancy Tax Reports – Mike Eveland**
  - C. Penalty Report**
  - D. Request Approval of Budget Amendment – Attachment 1**
  - E. Request Approval of Waynesville 1% Request - Attachment 2**
  - F. Request Approval of Haywood Chamber 1% Reallocation – Attachment 3**
- VI. Marketing Committee – Tammy Wight**
  - A. Presentation by Crawford Strategies – Andy Windham, Erin Hayes**
  - B. Activity Report – Attachment 4**
- VII. Group Sales Committee – Ron Bower**
  - A. Activity Report – Attachment 5**
- VIII. New Business – Lyndon Lowe**
  - A. Request Approval of Crawford Strategies Contract – Attachment 6**
  - B. Request Approval of Dixon, Hughes, Goodman Contract – Attachment 7**

**Continued on next page**

**HCTDA Board Meeting  
April 27th, 2016, 2:00pm  
Bethea Welcome Center, Lake Junaluska**

**Members Present:** Lyndon Lowe, P. Shah, Ken Howle, Julie Davis, Laura Leatherwood, Chris Bates, Mike Eveland, Gail Mull, Tammy Wight, Chris Corbin, Mark Clasby, Michael Sorrells

**Members Absent:** Beth Brown, Mike Graham

Chairman Lyndon Lowe called the meeting to order at 2:02pm and welcomed everyone.

**Introductions**

**Adjustment to Agenda**

Chairman Lowe announced there is no adjustment to the agenda.

**Approval of Minutes**

- Chris Bates made the motion to approve the April 27th, 2016 Minutes.
- Laura Leatherwood seconded the motion.
- The motion passed unanimously.

**Financial Report**

- **April 2016 Financial Report**
  - Julie Davis presented the April, 2016 Financial Report as follows:
    - 3% cash in bank - \$392,415
    - 1% cash in Bank - \$228,485
    - Total Assets - \$621,050
    - Total Liabilities - \$5,584
    - Total Net Assets - \$615,466
    - Revenues through April - \$842,435
    - Total Revenues are 68%
    - Expenditures through April – \$798,729
    - Total Expenditures are 65%
    - Revenues Over Expenditures ytd are \$43,706
- **3%, 1% and 4% Occupancy Tax Comparisons**
  - Finance Chairman Mike Eveland stated that the 3% report shows that March was excellent at 47% ahead of budget and 50% ahead of March last year, and year to date we are 18% ahead of budget. It looks like a great start to the season.
  - Looking at the 1% report, compared to budget everyone is up and we see that Lake Junaluska has done a turn around.
  - Ken Howle reported that there are tow factors contributing to that. One is the ongoing growth of unrelated business – meaning business not related to our non profit status and the other factor is that our property rentals have seen an increase after being at an all time low. Our hope is that both of these will continue to grow.

- Tammy Wight seconded the motion.
- Motion passed unanimously.

### **1% Amendment/Reallocation**

- Referring to Attachment # 3, Lynn Collins explained to the board that due to staff changes at the Haywood County Chamber, some of the allocated promotional funds for Mélange did not get spent. They do have some other expenses for Mélange that they would like to use \$668.75 to pay for those expenses.
- The second part of the request is to reallocate \$1,852.90 of remaining funds to the newly formed Waynesville 1% co-op. They have an opportunity to secure an electronic billboard on Hwy. 441N in Franklin, which is the same billboard that the Maggie co-op is using so that would give us double exposure on that route. It is available in June so if they don't secure the board it will probably not be available in July. The co-op is going to require a new landing page to direct their ads to so they could also get started on developing the landing page utilizing these funds.
- Laura Leatherwood made a motion to approve the Haywood Chamber 1% Amendment/Reallocation request.
- Tammy Wight seconded the motion.
- Motion passed unanimously.

### **Marketing Committee Report**

- Marketing Chairman Tammy Wight presented the Marketing Activities Report, which is on file at [www.haywoodcountytourismdevelopment.com](http://www.haywoodcountytourismdevelopment.com).
- Marketing Manager Ashley Rice presented to the board Attachment #5, HCTDA Website, Travel Guide and Media Policies. Ashley informed the board that in conjunction with Crawford, staff has come up with this new policy for which she is requesting board approval. The Marketing Committee has reviewed the Policy document and a few suggested changes have been made such as keeping the listings of chain restaurants because that is important for groups. The document outlines how partners will be listed on the website and in the Visitor Guide and it also requests reciprocal links from partners. Major attractions within a 100-mile radius will be listed but listings will not include attractions with accommodations. There is a privacy policy stating that we will not sell the names and addresses of people who request information.
- In the media policy we request that anyone who wants to use our photos, etc. ask permission and give us credit as well as tell us how it's going to be used. For public relations, if media is planning a press trip to the area they need to allow two weeks response and set up time. This give us time to validate the publication as well as the person making the request.
- Mike Eveland made a motion to adopt the Website, Travel Guide and Media Policies.
- Chris Corbin seconded the motion.
- Motion passed unanimously.

### **Group Sales Report**

## New Business

### HCTDA Bylaws Revisions

- Lynn Collins presented the proposed revisions to the HCTDA bylaws including the following: changing the physical and mailing address to 1110 Soco Road, Maggie Valley, NC 28751; Notices may be sent to board members by electronic messaging; and adding the Group Sales Committee to the list of Standing Committees.
- Ken Howle asked if we are merging the Group Sales and Marketing Committees together as the description for the Group Sales Committee does state marketing and advertising.
- Lynn replies that it meant marketing and advertising specific to Group Sales.
- Chairman Lowe asked if we needed to clarify the wording?
- Laura Leatherwood stated that the wording does need to be clarified.
- Chris Bates made a motion to approve the revisions to the HCTDA bylaws with revisions.
- Laura Leatherwood seconded the motion.
- Motion passed unanimously.
- Motion carried.
- Chairman Lowe presented the 28745 (Lake Junaluska) zip code 1% allocations stating that Ken Howle will abstain from voting on 2016 Lake Junaluska Independence Day Celebration, Appalachian Christmas, Promo Videos and Lake Junaluska Website Refresh.
- Chris Corbin made a motion to approve the 28745 zip code allocations as presented.
- Tammy Wight seconded the motion.
- Motion carried.
- Chairman Lowe presented the 28751 (Maggie Valley) zip code 1% allocations stating that Mike Eveland would abstain from the vote for Smokin' Rods in the Valley, Mary Rathbone Rich Park, Maggie Valley Spring and Summer Rally's, Indian Slingshot Rally and the Summer Concert. Tammy Wight will abstain from the vote for the Maggie Valley co-op.
- Laura Leatherwood made a motion to approve the 28751 zip code 1% allocations as presented.
- Ken Howle seconded the motion.
- Motion carried.
- Chairman Lowe went on to present the 28785/86 (Waynesville) zip code 1% allocations stating that Ken Howle will abstain from the vote for the 2016 Lake Junaluska Independence Day Celebration.
- Mike Eveland made a motion to approve the 28785/86 zip code 1% allocations as presented.
- Laura Leatherwood seconded the motion.
- Motion carried.

## Old Business

**Underwood Dills & Associates**

154 N Main Street, Suite 7  
Waynesville, NC 28786  
(O) 828-452-5370 (F) 828-452-9628

To the Board of Directors  
Haywood County TDA  
Waynesville, NC 28786

Management is responsible for the accompanying financial statements of Haywood County TDA (a government authority) which comprise of the statement of financial position as of May 31, 2016 and the related statements of activities – actual vs budget for the year then ended in accordance with the cash basis of accounting which is a basis other than generally accepted accounting principles. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included with the financial statements. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's assets, liabilities and net assets, revenues and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Haywood County TDA.

Underwood Dills & Associates PC  
June 13, 2016

**Haywood County IDA**  
**Statement of Activities Actual vs Budget**  
**May 2016**

	May 16	Jul '15 - May 16	Annual Budget	% of Budget
<b>Revenue</b>				
427011 · 3% Net Occupancy Tax	\$ 40,336.26	\$ 659,771.36	\$ 801,096.00	82.36%
427012 · 1% Net 28716 Occupancy Tax	1,700.52	17,733.64	21,774.00	81.44%
427013 · 1% Net 28721 Occupancy Tax	422.52	3,135.77	2,345.00	133.72%
427014 · 1% Net 28745 Occupancy Tax	371.15	9,473.18	10,841.00	87.38%
427015 · 1% Net 28751 Occupancy Tax	6,511.44	123,670.11	140,163.00	88.23%
427016 · 1% Net 28785/28786 Occupancy Tx	4,310.68	67,235.54	76,841.00	87.5%
431002 · Group Sales Income	0.00	200.00	25,000.00	0.8%
432001 · Quilt Trail	350.00	1,070.37	2,500.00	42.82%
449201 · Product Sales	883.86	6,935.57	10,000.00	69.36%
449810 · Visitor Guide Ad Sales	0.00	2,201.77	20,000.00	11.01%
449910 · Internet Ad Sales	50.00	1,264.46	7,000.00	18.06%
460101 · Sponsorships	0.00	0.00	5,000.00	0.0%
483491 · Investment Earnings	0.00	15.23	100.00	15.23%
483831 · Net Occupancy Tax Penalties	129.11	4,793.84	2,500.00	191.75%
499991 · Appropriated Fund Balance (1%)	0.00	0.00	112,604.00	0.0%
<b>Total Revenue</b>	<b>55,065.54</b>	<b>897,500.84</b>	<b>1,237,764.00</b>	<b>72.51%</b>
<b>Expense</b>				
512101 · Salaries-Office-Promo	15,542.28	186,428.20	202,400.00	92.11%
512201 · Salaries-Visitor Center	1,930.50	31,233.11	34,726.00	89.94%
512221 · FICA & Unemployment Visitor Ctr	147.69	2,608.64	3,038.00	85.87%
512301 · Temporary Help - Promo	0.00	0.00	0.00	0.0%
517001 · Board Members-Promo	30.24	1,648.82	1,800.00	91.6%
518101 · FICA & Unemployment Tax-Office	1,189.01	14,042.42	15,592.00	90.06%
518301 · Group Healthn Insurance - Promo	2,830.74	28,023.80	31,190.00	89.85%
518601 · Worker's Comp-Promotional-Pro	0.00	1,062.00	1,064.00	99.81%
519101 · Accounting Services-Promo	600.00	11,975.00	14,500.00	82.59%
519201 · Professional Svcs-Legal Fee-Pro	0.00	1,469.71	2,000.00	73.49%
519203 · Temporary Labor - Prof Services	6,534.93	7,471.93	9,000.00	83.02%
521001 · Quilt Trail Expense	330.00	1,870.15	3,000.00	62.34%
526001 · Office Supplies-Promo	372.15	3,107.40	3,100.00	100.24%
526101 · Visitor Center Supplies-Promo	1,359.66	1,781.12	2,000.00	89.06%
527001 · Purchases/Resale-Promo	1,071.50	3,225.40	3,660.00	88.13%
529901 · NonExpendable Office Supp-TR	334.01	1,042.78	4,000.00	26.07%
531101 · Travel-Local-Promo	0.00	47.00	100.00	47.0%
531201 · Travel-NonLocal-Promo	744.93	13,658.23	14,800.00	92.29%
531301 · Fuel-T Related	99.69	827.12	900.00	91.9%
532101 · Telephone-Promo	901.89	7,493.94	8,311.00	90.17%
532201 · Postage-Promo	122.92	4,052.01	4,842.00	83.69%
534901 · Print & Bind-Promo	0.00	8,219.10	9,000.00	91.32%
535201 · Repair & Maintenance-Promo	1,079.75	4,273.45	5,700.00	74.97%
537101 · Marketing-Promo	164.91	7,336.31	12,000.00	61.14%
537221 · Advertise-PR/Internet/Billboard	12,167.78	172,878.10	287,000.00	60.24%

# Haywood County 3% Occupancy Tax 2015-2016 Budget Projections

	<b>2015-2016 Occupancy Tax Projections</b>	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	\$124,672	\$0	11%	\$113,426	\$0	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%
<b>YTD</b>	<b>\$601,317</b>	<b>\$711,921</b>	<b>\$5,132</b>	<b>18%</b>	<b>\$618,344</b>	<b>\$2,480</b>	<b>15%</b>
May	\$69,651				\$74,415	\$74	
June	\$102,928				\$101,082	\$399	
<b>TOTAL</b>	<b>\$773,896</b>				<b>\$793,841</b>		

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 28716 CANTON	ACTUAL 28716 CANTON	PROJECTED 28721 CLYDE	ACTUAL 28721 CLYDE	PROJECTED 28745 LAKE JUNALUSKA	ACTUAL 28745 LAKE JUNALUSKA	PROJECTED 28751 MAGGIE VALLEY	ACTUAL 28751 MAGGIE VALLEY	PROJECTED 28785 & 28786 WAYNESVILLE	ACTUAL 28785 & 28786 WAYNESVILLE
July 2015 Received September 2015	\$2,113	\$2,889.95	\$152	\$478.70	\$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	\$4,894.28
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
YTD	\$13,687	\$20,008.39	\$2,176	\$3,571.66	\$8,719	\$10,239.25	\$112,391	\$131,599.33	\$62,136	\$73,598.95
May 2016 Received July 2016	\$1,932		\$132		\$1,960		\$11,557		\$7,757	
June 2016 Received August 2016	\$2,438		\$271		\$2,218		\$20,514		\$10,076	
<b>Total Received After Year End (Unavailable)</b>	<b>\$4,370</b>		<b>\$403</b>		<b>\$4,178</b>		<b>\$32,071</b>		<b>\$17,833</b>	
<b>Grand Total Estimate</b>	<b>\$18,058</b>		<b>\$2,579</b>		<b>\$12,897</b>		<b>\$144,462</b>		<b>\$79,969</b>	
<b>TOTAL 1% Projections</b>	<b>\$257,965</b>									
<b>Comparison to Budget YTD</b>		46%		64%		17%		17%		18%
<b>YTD Comparison with 14/15</b>		16%		79%		49%		10%		21%
<b>Monthly Comparison to April, 2015</b>		32%		42%		57%		24%		31%



28721 1% Occupancy Tax Clyde as of April 30th, 2016

Carryover from Prior Years 2008 - 6/30/14			\$2,784.00	
Revenue (Actual July 2014 - June 2015)			\$2,509.44	
Expenses (Actual July 2014 - June 2015)			(\$1,488.25)	
Carryover to FY 2015/2016			\$3,805.19	
Actual July 2015	\$476.70			
Actual August 2015	\$322.18			
Actual September 2015	\$311.61			
Actual October 2015	\$288.38			
Actual November 2015	\$174.86			
Actual December 2015	\$297.57			
Actual January 2016	\$589.15			
Actual February 2016	\$271.60			
Actual March 2016	\$442.37			
Actual April 2016	\$397.24			
Projected May 2016	\$132.00			
Projected June 2016	\$271.00			
Total 2015/2016 Revenue	\$3,974.66			
Projected Reserved by State Statute (May and June)		(\$403.00)		
Minus 2% Contingency		(\$52.00)		
Total 2015/2016 Revenue Available			\$3,519.66	
Total 2015/2016 and Carryover			\$7,376.85	
				<b>Budget</b>
	<b>Awarded</b>	<b>Actual</b>	<b>Balance</b>	<b>\$5,129.00</b>
Percentage of 2014/2015 TDA Audit 1%	\$13.75	(\$13.75)	\$0.00	
Fines Creek Bluegrass Jam - P - Cancelled	\$0.00		\$0.00	
HCCOC Blue Ridge Breakaway - P	\$225.00	(\$225.00)	\$0.00	
HCCOC Half Marathon - P	\$225.00		\$225.00	
Haywood County Fair - P	\$250.00	(\$250.00)	\$0.00	
Total	\$713.75	(\$488.75)	\$225.00	
Total Projected Available to Spend by June 30, 2016			\$225.00	
Revised 9/15/15 to reflect actual 2015 Revenue & Expenses				

28751 1% Occupancy Tax Maggie Valley as of April 30, 2016

Carryover from Prior Years 2008 - 6/30/14			\$67,091.00	
Revenue (Actual July 2014 - June 2015)			\$152,701.43	
Expenses (Actual July 2014 - June 2015)			(\$120,527.39)	
Carryover to FY 2015/2016			\$99,265.04	
Actual July 2015	\$23,637.46			
Actual August 2015	\$16,751.13			
Actual September 2015	\$16,446.13			
Actual October 2015	\$23,378.61			
Actual November 2015	\$10,328.35			
Actual December 2015	\$9,316.13			
Actual January 2016	\$8,385.54			
Actual February 2016	\$8,922.57			
Actual March 2016	\$6,611.60			
Actual April 2016	\$7,821.81			
Projected May 2016	\$11,557.00			
Projected June 2016	\$20,514.00			
Total 2015/2016 Revenue	\$163,670.33			
Projected Reserved by State Statute (May and June)		(\$32,071.00)		
Minus 2% Contingency		(\$2,889.00)		
2015/2016 Revenue Available			\$128,710.33	
Total 2015/2016 and Carryover			\$227,975.37	
				Budget
	Awarded	Actual	Balance	\$207,254.00
Festival Grounds Grading & Improvements - TR	\$20,000.00		\$20,000.00	
Greenway & McCracken Park - TR	\$11,201.00	(\$11,201.00)	\$0.00	
Electric Vehicle Charging Station - TR	\$5,050.00		\$5,050.00	
Maggie Valley Swap Meet & Car Show (Fall) - P	\$2,000.00		\$2,000.00	
Maggie Valley Fall Days - TR	\$2,000.00	(\$2,000.00)	\$0.00	
MVCOC Executive Director Salary - P	\$8,000.00	(\$8,000.00)	\$0.00	
MVCOC WNC BBQ Festival - TR	\$2,960.00		\$2,960.00	
MVCOC WNC BBQ Festival - P	\$1,450.00		\$1,450.00	
Coop Advertising for Maggie Valley - P	\$67,342.00	(\$59,578.00)	\$7,764.00	
MVALA Allegiant Air Adv. - P	\$3,000.00	(\$3,000.00)	\$0.00	
HCHMA Advertising Initiative - P	\$3,280.00	(\$1,990.00)	\$1,290.00	
Maggie Valley Moonlight Race - P	\$1,000.00	(\$1,000.00)	\$0.00	
WNC Dog Fanciers Conf. Show, Obed. & Rally Trails - P	\$1,000.00		\$1,000.00	
HCCOC Winterfest Smoky Style - P	\$10,000.00	(\$9,835.89)	\$164.11	
HCCOC Half Marathon - P	\$500.00		\$500.00	
HCCOC Blue Ridge Breakaway - P	\$500.00	(\$500.00)	\$0.00	
Plott Fest - P	\$8,000.00		\$8,000.00	
Maggie Valley Summer Rally-Sonny Productions -	\$2,000.00	(\$1,294.00)	\$706.00	
Cataloochee Elk Viewing - Friends of GSMNP - TR	\$500.00		\$500.00	
Cataloochee Ranch Richard's Run - P	\$500.00	(\$500.00)	\$0.00	
Hay. Co. Schools Foundation GSM 3v3 Soccer 15 & 16-TR	\$4,000.00	(\$2,000.00)	\$2,000.00	
Smokin Rodz in the Smokies	\$3,000.00	(\$549.43)	\$2,450.57	
Elevated Mountain Distilling Quilt Block	\$508.67	(\$508.67)	\$0.00	
Elevated Mountain Distilling Brochures	\$1,069.50		\$1,069.50	
Sonny Prod. Indian Victory Slingshot Rally	\$3,000.00		\$3,000.00	
Hillbilly Jam	\$1,200.00		\$1,200.00	
Maggie Valley Co-op Adv. History Channel Commercial	\$38,000.00	(\$110.00)	\$37,890.00	
Percentage of 2014/2015 TDA Audit - 57%	\$783.75	(\$783.75)	\$0.00	

28785/28786 1% Occupancy Tax Waynesville as of April 16, 2016

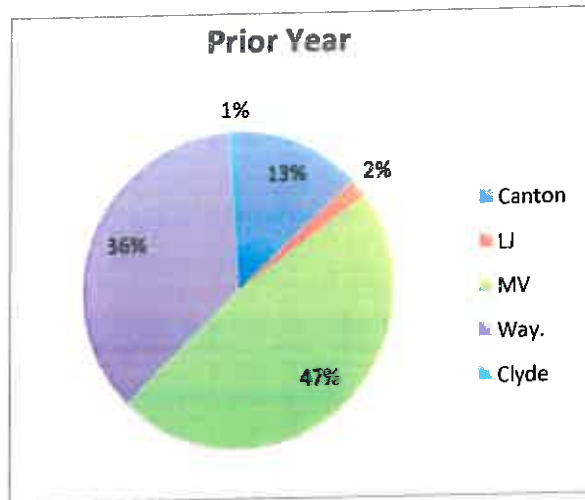
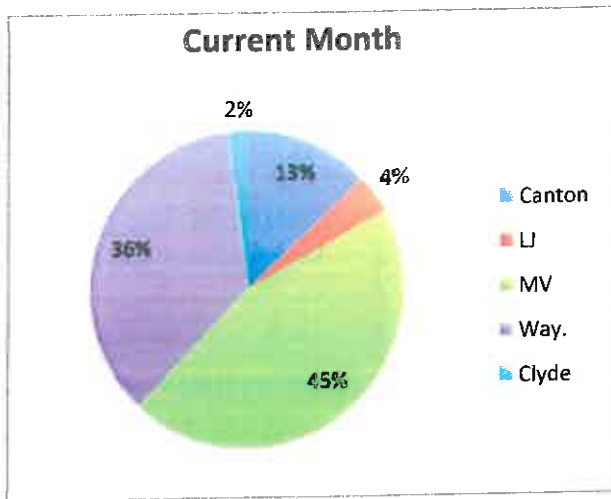
Carryover from Prior Years 08-14			\$22,314.00
Revenue (Actual July 2014 - June 2015)			\$79,113.68
Expenses (Actual July 2014 - June 2015)			(\$45,433.94)
Carryover to FY 2015/2016			\$55,993.74
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Actual July 2015	\$11,828.33		
Actual August 2015	\$9,955.27		
Actual September 2015	\$9,271.64		
Actual October 2015	\$13,004.33		
Actual November 2015	\$7,600.21		
Actual December 2015	\$4,694.28		
Actual January 2016	\$3,022.65		
Actual February 2016	\$3,561.23		
Actual March 2016	\$4,319.78		
Actual April 2016	\$6,341.23		
Projected May 2016	\$7,757.00		
Projected June 2016	\$10,076.00		
Total 2015/2016 Revenue	\$91,431.95		
Projected Reserved by State Statute (May and June)		(\$17,833.00)	
Minus 2% Contingency		(\$1,599.00)	
Total 2015/2016 Revenue Available			\$71,999.95
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Total 2015/2016 and Carryover			\$127,993.69
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			Budget
	Awarded	Actual	Balance
			\$99,155.00
DWA Smoky Mountain Living Ads - P	\$3,000.00	(\$2,233.20)	\$766.80
3rd Annual Craft Beer Faire - P	\$5,125.00	(\$5,125.00)	\$0.00
Art After Dark - P	\$4,500.00	(\$3,751.49)	\$748.51
Smoky Mountain 9 - Ball Shoot Out - P	\$1,590.00		\$1,590.00
HART Advertising 2015/2016 Season - P	\$4,000.00	(\$4,000.00)	\$0.00
Folkmoot - P	\$2,000.00		\$2,000.00
Strand Theater Thursday Live Music Series - P	\$500.00		\$500.00
Smoky Mountain Folk Festival - P	\$1,500.00	(\$1,500.00)	\$0.00
Haywood Chamber Half Marathon - P	\$5,000.00	(\$1,700.00)	\$3,300.00
Haywood Chamber Half Marathon - TR	\$2,000.00		\$2,000.00
Haywood Chamber 27th Apple Harvest Festival - P	\$4,000.00	(\$4,000.00)	\$0.00
Haywood Chamber Blue Ridge Breakaway - P	\$4,000.00	(\$3,438.51)	\$561.49
Haywood Chamber Melange of the Mountains - P	\$3,980.00		\$3,980.00
WNC Dog Fanciers Conf. Show & Trails - P	\$1,500.00		\$1,500.00
DWA Design & Layout of HCTDA Funded Ads - P	\$300.00		\$300.00
DWA Mountain Street Dances - P	\$1,000.00		\$1,000.00
DWA Mountain Street Dances (3) - P	\$2,000.00	(\$2,000.00)	\$0.00
DWA 6th Appalachian Lifestyle Celebration - P	\$6,332.00		\$6,332.00
DWA The Laurel of Asheville Magazine - P	\$1,600.00		\$1,600.00
2015-2016 DWA Shopping & Business Guide - P	\$5,300.00		\$5,300.00
DWA Church Street Arts & Crafts - P	\$3,268.00	(\$3,268.00)	\$0.00
The Wine Seller Live Music Series - P	\$2,000.00		\$2,000.00
Frog Level Merch. Assoc. Whole Bloomin Thing - P	\$6,000.00		\$6,000.00
HCAC Artfest 2015 (formerly IFD) - P	\$4,000.00		\$4,000.00
Friends of the GSMNP-Cataloochee Valley - TR	\$1,500.00		\$1,500.00
Waynesville Inn Adv. & Promo - P	\$1,000.00		\$1,000.00
Smoky Mtn. Aquatic Club Timing System - TR	\$15,000.00	(\$15,000.00)	\$0.00
The Strand - First Run Films	\$3,000.00		\$3,000.00
DWA - July 4th Children's Parade Decorations	\$300.00		\$300.00

## Haywood County Tourism Development Authority Occupancy Tax Distribution Information April 2016

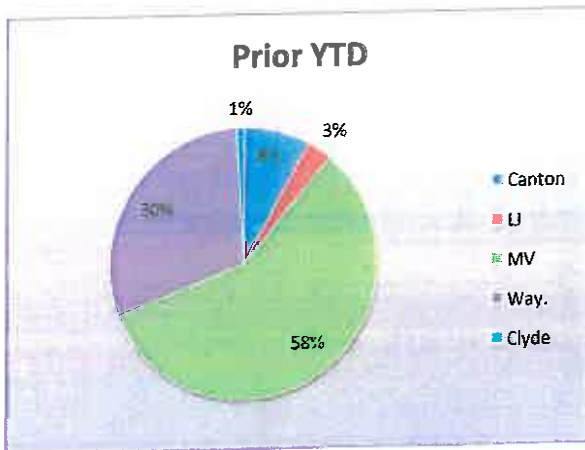
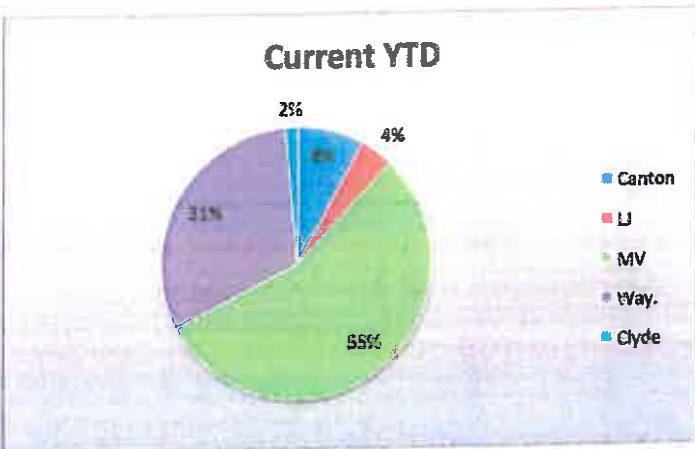
Active Account Performance			Variance
	April 2015	April 2016	
Canton	26	33	27%
Clyde	16	23	44%
Lake Junaluska	13	14	8%
Maggie Valley	159	173	9%
Waynesville	86	90	5%
<b>Total</b>	<b>300</b>	<b>333</b>	<b>11%</b>

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$52,536.23	<b>Remittance Type</b>	<b>Distrubution</b>
Distribution Previous Year	\$39,602.00	Taxes Remitted for Period 4%	\$53,336.03
Difference	\$12,934.23	Penalties	\$451.79
Variance	33%	<b>Sub Total</b>	<b>\$53,787.82</b>
		1% Fee to County	<b>(\$537.88)</b>
		<b>Total Distribution 4%</b>	<b>\$53,249.94</b>

### GROSS ROOM NIGHT SALES BREAKDOWN



### GROSS ROOM NIGHT SALES YTD BREAKDOWN



TDA

HAYWOOD COUNTY OCCUPANCY TAX  
 LATE TAX PAYMENT PENALTY AMOUNTS DUE  
 AS OF THE MONTH ENDED  
 APRIL 2016 paid in MAY 2016.

ID #	Business Name	AMOUNT OWED TO TDA			under 90 days	over 90 days	Bal. Grand
		Tax	Penalty	Appointed			
394	Ada dba Castlewood Inn		31.20		31.20		31.20
622	Big View Cabin		6.65			6.65	6.65
275	Blue Mountain Cabin		18.87			18.87	18.87
713	Boessel Lodge		11.44		11.44	-	11.44
424	Cataloochee Mountain Cabin		8.00			8.00	8.00
727	Cold Mountain River Retreat		37.29			37.29	37.29
536	Cokesbury Cabin		7.81		7.81		7.81
280	Cozy Corner Motel		23.04			23.04	23.04
488	Grandview BB		36.83			36.83	36.83
717	Judge Franks		39.14			39.14	39.14
190	Lagoalinda Inn		31.82		31.82		31.82
383	Laxmi B Hotel(new owners/name CLOSED)		35.71			35.71	35.71
643	Linger Longer Logs		43.17		35.46	7.71	43.17
721	Linger Longer Too		29.61		21.09	8.52	29.61
32	Meadowlark Motel		36.29			36.29	36.29
584	Misty Mountain		6.00			6.00	6.00
726	Owl Vacation Home		1.27		1.27		1.27
520	Promise Land LLC		9.75			9.75	9.75
563	Providence Lodge	FILED COUPONS thur mar 2016- HOWEVER DID NOT PAY	3,343.81	963.22		4,307.03	4,307.03
481	Riddhi Hospitality		899.19		244.63	654.56	899.19
591	Rustic Mountain Getaway		9.49		9.49		9.49
53	Smoky View Cottages		18.70		18.70		18.70
57	Stony Creek Motel		0.00	293.05		293.05	293.05
688	The Friend House		6.41		6.41		6.41
763	The Inn at Oak Hill		7.48		7.48		7.48
636	The River Point Lodge		580.41		580.41		580.41
615	The Zucker House		5.42		5.42		5.42
<b>TOTAL</b>			<b>3,351.29</b>	<b>3,189.78</b>	<b>1,012.63</b>	<b>5,528.44</b>	<b>6,541.07</b>

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY  
 BUDGET ORDINANCE AMENDMENT  
 FISCAL YEAR 2015-2016

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 30 2016

Section 1. To amend the General Fund, the revenues are to be increased as follows:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
TOTAL				

Expenses Department	Account Number	Current Budget	Increase (Decrease)	Amended Budget
Contingency	599101	3,899	(3,899)	-
Capital Outlay	551001	24,400	(2,000)	22,400
Prof. Services - Temp. Labor	519203	9,000	(3,000)	6,000
Events/Festivals -TR	568102	2,913	(2,650)	263
Events/Festivals - P	568101	40,888	2,650	43,538
Dues & Subscriptions	549101	6,000	1,000	7,000
Equipment Lease	543201	15,315	1,185	16,500
Rent	541301	35,826	55	35,881
Public Relations/Communications	537701	7,000	(1,500)	5,500
Education	537401	8,000	300	8,300
Accounting Services	519101	14,500	(1,000)	13,500
Office Supplies	526001	3,100	10,400	13,500
Visitor Center Supplies	526101	2,000	2,000	4,000
Purchase/Resale	527001	3,660	1,550	5,210
Non Expendable Office Supplies	529901	4,000	(1,500)	2,500
Travel Local	531101	100	200	300
Travel Non Local	531201	14,800	1,000	15,800
Fuel	531301	900	100	1,000
Telephone/Internet	532101	8,311	89	8,400
Marketing	537101	12,000	(2,500)	9,500
Advertising	537221	287,000	(2,480)	284,520
TOTAL		503,612	-	503,612

which will result in a net increase (decrease) of \$ \_\_\_\_\_ in the expenditures of the General Fund.

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 22nd day of June, 2016.

\_\_\_\_\_  
 Chairman  
 Haywood County Tourism Development Authority

ATTEST:

\_\_\_\_\_  
 Secretary to the Board

Explanation:
See back of page

- Visitor Center Supplies – we have had some additional costs due to the relocation and size of the new visitor center.
- Purchase/Resale – We have added new items to the retail in the new Visitor Center.
- Non-Expendable Office Supplies – We have not had as many items fall into this category as originally anticipated.
- Travel Local – Due to the move, we had industry partners assist us with the Tourism Week promotions at the state Welcome Centers and we paid their mileage. We have also had additional staff mileage when the van was being used for a sales/marketing trip.
- Travel Non Local – Ron added some additional trips to his schedule and the change of dates for Marketing College added expense to this line item.
- Fuel – We have been using the TDA van more and fuel prices have increased.
- Telephone/Internet – Adjustment due to anticipation of slight shortfall in line item.
- Marketing – Staff has been fortunate to have industry partner assistance with marketing items this year, which has helped with savings in this line item.
- Advertising – We anticipate a small savings in the advertising line item due to staffs' handling of social media, ad placement and some creative work.

Haywood County Tourism Development Authority  
1% Partnership Funding Program  
Request For Amendment/Reallocation  
2015-2016

Check the number below that applies to your request.

- 1) Extension – Indicate the length of extension.  
What are your reasons for requesting an extension?
- 2) Reallocation – Attach a brief written description describing why you are requesting to reallocate funding. Attach Item #4 showing the original funding allocation and the reallocation you are requesting.
- 3) Amendment – Attach a brief written description of the project as you would like it amended.  
What are your reasons for requesting an Amendment? If this includes amending the project budget please include Item # 4.
- 4) Budget – Attach a current budget as it appears in the funding application and an updated budget as you would like it amended.  
What are your reasons for requesting a Budget Amendment?
- 5) Change of Venue – Attach the event description as it appears in the funding application and and event description as you would like it amended.  
What are your reasons for requesting a Change of Venue?

Requester's Name: Please Print \_\_\_\_\_ CeCe Hipps, President \_\_\_\_\_

Deb Oberberg for CeCe Hipps Date: 6-20-16  
Requester's Signature

\_\_\_\_\_ Haywood County Chamber of Commerce/Blue Ridge Breakaway \_\_\_\_\_  
Organization/Project

\_\_\_\_\_ Date: \_\_\_\_\_  
HCTDA Approval



### Monthly Activities Reports

The Monthly Activities Report is compiled monthly by the Haywood County Tourism Development Authority . Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled. Figures reflect a July 1- June 30 fiscal year.

Activity		May 2016	Same Month Year Last	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Visitor</b>	Maggie Valley Visitor Center	2,462	NA	NA	2,462	NA	NA
	Downtown Waynesville Visitor Center	NA	2,174	NA	23,326	22,182	-19%
<b>Services</b>	Travel Guide Requests (print/digital)	204	NA	NA	1,077	NA	NA
<b>Online Activity</b>	Sessions	13,324	12,465	7%	59,514	75,560	-21%
	Unique Users	11,161	9,397	19%	49,214	55,561	-11%
	PPC / Display Ads	4,848	5,089	-5%	16,552	20,314	-18%
	Referrals	1,202	1,224	-2%	8,112	9,355	-13%
	Social Referrals	1,847	197	837%	4,353	2,621	66%
	Mobile Site Visits	5,245	NA	NA	33,992	NA	NA
	Tablet Site Visits	2,618	NA	NA	12,435	NA	NA
<b>Public Relations</b>	Significant Media Mentions	165	468	-64%	748	861	-133%
	Media Placements	3	3	0%	26	11	136%
	Advertising Value	\$1,155,514	\$384,377	201%	\$32,614,250.00	\$532,347.23	6026%
	Media Interactions	2	7	-71%	148	93	59%
<b>Email Marketing</b> <i>Open rate of emails delivered is 11%</i>	Number of Emails Delivered	8,218	8,693	-5%	91,444	44,214	106%
	Opens	906	1,025	-11.0%	11,006	6,978	58%
	Clicks	155	60	158%	1,277	672	90%
	Newsletter Sign Up	107	17	529%	233	27	763%
<b>Social Media</b> <i>Avg for TDA size Fan Base 34%</i> <i>30 sec or to the end</i> <i>Business Avg is 0.07%</i> <i>35% - 45% is Average</i>	<b>Facebook</b>						
	Followers	2,690	62	4239.0%	32,164	16,936	90%
	Engagement	62%	8.77%	607%	NA	NA	NA
	Video Views	NA	NA	NA	NA	NA	NA
	<b>Twitter</b>						
	Followers	64	NA	NA	2,115	NA	NA
	Engagement	1.10%	NA	NA	1.10%	NA	NA
	<b>Youtube</b>						
Views	1,778	1,492	19%	19,449	14,630	33%	
Audience Retention	79%	71%	11%	73%	63%	16%	

### Monthly Activities Reports

The Monthly Activities Report is compiled monthly by the Haywood County Tourism Development Authority. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled. Figures reflect a July 1- June 30 fiscal year.

Activity		May 2016	Same Month Year Last	Variance Monthly Prior vs. Current	YTD Actual	YTD Last Year	Variance YTD
<b>Group Sales Performance Measures</b>	Total Sales Leads Gathered	30	0	NA	222	0	NA
	Qualified Leads	10	0	NA	134	0	NA
	Leads Turned into Sales	2	0	NA	10	0	NA
	RFP's Received	1	0	NA	8	0	NA
	Day Trip	0	0	NA	9	0	NA
	Group Day Trip Visitors	0	0	NA	1093	0	NA
	Est. Day Trip Revenue	\$-	\$-	NA	\$122,907.85	\$0.00	NA
	Actual Room Nights	172	0	NA	547	0	NA
	Actual Room Revenue	\$21,500.00	\$-	NA	\$68,375.00	\$0.00	NA
	Est. Overnight Total Revenue	\$37,195.00	\$-	NA	\$118,288.75	\$0.00	NA
	Total Lead Revenue	\$37,195.00	\$-	NA	\$243,973.25	\$0.00	NA
	Lost Opportunities	1	0	NA	2	0	NA
	Lost Opportunity Visitors	150	0	NA	210	0	NA
	Estimated Lost Room Revenue	\$55,125.00	\$-	NA	\$62,625.00	0	NA
	Estimated Total Lost Revenue	\$97,062.00	\$-	NA	\$109,812.50	\$0.00	NA
	<b>Total Revenue</b>	<b>-\$59,867.00</b>	<b>\$-</b>	<b>NA</b>	<b>\$134,160.75</b>	<b>\$0.00</b>	<b>NA</b>

**Explanations** Lost opportunity: Pennsylvania Bus Association General meeting. Could not accommodate the dates.

Attachment 6



200 E. Camperdown Way  
Greenville, SC 29601  
864-232-2302

June 22, 2016

Ms. Lynn Collins  
Executive Director  
Haywood County Tourism Development Authority  
1110 Soco Road  
Maggie Valley, NC 28751

**RE: Engagement Agreement between Crawford Strategy, LLC and Haywood County  
Tourism Development Authority**

Dear Lynn:

We at Crawford Strategy are pleased to provide this Agency of Record Agreement to Haywood County Tourism Development Authority for digital and marketing services.

We believe that these documents are consistent with our prior discussions. However, should you have any questions regarding them, please contact me. Otherwise, please indicate your assent in the signature blocks as the bottom of each document.

We appreciate this opportunity and look forward to working with you and your team. If you have any questions, please contact me or Andy Windham.

Best regards,

A handwritten signature in black ink, appearing to read 'Marion R. Crawford', written over a horizontal line.

Marion R. Crawford  
President & CEO

# Agency of Record Agreement

This Agency of Record Agreement (this "Agreement") is entered into by Crawford Strategy, LLC ("Crawford") and Haywood County Tourism Development Authority ("Client") as of the date referenced above.

## A. Engagement Period

Client engages Crawford for the period from July 1, 2016 to June 30, 2017 to execute the scope of work referenced below (the "Scope of Work"), and has the option to renew this agreement for up to three (3) additional years (through June 30, 2020).

## B. Scope of Work

Crawford will provide marketing, creative, media planning/placement and digital services to the Client as set forth in this Agreement. The items listed below outline Agency Services only and do not include any outside expenditures (media placements, printing, photography, etc.).

### i. Account Planning & Management, Media Planning & Placement (\$2,700 per month)

Crawford will provide ongoing, marketing leadership and monthly support for Haywood County Tourism Development Authority's marketing and digital services starting July 1, 2016. This includes the following:

- a) Regular meetings and meeting recaps
- b) Creation and management of master flowchart to be managed in partnership with Client staff
- c) Marketing consultation and planning
- d) Media planning for traditional and digital media to be managed in partnership with Client staff

### ii. SEO Management (\$2,300 per month)

Crawford will provide ongoing management of Search Engine Optimization beginning July 1, 2016. This includes the following:

- a) Ongoing monthly optimization and reporting
- b) Research and optimize webpages for popular keywords
- c) Work to improve conversion rates
- d) Note: Some SEO efforts may be limited by existing technical issues with the Client's website



Client hereby grants to Crawford a perpetual, royalty-free license to use and disclose to third parties final work product created in connection with the Project for the limited purpose of advertising or promoting Crawford's services, award submissions or other business development activities, provided that it is used in a commercially reasonable manner. Each party shall indemnify and hold harmless the other party for any claims and damages that result from actions by the first party that constitute violations of a third party's intellectual property rights.

#### **E. Confidentiality**

Crawford agrees that Confidential Information (as defined below) shall: (1) be maintained in strict confidence; (2) be used only for the purpose of and in connection with the Project (and not for any other reason or for the benefit of any third party); (3) be disclosed only to Crawford's employees, duly authorized agents and representatives who have been informed of and are subject to the obligations of Crawford under this Agreement, who have a demonstrated a need to know the information in connection with the provision of Services; and (4) unless otherwise specified in writing, remain the property of Client.

"Confidential Information" shall mean all information disclosed by Client to Crawford in connection with the Project that is designed specifically (orally or in writing) to be such. Confidential Information may be oral information, written documents, conclusions, drafts, exhibits, software, computer generated data, or any other form, and includes all analyses, compilations, studies, reports or other materials prepared by Crawford which include or are based on Confidential Information. Information shall not be considered "Confidential Information" if such information: (1) was already known to Crawford prior to receipt of the information from Client or is subsequently lawfully received by Crawford without restriction from a third party who was not known by Crawford to be under any obligation of confidentiality with respect hereto; (2) is publicly available at the time of its disclosure or subsequently becomes publicly available through no fault of Crawford; (3) is developed independently by Crawford without the benefit of any Confidential Information; or (4) is approved for public disclosure by the written authorization of Client.

#### **F. Employee Matters**

During the term of this Project and for the six-month period thereafter, the parties hereto agree not to hire employees of the other party without such party's consent.

#### **G. Termination**

This Agreement may be terminated by either party with 90 days written notice. The Client agrees to reimburse the Agency for all approved purchases, media buys, commitments and agency service expended to the termination date.





Attachment 7

500 Ridgefield Court  
Asheville, NC 28806  
D 828.254.2254  
F 828.254.6859  
www.dhglfp.com

May 24, 2016

Haywood County Tourism Development Authority  
Waynesville, North Carolina

We are pleased to confirm our understanding of the services we are to provide for Haywood County Tourism Development Authority, (the "TDA") for the year ended June 30, 2016. This attachment to item 17, "Contract to Audit Accounts" (LGC-205) is intended to further clarify certain provisions of the Contract.

### AUDIT SERVICES

We will audit the financial statements of the governmental activities and each major fund, including the related notes to the financial statements, which collectively comprise the basic financial statements, of the TDA as of and for the year ended June 30, 2016.

### AUDIT OBJECTIVES

The objective of our audit is the expression of opinions as to whether the TDA's financial statements are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America.

Our audit will be conducted in accordance with auditing standards generally accepted in the United States of America, and will include tests of accounting records and other procedures we consider necessary to enable us to express such an opinion. If our opinions on the financial statements are other than unmodified, we will discuss the reasons with you in advance. If, for any reason, we are unable to complete the audit or are unable to form or have not formed opinions, we may decline to express opinions or to issue a report as a result of this engagement.

### AUDIT PROCEDURES – GENERAL

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; therefore, our audit will involve judgment about the number of transactions to be examined and the areas to be tested. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We will plan and perform the audit to obtain reasonable rather than absolute assurance about whether the financial statements are free of material misstatement, whether from errors, fraudulent financial reporting, misappropriation of assets, or violations of laws or governmental regulations that are attributable to the entity or to acts by management or employees acting on behalf of the entity.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is an unavoidable risk that material misstatements may exist and not be detected by us, even though the audit is properly planned and performed in accordance with auditing standards generally accepted in the United States of America. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform the appropriate level of management of any material errors, any fraudulent financial reporting, or misappropriation of assets that comes to our attention. We will also inform the appropriate level of

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements taken as a whole.

Management is responsible for the design, implementation and maintenance of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud or illegal acts affecting the TDA involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud or illegal acts could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the TDA received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring that the Unit complies with applicable laws and regulations, contracts, agreements, and grants for taking timely and appropriate steps to remedy any fraud, illegal acts, violations of contracts or grant agreements, or abuse that we may report.

Management is responsible for establishing and maintaining a process for tracking the status of audit findings and recommendations. Management is also responsible for identifying for us previous financial audits, attestation engagements, performance audits, or other studies related to the objectives discussed in the **AUDIT OBJECTIVES** section of this letter. This responsibility includes relaying to us corrective actions taken to address significant findings and recommendations resulting from those audits, attestation engagements, performance audits, or studies. You are also responsible for providing management's views on our current findings, conclusions, and recommendations, as well as your planned corrective actions, for the report, and for the timing and format for providing that information.

We understand that the TDA's employees will prepare all cash, accounts receivable, and other confirmations we request and will locate any documents selected by us for testing.

#### **REQUIRED SUPPLEMENTARY INFORMATION**

Our audit is for the purpose of forming an opinion on the financial statements taken as a whole. Accounting principles generally accepted in the United States ("GAAP") provide for certain required supplementary information ("RSI") to accompany the basic financial statements. We understand the following RSI will accompany the basic financial statements:

##### **Management's Discussion and Analysis ("MD&A")**

Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context.

The TDA's management is responsible for the fair presentation of the RSI. As part of our engagement, we will apply certain limited procedures to the RSI in accordance with auditing standards generally accepted in the United States of America. These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Haywood County Tourism Development Authority

May 24, 2016

Page 5

Brian Broom is the engagement director and is responsible for this engagement and its performance and for the report that is to be issued on behalf of the firm. We will issue a separate planning letter to you outlining the expected timing and completion of fieldwork when those dates have been agreed to by management.

We estimate our fees for these services will be \$5,700. This estimate is based on the assumption there will be no significant bookkeeping assistance required or significant changes in the TDA's operations including (but not limited to): new construction projects; creation of new funds; or additional procedures required in response to the discovery of fraud. In such event, we will discuss with you the basis of any such charge and we will issue contract addendums explaining the additional services, the hours and our billing rates which range from \$130 per hour to \$450 per hour depending on the experience level of the staff assigned.

Many of our clients choose to communicate with us by email, and we may use email in connection with this engagement unless you direct us otherwise. We will use reasonable precautions to protect your confidential information, but we have no obligation to employ any measures that you do not regularly employ in protecting your confidential information. As emails can be intercepted and read, disclosed, or otherwise used or communicated by an unintended third party, or may not be delivered to each of the parties to whom they are directed, we cannot guarantee or warrant that email from us will be properly delivered and read only by the addressee. Therefore, we specifically disclaim any liability or responsibility whatsoever for interception or unintentional disclosure or communication of email transmissions, or for the unauthorized use or failed delivery of emails transmitted by us in connection with the performance of this engagement, or the disclosure or communication of confidential or proprietary information arising therefrom (hereinafter collectively referred to as "Email Interruption"). You agree that we shall have no liability for any loss or damage to any person or entity resulting from or related to any Email Interruption, including any consequential, incidental, direct, indirect, or special damages, such as loss of revenues or anticipated profits, and you hereby forever release us from any such liability and shall indemnify us from any claim related thereto.

This agreement and any claim arising out of the services provided shall be governed by the laws of the state of North Carolina, exclusive of its conflict of laws rules. The parties agree that any action between them related to or arising out of this engagement shall be brought only in the state or federal courts of North Carolina.

Whenever possible, each provision of this agreement shall be interpreted in such manner as to be effective and valid under applicable law, but if any provision hereof shall be ineffective, or invalid, such ineffectiveness or invalidity shall be only to the extent of such prohibition or invalidity, without invalidating the remainder of the provision or the remaining provisions of this agreement, which shall otherwise remain in full force and effect. The agreements of the Haywood County Tourism Development Authority and Dixon Hughes Goodman LLP contained in the Contract to Audit Accounts and this attachment shall survive the completion or termination of this engagement.

All invoices for this engagement must be submitted to the North Carolina Office of the State Treasurer for approval and then mailed to you. All invoices are payable upon presentation.



## Marketing Highlights

- ★ Attended the Waynesville co-op 1% meeting to discuss media options and advertising priorities.
- ★ 2015/2016 Maggie Valley co-op analysis.
- ★ Met with Tina Masciarelli to discuss photo needs
- ★ Met with Smoky Mountain News to discuss the 2017 Visitor Guide
- ★ Creating new pdf.s for some of the online brochures to enhance SEO.
- ★ Met with Folkmoot and other county marketers about how we can work together to build an online/social community.
- ★ Completed the VisitNC Social Media Takeover with Becky Seymour on June 24th.

## Communication Highlights

- ★ Executed media roll-out for the new Blackrock Mountain Hiking guides by Ken Czarnomski. This is the third installment of his popular guides. We partnered with PlottFest to highlight these at the festival and included the event in our rollout due to the map's involvement with the Plott Balsams.
- ★ Negotiated and renewed our Meltwater Media Monitoring subscription for 2016 - 2017
- ★ Working to update all of our media materials to ensure they have all our branding components worked in and have the most up to date information on all of the topics covered
- ★ **Media Monitoring:**
  - **Total mentions for May was 165 relevant mentions totaling an ad value of \$1,155,514.**
- ★ **Highlighted Mentions:**
  - Biggest mentions continue to be in reference to the centennial of the NPS : "18 Reasons Asheville is a Gateway for the National Parks Centennial" - Piggyback article from the Asheville CVB - mentions of Graveyard Fields, Black Balsam, Cataloochee Valley. Published in 108 outlets totaling \$402,000.00 in ad value
  - "America's Most Popular National Parks" - Forbes - GSMNP mention - \$290,000.00
  - "6 Amazing All-American Road Trips to Take this Summer" - US News and World Report - BRP and access via I-40 to the GSMNP - mention - \$8,000.00