

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

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Haywood County Tourism Development Authority Approves 2007-08 Budget *Projected Rise in Revenue Allows for Increased Funding of Festivals/Events and Chambers of Commerce, Continued Support for Major Marketing Plan*

HAYWOOD COUNTY, N.C. (April 25, 2007)--The Haywood County Tourism Development Authority board of directors approved the 2007-08 budget this afternoon at its regularly scheduled monthly meeting.

The \$873,040 budget—based on projections of an additional 10 percent in occupancy tax collections during the current fiscal year—increases the funding of local festivals/events, provides more money to the Haywood County and Maggie Valley chambers of commerce, and maintains current levels of funding for the TDA’s major marketing plan.

In the 2007-08 budget, festival/event funding jumped nearly 75 percent to \$54,750, up from \$31,035 in 2006-07. The chambers each received an additional \$10,000 in TDA money—bringing the total to \$35,000 each—to pay for costs like visitor center salaries, rent and electric. Funding for the marketing plan, which has played a significant role in attracting more visitors to the county and increasing occupancy tax revenues, remained the same as in 2006-07.

“It’s important for us to strike a balance between funding events and providing the necessary money to support a major marketing plan, which has proven to be effective,” said Ken Stahl, a TDA board member who serves as the chairperson of the finance committee. “This budget achieves that balance. Because the marketing plan has helped increase our revenue during this current fiscal year, we are able to, in turn, increase our expenditures on events and festivals during the upcoming fiscal year. Hopefully, that’s a cycle that will continue in the future.”

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