



**AGENDA**  
**Tourism Development Authority Meeting**  
**Wednesday, June 17, 2026**  
**Council Chambers 9:00 AM**

	Page
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
2.1. <a href="#">TDA Board Meeting 6 17 26</a>	3 - 32
3. ADOPTION OF MINUTES	
• May 20, 2026	
4. FINANCIAL REPORT	
• Occupancy Tax/Budget to Date	
• FY 25-26 Budget Amendment	
• FY 26-27 Budget Public Hearing	
• FY 26-27 Budget Ordinance	
5. ONGOING BUSINESS	
• FY 2025-26 Project Sheet	
• FY 2026-27 Project Sheet	
6. NEW BUSINESS	
• TOBM Funding Request: Wynn Park Improvements – Michael Holland	
• TOBM Funding Request: Information TV & Kiosk – Sean Royall	
• Whistle Pig Pub Funding Request: Musical Acts	
7. STAFF REPORTS	
• Marketing/TDA Report	
8. FINAL THOUGHTS	
9. ADJOURNMENT	



# AGENDA

**Beech Mountain Tourism Development Authority Board Meeting**  
June 17<sup>th</sup>, 2026 at 9:00 am | Town Council Chambers

**A. CALL TO ORDER**

**B. ADOPTION OF AGENDA**

**C. ADOPTION OF MINUTES**

- May 20, 2026

**D. FINANCIAL REPORT**

- Occupancy Tax/Budget to Date
- FY 25-26 Budget Amendment
- FY 26-27 Budget Public Hearing
- FY 26-27 Budget Ordinance

**E. ONGOING BUSINESS**

- FY 2025-26 Project Sheet
- FY 2026-27 Project Sheet

**F. NEW BUSINESS**

- TOBM Funding Request: Wynn Park Improvements – Michael Holland
- TOBM Funding Request: Information TV & Kiosk – Sean Royall
- Whistle Pig Pub Funding Request: Musical Acts

**G. STAFF REPORTS**

- Marketing/TDA Report

**H. FINAL THOUGHTS**

**I. ADJOURNMENT**

**Tourism Development Authority**  
**May 20, 2026 at 9:00 am in the Town Council Chambers**  
**Minutes**

**Present:** Dawn Dagleish, Fred Pfohl, Don Carringer, Brian Corrion, Rick Whitelock  
Town Staff: Bob Pudney, Steve Smith, Armando Garcia, and Alyssa Whitelock

**A. CALL TO ORDER**

Chairperson Dawn Dagleish called the meeting to order at 9:00 am.

**B. ADOPTION OF AGENDA**

**Motion:** Fred Pfohl moved to adopt the agenda and Don Carringer seconded.  
CARRIED: Unanimously.

**C. ADPOTION OF MINUTES**

**Motion:** Brian Corrion moved to accept the April 15, 2026 minutes and Rick Whitelock seconded.  
CARRIED: Unanimously.

**D. FINANCIAL REPORT**

*Occupancy Tax/Budget to Date* – Steve Smith reported that the March gross receipts were \$990,907 and the occupancy tax collected was \$58,687. The operating budget shows an investment interest of \$5,064 and a total revenue of \$63,751. Expenditures for the month were \$77,776. Steve Smith said a budget amendment will be prepared for the board to vote on at the next meeting.

**Motion:** Dawn Dagleish moved to adopt the financial report and Fred Pfohl seconded.  
CARRIED: Unanimously.

*Auditor Approval/Contract* – Steve Smith recommended Thompson, Price, Scott, and Adams & CO, P.A. as the firm for the auditor for the TDA Board, informed the board that this is the auditor that the Town will be using, and the fees are comparable to the previous auditor. Steve Smith informed the board that this is a three-year commitment, and the fee is only locked in for the first year.

**Motion:** Dawn Dagleish moved to approve Thompson, Price, Scott, and Adams & CO, P.A. as the new auditor and Fred Pfohl seconded.  
CARRIED: Unanimously.

*FY 26-27 Operating Budget* – Armando Garcia presented the draft budget for FY 2026-2027 to the board. The board unanimously accepted the presented draft budget.

*Call for Budget Public Hearing* – Dawn Dagleish called for a public budget hearing on June 17<sup>th</sup> at 9:00 am at the next TDA board meeting.

**E. ONGOING BUSINESS**

*FY 2025-26 Project Sheet* – Armando Garcia reviewed the current project sheet with the board members, noting the changes were that the grant to White Wolf Lodge and the Farmers Market grant have been paid in full.

*FY 2026-27 Project Sheet* – Armando Garcia reviewed the FY 2026-27 project sheet with the board members, noting that none of the grants have been paid due to the funds being awarded for the next fiscal year starting in July.

## F. NEW BUSINESS

*Land of Oz Funding Request*– Page Leidy presented a brief history of his family’s land and relationship with the town. Tabitha Kelley presented the public relations, tourism, marketing, digital, and lodging impacts of the Land of Oz. Jana Greer presented the spending and total funding request for the Tea with Dorothy and Autumn at Oz events. Page Leidy updated the board on the insurance situation for the event.

**Motion:** Don Carringer moved to award \$50,000 to the Land of Oz for marketing and tourism from the two-thirds fund and Fred Pfohl seconded.

CARRIED: Unanimously.

**Motion:** Dawn Dagleish moved to award \$20,000 to the Land of Oz for transportation study from the two-third fund and Brian Corrion seconded.

CARRIED: 4-1, Fred Pfohl opposed.

**Motion:** Dawn Dagleish moved to award \$5,000 to the Land of Oz for their logistics from the one-third fund and Rick Whitelock seconded.

CARRIED: Unanimously.

*Slope Seekers Funding Request*– Tonya Murtland and Sam Brown presented results and a marketing proposal for the Slope Seekers program.

**Motion:** Dawn Dagleish moved to award \$10,000 to Beech Mountain Ski Educational Foundation for Slope Seekers from the two-thirds fund and Brian Corrion seconded.

CARRIED: Unanimously.

**Motion:** Don Carringer moved to award \$10,000 to the Beech Mountain Ski Education Foundation for \$10,000 for the Beech Mountain Academy scholarships from the two-thirds fund and Fred Pfohl seconded.

CARRIED: Unanimously.

*Board Member Don Carringer exited the meeting at 10:15 am.*

## G. STAFF REPORTS

*Tourism Summit Update*–Armando Garcia presented an overview of the findings and trends presented at the Watauga Tourism Summit.

*Marketing and TDA Report*–Armando Garcia presented an overview of the Marketing and TDA reports to the board.

## H. FINAL THOUGHTS

Brian Corrion expressed interest in hosting a sport car club meeting event on Beech Mountain for summer 2027 to draw potential overnight visitors. Alyssa Whitelock gave an update on the High Country Host’s visit to the Visit NC call center in Raleigh.

## I. ADJOURNMENT

The meeting adjourned at 10:34 am on a motion by Dawn Dagleish and seconded by Brian Corrion

CARRIED: Unanimously.

<b>Town of Beech Mountain</b>							
<b>Occupancy Tax</b>							
<b>Gross Receipts Report</b>							
	2019-20	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026
July	\$716,314.45	\$1,607,083.26	\$2,003,735.05	\$2,134,917.83	\$1,879,020.53	1,861,151.20	\$1,515,709.01
August	625,679.08	\$1,544,845.24	\$1,626,905.54	\$1,863,525.24	\$1,506,167.39	\$1,636,871.35	\$1,526,929.52
September	\$416,218.00	\$ 1,446,946.48	1,768,251.14	\$ 1,889,934.43	\$ 1,966,940.55	1,191,828.17	\$1,450,207.77
October	\$782,652.57	\$ 1,755,246.03	2,187,816.08	\$ 2,318,772.24	\$ 2,369,005.02	\$ 102,143.11	\$2,166,446.21
November	\$699,187.00	\$ 1,436,019.43	2,217,137.02	\$ 2,091,729.33	\$ 2,132,611.18	\$ 1,456,647.31	\$2,186,723.84
December	1,476,563.47	\$ 2,575,014.61	3,445,972.71	\$ 2,985,641.81	\$ 3,473,501.04	\$ 3,495,430.65	\$3,940,814.15
January	1,574,532.03	\$ 3,191,366.25	3,922,408.36	\$ 3,613,580.89	\$ 4,038,454.07	\$ 3,948,140.71	\$4,192,712.39
February	1,313,888.94	\$ 2,690,275.45	2,991,060.00	\$ 2,588,159.37	\$ 2,701,521.53	\$ 2,294,256.66	\$2,816,512.64
March	271,705.14	\$ 1,411,927.29	1,378,415.48	\$ 1,082,890.02	\$ 1,028,168.17	\$ 868,697.97	\$990,907.21
April	26,159.18	\$ 856,567.50	726,965.22	\$ 644,786.30	\$ 660,006.80	\$ 581,376.95	\$673,153.05
May	237,424.22	\$ 971,489.84	913,080.12	\$ 764,901.82	\$ 775,169.50	\$ 812,074.86	
June	1,013,125.67	\$ 1,510,809.39	1,310,355.03	\$ 1,256,273.71	\$ 1,350,372.04	\$ 1,167,598.57	
<b>Total</b>	<b>\$9,153,449.75</b>	<b>\$20,997,590.77</b>	<b>\$24,492,101.75</b>	<b>\$23,235,112.99</b>	<b>\$23,880,937.82</b>	<b>19,416,217.51</b>	<b>\$21,460,115.79</b>

<b>Town of Beech Mountain</b>								
<b>Occupancy Tax</b>								
<b>Tax Received Report</b>								
	2019-20	2020-21	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	sM2M Change
July	39,453	93,120	115,569	117,881	108,718	110,906	89,598	-23.78%
August	35,211	90,514	91,706	106,811	98,379	98,011	90,896	-7.83%
September	35,049	84,296	99,485	108,849	114,590	71,234	86,851	17.98%
October	46,024	107,202	130,219	133,667	138,048	6,660	129,432	94.85%
November	40,907	83,973	125,253	118,785	130,327	94,083	131,203	28.29%
December	85,699	150,386	191,277	178,200	203,353	209,296	231,283	9.51%
January	94,140	187,248	212,974	204,447	237,900	236,807	247,969	4.50%
February	79,324	160,352	169,580	147,403	154,262	137,721	165,487	16.78%
March	14,130	89,664	77,259	60,703	58,094	51,589	58,687	12.10%
April	934	51,116	39,901	35,571	39,275	32,820	39,502	16.92%
May	12,882	56,575	50,984	44,300	45,082	46,711		
June	58,132	87,965	73,137	72,109	81,769	69,542		
<b>Total</b>	<b>541,886</b>	<b>1,242,410</b>	<b>1,377,342</b>	<b>1,328,727</b>	<b>1,409,797</b>	<b>1,165,379</b>	<b>1,270,909</b>	

Beech Mountain Tourism Development					
Report Year: Fiscal year 2026					May = 92%
Report Month: May 2026		May	2026	Budget	
Description	2026 Budget	Actual	YTD	Balance	% Collected
<b>Revenues</b>					
80-303-0001 BEECH MOUNTAIN OCC TAX	\$ 950,000	39,502	1,270,909	(320,909)	134%
80-329-0000 INTEREST ON INVESTMENT	-	5,912	56,805	(56,805)	
80-335-0000 MISCELLANEOUS REVENUE	-	-	-	-	
80-335-0001 EVENT REVENUE	-	-	-	-	
80-399-0000 Fund Balance Appropriated	-	-	-	-	
80-399-xxxx Transfer-Fund Balance Capital	-	-	-	-	
80-399-0001 TRSF-FUND BALANCE Marketing	200,000	-	-	-	
<b>Total Revenues</b>	<b>\$ 1,150,000</b>	<b>45,414</b>	<b>1,327,714</b>	<b>(177,714)</b>	<b>115%</b>
<b>Expenditures</b>					
					<b>% Spent</b>
80-690-0400 PROFESSIONAL FEES	\$ 9,000	-	3,150	5,850	35%
80-690-1100 PHONE	-	-	-	-	-
80-690-1101 POSTAGE	1,000	-	34	966	3%
80-690-1200 DATA PROCESSING	-	-	-	-	-
80-690-1300 UTILITIES	-	-	-	-	-
80-690-1400 STAFF DEVELOPMENT / TRAVEL	5,000	-	2,756	2,244	55%
80-690-2100 OFFICE EQUIPMENT	2,500	195	2,221	279	89%
80-690-3300 OFFICE SUPPLIES	4,500	75	2,351	2,149	52%
80-690-4202 CONTRACT LABOR	10,000	-	1,000	9,000	10%
80-690-5400 INSURANCE	1,600	-	1,517	83	95%
80-690-5500 TELEVISION SERVICE IN VC	-	-	-	-	-
80-690-5700 TDA CONTRACT ADVERTISING	61,000	7,253	29,625	31,375	49%
80-690-5701 IN-HOUSE ADVERTISING	200,000	22,015	174,748	25,253	87%
80-690-5702 EVENTS	75,000	24	11,528	63,472	15%
80-690-5703 BANK CHARGES	700	388	2,749	(2,049)	393%
80-690-5704 PUBLIC RELATIONS & MKTING	93,000	10,601	97,489	(4,489)	105%
80-690-5706 PARTNERSHIPS	15,000	-	10,500	4,500	70%
80-690-5707 3% ADMIN CHARGE	19,500	395	22,531	(3,031)	116%
80-690-5708 ASSOCIATION DUES	4,200	-	2,073	2,127	49%
80-690-5720 TDA MARKETING GRANTS	189,000	-	341,987	(152,987)	181%
80-690-7400 TOURISM RELATED	317,000	-	140,900	176,100	44%
80-690-7401 VC EXPANSION	-	-	-	-	-
80-690-9100 TRSF TO TOWN RECREATION	-	-	-	-	-
80-690-9101 TRSF TO TOWN SALARIES	142,000	13,432	120,969	21,031	85%
80-690-9102 TRSF TO FUND BALANCE	-	-	-	-	-
80-690-9400 CONTINGENCY	-	-	-	-	-
<b>Total Expenditures</b>	<b>\$ 1,150,000</b>	<b>54,377</b>	<b>968,126</b>	<b>181,874</b>	<b>84%</b>
<b>Revenues Over/(Under) Expenses</b>	<b>\$ -</b>	<b>(8,963)</b>	<b>359,588</b>		
<b>Cash Balances as of 5/31/2026</b>					
Truist - Marketing		\$ 111,601			
Truist - Tourism Related		125,797			
NC Capital Management Trust - Marketing		1,433,162			
NC Capital Management Trust - Tourism Related		661,030			
<b>Total</b>		<b>\$ 2,331,590</b>			

**BEECH MOUNTAIN TOURISM AND DEVELOPMENT AUTHORITY  
 BEECH MOUNTAIN, NORTH CAROLINA  
 FY2026 BUDGET ORDINANCE  
 AMENDMENT # 2026-01**

**TO THE ORDINANCE APPROPRIATING FUNDS FOR THE  
 OPERATING EXPENSES FOR TOURISM AND DEVELOPMENT AUTHORITY**

**BE IT ORDAINED BY THE TOURISM AND DEVELOPMENT AUTHORITY:**

**A. EXPENDITURES**

1. To provide for increases and /or (decreases) in existing Funds:

a. Occupancy Tax Fund:

- |                    |        |
|--------------------|--------|
| 1. Advertising     | 75,000 |
| 2. Tourism Related | 25,000 |

TOTAL ADJUSTMENT TO EXPENDITURES	<u>\$ 100,000</u>
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**B. REVENUES**

2. To provide for the adjustments to revenues:

b. Occupancy Tax Fund:

- |                                |         |
|--------------------------------|---------|
| 1. Occupancy Tax Distributions | 100,000 |
|--------------------------------|---------|

TOTAL ADJUSTMENT TO REVENUE	<u>\$ 100,000</u>
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<b>C. FY 2025-2026 General Fund: Original Budget</b>	<b>\$1,150,000</b>
<b>FY 2025-2026 Amendment #1</b>	<b>100,000</b>
<b>FY 2025-2026 General Fund: As Amended</b>	<b><u>\$ 1,250,000</u></b>

# Beech Mountain Tourism Development Authority

Description: Report Year - FY 26-27 - **FINAL DRAFT**

## Revenues

80-303-0001 BEECH MOUNTAIN OCC TAX	\$	1,150,000
80-329-0000 INTEREST ON INVESTMENT		-
80-335-0000 MISCELLANEOUS REVENUE		-
80-335-0001 EVENT REVENUE		-
80-399-xxxx CARRY-FORWARD- 17-18 revenue		-
80-390-xxxx Transfer-Fund Balance Capital		87,500
80-399-0001 TRSF-FUND BALANCE Marketing		418,000
<b>Total Revenues</b>	<b>\$</b>	<b>1,655,500</b>

## Expenditures

80-690-0400 PROFESSIONAL FEES	\$	6,500
80-690-1100 PHONE		-
80-690-1101 POSTAGE		1,000
80-690-1200 DATA PROCESSING		-
80-690-1300 UTILITIES		-
80-690-1400 STAFF DEVELOPMENT / TRAVEL		5,000
80-690-2100 OFFICE EQUIPMENT		4,500
80-690-3300 OFFICE SUPPLIES		7,500
80-690-4202 CONTRACT LABOR		5,000
80-690-5400 INSURANCE		3,000
80-690-5500 TELEVISION SERVICE IN VC		
80-690-5700 TDA CONTRACT ADVERTISING		110,000
80-690-5701 TDA IN-HOUSE ADVERTISING		278,800
80-690-5702 EVENTS		25,000
80-690-5703 BANK CHARGES		1,500
80-690-5704 PUBLIC RELATIONS & MKTING		93,000
80-690-5706 PARTNERSHIPS		20,000
80-690-5707 3% ADMIN CHARGE		21,500
80-690-5708 ASSOCIATION DUES		4,200
80-690-5720 TDA MARKETING GRANTS		418,000
80-690-7400 TOURISM RELATED		471,000
80-690-7401 VC EXPANSION		
80-690-9100 TRSF TO TOWN RECREATION		-
80-690-9101 TRSF TO TOWN SALARIES		180,000
80-690-9102 TRSF TO FUND BALANCE		-
80-690-9400 CONTINGENCY		-
<b>Total Expenditures</b>	<b>\$</b>	<b>1,655,500</b>

**BEECH MOUNTAIN TOURISM DEVELOPMENT AUTHORITY  
2026-2027  
BUDGET ORDINANCE**

BE IT ORDAINED BY THE BEECH MOUNTAIN TOURISM DEVELOPMENT AUTHORITY:

**SECTION 1. GENERAL FUND**

- A. **REVENUES.** It is estimated that the revenues, as listed below will be available during the fiscal year beginning July 1, 2026 and ending June 30, 2027, to meet the appropriations as set forth in Subsection B below. All fees, commissions and sums paid to or collected by any Authority official, officer or agent for any service performed by such an official, officer or agent in his official capacity shall insure to the benefit of the Authority and become Authority funds.

Occupancy Tax	\$1,150,000
Appropriated Fund Balance – Capital	87,500
Appropriated Fund Balance – Advertising / Marketing	418,000
TOTAL OPERATING FUND REVENUE	<u>\$1,655,500</u>

- B. **APPROPRIATIONS.** The following amounts are hereby appropriated to the Finance Officer for the operation of the Beech Mountain Tourism Development Authority for the fiscal year beginning July 1, 2025 and ending June 30, 2026. In administering the programs authorized under this Ordinance the Finance Officer is authorized to make transfers from one appropriation to another. Any such transfer shall be reported to the Tourism Authority at its next regular meeting and shall be recorded in the minutes of that meeting. The Finance Officer is authorized to make expenditures of \$500 or less from contingency appropriations by transfer to the appropriate line item. Any such expenditure shall be reported to the Authority at its next regular meeting and recorded in the minutes of that meeting. Budget based on the departmental level.

TOTAL OPERATING FUND APPROPRIATIONS	<u>\$1,655,500</u>
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Ordained this, the 17th day of June 2026.

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Dawn Dalglish, Chairperson

Attest:

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Robert Pudney, Secretary

**FY 25-26 Project Funding Awards**

Recipient	Project	Allocated	Paid	Outstanding	Fund
TOBM	Trail Maintenance	5,000	5,000	0	1/3
<b>TOBM<sup>1</sup></b>	<b>Grass Cutting</b>	<b>110,000</b>	<b>110,000</b>	<b>0</b>	<b>1/3</b>
TOBM	EV Chargers	6,500	6,500	0	1/3
TOBM	Sled Hill Snowmax + Water Tanks	20,500	20,500	0	1/3
TOBM	Grassy Gap Creek Trail Land	18,900	18,900	0	1/3
White Wolf Lodge/Holy Smokes BBQ	Lighting Beautification Contribution	7,500	7,500	0	1/3
<b>Total:</b>		<b>168,400</b>	<b>168,400</b>	<b>0</b>	
Avery County Chamber	2025 Kite Festival	10,000	10,000	0	2/3
Fred's General Mercantile	Sunday Summer Concerts	5,000	5,000	0	2/3
Top of Beech	Summer Concerts	5,000	5,000	0	2/3
BMHS	Sign + Museum	3,000	3,000	0	2/3
TOBM	Christmas Parade + Event	5,000	2,940	0	2/3
TOBM	Farmers Market	3,000	3,000	0	2/3
<b>TOBM</b>	<b>2026 Fourth of July Fireworks</b>	<b>19,540</b>	<b>19,240</b>	<b>0</b>	<b>2/3</b>
TOBM	Landscaping	15,000	15,000	0	2/3
TOBM <sup>2</sup>	Christmas Lights + Expansions	73,050	72,289	0	2/3
Beech Mountain Resort	Summer Concert Series 2025	30,000	30,000	0	2/3
Slope Seekers	Learn to Ride Sponsorship	10,000	10,000	0	2/3
Beech Mountain Academy	Ski Education Foundation Sponsorship	10,000	10,000	0	2/3
TOBM	Advocacy Gatherings- July	500	500	0	2/3
TOBM	Advocacy Gatherings- September	500	500	0	2/3
TOBM	Landscaping- Daffodills	5,000	2,951	0	2/3
Brick Oven Pizzeria	Christmas Lights	15,000	15,000	0	2/3
TOBM	Commercial District Plan: Phase 2	125,000	125,000	0	2/3
<b>Total:</b>		<b>334,590</b>	<b>329,420</b>	<b>0</b>	

1- Payment quarterly

2- Amount does not include tax which will be charged at installation

**FY 26-27 Project Funding Awards**

	<b>Receipient</b>	<b>Project</b>	<b>Allocated</b>	<b>Paid</b>	<b>Outstanding</b>	
<b>1/3 Fund</b>	TOBM	Trail Maintenance	5,000	0	5,000	
	TOBM	Grass Cutting	110,000	0	110,000	
	TOBM	Sunset Park Revitalization	15,000	0	15,000	
	TOBM	Road Salting Contribution	100,000	0	100,000	
	TOBM	Full-time Landscaping Employee	80,000	0	80,000	
	TOBM	Flyerview Dynamic Mapping	10,990	0	10,990	
	TOBM	SXS Vehicle	20,000	0	20,000	
	TOBM	Elderberry Trailhead	65,000	0	65,000	
	TOBM	Enterance Kiosk Paving	65,000	0	65,000	
		<b>Emerald Mountain Inc.</b>	<b>Land of Oz Autumn at Oz Logistics</b>	<b>5,000</b>	<b>0</b>	<b>5,000</b>
		<b>Total:</b>	<b>475,990</b>	<b>0.00</b>	<b>475,990</b>	
<b>2/3 Fund</b>	BMHS	Museum	3,000	0	3,000	
	Fred's General Mercantile	Summer Concerts	5,000	0	5,000	
	Top of Beech	Summer Concerts	5,000	0	5,000	
	BMR	Summer and Winter Concert Series	75,000	0	75,000	
		<b>Beech Mtn. Ski Ed. Foundation</b>	<b>Beech Mtn Academy Scholarships</b>	<b>10,000</b>	<b>0</b>	<b>10,000</b>
		<b>Beech Mtn. Ski Ed. Foundation</b>	<b>Slope Seekers Program</b>	<b>10,000</b>	<b>0</b>	<b>10,000</b>
		<b>Emerald Mountain Inc.</b>	<b>Land of Oz Events<sup>2</sup></b>	<b>70,000</b>	<b>0</b>	<b>70,000</b>
	TOBM	Farmers Market <sup>1</sup>	5,000	0	5,000	
	TOBM	Christmas Parade + Event <sup>1</sup>	5,000	0	5,000	
	TOBM	Landscaping Flowers	15,000	0	15,000	
	TOBM	2027 Fourth of July Fireworks	20,000	0	20,000	
	TOBM	TDA Advocacy Gatherings	500	0	500	
	TOBM	Traffic Counter	2,000	0	2,000	
	TOBM	1620 AM Information Radio	2,121	0	2,121	
	TOBM	Commercial District Plan: Phase 3	150,000	0	150,000	
	TOBM	BRC Conceptual Master Plan Study <sup>1</sup>	50,000	0	50,000	
	TOBM	Christmas Lights	80,000	0	80,000	
			<b>Total:</b>	<b>507,621</b>	<b>0.00</b>	<b>507,621</b>

<sup>1</sup>Funds awarded up to the total amount

<b>Tourism Development Authority</b>
<b>Application for Funding</b>
<b>Name of Applicant Organization:</b> BMVFD / Buckeye Recreation
<b>Contact Person:</b> Michael Holland / Sean Royall
<b>Mailing Address:</b> 403 Beech Mountain Parkway, Beech Mountain, NC 28604
<b>Email:</b> <a href="mailto:mholland@townofbeechmountain.com">mholland@townofbeechmountain.com</a> ; <a href="mailto:sroyall@townofbeechmountain.com">sroyall@townofbeechmountain.com</a>
<b>Phone Number(s):</b> (828) 387-4236 ; (828) 387-3003
<b>Name of Your Project or Program:</b> Wynn Memorial Park
<b>Program description / how the funds would be used:</b>  Please see attached sheet.
<b>Total cost of the entire event, program, or project:</b> \$20,000
<b>Amount requested from TDA:</b> \$20,000

I certify that I, the applicant for the event, program or project listed above have submitted all documents pertinent to this application.

Applicant/Organization's Name

Michael Holland TOBM

Authorized Signature



date 06/09/2026

date \_\_\_\_\_

The Beech Mountain Fire Department and Recreation Department are pleased to present this proposal for a TDA Grant to rebuild a portion of Wynn Park, a highly visible park located along the Beech Mountain Parkway corridor across from Fred's General Mercantile and the History Museum. Wynn Park was dedicated in 2021 to revamp an existing monument dedicated to Robert Wynn, a former BMVFD Firefighter who perished in the line of duty in Wrightsville Beach in 1983. In 2023, further additions to the park included a BMVFD Lifetime Members monument and a BMVFD Fire Chiefs bench. Several events have taken place at the park, including dedications of Lifetime Members and fire service last calls.

During Hurricane Helene, a fuel spill resulted in damage to approximately 50% of the park, including a ruptured water line that required extensive excavation that destroyed the St. Florian Cross, the centerpiece fire department logo of the park. The park has been temporarily repaired with a simple path and wildflower meadow.

Staff has been working on a revitalization plan for Wynn Park to restore it to its original layout, along with some additions. The plan includes:

- Reconstruction of the St. Florian Cross using the same pea gravel and crushed brick materials;
- The addition of landscape lighting to beautify the monument and fire cross, as well as pathway leading to the monument;
- The addition of more hardscape rock and crushed brick around the existing monuments to reduce the maintenance of grass along the wall edges;
- Repair of the existing Wynn monument where damaged occurred during excavation, as well as refinishing of the existing picnic table and plaques;
- The addition of small trees at the entrance to the park, as well as additional wildflower seeds and plants to enhance the existing wildflower meadow;
- Creating specific Wynn Park lightpole banners for the two greenway lightpoles on either side of the park; and
- The addition of a standard-Beech style park style bench above the park to allow viewing of the flowers and features from above.

Staff is requesting a \$20,000 TDA Grant to fund these improvements to the park. These improvements will result in the re-beautification of one of the most prominent curves along the Beech Mountain Parkway corridor, and allow the Fire Department and community to continue to host events, both ceremonious and solemn, in a honorable park. We thank the TDA Board for their consideration of this project and all they do for the betterment of our community.

<b>Tourism Development Authority</b>	
<b>Application for Funding</b>	
<b>Name of Applicant Organization:</b> Town of Beech Mountain Parks and Recreation Dept.	
<b>Contact Person:</b> Sean Royall	
<b>Mailing Address:</b> 1330 Pine Ridge Rd. Beech Mountain, NC 28604	
<b>Email:</b> sroyall@townofbeechmountain.com	
<b>Phone Number(s):</b> 828-387-3003	
<b>Name of Your Project or Program:</b> Sled hill electronic kiosk	
<b>Program description / how the funds would be used:</b> We would like to construct a new kiosk with electronic display. The display unit will allow Parks and Recreation and Beech Mountain Visitor's Center to remotely update event information for tourists, improving their stay while on Beech Mountain. This kiosk will have carved bears incorporated to give a very aesthetic appeal with stripped wood poles and rhododendron side walls and a lean-to style roof. This will provide the electronic display with some element of protection. We will encompass the TV in a secure display case that also will act as a weatherproof and tamper proof casing. This kiosk will be placed on a concrete slab.	
Total cost of the entire event, program, or project: 10,000	
<b>Amount requested from TDA:</b> \$10,000	

I certify that I, the applicant for the event, program or project listed above have submitted all documents pertinent to this application.

Applicant/Organization's Name

Authorized Signature

\_\_\_\_\_

\_\_\_\_\_ date \_\_\_\_\_

\_\_\_\_\_ date \_\_\_\_\_

# RENDERINGS OF POSSIBLE KIOSK DESIGNS



<b>Tourism Development Authority</b>
<b>Application for Funding</b>
Name of Applicant Organization: <i>Whistle Pig</i>
Contact Person: <i>Tanya Martland</i>
Mailing Address: <i>106 FAIRWAY DR.</i>
Email: <i>Tanya@whistlepigpub.com</i>
Phone Number(s): <i>980-720-1283</i>
Name of Your Project or Program: <i>Week day music night</i>
Program description / how the funds would be used: <i>Pay a musician \$200/night to play music from 5:30-8:30pm 50 weeks/year (usually THURS or FRI). The intent is to encourage Beech Mountain visitors to extend their stay by providing pre-weekend event on the mountain. Give a reason to come up early.</i>
Total cost of the entire event, program, or project: <i>COST FOR PERFORMER = \$10,000</i>
Amount requested from TDA: <i>\$10,000</i>

ADVERTISING  
 we will promote on our social media each week and post a schedule. TDA is welcome to use this in ADVERTISING too.

I certify that I, the applicant for the event, program or project listed above have submitted all documents pertinent to this application.

Applicant/Organization's Name

Authorized Signature

*Tanya Martland*  
 date *10/17/26*

*Tanya Martland*  
 date *10/17/26*



## PR, Digital, Social Media & Content Highlights



### MAY 2026

#### **PR:**

May publicity totals reached **2.6M+ readers/viewers** for an **earned media value of \$70+K**. Highlights included your interviews with regional television (**WXII-TV**) and radio (**WNCW-FM**) stations to promote Hike On Month.

#### **DIGITAL:**

**Web Traffic MoM:** Users 15,709 vs. 19,460 (-19%) **New Users:** 15,291 vs. 19,013 (-19%)

**Top Pages:** Summer (11.25%), Homepage (10.43%), Webcams (7.47%), Things To Do (7.45%), Hiking (4.98%)

**Google Ads:** Clicks: 5,810 (-21.4%), Impressions: 76,174 (-27.5%)

#### **SOCIAL:**

Numbers are slightly down on Facebook/Instagram YOY (-75%), likely due to the reallocation of May ad spend to June for the social media contest (that took place in May last year) resulting in higher organic results in 2025. Despite this, we still saw an **increase in followers on both Facebook (+25%) and Instagram (+37%)**.

#### **CONTENT:**

Compared to April, May 2026 email performance remained strong, with delivery rates holding steady and click rates continuing to outperform industry averages despite a decline from 4.05% to 2.77%. Open rates also decreased slightly (18.47% to 15.4%).



# May 2026 Public Relations Report

**Impressions Monthly: 2,673,599**

**Editorial Value Monthly: \$71,459.40**

**Impressions FY to Date: 5,365, 303,571**

**Editorial Value FY to Date: \$147,873,912.99**

## Monthly Writing

- Pitch Topics
  - Hike on Month + Hiking Tips
  - Blackberry Jam 2026
  - Underrated Music Festivals Across the U.S.
  - Small to Mid-Sized Towns for Early Summer Getaways

## Media Fulfillment

- Worked with WNCW-FM for an interview A. Garcia on hiking in Beech and outdoor events. Provided talking points.

## Media Visits

- Kidding Around Greenville May 22-24
  - Finalized itinerary details.
- Robin Keller - summer 2026
  - Working to determine a date



**Celebrate Hike On Month in Beech Mountain and attend the Mile High Kite Festival Memorial Day weekend**



WXII at 12 | Updated 6:27 AM EST May 8, 2025 | Editorial Standards

Armando Garcia FOX 12

**BEECH MOUNTAIN, N.C.** — In May, Beech Mountain celebrates its trail system with the annual **Hike On Month**.

There are giveaways at the Visitor's Center where people can pick up maps, water bottles and decals. There are also staff who can help hikers choose the perfect trail for their skill level.

The grand finale is a **Manatee Rally** on June 6th complete with expert-led workshops, guided hikes focused on local ecosystems.

Some great trails include Emerald Outback, Buckeye Recreation Center - Falls Trail, Buckeye Lake Loop, Wild Iris Trail, Sasoflan Trail, Smokeytree and Overlook Trails.

[Click here](#) for hiking maps.

Armando Garcia, Marketing and Tourism Director for the Town of Beech Mountain joined WXII 12's Armando Garcia for a Local View segment.

Click on the video player to watch the full segment. Garcia also talked about hiking tips for people.

The annual Mile High Kite Festival at Beech Mountain will help kick off the summer season at Beech. The festival is May 23 from 10am-4pm. It's free to participate and is a family-friendly beautiful day with kite demo's, crafts, music and kite art.

**PINEAPPLE PUBLIC RELATIONS**





# Detailed Publicity Summary



May 2026 Publicity Summary - Beech Mountain TDA

Outlet	Format	Link	Date	Value	Circulation/ Unique Website Visitors per Month
Blue Ridge Country	Print	N/A	Summer 2026	\$ 1,275.00	210,000
Extended Weekend Getaways	Online	<a href="https://extendedweekendgetaways.com/easy-escapes-best-ways-to-kick-off-summer/">https://extendedweekendgetaways.com/easy-escapes-best-ways-to-kick-off-summer/</a>	3-May-26	\$ 2,775.00	300,000
WXII-TV	Online	<a href="https://www.wxii12.com/article/beechn-mountain-hike-on-month-may/71240026">https://www.wxii12.com/article/beechn-mountain-hike-on-month-may/71240026</a>	8-May-26	\$ 16,392.17	1,772,126
WXII-TV The Local Vibe	Broadcast	N/A	8-May-26	\$ 300.00	2,000
DecorHint	Online	<a href="https://decorhint.com/this-wizard-of-oz-theme-park-in-the-north-carolina-mountains-has-a-real-yellow-brick">https://decorhint.com/this-wizard-of-oz-theme-park-in-the-north-carolina-mountains-has-a-real-yellow-brick</a>	10-May-26	\$ 967.30	104,573
Kidding Around SC Instagram	Social	<a href="https://www.instagram.com/p/DYXl4qBj-x/7img_index=1">https://www.instagram.com/p/DYXl4qBj-x/7img_index=1</a>	15-May-26	\$ 591.08	63,900
Kidding Around Greenville Facebook	Social	<a href="https://www.facebook.com/KiddingAroundGreenvilleSc/posts/pfbid0zXA2jPLbLVRFTNDe33Kmpvp4bkX3Db7s">https://www.facebook.com/KiddingAroundGreenvilleSc/posts/pfbid0zXA2jPLbLVRFTNDe33Kmpvp4bkX3Db7s</a>	15-May-26	\$ 1,119.25	121,000
WNCW-FM	Broadcast	N/A	17-May-26	\$ 175.00	100,000
				\$23,594.80	2,673,599



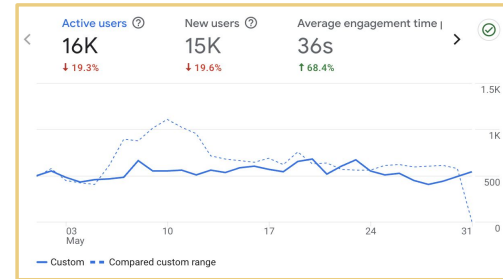


# Web Traffic Digital Analysis

## Website Analytics Month-Over-Month (May 2026 vs. April 2026)

### Primary Metrics:

- **Users:** 15,709 vs. 19,460 (-19.28%)
- **New Users:** 15,291 vs. 19,013 (-19.58%)
- **Sessions:** 20,116 vs. 23,042 (-12.7%)
- **Pageviews:** 30,532 vs. 30,512 (+1%)



### Additional Metrics:

- **Top Pages:** Summer (11.25%), Homepage (10.43%), Webcams (7.47%), Things To Do (7.45%), Hiking (4.98%)
- **Top Channels:** Organic Search (27.83%), Cross-network (27.55%), Direct (18.21%), Paid Social (12.31%), and Paid Search (5.65%)
- **Top Metro Areas:** Not Set (6.63%), Charlotte (4.95%), Atlanta (2.82%), Nashville (2.22%), and Raleigh (2.19%)

## Website Analytics Year-Over-Year (May 2026 vs. May 2025)

- **Users:** 15,709 vs. 23,119 (-32.05%)
- **New Users:** 15,291 vs. 22,451 (-31.84%)
- **Sessions:** 20,116 vs. 27,815 (-27.68%)

### Results Insight:

Beech's May ads saw a slight decrease YoY and MoM in both users and sessions due to the decrease in budget in social ads to prioritize June, which will include a contest ad directing users to the site. However, we still saw a slight increase in pageviews and the Summer landing page made its way to the most viewed landing page. Moving into June, we should see a significant increase in website traffic due to the higher ad spend.

PINEAPPLE PUBLIC RELATIONS





# Google Ads

## Google Adwords - May 2026

Spend: \$1,230.47

### TOTALS


- Clicks: 5,810
- Impressions: 76,174
- CTR: 7.63%
- CPC: \$0.21

### Search

- Clicks: 983
- Impressions: 7,969
- CTR: 12.46%
- CPC: \$0.61

### Web Traffic Performance Max

- Clicks: 4,817
- Impressions: 68,205
- CTR: 7.06%
- CPC: \$0.13

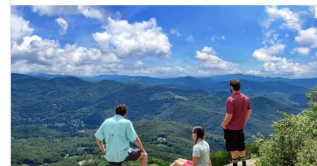



**Find Peace at Beech's Peak**

From mountain trails to biking paths, Beech is where springtime adventure thrives.

Beech Mtn Visitors Center

Close Learn more



**Hike, Bike, Explore Beech**


Escape to Beech Mountain. Peaceful trails, fresh air, and stunning spring views.

Sponsored - Beech Mtn Visitors Center

Recharge, Relax, Repeat

From mountain trails to biking paths, Beech is where springtime adventure thrives.


Ad Beech Mtn Vis. Learn more



**Spring Into Beech Adventure**

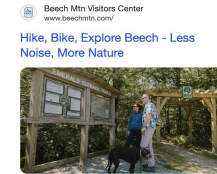
Escape to Beech Mountain. Peaceful trails, fresh air, and stunning spring views.

Sponsored - Beech Mtn Visitors Center



**More Mtn Time, Less Crowds**

From mountain trails to biking paths, Beech is where springtime adventure thrives.



**Hike, Bike, Explore Beech - Less Noise, More Nature**

From mountain trails to biking paths, Beech is where springtime adventure thrives. Trade crowds for quiet peaks—hike, bike, and relax in NC's outdoor playground. Highest Town Eastern U.S.. Affordable Trip Options. New Ski Lifts + Trails.

Things to Do Trail Guide Events Suggest

**Small Town, Big Adventure**

Trade crowds for quiet peaks—hike, bike, and relax in NC's outdoor playground.

Learn more

Beech Mtn Visitors Center  
www.beechmtn.com/

## Spring Into Beech Adventure - Discover Mountaintop Fun

Trade crowds for quiet peaks—hike, bike, and relax in NC's outdoor playground. From scenic hikes to relaxing nights, Beech Mountain is where memories are made. Destinations: Mountain Getaway, Affordable Stays, Stunning Scenic Views. Family Friendly....

Discover Beech Things To Do Spring Activities



**Spring Into Beech Adventure**

Escape to Beech Mountain. Peaceful trails, fresh air, and stunning spring views.

Close Learn more

PINEAPPLE PUBLIC RELATIONS



# Organic Social Media

Comparing May 2026 vs. May 2025

## Facebook

- Total Likes: 98,252 vs. 76,802 **+25%**
- Engagement Rate: 3% vs. 3% **+0%**
- Total Engagements: 7,052 vs. 28,837 **-75%**
- Total Impressions: 266,012 vs. 857,975 **-69%**
- Total Clicks: 155 vs. 445 **-88%**

## Instagram

- Total Followers: 33,543 vs. 24,473 **+37%**
- Engagement Rate: 3.1% vs. 5.4% **-43%**
- Likes Received: 2,065 vs. 4,131 **-50%**
- Shares Received: 293 vs. 511 **-77%**
- Saves Received: 68 vs. 264 **-84%**
- Total Engagements: 2,453 vs. 5,023 **-6%**
- Total Views: 80,132 vs. 92,645 **-13%**

## Pinterest (April 2026 vs. March 2026)

- Total Impressions: 223 vs. 153 **+44%**
- Total Audience: 92 vs. 108 **-15%**
- Total Engagements: 2 vs. 5 **-60%**

### Results Insight:

Numbers are slightly down on Facebook/Instagram YOY due to the reallocation of ad spend to June for the social contest, which took place last May resulting in higher organic results in 2025.



PINEAPPLE PUBLIC RELATIONS






# Social Wins + Top Posts

## Social Media Wins

- **Engagement Rate**
  - Facebook engagements rate of 3% surpassed the industry avg. of 0.27%
  - Instagram's engagement rate of 3.1% surpassed industry avg. of 0.98%
- **Engagement**
  - Top FB post reached more than **1.7K+** engagements
  - Top IG post reached more than **720+** engagements
  - Top Pinterest board reached more than 123 impressions

**Beech Mountain**  
Tue 5/12/2026 4:00 am PDT


Somewhere over the rainbow, magic is waiting 🌈 Autumn at Oz is returning to Land of Oz this fall! Step into the story as you follow the yellow brick road...



Engagements	1,772
Reactions	340
Comments	30
Shares	34
Post Link Clicks	—
Other Post Clicks	1,368

**Beech Mountain**  
Tue 5/12/2026 4:00 am PDT


Beech Mountain Ski Resort Opening Day is almost here! This Friday, May 22nd, kicks off a season of bike runs, lift rides, local brews and endless views. T...



Engagements	1,660
Reactions	204
Comments	5
Shares	20
Post Link Clicks	53
Other Post Clicks	1,378

**Beech Mountain**  
Fri 5/8/2026 4:00 am PDT


Experience views like never before 📍 From the Blue Ridge Parkway to Beech's peak, your gateway to Western NC is just a click away...



Engagements	1,245
Reactions	887
Comments	29
Shares	48
Post Link Clicks	6
Other Post Clicks	275

**beechmountainnc**  
Tue 5/12/2026 3:01 am PDT


Somewhere over the rainbow, magic is waiting 🌈 Autumn at Oz is returning to @LandOfOzNC this fall! Step into the story as you follow the yellow brick roa...



Engagements	721
Likes	578
Comments	3
Shares	112
Saves	28

**beechmountainnc**  
Fri 5/8/2026 1:17 am PDT


Experience views like never before 📍 From the @BlueRidgeNPS to Beech's peak, your gateway to Western NC is just a click away...



Engagements	386
Likes	343
Comments	4
Shares	27
Saves	12

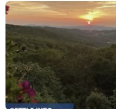
**beechmountainnc**  
Tue 5/19/2026 3:01 am PDT

@BeechMtn Opening Day is almost here! 🌈 This Friday, May 22nd, kicks off a season of bike runs, lift rides, local brews and endless views. Link in bio to...

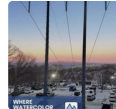


Engagements	203
Likes	179
Comments	1
Shares	22
Saves	1

**Spring/Summer on...**  
360 Pins



**Winter on Beech**  
223 Pins



**PINEAPPLE PUBLIC RELATIONS**



# Paid Social Media

**MAY 2026 AD SPEND: \$1,200**

For the month of May, Beech Mountain launched 4 total social media advertising campaign on Facebook focusing on website traffic, Facebook page likes and two boosted posts. The page likes ad exceeded all industry benchmarks.

## Facebook

- **Total Campaigns:** 4
- **Total Clicks:** 3,191
  - **Cost-Per-Click:** \$0.16 (Industry Avg. \$0.98)
- **Total Likes:** 447
  - **Cost-Per-Like:** \$0.45 (Industry Avg. \$1.07)
- **Total Boosted Engagements:** 415
  - **Cost-Per-Engagement:** \$0.15
- **Impressions:** 117,392

## Pinterest

**\*\*No Pinterest boosted post to focus on website traffic ads**



BEECH MOUNTAIN  
PR, Digital, &  
Social Report



**Beech Mountain**

Ad · 🌐



From sunrise hikes to downhill thrills, Beech Mountain is your summer playground 🌄☀️



beechmtn.com

**Elevate Your Summer**

[Learn more](#)

👍❤️😄 284

9 comments 7 shares

PINEAPPLE PUBLIC RELATIONS



# Newsletter Overview

## April 2026 vs. May 2026

- Open Rate: 18.47% vs. 15.4% **-16%**
- Avg Delivery: 98.86% vs. 98.96% **+1%**
- Click Rate: 4.05% vs. 2.77% **-31%**
- Opt-Outs/Unsubscribes: 21 vs. 20 **-4%**
- Hard Bounce Rate: 0.13%
  - A hard bounce indicates a permanent reason an email cannot be delivered.

Comparing April to May 2026 (due to Beech's Robly account being locked due to a coding issue, both emails were sent out during May about 2 weeks apart), email performance remained strong with a few areas for improvement. Open rates slightly decreased from **18.47%** → **15.4%**, indicating that the first email resonated more with audiences. **Delivery rates** held steady (**98.86%** → **98.96%**), reflecting strong list health and minimal deliverability issues.

The most notable change was in **click rates**, which declined from **4.05%** → **2.77%**. This suggests that while subscribers are still opening emails, content or CTAs in May's may not have driven as much interaction as the previous month, which is an opportunity to test new visuals or link placements. The click rate is still way above industry average.





# Campaign Results

These stats are from the first send of the April Newsletter.

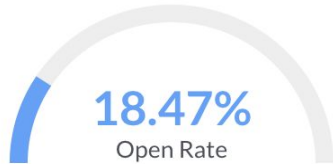
SUMMARY (Stats Updated 06/02/2026 11:30 EDT) [View](#) [Refresh](#)

[EXPORT OVERVIEW](#)



Total Emails Sent  
**12,831**

Emails Delivered  
**12,685**



Total Opens  
**3,333**  
Unique Opens  
**2,343**



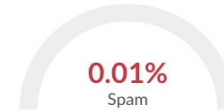
Total Clicks  
**298**  
Unique Clicks  
**95**



Soft  
**154**  
Hard  
**17**



Total  
**21**



Total  
**1**



BEECH MOUNTAIN  
PR, Digital, &  
Social Report



# Campaign Results: Open Gen

These stats are from the second send of the April Newsletter.

SUMMARY (Stats Updated 06/02/2026 11:30 EDT) [View](#) [Refresh](#)

[EXPORT OVERVIEW](#)



Total Emails Sent

10,553

Emails Delivered

10,422



Total Opens

513

Unique Opens

413



Total Clicks

173

Unique Clicks

41

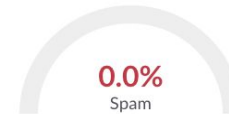


Soft  
148

Hard  
2



Total  
7



Total  
0



BEECH MOUNTAIN  
PR, Digital, &  
Social Report



# Campaign Results

These stats are from the first send of the May Newsletter.

SUMMARY (Stats Updated 06/02/2026 11:30 EDT) [View](#) [Refresh](#)

[EXPORT OVERVIEW](#)



Total Emails Sent  
**12,785**

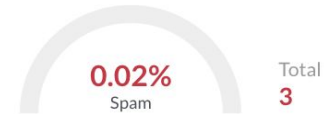
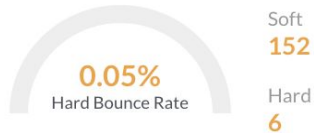
Emails Delivered  
**12,652**



Total Opens  
**2,553**  
Unique Opens  
**1,949**



Total Clicks  
**203**  
Unique Clicks  
**54**



BEECH MOUNTAIN  
PR, Digital, &  
Social Report



# Campaign Results: Open Gen

These stats are from the second send of the May Newsletter.

SUMMARY (Stats Updated 06/02/2026 11:30 EDT) [View](#) [Refresh](#)

[EXPORT OVERVIEW](#)



Total Emails Sent  
**10,860**

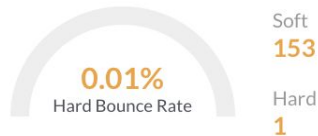
Emails Delivered  
**10,734**



Total Opens  
**285**  
Unique Opens  
**229**



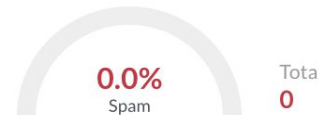
Total Clicks  
**74**  
Unique Clicks  
**20**



Soft  
**153**  
Hard  
**1**



Total  
**1**



Total  
**0**



BEECH MOUNTAIN  
PR, Digital, &  
Social Report

**Beech Mountain TDA Report  
To Town Council  
June 2026**

During the month of May, the TDA focused marketing efforts on hiking. Hike On! month highlighting our 27+ miles of trails was promoted through print advertising and digital efforts. Memorial Day Weekend festivities like the Kite Festival and the opening of the Beech Mountain Resort were used to promote overnight stays and the start of summer season. A High-Country radio campaign was launched and focused on local events like the Kite Festival, Farmers Market, Kiddo Fishing Derby and Naturalist Rally. In late May, Visitor Center staff member Alyssa Whitelock traveled to Raleigh to provide a presentation on Beech Mountain to the North Carolina statewide visitor call center. At the May meeting, the TDA awarded grants in support of Autumn at Oz and The Beech Mountain Ski Academy.

**Examples of recent media coverage received:**

**WXII-12- Celebrate Hike On Month in Beech Mountain and Attend the Mile High Kite Festival**

<https://www.wxii12.com/article/beece-mountain-hike-on-month-may/71240026>

**The Pulse - Day Tripping to North Carolina's Beech Mountain Mile High Kite Festival**

<https://www.chattanoogaapulse.com/citylife/day-trippin/day-tripping-to-north-carolina-s-beech-mountain-mile-high-ki/>

**World Atlas – 9 Quirkiest North Carolina Towns You Didn't Know Existed**

<https://www.worldatlas.com/cities/9-quirkiest-north-carolina-towns-you-didn-t-know-existed-53585.html>

**WBKR– Follow the Yellow Brick Road to This Magical Land of Oz Experience**

<https://wbkr.com/land-of-oz/>

**Avery Journal – BMR Summer Concert Series Brings Joe Russo, Gary Clark Jr., to High Country**

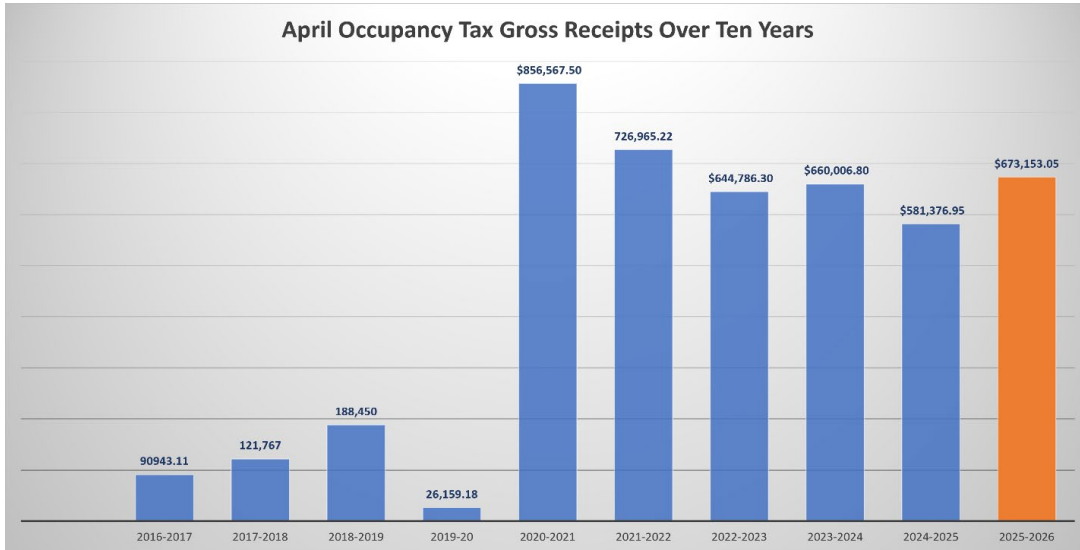
[https://www.averyjournal.com/news/community/bmr-summer-concert-series-brings-joe-russo-gary-clark-jr-more-to-high-country/article\\_6c0f484a-36fa-4d0d-a946-548d975633de.html](https://www.averyjournal.com/news/community/bmr-summer-concert-series-brings-joe-russo-gary-clark-jr-more-to-high-country/article_6c0f484a-36fa-4d0d-a946-548d975633de.html)

**Watauga Democrat – Development Proposal, Budget Highlights Beech Mountain Council Mtg.**

[https://www.wataugademocrat.com/news/local/development-proposal-budget-highlights-beech-mountain-council-meeting/article\\_79c5b19c-39c3-45f1-9546-4063f1884fbf.html](https://www.wataugademocrat.com/news/local/development-proposal-budget-highlights-beech-mountain-council-meeting/article_79c5b19c-39c3-45f1-9546-4063f1884fbf.html)

**Results:** There were 419 visitors at the Visitor Center in May, which was slightly less than the 438 visitors received during May 2025. Occupancy tax of \$39,502 was collected in the month of May (for April overnight stays). This was 16.92% more than the \$32,820 collected in May of 2025. 1267 room nights were reported to the tax office for April overnight stays.

**Total Lodging Revenues for April 2026: \$673,153**



**April 2026 Occupancy Tax Collected: \$39,502**

