

HAYWOOD Co. North CAROLINA



HAYWOOD COUNTY Economic Development Council
HAYWOODEDC.ORG

AT A GLANCE

FIVE-YEAR DEMOGRAPHIC TREND

Total Population	2014	2019	Change	Percent
Haywood County	59,132	62,317	3,185	5.4%
Town of Canton	4,155	4,347	192	4.6%
Town of Clyde	1,236	1,304	68	5.5%
Town of Maggie Valley	1,163	1,237	74	6.4%
Town of Waynesville	9,698	10,141	443	4.6%
Total Housing Units	35,253	35,742	489	1.4%

Population by Age Groups

Less than 10 years	5,699	6,127	428	7.5%
10-19 years	6,274	6,271	-3	0.0%
20-29 years	6,173	6,463	290	4.7%
30-39 years	6,057	6,912	855	14.1%
40-49 years	7,687	7,308	-379	-4.9%
50-59 years	8,855	8,827	-28	-0.3%
60-69 years	8,897	9,491	594	6.7%
70-79 years	6,047	7,218	1,171	19.4%
80+ years	3,443	3,700	257	7.5%

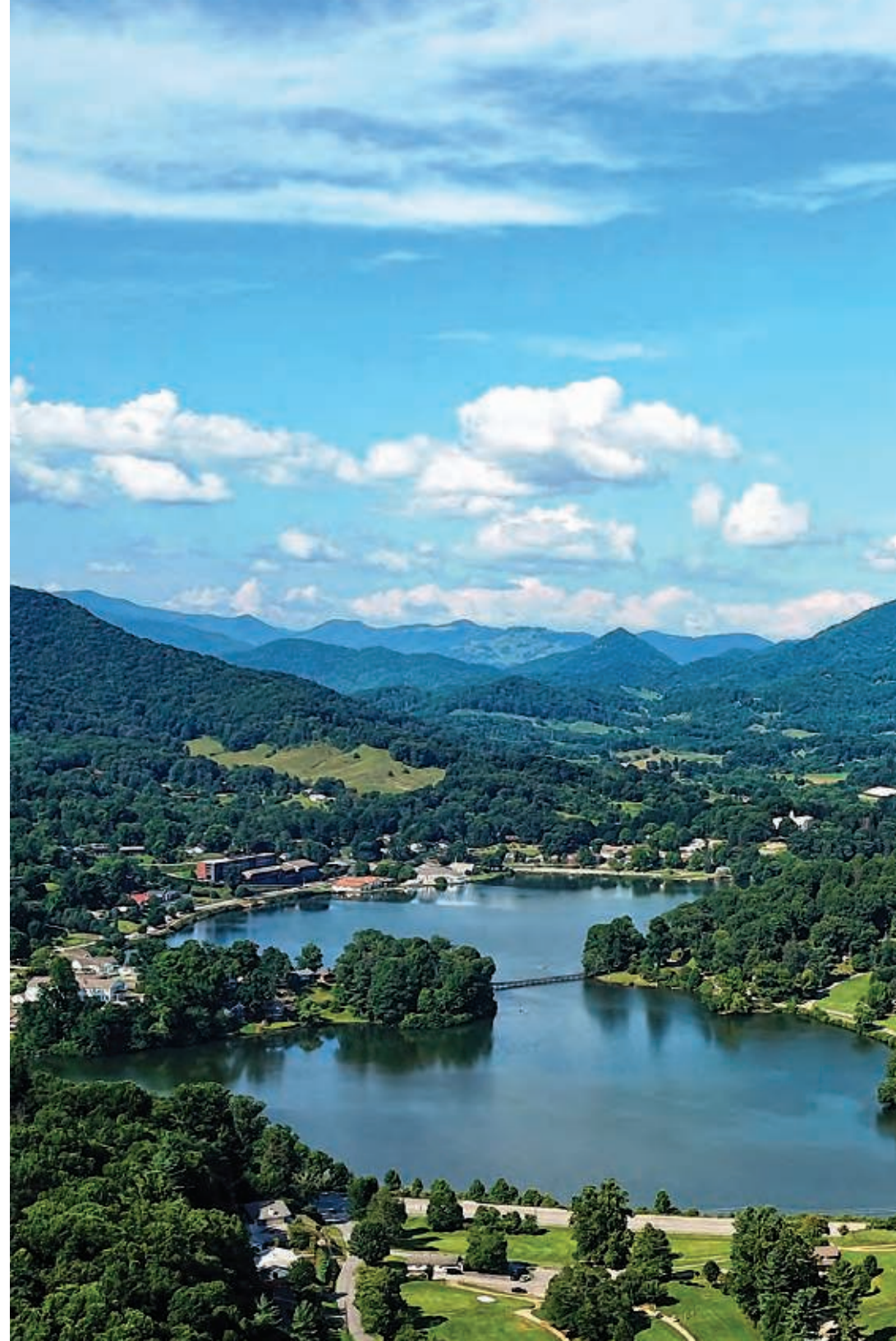
DEMOGRAPHIC COMPARISONS

Gender & Age	Haywood	North Carolina	Nation
Male	48.3%	48.7%	49.2%
Female	51.7%	51.3%	50.8%
Median Age	47.6	38.7	38.1

Highest Level of Education (age 25+)	Haywood	North Carolina	Nation
No High School Diploma	12.0%	12.2%	12.0%
High School Graduate (includes equivalency)	26.4%	25.7%	27.0%
Some College, No Degree	23.1%	21.2%	20.4%
Associate degree	12.5%	9.7%	8.5%
Bachelor's Degree	15.4%	20.0%	19.8%
Graduate or Professional Degree	10.6%	11.3%	12.4%

Household Characteristics	Haywood	North Carolina	Nation
Owner-occupied	73.0%	65.2%	64.0%
Renter-occupied	27.0%	34.8%	36.0%
Average Household Size	2.3	2.5	2.6
Median household income	\$51,659	\$54,602	\$62,843
Average household income	\$68,390	\$76,940	\$88,607

Source: U.S. Census Bureau, Compiled by SYNEVA Economics





AT A GLANCE

CURRENT ECONOMIC INDICATORS

	2020 1Q	2021 1Q	Change	Percent
Home Sales				
New Listings	295	325	30	10.2%
Pending Sales (signed purchase agreement)	261	362	101	38.7%
Closed Sales (sold & no longer active)	235	271	36	15.3%
Median Sales Price	\$234,833	\$284,000	\$49,167	20.9%
Average Sales Price	\$275,960	\$334,869	\$58,910	21.3%
Average Days on Market Until Sale	99	48	(51)	-51.7%
Average Inventory of Homes for Sale	409	170	(239)	-58.4%
Average Months Supply of Inventory	4.1	1.5	(2.7)	-64.5%

	2020 1Q	2021 1Q	Change	Percent
Value of Building Permits				
New Residential (single & multi-family)	\$9,156,202	\$18,274,787	\$9,118,585	99.6%
Residential Additions/Alterations	\$2,035,270	\$4,490,753	\$2,455,483	120.6%
Mobile Homes	\$651,086	\$2,079,534	\$1,428,448	219.4%
New Commercial	\$313,500	\$5,921,135	\$5,607,635	1,788.7%
Commercial Additions/Alterations	\$576,406	\$1,111,437	\$535,031	92.8%

	2020 1Q	2021 1Q	Change	Percent
Key Indicators				
Occupancy Tax Collections	\$208,869	\$475,899	\$267,030	127.8%
Unemployment Rate	3.4%	5.0%	1.6 points	-
Retail Sales	\$182,039,932	\$244,183,061	\$62,143,129	34.1%

	2019 4Q	2020 4Q	Change	Percent
Employment (most current)				
Number of Private Businesses with Employees	1,573	1,646	73	4.6%
Average Weekly Wages	\$748.03	\$849.05	\$101.02	13.5%

CURRENT ECONOMIC COMPARISONS | 2021 FIRST QUARTER

	Haywood	North Carolina	Nation
Average Home Sales Price (2021 1Q)	\$334,869	\$306,033*	\$344,333
One-Year Change in Employment (2020 4Q)	-5.0%	-3.1%	-6.0%
Average Unemployment Rate (2021 1Q)	5.0%	5.4%	6.5%
Average Weekly Wage (2020 4Q)	\$849	\$1,152	\$1,231
One-Year Change in Average Weekly Wage (2020 4Q)	13.5%	11.2%	8.1%

*North Carolina unavailable, data reflects southern states average.

Sources: Carolina Multiple Listing Services, Inc., Haywood County Development Services, Haywood County Finance Department, NC Department of Commerce, NC Department of Revenue, National Association of REALTORS®, U.S. Census Bureau, U.S. Bureau of Labor Statistics. Compiled by SYNEVA Economics

AFFORDABLE HOUSING

IN 2020, HAYWOOD COUNTY joined Clay, Graham, Jackson, Macon, and Swain counties — along with 13 municipalities in those counties — to form the Southwestern NC Home Consortium, which should allow us to access \$540,000 annually for the next three years from the U.S. Department of Housing and Urban Development HOME program. Haywood will serve as the lead county, managing administrative duties for the consortium.

"The county was missing out on funds and investments in affordable housing, and it really struck me," said Don McGowan, Chairman of the Smoky Mountain Housing Partnership Board of Directors. "The biggest need in our community is workforce housing. Without affordable housing you won't have a workforce."

Haywood County alone was too small to qualify for much federal funding, but the combined counties met the threshold.





SENIOR HOUSING

THE COUNTY is also in the process of finding affordable housing for the elderly through the renovation of the 1927 historic Haywood County Hospital, which most recently served as the administrative offices for Haywood County Schools. Landmark Asset Services purchased the Historic Hospital in 2020 for \$225,000.

“Our goal with the hospital adaptive reuse is to provide modern but also affordable housing for seniors, veterans and small families,” said John Stiltner, director of development and construction management with Landmark Property Management Company. “The building was designed to only have one- and two-bedroom units to ensure that it blends in with the neighborhood and meets the needs of the community.”

The \$7 million renovation will end with 52 units expected to be available for rent in December 2021. Rents will be scalable based on income.

“We’re motivated by the revitalization aspect of the project,” said Stiltner. “People in Haywood County have many ties to and memories of the Haywood Hospital, and we’re excited to be able to save it. The best part is that the hospital will retain its historically significant appearance even though it is being adapted to serve the community for many years to come.”

BROADBAND

THE HAYWOOD COUNTY CHAMBER OF COMMERCE AND ECONOMIC DEVELOPMENT COUNCIL

have had broadband infrastructure on their legislative priority agenda since 2006. In 2014, the first Haywood County Broadband Committee (HCBC) was organized under the direction of the EDC. Since the reorganization of the Broadband committee in 2019, Haywood County and the Broadband Committee have been exploring grants and private public partnerships to promote better service and establish new service.

Surveys revealed underserved and unserved areas of Haywood County in terms of broadband access, and the COVID-19 pandemic underscored the issue of internet availability for families throughout the county.

The Education and Research Consortium of the Western Carolinas, Inc. (ERC) received a grant in the amount of \$100,000 from the Appalachian Regional Commission to expand broadband capabilities in underserved communities. A Haywood County phone and internet provider, Skyrunner, applied for a grant but was turned down.

Since the onset of the pandemic, temporary and emergency broadband measures include free WiFi at many locations and hotspots. Hotspots that rely on cellular connections are available for loan from the Haywood County Public Library in Waynesville, and hotspots for students are available from Haywood County Schools and Haywood Community College.



mountain bizworks



Haywood Advancement Foundation

COVID-19 LOAN PROGRAM

THE HAYWOOD RECOVERY FUND was created in direct response to COVID-19 through a collaboration between Haywood County, Haywood Advancement Foundation, Haywood County Chamber of Commerce and Mountain BizWorks.

"The Haywood Community College Small Business Center worked in coordination with a rock star team of WNC service providers to connect the resources needed to meet a small business need while awaiting the rollout of Disaster Assistance Resources," said Katy Gould, former director of the Small Business Center. "It truly was a beautiful example of the entrepreneurial mindset at work."

Haywood Recovery Fund loans were designed for small businesses and meant to be flexible, rapid sources of low-interest loan capital to help Haywood County businesses meet pressing needs and navigate the unexpected crises of the pandemic.

"The most important aspect of our work was disseminating timely, updated information to our expanded data base regarding loan assistance programs and state mandates," said CeCe Higgs, president of the Haywood County Chamber of Commerce.

In addition, subcommittees were formed with community partners such as the Tourism Development Authority, Downtown Waynesville Association, Maggie Valley Chamber of Commerce and Haywood County Government. Further, Dr. Mark Jaben held weekly Q&A sessions with hospitality businesses to assist with safety protocols. The Chamber of Commerce created a re-opening guide, in accordance with North Carolina Chambers of Commerce.

Final data from Mountain Bizworks states that out of 38 applications, 19 were funded at a total of \$180,600.

CDBG-CV

HAYWOOD COUNTY RECEIVED A \$780,000 Community Development Block Grant as part of the coronavirus funding that will be used to upgrade the Clyde Armory for multiple purposes. The renovated armory will house the Clyde EMS base, serve as a temporary emergency shelter during natural disasters and be used for county recreation programs such as basketball, indoor soccer and senior games. The building will also be used for simulations by Haywood Community College students majoring in law enforcement, fire and rescue and EMS.

"This space will provide real-world scenario training for BLET, fire and rescue, and EMS students at HCC," said Michelle Harris, HCC Marketing Director. "We're excited about what this will add to our programs."

A portion of the grant will also help Mountain Projects implement a funding pool to provide rental assistance and utility disconnection prevention programs.



ECONOMIC DEVELOPMENT

SINCE 1993, HAYWOOD COUNTY has owned 103 acres just outside Canton that is known as the Beaverdam Industrial Park. Several tenants have occupied the site, collectively paying \$500,000 in annual taxes. ConMet, a manufacturer of molded plastic for trucks, is currently the largest tenant. There are still a number of vacant parcels.

Water and sewer will soon be available at a 10-acre parcel on the site. A separate 4-acre site is being tested for loadbearing. It's been a collective effort among commissioners, the Town of Canton and other stakeholders to get the Beaverdam Industrial Park to where it is today.

Haywood County worked on multiple projects through the year. Project R6 began in February of 2020 and over the course of 11 months the county invested time and resources to try and land the company. The project would have led to a \$20 million investment with over 100 jobs. Unfortunately, Haywood County came in second in as many years with a large company looking to expand.

Looking ahead, the Haywood County Economic Development is working on numerous projects that would bring 300-plus jobs and over \$100 million investment to the county.

In regard to economic development, the tourism of Haywood County has been a positive financial force during the pandemic.

"We have been extremely fortunate to have such a beautiful county with an abundance of outdoor recreation and a wide variety of different types of accommodations so that people felt safe coming to Haywood County," said Lynn Collins, Executive Director of the Haywood County TDA. "We have fared very well in that we have seen some of the largest tourism numbers ever. People came here to work remotely, their children could attend school remotely and they could enjoy the great outdoors in their spare time. The TDA budget year ended June 30th, 2020 and after the shutdown we ended the year -6% off budget. Eight months into our current budget year we are 56% ahead of budget and 33% ahead of last year. We are on course to have a record setting year for tourism in Haywood County."



PARKS & RECREATION

THE HAYWOOD COUNTY RECREATION AND PARKS DEPARTMENT has been hard at work creating new outdoor adventure and economic growth opportunities in Haywood County.

"We've got more programs going on than ever before," said Ian Smith, Athletic Coordinator for the Recreation and Parks Department. "Last year we started hiking and fly fishing programming. We'll be continuing that this year along with bird watching tours and a mountain biking club for rising 8th through 12th graders."

Senior games were forced on hiatus during the pandemic but will be reinitiated this spring, as will other recreational sports such as youth basketball. The department is also partnering with Lake Junaluska to offer water sport recreations.

"Most of our programs are geared toward beginner and intermediate levels," said Smith. "They offer a way for people to enjoy the outdoor recreation of our area in a safe and accessible way."



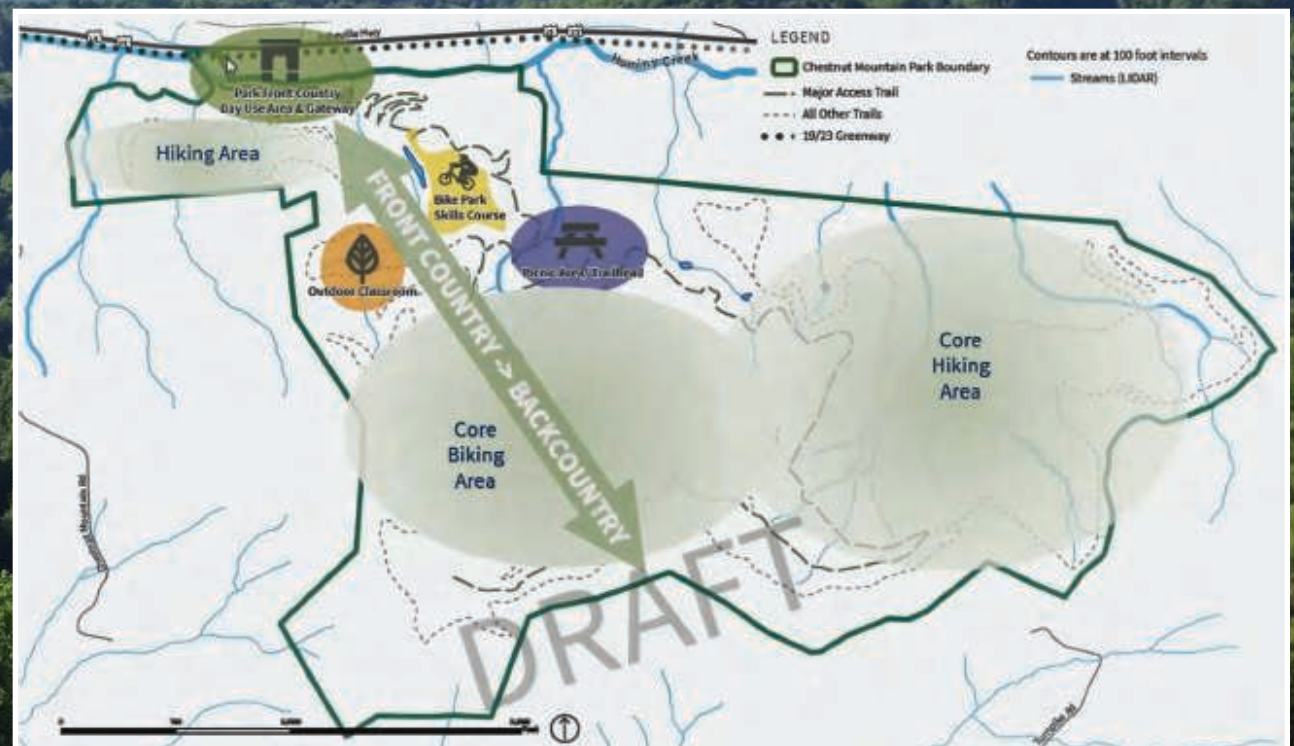
BIKING VENTURES

IN JULY 2020, a draft concept for turning the 448-acre Chestnut Mountain Park outside of Canton into an outdoor recreation park were revealed. Plans call for 16 to 18 miles of hiking and biking trails, picnic areas, an outdoor classroom space, open lawns in the “front country,” as well as forested backcountry camping amenities.

“It is our hope that by building a multiuse park that draws people in from our town and county and region as well as the state and beyond, that those kinds of forces will attract outfitters and bike shops and things like that that go hand-in-hand with a big multi-use

park,” said Town of Canton Manager Nick Scheuer. The EDC is serving as a financial supporter and advisor to this project.

A second bike park project is in the works for the old Francis Farm Landfill site. Due to the need for strategic land prep, this timeline for this project is approximately 24 months.





"With all the things we did and were doing, the single most important action step was contacting each and every business," said CeCe Hipps. "This put the "human" aspect into our outreach efforts during a very uncertain time."

— CeCe Hipps



"It truly has been a team effort working with the Chambers, HCC Small Business Center, EDC and the County," said Lynn Collins, Executive Director of the Haywood

County TDA. The fact that Haywood County has so many small businesses that have fared well through the pandemic is a testament to the efforts put forth by all of the County resources."

— Lynn Collins

INTEGRAL INDIVIDUALS

THE SUCCESS of the Haywood County Economic Development Council depends on close collaborations with community partners. Some of our most important partners are the Haywood County Chamber of Commerce, the Tourism Development Authority, and the Haywood Community College Small Business Center. These entities are always important to a local economy but were especially paramount during the COVID-19 pandemic.

CeCe Hipps is president of the Haywood County Chamber of Commerce, which has formal partnership with the EDC. Many potential clients first reach out to the Chamber, and once we are in negotiations with potential clients the Chamber provides vital resources and contacts. The close working relationship between the EDC and the Chamber reflects positively on Haywood County and shows clients that this we have a welcoming business community.

The Haywood County TDA and its Executive Director Lynn Collins are also an integral part of our economic development efforts. When tourism-related clients eye Haywood County, we can call on Lynn, her staff and the TDA Board for resources and information. The tourism sector of our economy continues to grow rapidly, so having the TDA as a trusted partner is critical.