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THE VILLAGE OF SUGAR MOUNTAIN
251 Dick Trundy Lane
Sugar Mountain, NC 28604
Manager's Monthly Report
June 17, 2025

Golf Course: The major construction phase on the damage from Helene has begun. Dail Golf has been on site for the last two weeks and has begun the rebuilding of the bunkers. The engineers are continuing to work on the design elements of the overall project and preparing to submit the permit application with the US Army Corp of Engineers to perform the stream restoration needed.

The golf course is in exceptionally good condition with nine holes open for play. As work progresses, we will open additional holes and have a better idea of an anticipated date of completion of the repairs to the entire course. We opened for the season on May 16th with eight holes of play. With the limited holes of play as well as the weather not always cooperating, it has been a slow start to the season as expected. From the opening day of May 16th through May 31st we saw a decrease of \$39,333 in revenue in comparison to the same period of May 2024. Activity through June 12th has shown a \$30,266 or 42% decrease in revenue in comparison to the same period of June 2024. Overall, in the FY 2024-25 budget, it is estimated the Village will see a loss of \$150,000+ in golf revenue. Due to the damage caused by Helene.

Tennis: The Tennis courts opened for the 2025 Season on May 12th and activity is increasing with the arrival of our summer tennis players. They began the regular doubles match schedule as of June 1st. We have seen a decrease in revenue of \$4,456 in comparison to May 2024.

Tourism Development Authority (TDA) Board Meeting: The TDA Board met on Wednesday, June 11, 2025. The Board held a Public Hearing for the FY 2025-26 Budget and later in the meeting adopted a balanced budget of \$885,860. The TDA budget will again this year provide funding for the TDA coordinator, tennis professional, and a police officer position's; (\$121,260). All Village beautification projects will be funded by the TDA. Infrastructure funding from the TDA budget will provide \$244,000 in funding for golf course equipment, tennis court improvements, golf clubhouse improvements, street resurfacing, and golf course cart path paving.

The Board approved funding of \$6,845 for two campaigns of online advertising through Style Blueprint in Nashville. The Board also approved co-op funding of \$500 with Banner Elk TDA to support the distribution of a High Country Summer Road Trip map that identifies 500+ stops of things to do, shops and restaurants in a 50 mile scenic loop of the High Country. Dalton Kirby submitted the attached May 2025 marketing update.

The April 2025 collections of the occupancy tax showed a decrease of 9% in comparison to April 2024. The occupancy tax collections for the period May 2024 through April 2025 (\$725,686) have shown a \$132,861 or 15.48% decrease in comparison to the same period of 2024 (\$858,547).

Billboard Tynecastle Highway: Eight months ago, Hurricane Helene's winds brought down the billboard at 2515 Tynecastle Highway. It lay on the ground for several months, then was dismantled and it lay in pieces until recently when the owner of the property began to reconstruct it. The Village issued a stop work order on March 24, 2025. The owner applied for a sign permit to rebuild the billboard, and the application was denied due to the structure being more than 50% damaged. The applicant then appealed this decision to the Board of Adjustment.

The Board of Adjustment met on Monday, June 9th to consider this appeal. The Board of Adjustment ruled 3-2 to uphold the Zoning Administrator's denial of the applicants permit to rebuild the billboard. The applicant will now have thirty days to appeal to the Avery County Superior Court.

Homewood Suites (Morlin Hospitality, Tynecastle Hwy): The Board of Adjustment met on Tuesday, May 27th at 10am to consider an application from Morlin Hospitality to amend the Special Use Permit previously granted in March 2024. Morlin Hospitality requested an amendment to the permit to be able to divide the 22.76 acre property into two parcels; one 8.56 acres that the hotel will be constructed on and another tract of 14.20 acres. Following testimony from staff and the property owner, the Board granted the amendment to the Special Use Permit to divide the property as requested. The property owner stated they will request annexation from the Village of the entire properties.

Summer Grillin' & Chillin' Events: The summer Grillin' & Chillin' Events will continue every Wednesday this summer through Labor Day, September 1st. The events are every Wednesday from 5:30 - 8:30. Wednesday, June 18th will feature the "Johnson Brothers". This is the eighth year of the event. With the excellent food and the great entertainment that has been offered, these summer events add much to the Village summer season. I would encourage each of you to attend a great evening with fellow residents and guests of the Village.

Property Tax Collections: Of the \$1,435,955 total 2024 levy, \$1,429,268 or 99.53% has been collected with a balance of \$6,687 uncollected through June 13, 2025. A balance of \$1,176 remains uncollected for the 2015-2023 tax years. Avery County has sent the 2025 tax scroll and Tammy has begun updating the Village scroll for bills to be mailed in late July.

Respectfully submitted, ¹



Susan Phillips