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THE VILLAGE OF SUGAR MOUNTAIN

251 Dick Trundy Lane
Sugar Mountain, NC 28604

Manager's Monthly Report **September 15, 2026**

Golf Course: The contract with North State Environmental for the golf course stream repair project has been executed and an on-site pre-construction meeting was held on Friday, September 11th. Work is expected to commence in late September.

The golf course continues to be busy, but we have seen many of our summer people leaving for the season. From the opening day of April 17th through August 31st, we have seen an increase of \$51,003 (8.31%) in revenue in comparison to the same period of April through August 2024. There have been 12,948 rounds played this season.

2026 Tennis: Tennis, much like Golf, has been busy throughout the season. Since opening for the 2026 Season on May 11th through August 31st, we have seen an increase in revenue of \$5,741 (13.0%) in comparison to the same period in 2025.

Tourism Development Authority (TDA) Board Meeting: The TDA Board met on Wednesday, September 9, 2026. The Board approved a funding request in the amount of \$28,500 by Bill Daniels for the Golf Course greens aeration project. The Board also approved a request from Sugar Mountain Resort in the amount of \$11,000 for advertising in the December and January issues of Our State Magazine. A design asset proposal was presented from Hasty Creative. Following discussion, the Board approved the proposal in the amount of \$600. Sam Semple was re-appointed Co-Chairman of the TDA Board. Jeanine Hasty of Hasty Creations submitted an August 2026 marketing report.

The July 2026 collections of the occupancy tax showed an increase of \$20,103 or 34% in comparison to July 2025. This increase was due to \$21,669 from the Courtyard Marriott which was not open last July. The occupancy tax collections for the period August 2025 through July

2026 (\$887,449) has shown a \$156,139 or 17.59% increase in comparison to the same period of 2025 (\$731,310).

Sugar Mountain Drive Helene Road/Embankment Repairs Project: This project got underway Monday, the 24th. The contractor began the excavation for the landslide repair at the north end and has excavated down approximately twenty-five feet to find suitable natural soil that is needed to repair the road and stabilize the bank. This area was filled with tree stumps, old asphalt, and surprisingly other debris such as sleeping bags, towels, etc. All this has to be removed and then will be refilled with “clean” soil. The project was expected to take three weeks, but it is anticipated it will be mid-October to complete this work.

Street Maintenance and Resurfacing: Tri-County Paving has been in the Village for the past two weeks repairing and resurfacing streets throughout the Village. Repairs and resurfacing will be done on Grouse Moor, Mossy Creek, Beech View, Slope View, Briarcliff, Timber Ridge, and Crestview. The total project cost will be \$197,000 as budgeted this fiscal year, with a \$150,000 contribution from the TDA.

Our new roadside mower is to be delivered next week, and Public Works will do a final mowing cycle for the season. They have also been trimming low hanging branches over our Village streets as well as cutting back trees from the road shoulders.

NCDOT Fall Litter Sweep 2026:



The 2026 Fall Litter Sweep is just around the corner, and we need your help to keep North Carolina beautiful! The sweep will run from September 12-26.

Planning & Zoning Board Meeting: The Planning & Zoning Board (P&Z) met on Wednesday, August 26, 2026. The Board discussed changes in the type of materials that could be used in the construction of fences as stated in the Village Ordinances. The Village Council previously reviewed the P&Z Board's recommended ordinance amendment and sent it back to the Board for further review. The Board has recommended not allowing fences to be constructed of concrete or wire as currently written in the ordinance under section 154.026.

2025 North Carolina County Level Visitor Spending: Visit North Carolina has released the 2025 Visitor spending report for the 100 Counties in NC. Avery County ranked 31st with total visitor spending at \$258.97M; a 3.0% growth from 2024. The total visitor spending is divided by in categories: Lodging \$60.99M, Food and Beverage \$83.37M, Recreation \$40.66M, Retail \$22.27M, Transportation \$51.69M.

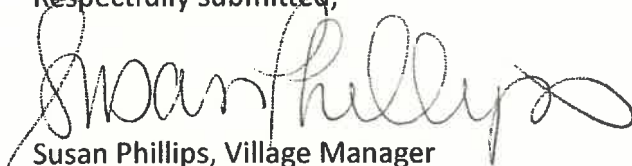
High Country ABC Store: Robin Dunn, Chair of the High Country ABC Board, has notified the three towns, Sugar Mountain, Banner Elk, and Seven Devils, that the Board is currently considering the option of leasing the vacant store directly adjacent to the current ABC store. Ms. Dunn has stated the Board has recognized the need for more space, both on the retail and the warehouse side, for the following reasons:

1. To accommodate the High Country ABC's continued growth, especially in categories such as NC products, Ready-to-Drink (RTD's)/Ready-to-Serve (RTS's), Moonshines, and boutique selections.
2. To accommodate more items requested by our Mixed Beverage (MXB) customers.
3. To be able to dedicate space for distillery and industry representatives to conduct customer tastings.
4. To have the opportunity to offer select merchandise, such as shot glasses and flasks, for continued revenue growth.
5. The NC ABC Commission plans to promote the expansion of our store at a grand reopening. This could be an excellent opportunity for the Avery Chamber, along with the Towns, to do the same.

Property Tax Collections: Of the \$1,486,757 total 2026 levy, \$454,631 or 30.58% has been collected with a balance of \$1,032,127 uncollected through September 10, 2026. A balance of \$6,609 remains uncollected for the 2017-2025 tax years.

Administrative Matters: The High Country Council of Governments will hold the 51st Annual Banquet on Friday, October 16, 2026, at 6pm at the Grandview Ballroom on Appalachian State University campus. Please RSVP to Tammy by September 30th if you wish to attend.

Respectfully submitted,



Susan Phillips, Village Manager