



TOWN OF MAGGIE VALLEY ANNUAL NEWSLETTER

# Town of Maggie Valley



## 2021-2022

### A Message From Your Mayor

As the sun sets on Jonathan Creek, cooler weather is setting in, some of the trees have started to change colors, and soon Maggie will be decorated for Fall Days. Special thanks to Maggie Mountaineer Crafts, Maggie Valley Chamber of Commerce, town staff, and all of you that contribute to our Fall Days event.

Before we turn the page on another year, we do have a few things to take care of. I would first like to extend my deepest sympathy to those here in Haywood who lost loved ones during the recent flooding. While Maggie was spared, we watched as Canton, Clyde, Cruso, Crabtree and other parts of our county were devastated by flooding. The Board of Alderman extend our thoughts and prayers to all of those that were affected. Together we can make a difference for our friends, neighbors, and family (#Haywoodstrong). One way to donate is through

<https://www.helpinghaywood.org/>.



Another year and we still must talk about Covid19. Over the past eighteen months, we here in Maggie have been impacted by this deadly virus. Each of us have had family, friends, or neighbors get sick or pass away because of this virus. My heart goes out to those of us that have been impacted by Covid19. Together, we will get through this.

Cabin rentals and hotel rooms continue to book, bringing in tourists to enjoy our valley. While our businesses have had a great year, they have been impacted by Covid19, as well as by staffing shortages. Restaurants and retail shops have had to adjust days of operation and in some cases have had to close because of exposure to Covid19. We still see restaurants not open to inside dining. Please be patient and remember to help support our local restaurants and shops. *Together we rock!*

Last year the county completed a property evaluation. The results of this evaluation allowed our Board of Aldermen to lower the tax rate to 40 cents. Maggie Valley remains the lowest tax rate in Haywood County while continuing to give our taxpayers excellent services.

In 2020 the Census was completed. We are happy to report that, in Haywood County, Maggie Valley had the highest percent gain in population for the last ten years. Our actual population gain was higher than Waynesville and Canton combined. Maggie Valley also had the highest percent of population increase in the seven western counties of North Carolina. We are seeing a continued rise in

building permits for homes, condos, and cabins. I heard a quote about this; "What makes a town a great place to live also gives people a great place to visit."

The outlook for the 2021 – 2022 season is a bright one. Fall should be great as most hotels and cabin rentals have booked up through October. In November we will be able to light up Maggie Valley for the winter. Our winter lighting program has yet another new lighting scene to install on the west end of town. A special thanks again to the Tourism Development Authority and Maggie's one percent board, for your continued contribution to this program.

The Festival Grounds continue to be an economic and cultural catalyst for the Town. With each passing year the diversity of assembled events continues to evolve drawing both locals and tourists alike. There is truly something for everyone on the event calendar. This past Festival Season was one of the best ever – the grounds hosted 23 unique festivals and events for a total of 45 event days.

On Tuesday, November 2<sup>nd</sup>, 2021, we have an election to fill two Alderman seats on the board. There are four great candidates running this year to fill those two positions. Know the issues and know the candidates. This is your chance to have your voice heard.



As your Mayor, I want to thank the citizens of Maggie Valley and the surrounding community for your continued support over the past year. The Valley has overcome a lot this past year and more challenges are in front of us. Together we will meet these challenges and continue to move forward. I believe each of you are a part of who we are, who Maggie Valley is. It is my pleasure to serve as your Mayor. You can reach me by calling 828-242-3012 and leave a message. You can write to me as well. My email is [mevelando6@gmail.com](mailto:mevelando6@gmail.com).

Life is better in the Valley.

Respectfully,  
Mike Eveland Mayor



### From the Town Clerk

We have made it through a sobering year and have come out the other side better than most. As a Town, our tourism has held its own because everyone wanted to come enjoy our beautiful mountains, fresh air, and wide-open spaces. We are so fortunate to call Maggie Valley home, workplace, second home, or just our special place. What Clerk can say that?

Several times a month I pull into my parking space at work and see elk in the field behind Town Hall. What Clerk can say that?

So often throughout the year I get to meet people face to face that I feel have been my friends from a phone conversation, calling in yard waste, or something to that effect. What Clerk can say that?

All local government employees that serve Maggie Valley serve with pride and a resolve to serve the Town to the best of their ability. What Clerk can say that?

The Boards I serve are outstanding and truly care about our Town and what is best for Maggie Valley now and in the future. What Clerk can say that? Your Clerk can say that!

I encourage you to join the Sunshine List by submitting your email address on our website, to keep up with what is going on in your town, your special place!

With deep appreciation,  
Vickie Best, NCCMC, CMC  
[vb主est@maggievalleync.gov](mailto:vb主est@maggievalleync.gov)



### From the Town Planner

Maggie Valley continues to be an appealing place to live, work, and play. During 2021, Maggie Valley Planning and Development has continuously provided permitting and inspection services for our residents, citizens, and visitors.

More than one hundred zoning permits have been issued for new construction and development projects in Town in the first eight months of the year. Twenty of these permits were issued for the construction of new residences. We have welcomed new commercial establishments and worked with others to complete renovations. Plans continue to take shape for many other new and newly remodeled restaurants, shops, and commercial accommodations.

As part of our ongoing effort to help keep our valley attractive, the Planning Department continues to issue Notice of Violation letters. These efforts address nuisances and various other Code violations. As this is an ongoing process, the Town appreciates everyone's hard work and help in improving the appearance of Maggie Valley.

I am excited to join the Maggie Valley team and look forward to serving the Town's businesses, residents, and visitors. Don't hesitate to reach out with any questions or concerns, or feel free to stop by Town Hall to introduce yourself.

Also, keep an eye out for the long-awaited Unified Development Ordinance!

Sincerely,  
Kaitland Finkle, CZO  
[kfinkle@maggievalleync.gov](mailto:kfinkle@maggievalleync.gov)



### From the Police Chief

Here are some of the current challenges facing Police Departments in our state and on a national level: civil unrest, state and federal changes in policing methods, recruitment and retention issues, just to name a few. These challenges weigh on the mind of our Police Officers. We are so grateful that our community has rallied around our Officers with letters of appreciation, business marquee with encouraging words, breakfast/ lunch meals, and calls of support. Your community support gives our Officers peace of mind and lets them know they are appreciated by those they serve every day. From all our Officers, **Thank you!**

I would like to share some happenings in our agency. We would like to welcome two new officers who have chosen Maggie Valley for public service: Officer Michael Herbertson and Officer Rodney Riddle. K9 Officer Logan Wood and Goose completed their annual USPCA certification. K9 Officer Wood continues to train Goose into an all service K9 in narcotics detection, tracking and article searches.

Officer training and education is always principal in providing a high level of service to our community. The Covid outbreak has limited in-person training to some degree. However, webinars have become a training resource during this pandemic situation. We encourage our Officers to seek higher education through obtaining an Associates of Applied Science degree or a Bachelor of Science degree in Criminal Justice or related field. Lieutenant Matthew Boger and Sergeant Jeff Mackey both obtained an Associate in Applied Science in Criminal Justice. We congratulate them on their achievements.

We continue to maintain a Prescription Drop-Off box at the front entrance of our Police Department. We encourage and appreciate our citizens depositing unused prescription drugs for destruction. This is one way we continue to partner together to help combat the opioid crisis that our country is experiencing.

Our Police Officers are ready and willing to provide the community with dedicated, professional, high-quality police service, and our staff reflect the character of our Maggie Valley community. Please feel free to reach out to me at the number below if you have any questions about our services.

*"Excellence in Policing" is our ideology that forms the basis of service to our community.*

Chief Russell N. Gilliland  
61 Summit Drive  
Maggie Valley NC 28751  
828/926-0867  
[rgilliland@maggievalleync.gov](mailto:rgilliland@maggievalleync.gov)



### We can't thank you enough!

On July 13, 2021, the Town of Maggie Valley honored Alderman Clayton Davis with a Lifetime Achievement Award recognizing him as a servant leader whose kindness, grace, and unwavering faith has impacted our Western North Carolina Community for six decades.



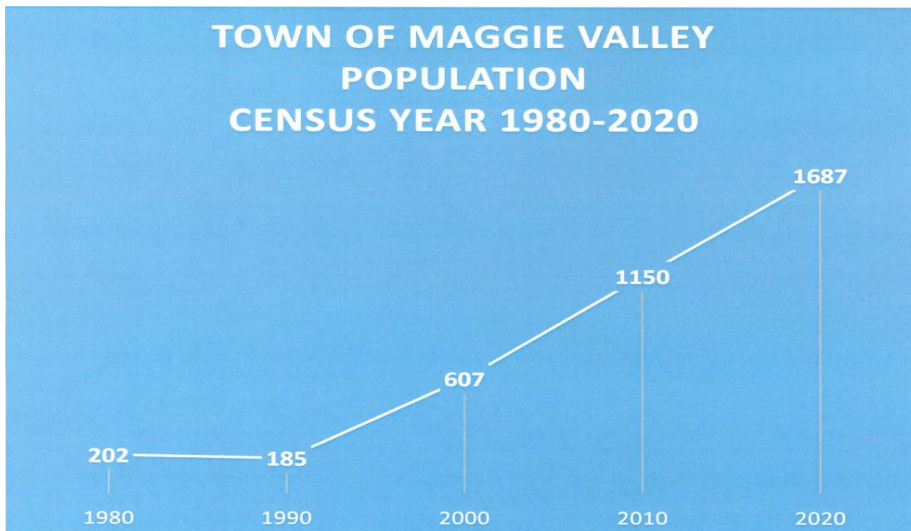
#### Town of Maggie Valley FY 21-22 Budget Snapshot

	FY 20-21 (Previous Year)	FY 21-22 (Current Year)
Total Tax Value	\$393,582,930	\$476,232,233
Total Tax Rate	\$0.43	\$0.40
"Penny Value"	\$37,129	\$46,180
Estimated Fund Balance	129%	109%
General Fund Budget	\$2,679,607	\$3,068,510
Sewer Fund Budget	\$906,262	\$1,231,086
Combined Budget	\$3,585,869	\$4,299,596

The Town of Maggie Valley's fiscal health and financial outlook remains strong. A couple of distinctions the Town takes great pride in are – Maggie Valley enjoys the lowest municipal tax rate among Haywood County Municipalities at \$0.40, three cents down from the previous year's tax rate of \$0.43 and – Maggie Valley's General Fund remains completely debt free for a second straight year.

The accompanying Table provides a quick snapshot of this year's budget. To access the Town Manager's FY 21-22 Budget Presentation and the Adopted Budget please visit:

<https://maggievalleync.gov/town-news/proposed-fiscal-year-2021-2022-budget/>



On August 12, 2021, the US Census released population data and results collected through the 2020 Census. The results of the Census indicate that Maggie Valley is continuing to add residential population each year throughout the last decade. We have added more new residents in the last ten years than Waynesville and Canton combined. This serves as a reminder that Maggie Valley is not only a great place to visit but a great place to live year around!

Maggie Valley will celebrate its 50th year as an incorporated municipality in 2024. It will be interesting to see if the Town will cross the 2,000-resident threshold – only 313 to go.

#### 2020 Census Population by Haywood County (NC) Municipality

Source: Carolina Demography

Municipality	2010 Population	2020 Population	2010- 2020 Population Change	2010-2020 Population Change by %
Canton	4,227	4,422	+195	4.6%
Clyde	1,223	1,368	+145	11.9%
<b>Maggie Valley</b>	<b>1,150</b>	<b>1,687</b>	<b>+537</b>	<b>47%</b>
Waynesville	9,869	10,140	+271	2.7%

## Can the grease!

Pouring cooking fats and grease down the kitchen drain is a recipe for disaster! These substances build up in your home's plumbing and in the Town of Maggie Valley's sewer system. That's bad news for your pipes and ours. Why? Clogged pipes can cause sewage to back-up into your home, yard, streets, or waterways.

How can you help prevent grease from blocking sewer lines? **Never pour grease down the drain!**

Not even with dish soap and hot water! Instead pour cooled grease into an empty can and place it in the trash. Put strainers in sinks to catch scraps and empty them into the trash. Use rubber scrapers and paper towels to remove oil and grease from cookware. Scrape food scraps into the trash and avoid using a garbage disposal for this waste.



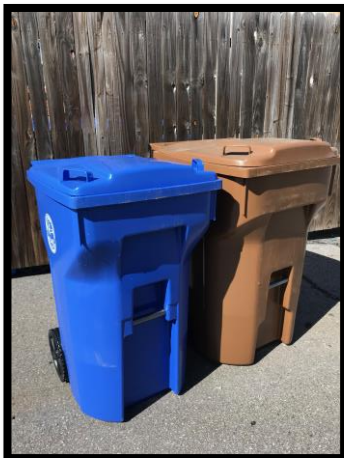
## OUR CURBSIDE SERVICES

### Garbage & Recycling Pick-up

One of the Town's most popular residential services is our weekly curbside garbage and recycling pick-up. Garbage pick-up is on Monday and recycling is on Tuesday. **Curbside garbage and recycling pickups may be affected by some holidays!** For changes in our service schedule, please check the website at <https://maggievalleync.gov/>

In addition to providing these pick-up services, the Town provides residential customers with a 95-gallon brown bin to manage your bagged household garbage and a 64-gallon blue bin for your clean loose mixed recyclables. For those who haven't gotten theirs, containers are available for pick-up or delivery to your home.

**Lost or stolen containers may be replaced for a charge.**



### Yard Debris Pick-up

This service is provided for **bagged trimmings & leaves, limbs, brush, branches**, etc. Please use the **paper yard bags or black plastic bags**. Brush, branches, and limbs (no longer than 12' in length and no larger than 4" in diameter) should be piled with cut ends facing the street.

### White Goods Pick-up

Provided for **stoves, refrigerators, gas grills, washers, dryers, microwaves, freezers**, and other discarded **appliances**.

### E-Waste Pick-up

Provided for discarded **printers, TVs, copiers, computers**, etc.

### County Solid Waste

Please call Haywood County Solid Waste at 828-627-8042 for disposal information, as **carpet, fluorescent light bulbs, tires, building materials, mattresses, paint, and stumps will not be picked up.**

For Curbside Services call 828-926-0866 x117, email [scoker@maggievalleync.gov](mailto:scoker@maggievalleync.gov), or use 'Request a Service' on our website or smartphone app.



**We encourage you to recycle!** Items should be rinsed and mixed together in your blue toter – no bags. Place clean recyclable items in the Town provided blue container.

**Place the bin at the curb by 7:00 AM on Tuesday morning.**

Please recycle glass jars, plastic bottles, metal cans, paper, and cardboard. For more information or a complete list of recyclable items, stop by Town Hall to pick up the Solid Waste brochure, or download one from <https://maggievalleync.gov/>.



**Charging your electric vehicle at Maggie Valley Town Hall is a complimentary service of the Town!**



## OTHER SERVICES

### Snow & Ice Removal

The Town of Maggie Valley provides snow and ice removal on all Town Maintained Streets and several privately maintained roads during winter storm events. Learn which roads are included in this listing and how to request your private street be added by visiting <https://maggievalleync.gov/community/our-services/street-maintenance-our-services/>



### Voting in Maggie Valley

Town Hall will be a Polling Place on November 2<sup>nd</sup>, 2021. Contact Haywood County Board of Elections at 828-452-6633 for voter eligibility and voting precinct information.

### Smartphone App

The Town of Maggie Valley has an app for your smartphone! Users can request town services, report code violations, and even pay taxes. This mobile app has been designed specifically to engage with citizens, increase staff productivity, and gain valuable analytics, to aid in our data driven decision making process. Look for it in your App Store or at <https://maggievalleync.gov/town-news/maggie-valley-app-free/>



### Check us out online!

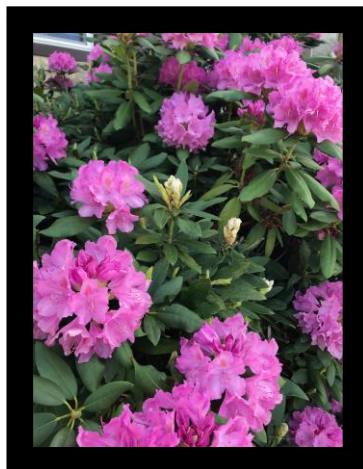
Feel free to tag us in your pictures or use #maggievalley so others can enjoy all Maggie Valley has to offer. We love showcasing the vibrant spirit and essence of Maggie Valley in posts and pictures.

**Instagram** @townofmaggie  
**Facebook** maggievalleytownofficial

## Calling Maggie Valley Home



Call 811 Before You Dig!  
North Carolina One Call Center  
[www.ncocc.org](http://www.ncocc.org)



In 2020, the Town of Maggie Valley was awarded the Certificate of Achievement for Excellence in Financial Reporting for the 18<sup>th</sup> straight year by the Government Finance Officers Association. This achievement would not be possible without the outstanding work of our Finance Director, Shayne Wheeler. Those interested in viewing the Town's financial statements and audits can visit:

<https://maggievalleync.gov/government/departments/finance-and-taxation-departments/>

### Subscribe to the Sunshine List

The Town of Maggie Valley's "Sunshine List" is a great way to stay informed on issues that are being discussed by the Town. Subscribing to the Town's Sunshine List allows you to receive email notices. To subscribe to the Sunshine List, reach out to Town Clerk, Vickie Best, by emailing her at [vbest@maggievalleync.gov](mailto:vbest@maggievalleync.gov) or give her a call at 828-926-0866 x102.

## 2021 Contactless Tax Payment Options

The Town of Maggie Valley will be providing the following contactless tax payment options:

### Pay Online:

Visit the home page at <https://maggievalleync.gov/> and click "Pay Taxes Online". This payment system allows you to pay by Visa, Mastercard, American Express, or Discover. Please note there is a transaction fee of \$1.25, plus a 3% convenience surcharge.



### Pay by Mail:

Make a check payable to the Town of Maggie Valley and pay by mail. Please include the bottom portion of your tax bill and write your parcel identification number in the memo field of your check. We accept postmark as date received for tax payments. If you would like to receive a receipt, include your email address or a stamped self-addressed envelope.



### Contact Us

Call us at 828-926-0866

Email us at [info@maggievalleync.gov](mailto:info@maggievalleync.gov)

Visit the website at <https://maggievalleync.gov/>

Download the Maggie Valley app in the App Store at <https://maggievalleync.gov/town-news/maggie-valley-app-free/>

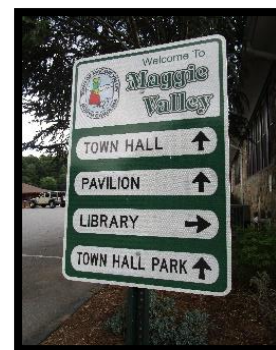
### Pay in Person:

Feel free to come into Town Hall to pay at the Front Office window.

For those of you who are in a hurry, the Drop Box will be your best option (checks only), located in the metal door, under the overhang, on the east side of the building, near the bicycle rack. Please include the bottom portion of your tax bill and write your parcel identification number in the memo field of the check. If you include your email address, we will email your receipt.



**Town of Maggie Valley**  
3987 Soco Rd  
Maggie Valley, NC 28751



**Town Hall**  
Open Monday – Friday  
8:00 AM – 5:00 PM

