



RECEIVED

12/14/22



81.6
75%
\$ 2,400

Sponsorship

1% Tourism Grant Application 2022/2023

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Lynn Collins or Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):
2. For Profit or Not For Profit Organization (check one): ☐ For Profit ☒ Not For Profit
3. Name of Event/Project:
4. ZIP Code for Event/Project:
5. Date(s) of Event/Project:
6. Website (if applicable):
7. Event/Project Location:
8. Mailing Address:
9. Contact Person:
10. Telephone Numbers: Office: Cell:
11. Email Address:
12. Grant Amount Requested:

13. Overview of Event/Project:

The Town of Canton is interested in building an all-season pump track/kids bicycle playground in the Front country area of Chestnut Mountain Nature Park. We received \$40,000 from the Parks and Recreation Trust Fund grant to build this amenity and are requesting additional funds to pave the surface and add skills features that would allow usage throughout the year. The proposed pump track would be oval in shape, approximately 300 linear feet and consist of two alternative lines.

14. How many people do you expect to attend your event/project? Please include total attendance and daily attendance projections.

Chestnut Mountain Nature Park averages around 60 unique users per day (based on trail counters and survey data). This number is based on the current buildout of the park which is approximately 40% complete. Doubling the current trail mileage (which is currently under construction) and adding PARTF and RTP funded amenities like picnic pavilions, scenic overlooks, creek access should substantially raise those. Based on the current trail counts, Chestnut Mountain Nature Park will see 30k visitors per year. We anticipate this number to increase over time.

15. Is this an existing Event/Project? Describe how long has Event/Project occurred, has it changed over time? Are there any major changes to Event/Project associated with this grant application?

Chestnut Mountain Nature Park opened in April of 2022 and is already a fixture of our community. The proposed bicycle playground/pump track will add an all-weather component and further activate this community asset.

16. Is this a new Event/Project? Describe how it will become self-sustaining over time? How often will it happen? Do you plan to apply again for HCTDA funds in the future for this Event/Project?

The kids bicycle playground/pump track will be a new addition to the front country area of the park and maintenance/upkeep will follow the Chestnut Mountain Management Plan. There is a possibility to add additional skills features over time and HCTDA funds could be utilized in conjunction with other funding mechanisms.

17. How will this Event/Project impact business in Haywood County and why?

Visitors to outdoor recreation amenities like Chestnut Mountain patronize local shops, restaurants, breweries and lodging establishments. By creating a destination that draws tourists as well as locals, this park serves as a major catalyst for place-based economic development. Enhancing the existing park with all-season, family friendly amenities like the pump track/bicycle playground will increase visitors, which positively impacts businesses in Haywood County.

22. A budget is required by all applicants. Please fill out the fields below. If more space is needed, please submit a detailed budget as an attachment. Note that a minimum of 25% of the Event/Project budget must be provided through other funding sources. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

Income

TDA Grant Requested:

Sponsorships:

Tickets Sales/Registrations:

Other Income:

Total Income:

Expenses

Operational:

Marketing/Advertising:

Total Expenses:

Net Income:

Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:

Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

Sole Discretion:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to: lynn@visitncsmokies.com

Applicant Signature:

 Digitally signed by Nick Scheuer
Date: 2022.12.16 13:38:58 -05'00'

Date:

Applicant Printed Name:

18. How will this Event/Project benefit Haywood County residents?

This project would provide a family friendly all-season amenity for Haywood County residents. Access to outdoor recreation in Haywood County has historically required significant effort and time as most of the trails, fishing access, etc. was far from the major population centers. By creating roadside amenities like the pump track/bicycle playground, we are increasing the diversity of experiences for local residents. A bicycle playground/pump track allows for skill development for riders of all ages and provides progression options that allow riders to improve technique, while having fun doing it.

19. Describe your marketing plans. Will there be a social media presence, any paid ads, collateral or media partners? How do you plan to reach people outside of Western North Carolina?

Chestnut Mountain Nature Park has a strong presence on social media and has been featured in many media articles, YouTube videos etc. We will continue to leverage our relationship with Seth Alvo, the YouTube creator who funded Berm Park (the bike park within CM) to promote content featuring all that Chestnut Mountain has to offer. He has over 2 million followers and this exposure for past and future projects is next level. In addition, we will have coverage of Chestnut Mountain in the NC Year of the Trail media and this bicycle playground/pump track would be featured in these promotions.

20. What is your target market for this event? What destination(s) outside of Western North Carolina do you expect to attend and why?

Our target market for this project is very broad and includes: families, beginner riders, all the way up to seasoned veteran riders. Given the fact that Chestnut Mountain is already attracting visitors from all over the US (Parking lot surveys have identified visitors from 30+ states), the addition of all-season, family friendly amenities in the front country portion of the park will substantially increase the draw, especially during the times when the weather causes trail closures elsewhere at Chestnut Mountain.

21. What other funding source(s) are there for this Event/Project? Do you plan to sell tickets or registrations? Are there other sponsors already committed?

The Town of Canton was awarded \$40,000 from the Parks and Recreation Trust Fund to build this bicycle playground/pump track. The requested \$30,000 would allow us to pave this amenity and add skills features, creating an all-season destination.