

Haywood County TDA | FY 2023-2024 1% and 3% Grant Applications Summary

The deadline for the 2023-2024 grant cycle was March 31st at 5pm. We received 41 applications for 1% funding and 3 applications for 3% funding.

Grant applications were distributed to members of the zip code subcommittees ahead of the scheduled meetings. The zip code subcommittees met individually April 6-18 to evaluate and rate each grant application. Four criteria were used to assess the grants:

- General information and description
- Tourism impact and timing
- Sustainability and marketing
- Proposed budget and financing

Each criterion was scored on a scale of 5 to 25, allowing for a maximum possible score of 100 points per application.

To determine the funding amount that each grant is eligible for, the scores from all three subcommittee members are aggregated and then divided by three to calculate the average score. The average score serves as the basis for determining the funding level. Applications with scores between the ranges listed below are considered eligible for the following:

- Scores 90 to 100; up to 100% of the requested funding
- Scores between 75 and 89; up to 75% of the requested funding
- Scores between 60 and 74; up to 50% of the requested funding
- Scores below 59 are generally not eligible for any funding

Two weeks prior to the Finance Committee meeting, a spreadsheet summary of all 44 grant applications was shared with FC members for their review. The spreadsheet also links to each individual application received. On May 17, the Finance Committee met to review the applications and all recommendations made by the zip code subcommittees. The Finance Committee agreed with the recommendations of subcommittees for all applications with the following exceptions:

1. Canton Labor Day Festival and Plott-Toberfest

The sub-committee did not come to consensus on this application with 2 members recommending a \$9750/\$14,476 split and one a 50/50 split of available funds towards the two events. After discussion, during which the importance of supporting the Town of Canton and ensuring a successful weekend event in light of the paper mill closure was acknowledged, the Finance Committee is recommending fully funding the Labor Day festival with the requested amount of \$15,000. The remaining available funds would then be allocated to the Plott-Toberfest event.

2. Maggie Valley Fall Days

The Maggie Valley subcommittee was unable to reach consensus on the Fall Days application. The recipient already received \$5,000 in the January grant awards for the same event, and historically, the event has been awarded \$7,000 annually. The Finance Committee carefully considered the importance of decorating Maggie Valley and the potential impact it could have on tourism and attracting return visitors. Ultimately, the committee unanimously concluded that the event deserves full funding at \$7000 to ensure its maximum impact.

3. Folkmoot Promotional Brochure

Due to the recent departure of the Executive Director at Folkmoot and the uncertainty surrounding the organization's future, the Finance Committee suggests deferring Folkmoot's application for promotional brochures until the 2nd round of funding.

Overall, the Finance Committee is recommending funding:

Canton – \$24,063 out of \$24,063 for Promotion & Marketing

- 115th Labor Day Festival - \$15,000
- Plott-Toberfest 2023 - \$9,063
- Cold Mountain Music Festival - \$0
- Mama T's Summer Celebration - N/A
- Pigeon River Outfitters Advertising - \$0
- Lake Logan Multisport Festival - \$0

Clyde – \$19,103 out of \$24,539 for Tourism Related
\$1,500 out of \$24,539 for Promotion & Marketing

- Plott-Tober Fest 2023 - \$1,500
- HVAC Facility Improvements at Museum - \$8,691
- HCC Rhododendron Garden - \$10,412

Lake Junaluska – \$7,312 out of \$22,571 for Tourism Related
\$42,618 out of \$45,142 for Promotion & Marketing

- Lake Junaluska Independence Day Celebration - \$7,312
- Smoky Mountain Folk Festival - \$2,500
- Lake Junaluska Seasonal Advertising - \$40,118

Maggie Valley – \$11,150 out of \$145,364 for Tourism Related
\$67,562 out of \$145,364 for Promotion & Marketing

- Winter Ice Festival - \$37,238
- Backyard 4th 2024 - \$9,000
- Fall Days - \$7,000
- Smoky Mountain Bluegrass Festival - \$8,781
- Winter Days - \$5,543
- Elk Bugle Corps Volunteer - \$10,750
- Quilt Block Phase 2 - \$400

Waynesville – \$30,675 out of \$84,253 for Tourism Related
\$16,425 out of \$84,253 for Promotion & Marketing

- Apple Harvest Festival - \$3,588
- Appalachian True Weekend (DWC) - \$16,000
- Appalachian True Weekend (Folkmoor) - \$6,000
- Appalachian True Weekend (HCAC) - \$7,000
- Appalachian True Weekend (Shelton House) - \$6,200
- Christmas Decorations - \$3,750
- Creative Campfire - \$5,000
- Independence Day Fireworks (LJ) - \$4,875
- Pickleball Courts - \$8,500
- Pigeon Community Art - \$15,000
- Quilt Block Phase 2 - \$1,550
- String Lights - \$1,875
- Summertime Sidewalk Music - \$3,750
- The Whole Bloomin' Thing - \$2,800
- DWC Events Advertising - \$0
- Appalachian True Song Project - \$0
- DWC Event Graphics - \$0
- Food Truck Rodeo & Concert - \$0
- Mountain Music Arts Camp - \$0
- HART Shoulder Season Promotion - \$0
- Wayfinding Kiosks - \$0
- Folkmoor Promotional Brochure - HOLD for 2nd round

3% Grants- \$17,050 out of \$30,000 for Promotion & Marketing

- Blue Ridge Music Trails - \$11,050
- Quilt Block Business Project Map & Website - \$2,000
- Haywood County Studio Tour - \$4,000

For more information regarding individual grant applications, subcommittee scores, funding recommendations, and notes/comments, please reference the [Master Grant Spreadsheet](#).