



Travel & Tourism Promotion

1% Tourism Grant Application 2023/2024 2nd Round

Application Rules:

- All applications are submitted via JotForm. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Include a detailed budget for event/project.
- Include 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 HCTDA staff at 828-944-0761.

1. Applicant Name (Organization):	Canton Merchant Partnership		
2. For-Profit or Not-For-Profit Organization (check one):	☐ For Profit	☒ Not For Profit	
3. Name of Event/Project:	#CantonComeback Spring Advertising Campaign		
4. ZIP Code for Event/Project:	28716		
5. Start/End Date of Event/Project:	04/01/2024	06-30-2024	
6. Website (if applicable):			
7. Event/Project Location:	Canton, NC		
8. Mailing Address:	902 Sand Hill Road Asheville Asheville NC 28786		
9. Contact Person:	Jeanne Forrest		
10. Telephone Numbers:	Business: (828) 276-2840	Cell:	(828) 571-0515
11. Email Address:	cantonmerchantpartnership@gmail.com		
12. Total Project Budget:	13,600.00	Grant Amount Requested:	9825.00

13. Please provide a summary of the event/project:

We will create a full-page ad, to be published in Our State magazine. The piece will call readers to "come back" to Canton and see what's new and different. It will promote Canton as a destination by virtue of its attractions (Chestnut Mountain Park, Sorrells Park, Rough Creek Watershed, Pigeon River, Pisgah National Forest, Blue Ridge Parkway), great lodging options, restaurants and brewery, golf, retail shops, and more.

14. Is this a new or existing event/project? Describe how long event/project has occurred and whether it has changed over time. Are there any major changes to event/project associated with this grant application?

This is a NEW project.

15. Describe how this event/project 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?

A new version of this project will very likely occur again and we may apply for HCTDA funds in the future to support this ongoing project.

16. Projects must attract overnight visitors from more than fifty (50) miles outside Haywood County. Describe how your project/event will meet this criteria, and provide an visitation projections. How do you plan to measure day trip and overnight visitation?

This advertising will be directed to NC residents outside the local area, with a focus on overnight visitors. Day trip traffic will be measured by local merchants noting an increase in daytime traffic and daily sales during the project period. Overnight visitation will be measured by comparing room night tax revenues during the period of the project as compared to the same period in 2022.

17. How will this event/project enhance the destination experience for both visitors and residents?

The ad piece will highlight new activities, events, and points of interest to entice visitors to Canton, while also providing resources to assist with trip planning. By directing visitors to places that will provide the experiences they are looking for we help them create memories and in turn loyalty to return and relive them. Locals benefit from the interaction with visitors and the revenues from their stay support local business, which provides both employment for local residents as well as the indirect benefit of having a thriving downtown and business community.

18. Who is your target audience for this event? How did you determine the target audience?

Our target audience are adults 25+ with discretionary income for travel, who also enjoy outdoor activities, great dining options, and perusing local shops and art galleries.

19. What other funding source(s) are there for this event/project? Do you plan to sell tickets or have registration/vendor fees? Are there cash/monetary sponsors already committed?

No other funding sources will be utilized for this project.

20. Per the guidelines, grant dollars may only be spent on advertising. Describe your marketing plan below, or describe in detail how you intend to spend advertising dollars?

100% of the requested grant monies will be used for advertising. We will run a full page remnant ad in Our State magazine for April 2023 and May 2023.

21. A detailed budget is required by all applicants. Please fill out the fields below **and** 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 for non-profit organizations. For-profit organizations must provide a 100% match. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

A budget sheet is available at ____, or you may use your own.

Please check below to acknowledge that you understand a detailed budget must be submitted, or your application will not be considered.



I understand.

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.

Public Recognition:

See Stipulations in the Grant Guidelines.

Sole Discretion:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA Board of Directors, including the application review process and all subsequent funding decisions.

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.

Applicant Signature:

 Signed at:
2023-12-28 19:25:25

Date: 12/28/2023

Applicant Printed Name:

Jeanne Forrest

HCTDA | 91 N Lakeshore Dr. Lake Junaluska NC 28745 | 800-334-9036