



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):	Haywood's Historic Farmers Market		
2. For-Profit or Not-For-Profit Organization (check one):	☐ For Profit	☒ Not For Profit	
3. Name of Event/Project:	Spring at Market		
4. ZIP Code for Event/Project:	28786		
5. Start/End Date of Event/Project:	05/04/2024	05-04-2024	
6. Website (if applicable):	https://waynesvillefarmersmarket.com/		
7. Event/Project Location:	250 Pigeon St Waynesville NC 28786		
8. Mailing Address:	PO Box 1472 Waynesville Waynesville NC 28786		
9. Contact Person:	Laura Torres		
10. Telephone Numbers:	Business (919) 219-1178	Cell:	
11. Email Address:	haywoodfarmersmarket@gmail.com		
12. Total Project Budget:	\$5,000	Grant Amount Requested:	\$4,000

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

The Haywood's Historic Farmers Market seeks \$4,000 from the Haywood TDA to cover some of the costs for the market's advertising throughout the season and a "Spring at Market" (name subject to change) event on Saturday, May 4th. This event will provide an opportunity to celebrate a magical time of the year in the mountains with festive activities as a community of local and out-of-town shoppers. We have hosted events similar to this on a small scale and have had fun with them. However, this year, we would like to create a few stand-alone events and not simply something to do on your shopping trip to the farmers market. With this grant, we would have the advertising budget to support a more robust event with spring-themed activities like crafts, photo opportunities, foods to try, raffles, contests, and gifts! We want to celebrate springtime and how impactful this time of year is to our farm community. Our goal for this 2024 season is to move into a space where our farmers' market is more than just an added activity on a stay in the mountains; we want to become the reason to book the trip! With ample planning time and advertising, we believe this event can put us on the map!

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

A bit of both! Haywood's Historic Farmers Market is an existing market that occurs every Saturday morning from 9-12PM during the months of April-December; however, this Spring at Market event has not occurred before. We hope to create an intriguing event that plays to our vendors' and community members' strengths to attract more out-of-town guests and keep our local shoppers returning. While the "Spring at Market" is a new event, our farmers market is in a great position to pull it off successfully since we already have a dedicated customer base that will only increase with proper advertising.

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?

We plan to host this event annually. A successful event close to the beginning of our season will build trust, drawing more vendors and community sponsors to partner with our market throughout the year. This will increase our revenue enough to fund advertising adequately for next year's event.

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?

We plan to reach out to local Airbnb hosts to partner with the market to promote this event through discounted rentals and prizes that can be picked up at the market on the day of the event. We will also provide surveys for patrons to fill out and receive a participation prize. Each summer, we see our off-season (April-May & November-December) attendance numbers nearly triple. With a shoe-string advertising budget, our market is bringing in close to 1,000 patrons to Haywood County each Saturday during the months of June, July, and August. By hosting a well-advertised event just before our peak season window, we can extend those peak season numbers.

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

This event will create the idea that visitors and residents can come to town for a day of entertainment and enjoyment while supporting local farmers and makers. Visitors and residents will plan to spend their morning at our Spring at Market event, participating in traditional spring activities to celebrate the growing season. Once they leave the market, they will venture the short distance to Main St, where they will continue shopping and dining and finish the day off enjoying the magic of spring in the mountains.

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

For this event, we are seeking to reach out to visiting younger individuals and young families who are sustainably minded, support small businesses, and are looking for good quality items whether that be food or wares. By creating enjoyable, unique, and well advertised experiences at our market like this event we will be attracting those younger shoppers while also meeting the needs of our existing and dedicated patrons. The Haywood's Historic Farmers Market is dedicated to supporting local growers and heritage crafters. We have been able to serve local farmers by connecting them to shoppers on a weekly basis throughout the growing season. We have noticed in recent years that our heritage crafters who have intentionally shifted their focus to fit the needs of younger shoppers have done much better than those vendors who have not. With that in mind, we are looking to shift our focus as a market to include more vendors making items that would be enticing to a younger crowd. We certainly won't be leaving our heritage crafters in the dust, because we know a lot of our shoppers appreciate those wares, but we do have room for growth as a market and intend to grow to meet our changing audience's needs.

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?

We plan to open up our regular vendor lineup of typical farmers market sellers to include other local makers and crafters who may not be able to commit to regular market attendance. While our non-profit market sustains its essential functions with vendor memberships and fees, we will be able to cover the costs of supplies for this event by collecting additional vendor fees and partnering with local individuals and businesses through our community sponsorship program set to launch in the next couple of months.

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?

We plan to spread our advertising through various channels such as radio, paid social media boosting, including Facebook event boosts, newsprint ads, printed stickers, posters, coasters, and flyers to hand out and post around the county before the event. We have used similar methods in the past and have had a lot of success! We plan to utilize radio stations with a large online listening audience which will reach more than those who locally listen. We'll be tailoring our social media ads to fit demographics 50 mi outside of Haywood County to catch those who might be planning trips to the mountains in the spring as well as taking out ads in the local Mountaineer and Smoky Mountain News right up to the event date to ensure that any visitors planning out their trip after they arrive will include our event in their Saturday plans.

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:
2024-01-02 15:29:33

Date: 01/02/2024

Applicant Printed Name:

Laura Torres

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