



Tourism Promotion

Grant Application 2024-2025

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, letters of support, background info).
- Applications will be evaluated on the criteria outlined in the guidelines. If you have any questions, please contact HCTDA staff at 828-944-0761.

1. Organization Name:

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. Total Project Cost:

Total Grant Request:

13. I am applying for funds for: ☐ Advertising ☐ Market Research ☐ Other Promotions

14. Provide a detailed overview of the event/project. This is your opportunity to sell us on your idea.

15. Describe how the event/project will attract new and increased overnight visitation and potential for economic impact, including its ability to generate revenue, create jobs, and boost local businesses.

16. How does this event/project showcase creativity and uniqueness, and contribute to diversifying Haywood County's tourism offerings?

17. Do you have strong collaboration between multiple entities (e.g., local businesses, non-profits, government agencies) and have significant community support or involvement for this event/project? Please explain.

18. How does this event/project aim to extend the tourism season by attracting visitors during off-peak times?

19. Describe your marketing plan. Who is your target audience for this project? How do you plan to reach potential day trip visitors at least 50 miles and potential overnight visitors at least 150 miles outside of Haywood County?

20. If your event/project will require a road closure permit, have you received pre-approval from local government? Yes ☐ No ☐

21. All applicants must provide a detailed budget that includes all revenues and expenses, regardless of whether they are covered by grant funding or not. Please download the budget form listed on our website or create your own and submit as an attachment. In-kind (i.e. non-cash) donations do not apply.

I confirm that I will submit a detailed budget as an attachment with my application. ☐

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 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:

Date:

Applicant Printed Name: