



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:	Hive House Commons		
2. For-Profit or Not-For-Profit Organization (check one):	☒ For Profit	☐ Not For Profit	
3. Name of Event/Project:	Haywood County Wedding Weekend Giveaway		
4. ZIP Code for Event/Project:	28716		
5. Date(s) of Event/Project:	07/01/2024 - 12/31/2024		
6. Website (if applicable):			
7. Event/Project Location:	Canton, NC		
8. Mailing Address:	19 Park St, Canton NC, 28716		
9. Contact Person:	Sarah Zielke		
10. Telephone Numbers:	Office:	Cell:	8287129571
11. Email Address:	queenbee@hivehousecommons.com		
12. Total Project Cost:	20,000.00	Total Grant Request:	10,000.00

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.

The Haywood County Wedding Weekend Giveaway will highlight, promote and bring together wedding- and elopement-related businesses operating in Haywood County via the creation of an all-inclusive wedding weekend package offered to our target audiences in an engagement-driven giveaway. Through a two-part, interactive, multi-media advertising campaign beginning this summer (June 2024) and executed and published within the romantic holiday/proposal season (November/December 2024), this giveaway will demonstrate how Haywood County business can work together to create an all-inclusive, one-of-a-kind and high-quality wedding or elopement experience - including Thursday nature outings, Friday shopping and a Friday night rehearsal dinner followed by a Saturday ceremony and reception, ending with a post-wedding Sunday brunch. This campaign will create the opportunity to prove that Haywood is a one-stop destination for the perfect wedding weekend, weekend after weekend, no matter the season.

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.

Wedding professionals have, for the last several years, witnessed the "wedding weekend" emerge as a strong trend and nothing could be better for a tourism economy. With every destination wedding, 50-250+ guests flood a web of tourism-related business and everything from lodging to dining and shopping, host venues, entertainment and transportation gets a big boost. Unlike a traditional event that may last one day or one weekend, a well-organized, well-promoted community of wedding professionals generates this buzz at multiple locations, multiple times every day of every weekend throughout the high wedding season! While Haywood County is home to many diverse and high-quality wedding- and tourism-related businesses, there has been little done in the way of connecting them such that every one of those tourism dollars generated in a weekend remain here in Haywood County. Certainly, Haywood County stands out as an attractive day trip option for those flocking to the WNC region and the Haywood County Wedding Weekend Giveaway seeks to demonstrate that Haywood County is perfectly suited as a one-stop destination for the perfect wedding weekend.

As it recovers from the recent loss of its largest employer, Canton stands to gain much from the development of an all-inclusive wedding and elopements industry and many of the businesses popping up in the historic downtown area - boutiques, coffee shops, bars, etc - naturally serve this aim. Currently, however, there are wide open gaps in the Haywood County market when it comes to event rentals, group transportation and, more specifically in Canton, nightlife venues. Drawing this kind of revenue to Haywood County and Canton specifically creates the opportunity for not only job creation but encourages various entrepreneurial ventures at large.

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

When we consider what is beloved about WNC in the mind of the traveler, perhaps what draws the masses here is "the uniqueness of a place-specific experience". In a world homogenized where town after town looks like a crowded pile of chain commerce stuffed inside endless rings of monotonous housing developments, our home stands unique, growing in its desirability for vast expressions of untouched nature, the diverse and close-up experiences with the ecosystems therein as well as the celebration of human life put on display by the wildly talented communities of cooks, artists, musicians and entrepreneurs living here. Boasting one of only two temperate rainforests in the nation and one of the oldest mountain ranges on the planet, these roots run deeper than the tides of change and this is a strength to be developed, shared and protected. I am continually thrilled, having worked within the wedding industry for the past decade plus, how destination wedding planning and execution is such a lovely and meaningful fit for showcasing each of these natural and curated gifts of our home.

The Haywood County Wedding Weekend Giveaway is a brilliant opportunity to develop additional, focused and creative advertisements specifically spotlighting the collaboration between our homegrown businesses with the aim of delivering the whole colorful package of a wedding weekend. While a simple venue directory on the homepage of the HCTDA is valuable and appreciated, the potential for connecting products and services to create value-added experience for our guests is limitless and should be exploited. In addition to the event weekend, there are bridal showers and bachelor parties to accommodate as well as the followup return visits for anniversaries, vow renewals, and all the many celebrations of marriage for years to come. Each of these experiences serves as the perfect excuse to visit and revisit a place that becomes tradition within a family. The Haywood County Weekend Wedding Giveaway will achieve the work of fitting together the unique, creative contributions already thriving here into an all-inclusive, full-scope, unforgettably enriching experience for one lucky couple that can be replicated for countless future guests. This campaign will solidify Haywood County's placement in the minds of our visitors as a wedding destination.

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.

The following businesses have expressed support for the project, in promoting the giveaway and/or formulating the wedding weekend itself.

BRANDING -Haywood County Community College

RADIO ADVERTISING -WPTL 101.7

PODCAST PROMOTION -Let's Talk Country

WEEKEND LODGING -The Glamping Collective

PRE-CELEBRATION OUTINGS + ACTIVITIES

- Pigeon River Outfitters

- Evanstar Yoga

- Cold Mountain Art Collective

- Willow Hill Soap Company

- Bearwaters Brewing

REHEARSAL DINNER + WELCOME GATHERING

- Rocky Face Tavern

- The Royal Jelly Chapel

ELOPEMENT/MICRO_WEDDING CELEBRATION

- Imperial Event Room

- The Post Wine Bar

- The Southern Porch

POST-CELEBRATION BRUNCH -The Grateful Table

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

In the process of generating content to promote our giveaway and in collaboration with relevant businesses, we will highlight what remains accessible, exciting and vacation worthy about our region even through the off-season months of November-March. During radio interviews and podcast discussions, participating businesses will collaborate to detail robust reward programs designed between them. Social media competitions will award special access packages for experiences in the area not available during peak-season. We will likewise continue to solicit off-peak reviews and testimonials favorable for creating more off-peak season interest and capitalize on winter holidays and other days of interest highlighted by collective social media campaigns.

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.

The Haywood County Wedding Weekend Giveaway will generate a copious amount of social media, print and broadcast content through part one of its advertisement campaign. This phase will not only promote our event but also packaged deals and discounts designed between our individual business to attract both day-trip visitors who may currently be searching for their own anniversary day-cation, for example, as well as overnight visitors currently planning a summer proposal or holiday wedding. Promoting the Haywood County Wedding Weekend Giveaway will include the production of co-operative live webinars, various social media competitions and guest appearances of involved business and community leaders on relevant podcasts. Research is to be conducted revealing the most effective print and broadcast media channels specific to the wedding industry - including big box directories and regional expos (planned in Atlanta, Charlotte, Knoxville, Jacksonville, etc), relevant Meta communities with Southeast reach, news and radio stations (aired in Raleigh, Tampa, Nashville, etc).

The content generated in part one of the advertisement campaign is wholly different and separate from the equally attention-grabbing, in-the-moment documentation of the execution of the wedding weekend event generated in part two of the campaign, capturing in real time what is so special and unique about such an event crafted entirely in Haywood County. The multi-media content generated from this single campaign will have far-reaching benefits - content will be shared with and employable by each business involved and may be used for weeks, months, years to come driving wedding tourism dollars to Haywood County collaboratively via the web of wedding- and tourism-related industry.

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:

 Signed at:
2024-05-28 08:56:48

Date:

05/28/2024

Applicant Printed Name:

Sarah Zielke

HCTDA | 91 N Lakeshore Dr. Lake Junaluska NC 28745 | 828-944-0761