

FY 2024-2025 Tourism Promotion & Legacy Grants

Below you will find a summary of each grant application, as well as hyperlinks to the application, budget, marketing plan (if provided), and the revision letter that TDA staff sent to the applicants. Grant applications are grouped by town (highlighted in yellow), with the name of each application highlighted in green to make it easier to separate the bodies of text.

At the end of each summary, we have provided the average score for each application, as well as the Product Development Committee's recommendation.

As a reminder, the scoring guidelines from the grant guidelines are as follows:

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider for funding if resources allow
0-11	Not recommended for funding

Please review the summaries and committee recommendations for each grant in advance of the Board Meeting next week.

Clyde – 1 promotion application

1. (Promo) Turkey Creek Enterprises Drone Camping [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: NO

Project Overview: Offer guided drone camping tours, drone rental and training, specialized workshops, and customized experiences to attract outdoor enthusiasts and photographers.

Marketing Plan: Includes website, social media, partnerships with influencers, targeted digital ads, and email newsletters.

Budget Overview: Incomplete and lacks detailed itemization of revenues and expenses.

Evaluation:

Visitor Attraction Potential: Potential to attract a niche market but lacks detailed planning.

Innovation: Unique combination of drone exploration and camping.

Economic Impact: Potential revenue through multiple streams, but budget clarity is lacking.

Feasibility: Concerns due to incomplete budget and lack of detailed planning.

Collaboration: Mentioned partnerships but lacks detailed information.

Off-Peak Promotion: Insufficient detail on attracting off-peak visitors.

Score: 7.7

PDC Recommendation: While the Drone Camping project is innovative and has niche appeal, the lack of detailed planning, an incomplete budget, and unaddressed revisions make it a weaker candidate for funding at this time. The PDC does not recommend funding this project.

County – 2 promotion applications (these cover 3 or more zip codes)

1. **(Promo) IDEA Passport** [Application](#) | [Budget](#) | [Attachment](#) | [Revision Letter](#)

Revisions Addressed: YES

Project Overview: Highlight inclusive businesses across Haywood County, encouraging diverse and equitable tourism through a passport system where visitors collect stamps for rewards.

Marketing Plan: Digital and traditional advertising, social media campaigns, partnerships, and distribution through local and national channels.

Budget: Clear, balanced, and comprehensive, detailing costs for marketing, promotional materials, event coordination, and rewards.

Evaluation:

This project showcases strong potential to attract diverse visitors and encourage longer stays. The focus on diversity and inclusion with a passport reward system is unique to anything currently available in Haywood County. There is potential for local business revenue and economic growth and the detailed planning and strong local collaboration indicate high feasibility. The project shows robust collaboration with local businesses and organizations plus includes strategies to attract visitors year-round, including off-peak times.

Score: 16.5

PDC Recommendation: The IDEA Passport Program is well-aligned with the grant's goals, addressing all revision suggestions. It has potential to drive new and increased overnight visitation plus raises includes collaborations throughout the county, making it a strong candidate for funding. The PDC recommends funding this project at the full amount of \$10,000.

2. **(Promo) Arts Council Studio Tour** [Application](#) | [Budget](#) | [Revision Letter](#) | [Marketing Plan](#) | [Letter of Support](#)

Revisions Addressed: YES

Project Overview: Annual two-day, self-guided tour showcasing local artists' studios, aiming to enrich visitors' experience and boost local economy.

New Additions: Introduction of "pods" with multiple artists, live music, demonstrations, and food trucks.

Collaboration: Partnering with local businesses such as Cold Mountain Collective, Burlwood Gallery, and others.

Marketing Plan: Channels: Print, digital, radio, and social media.

Target Markets: Key areas such as Knoxville, Greenville, Hickory, and Tampa.

Budget Overview: Total project cost is \$7,050 with a grant request of \$4,000. The budget includes detailed revenues and expenses, showing a balanced financial plan.

Evaluation: Strong potential to attract art enthusiasts and boost overnight visitation. Unique combination of studio tours with live events and art demonstrations. Good potential to support local artists and county-wide businesses. Detailed budget and solid partnerships enhance feasibility. Strong support from local businesses and artists.

Score: 15.7

PDC Recommendation: The Haywood County Studio Tour is a well-established event with strong local support and the potential to attract significant visitor interest. The project aligns well with the grant's goals and criteria, making it a good candidate for funding. The PDC recommends funding this project at the full amount of \$4,000.

Lake Junaluska – 1 promotion and 1 legacy event applications

1. (Promo) Seasonal Promotion [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: YES

Project Overview: Promote Lake Junaluska as a year-round travel destination, increasing overnight lodging and tourism in Haywood County through strategic advertising.

Scope: Includes targeted digital ads, print ads, promotional travel listings, and high-end photography to enhance promotional materials and digital storytelling.

Marketing Plan:

Channels: Digital ads (Meta, Romantic Asheville, Tripadvisor), print promotional pieces, and the Discover Lake Junaluska magazine.

Target Audience: Multigenerational families, young families, and retirees from key Southeastern areas, focusing on travelers more than 50 miles away.

Budget Overview:

Total project cost is \$75,424 with a grant request of \$31,666. The budget is detailed and comprehensive, covering various advertising and promotional expenses.

Evaluation:

Visitor Attraction Potential: Strong potential to attract and increase overnight visitation through comprehensive marketing efforts.

Innovation: Utilizes a mix of digital and print advertising, along with high-quality visual content, to promote year-round travel.

Economic Impact: Expected to boost local economy through increased lodging and visitor spending.

Feasibility: Detailed budget and strategic marketing plan support project feasibility.

Off-Peak Promotion: Effectively targets off-peak travel times to extend the tourism season.

Score: 15.5

PDC Recommendation: The Lake Junaluska Seasonal Advertising campaign is a well-structured project with a clear strategy to attract visitors and promote year-round tourism. The detailed planning and comprehensive budget make it a strong candidate for funding. PDC recommends fully funding this project at \$31,666.

2. (Legacy) Independence Day [Application](#) | [Budget](#) | [Revision Letter](#) | [Letter of Support](#)

Revisions Addressed: YES

Project Overview: Multi-day celebration featuring fireworks, music, food, and family-friendly events to attract visitors and boost local tourism.

Scope: Includes a fireworks show, water ski show, acrobatic dog show, concerts, parade, floating lanterns, and a family-friendly barbecue and square dance.

Marketing Plan: Channels: Lake Junaluska magazine, targeted digital advertising, email newsletters, and promotional news releases. Target Audience: Visitors primarily from the South region (NC, SC, TN, FL, GA) and other regions including the Midwest, Southwest, and Canada.

Budget Overview:

Total project cost is \$44,450 with a grant request of \$11,112. There is a letter of support from the Town of

Waynesville to support granting \$2,778 out of the 28785/86 1% funding budget. The budget is detailed and balanced, covering various event expenses including entertainment, supplies, and marketing.

Evaluation:

Visitor Attraction Potential: Strong potential to attract a large number of visitors from various regions, boosting overnight stays and local spending.

Innovation: New events planned for 2025 to enhance the celebration and encourage longer stays.

Economic Impact: Significant potential to support local businesses and increase tax revenue through higher lodging occupancy and visitor spending.

Feasibility: Detailed budget and strong local support enhance feasibility.

Collaboration: Strong partnerships with local businesses, emergency services, and the Town of Waynesville.

Score: 16.1

PDC Recommendation: The Lake Junaluska Independence Day Celebration is a well-established, highly anticipated event with strong local and regional appeal. The detailed planning, comprehensive budget, and collaborative efforts make it a good candidate for funding. PDC recommends fully funding this project at \$8,334 from the 28745 zip code.

Maggie Valley – 4 promotion and 2 legacy event applications

1. **(Promo) Smoky Mountain Bluegrass Festival** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: YES

Project Overview: The fourth annual Smoky Mountains Bluegrass Festival will be held at the Maggie Valley Festival Grounds, featuring award-winning bluegrass music and local artisan creations. This year's festival includes new features like a pet-themed area with partnerships from organizations like Sarge's Animal Rescue. The event also includes live art demonstrations, special merchandise, and additional attractions to draw a diverse audience.

Marketing Plan: The marketing strategy spans digital, print, radio, and social media, targeting regional and national audiences. Despite the lack of a detailed marketing plan in the requested format, media kits and the use of a social media influencer show a comprehensive approach. Ads will be placed in the Blue Ridge Region, niche bluegrass publications, and targeted social media and web ads, including the Tampa Bay Times.

Budget Overview: The total project cost is \$49,517, with a grant request of \$10,617. The budget includes a projected \$55,000 in ticket sales, \$9,000 in marketing expenses, and \$24,400 for performers and technicians.

Evaluation: Visitor attraction potential is high, with past attendees coming from multiple states, including significant numbers from Texas, Florida, South Carolina, and Pennsylvania. The event is innovative, blending music, art, and community engagement, with new features like the pet-themed area. Economic impact is significant, with the festival supporting local businesses and generating substantial revenue. Strong collaboration with local organizations and businesses is evident, enhancing the overall impact.

Score: 16.4

PDC Recommendation: The Smoky Mountains Bluegrass Festival is a well-organized event with a solid strategy for attracting visitors and supporting the local economy. It is recommended that funding be conditional upon the applicant providing a detailed marketing plan and updating their budget details to balance. PDC recommendation is to fund the event at \$9,000, which is the full marketing budget. The PDC also recommends discussing with HCAC to move the festival to August, September, or another month that is slower than October.

2. [\(Promo\) Maggie Valley Ice Festival](#) | [Application](#) | [Budget](#) | [Revision Letter](#) | [Marketing Plan](#)

Revisions Addressed: YES

Project Overview: The Maggie Valley Ice Fest is a county-wide event featuring ice sculptures, live demonstrations, games, vendors, and food trucks. The festival includes activities for children such as playing in real snow, making s'mores, and meeting Elsa the Snow Queen. Held in February, the event aims to become the largest off-season attraction in Haywood County, with over sixty partners including restaurants, vendors, and hotels.

Marketing Plan: Marketing efforts will be managed by HCTDA, targeting visitors more than 50 miles away for day trips and more than 150 miles away for overnight stays. The plan leverages HCTDA's expertise in promoting the winter season and cold-weather activities.

Budget Overview: The total project cost is \$83,850, with a grant request of \$53,900. The budget includes detailed revenues and expenses, covering the ice carvings, supplies, entertainment, and operational costs. The budget is clear and balanced.

Evaluation: Visitor attraction potential is high, supported by data showing increased visitation during the Ice Festival weekend. The event showcases creativity and uniqueness with a variety of activities across the county, attracting a diverse audience. Economic impact is significant, with increased business for local vendors and extended stays for visitors. The event effectively extends the tourism season by attracting visitors during January.

Score: 19.5

PDC Recommendation: The Maggie Valley Ice Fest is a well-organized event with strong potential to attract visitors and support the local economy. The PDC recommends funding at the full amount of \$53,900.

3. [\(Promo\) Safari Adventures](#) | [Application](#) | [App Answers 14-19](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: NO

Project Overview: The Smoky Mountain Safari Adventures Vacation Package is a 4-day, 3-night retreat at Buffalo Creek Vacations, including immersive experiences such as ranch tours and a safari jeep adventures through the GSMNP. The package aims to offer a blend of relaxation, adventure and education, accommodating up to 10 guests.

Marketing Plan: The marketing mentions digital marketing (social media ads, search engine marketing, email marketing), a dedicated landing page on the website and print materials. A detailed marketing plan was not provided.

Budget Overview: The total project cost is \$13,830, with a grant request of \$6,915. The budget includes revenue from ticket sales and other income sources, but the project cost and expenses do not match. The request amount on the application and budget do not match.

Evaluation: The proposed experiences are unique and could diversify Haywood County's tourism offerings, but the broad and vague descriptions make it challenging to assess the actual impact. The marketing plan lacks specificity with no clear strategy for reaching targeted audiences effectively. Collaboration is limited to only two local businesses with no indication of broader community involvement.

Score: 7.5

PDC Recommendation: The Smoky Mountain Safari Adventures Vacation Package has potential due to its unique concept and immersive experiences. However, the lack of detailed planning, an incomplete budget, and unaddressed revision suggestions make it a weaker candidate for funding at this time. The PDC does not recommend funding this project.

4. **(Promo) WNC Jeep Fest** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: PARTIALLY

Project Overview: WNC Jeep Fest is an annual fundraiser and Jeep event featuring over 100 vendors, food trucks, a DJ, on-site activities, and guided trail rides. The event aims to draw over 5,000 attendees, filling lodging nights and supporting local businesses.

Marketing Plan: The marketing relies heavily on social media, with paid ads running from January to June on Facebook and Instagram. Print materials such as flyers and cards are distributed to promote the event. The plan targets Jeep enthusiasts and casual visitors, aiming to attract day-trip visitors from within 50 miles and overnight visitors from beyond 150 miles.

Budget Overview: The total project cost is \$24,310, with a grant request of \$8,000. The budget includes revenue from admission ticket sales, sponsorships, and vendor fees. However, it lacks detail on how the requested grant funds will be specifically used.

Evaluation: Visitor attraction potential is strong, with a history of drawing significant attendance from various states. Economic impact is strong, supporting local businesses and generating substantial revenue. The event does not clearly outline collaboration beyond the host organization and lacks detailed involvement of other local entities.

Score: 13.8

PDC Recommendation: WNC Jeep Fest has potential to attract visitors and support the local economy. The PDC recommends partial funding in the amount of \$3,730, which is the full marketing budget. The PDC also recommends adding a stipulation that the applicant provide detailed plans on the use of grant funds and ensures any event proceeds remain in Haywood County by providing receipts of any donations.

5. **(Legacy) Backyard Fourth** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: YES

The revised application provides additional details on attendance estimates, event promotion, and the economic impact on lodging occupancy, tax generation, and direct spending.

Project Overview: Backyard 4th is an annual Independence Day celebration in Maggie Valley, featuring a professional fireworks show, free entertainment, and various activities. The event attracts around 10,000 visitors, including many from outside Haywood County, promoting overnight stays and local spending.

Marketing Plan: The event is promoted through various channels, including local businesses, the town's website, and community advertising, aiming to attract both local residents and visitors from neighboring regions.

Budget Overview: The total project cost is \$29,018, with a grant request of \$7,254.50. The budget includes expenses for signage, promotional items, fireworks, venue rental, and marketing.

Evaluation: Visitor attraction potential is strong, with significant attendance and regional draw. The event supports local businesses and generates revenue through increased tourism. The event showcases some innovation with the latest fireworks technology and ongoing enhancements.

Score: 11.7

PDC Recommendation: Backyard 4th is a well-established event with strong potential to attract visitors and support the local economy, making it a good candidate for funding. Although the application scored low, the event has county-wide value as an addition to our three days of fireworks and the PDC recommends fully funding at \$7,254.50.

6. **(Legacy) Wheels Through Time Annual Raffle Day** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: YES

Project Overview: The Annual Raffle Day at Wheels Through Time Museum attracts around 2,000 attendees, including a significant number of out-of-town visitors. The event includes a raffle, food trucks, enhanced visitor experiences with outdoor speakers, and additional seating areas. The raffle is promoted through the museum's extensive social media channels and subscriber base.

Marketing Plan: Promotion includes leveraging the museum's social media presence, email campaigns to nearly 1 million subscribers, and advertising through various digital platforms. The marketing plan aims to attract visitors from outside the local area, emphasizing the event's unique offerings.

Budget Overview: The total project cost is \$25,692.21, with a grant request of \$6,423.05. The detailed budget includes revenue from ticket sales, donorship enrollments, and merchandise sales, and expenses for signage, food and beverage, rentals, and digital advertising.

Evaluation: Visitor attraction potential is strong, with high engagement from a wide geographic area during November, an off-peak time. The event supports many local businesses and generates economic impact through lodging, dining and local spending. The updated budget and marketing plan enhance the project's feasibility and alignment with grant objectives.

Score: 15.4

PDC Recommendation: The Wheels Through Time Annual Raffle Day is a well-organized event with a clear strategy for attracting visitors and supporting the local economy. The detailed planning and comprehensive budget make it a candidate for funding. The PDC recommends fully funding this project at \$6,423.05.

Waynesville – 7 promotion and 3 legacy event applications

1. **(Promo) Appalachian Heritage Weekend** [Application](#) | [Budget](#) | [Revision Letter](#) | [Partner Letter](#)

Revisions Addressed: YES

Project Overview: The Appalachian Heritage Festival will feature a Friday night "Appalachian Showcase" with live music and dancing, followed by a heritage-themed market on Main Street and at the Shelton House. Activities include juried art and craft shows, heritage craft demonstrations, games, forestry exhibits, a history museum, a crime trail, and a guided "Quilt Trails Bus Tour."

Marketing Plan: A unified marketing plan includes email campaigns to 120,000 regional travelers, targeted digital ads within a 360-mile radius, boosted social media ads, and print ads in NC, SC, and GA. A detailed marketing plan should be submitted.

Budget Overview: The total project cost is \$65,200, with a grant request of \$30,000. The detailed budget includes revenues from applicant/vendor fees and merchandise sales, and expenses for signage, promotional items, museum display materials, crime trail materials, venue rentals, entertainment, sound system, quilt block bus tour, and marketing.

Evaluation: Visitor attraction potential is strong, with the event scheduled in April to draw off-peak visitors. The festival promotes local heritage and culture, diversifying tourism offerings. Economic impact includes increased lodging, local spending, and support for local businesses.

Score: 16.1

PDC Recommendation: The Appalachian Heritage Festival has good potential to become a well-known annual event for Haywood County, attracting visitors and supporting the local economy. While it is an expensive event, it has the potential to be successful with solid planning. The PDC recommends fully funding this project in the amount of \$30,000, with the stipulation that the applicant submits the detailed marketing plan that was requested. The event should also be marketed months in advance of the event dates and under one brand to avoid confusion.

2. **(Promo) Chili Cook Off** [Application](#) | [Budget](#) | [Revision Letter](#) | [Marketing Plan & Budget](#) | [Social Media Plan](#)

Revisions Addressed: YES

Project Overview: The Chili Cook-Off Stroll is a four-hour event where participants can purchase a wristband for \$5 to sample chili at participating businesses throughout Waynesville. The event includes a shuttle service, voting for favorite chili, and prizes for various categories. Efforts are being made to develop overnight packages with local lodging properties to encourage extended stays.

Marketing Plan: A marketing plan includes a dedicated event website, social media engagement, targeted online advertising, partnerships with local businesses, traditional marketing channels, and pre-event activities to generate excitement. A social media schedule is also provided to maintain consistent engagement and promotion leading up to the event.

Budget Overview: The total project cost is \$9,340, with a grant request of \$6,227. Despite detailed marketing plans, the budget still does not balance, raising questions about the grant expenditures.

Evaluation: Visitor attraction potential is moderate for a four-hour event, though efforts to develop overnight packages could enhance its impact. Concerns were noted that it is scheduled for a somewhat busy holiday weekend in February (on Valentines Day), thus limiting the event impact.

Score: 11.6

PDC Recommendation: The Waynesville Chili Cook-Off Stroll has some potential to support local tourism, but the unbalanced budget and the event's short duration make it a weaker candidate for funding. The PDC does not recommend funding this project, as the event does not show a strong ability to attract overnight visitation.

3. **(Promo) DWC Marketing Campaign** [Application](#) | [Budget](#) | [Revision Letter](#) | [Kanipe Proposal](#)

Revisions Addressed: YES

Project Overview: The marketing campaign aims to promote Downtown Waynesville through a 12-month plan developed with Kanipe Creative. The project includes producing eight promotional videos highlighting various aspects of the district, with a six-month distribution campaign via social media and Google Ads. The goal is to achieve 1 million impressions per month and encourage overnight stays by showcasing tours and extended itineraries.

Marketing Plan: The campaign targets potential visitors through a dedicated website, social media platforms, and traditional marketing channels, however a detailed marketing plan was not submitted.

Budget Overview: The total project cost is \$67,000, with a grant request of \$28,500. The budget includes costs for content development, video production, digital advertising, and traditional marketing. The budget is balanced.

Evaluation: The campaign has potential to drive new and increased overnight visitation by promoting Downtown Waynesville year-round, including off-peak times.

Score: 15.1

PDC Recommendation: The Downtown Waynesville Marketing Campaign is a well-conceived project with potential to attract visitors and support the local economy. The PDC recommends fully funding this project in the amount of \$28,500, with the stipulation that they submit the requested detailed marketing plan and review proposed video content in advance of production with TDA staff to help ensure the finished product will align with the grant goals.

4. **(Promo) DWC Ice Stroll** [Application](#) | [Budget](#) | [Revision Letter 1](#) | [Revision Letter 2](#)

Revisions Addressed: YES

Project Overview: The Downtown Waynesville Ice Stroll is part of the larger Ice Fest Weekend. This Friday night event features custom ice sculptures displayed in front of businesses, live music, fire performers, and a winter-themed scene with homemade snow, s'mores, hot cocoa, and a rentable snow globe photo booth. The stroll aims to draw guests to arrive early and stay overnight for the main Ice Fest event on Saturday.

Marketing Plan: The event will be marketed by the HCTDA, with additional promotions by the Downtown Waynesville Commission. Marketing efforts include digital advertising, social media, and partnerships with local businesses.

Budget Overview: The total project cost is \$10,000, with a grant request of \$5,000. The budget includes expenses for entertainment, promotional items, and event logistics, and meets the grant requirements.

Evaluation: The Ice Stroll has potential to attract visitors during the off-peak season, supporting local businesses and enhancing downtown activity. The unique ice-themed elements and collaboration with multiple entities contribute to its creativity and appeal.

Score: 17.8

PDC Recommendation: The Downtown Waynesville Ice Stroll is a coordinated event with local businesses and has strong potential to attract visitors and support the local economy. The PDC recommends fully funding this project at \$5,000.

5. **(Promo) HART Holiday Harmony** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: No (applicant did reply, apologized and noted she was out of town)

Project Overview: Holiday Harmony is a two-weekend holiday event featuring two Christmas-themed theatrical productions: "Charlie Brown Christmas" and "Miss Bennet Christmas at Pemberley." The event includes live music, a holiday market showcasing local artisans, and additional festive activities like meeting Santa and hot cocoa served by actors dressed as elves.

Marketing Plan: The marketing plan targets day trip visitors within a 50-mile radius and potential overnight visitors within a 150-mile radius. It includes a mix of print and digital ads, social media ads, email newsletters, and targeted online ads, particularly focusing on major metropolitan areas like Atlanta, Charlotte, Raleigh-Durham, Greensboro-High Point-Winston Salem, and Knoxville. The plan aims to leverage the holiday shopping season to attract visitors and encourage overnight stays. While the applicant did describe the marketing well, we would prefer a comprehensive plan in the supplied format.

Budget Overview: The total project cost is \$30,805, with a grant request of \$3,500. The detailed budget includes revenues from ticket sales and merchandise, and expenses for salaries, production expenses, entertainment, and marketing.

Evaluation: Holiday Harmony has strong potential to attract visitors during the off-peak season, supporting local artists and businesses. The event showcases creativity and uniqueness by blending theatrical performances with holiday-themed activities. The balanced budget and solid marketing plan enhance its feasibility.

Score: 16.5

PDC Recommendation: Holiday Harmony is a well-structured event with effective strategies for attracting visitors and supporting the local economy. Its detailed planning and balanced budget make it a compelling candidate for funding. The PDC recommends funding at the requested amount of \$3,500.

6. **(Promo) Haywood Historic Farmers Market** [Application](#) | [Budget](#) | [Revision Letter](#) | [Marketing Plan](#)

Revisions Addressed: YES

Project Overview: The market seeks funding to support seasonal advertising and two community events: the Pumpkin Carving Contest and a Holiday Market. While these events are charming and foster community engagement, they are unlikely to significantly drive new and increased overnight tourism. However, the overall support for the farmers market remains strong.

Marketing Plan: The plan includes print and digital ads, social media boosts, radio mentions, and Google ads, targeting adults and retirees aged 30-65 from various regional markets to attract day-trip visitors and overnight stays.

Budget Overview: The total project cost is \$3,000, with a grant request of \$2,000. The detailed budget includes revenues from sponsorships, vendor fees, and organizational funds, and expenses for signage, promotional items, entertainment, and marketing.

Evaluation: The events are unlikely to significantly increase overnight tourism but they do support local businesses and community engagement. The detailed budget and marketing plan enhance feasibility.

Score: 10.6

PDC Recommendation: While not a strong candidate for driving significant tourism, the Historic Farmers Market events and advertising campaign effectively contribute to the local economy, making it a worthwhile candidate for funding as funds allow. Although the application scored below the threshold, the PDC believes that it is important to fund agritourism and recommends funding the requested amount of \$2,000.

7. **(Promo) HCAC Cool Jazz** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: YES

Project Overview: The Cool Jazz Concert will kick off the Haywood County Ice Festival Weekend with an evening of award-winning jazz music at the HART Theater. The event includes a display of local art and an ice-themed reception, aiming to enhance the festival experience and encourage visitors to stay overnight, thus extending their visit to Haywood County.

Marketing Plan: The concert will be integrated into the overall Ice Festival Weekend marketing strategy managed by HCTDA. This includes leveraging existing promotional efforts to maximize visibility and reach potential visitors from over 50 miles away for day trips and over 150 miles away for overnight stays.

Budget Overview: The total project cost is \$9,000, with a grant request of \$6,000. The budget includes revenues from ticket sales and sponsorships, and expenses for performers, venue costs, and marketing.

Evaluation: The Cool Jazz Concert has strong potential to attract visitors during the off-peak season and support local businesses. The detailed budget and integration with the county-wide Ice Festival enhance feasibility.

Score: 16.9

PDC Recommendation: The Cool Jazz Concert, strategically scheduled during the Ice Festival Weekend, promises to draw additional visitors and stimulate local businesses. Given its potential economic impact, this event makes it a good candidate for funding. The PDC recommends fully funding the requested amount of \$6,000.

8. **(Legacy) Apple Harvest Festival** [Application](#) | [Budget](#) | [Marketing Plan](#) | [Revision Letter](#)

Revisions Addressed: NO (applicant did reply, apologized and noted she was out of town)

Project Overview: The Apple Harvest Festival is a long-standing event in Haywood County, featuring a variety of vendors, live music, arts and crafts, and apple-themed activities. The event aims to attract visitors and support local businesses through an engaging, family-friendly atmosphere.

Marketing Plan: The marketing strategy targets potential visitors from outside the county, using a mix of digital and print advertising, social media campaigns, and partnerships with local media. The plan aims to attract both day-trip and overnight visitors.

Budget Overview: The total project cost is \$30,602, with a grant request of \$5,333. The detailed budget includes expenses for marketing, event logistics, and entertainment, with revenues from sponsorships, vendor fees, and ticket sales.

Evaluation: The Apple Harvest Festival has strong potential to attract significant visitors and support the local economy. The event's long history and established partnerships enhance its feasibility.

Score: 15.3

PDC Recommendation: The Apple Harvest Festival is a well-organized event with a proven track record of success, making it a good candidate for funding. The PDC recommends fully funding the requested amount of \$5,333.

9. **(Legacy) Whole Bloomin' Thing** [Application](#) | [Budget](#) | [Revision Letter](#)

Revisions Addressed: NO

Project Overview: The Whole Bloomin' Thing Spring Festival is an annual event held on Mother's Day weekend in the historic Frog Level district, featuring local growers, artisans, and family-friendly activities. The event attracts 2,000-3,000 visitors and includes live music, food vendors, and a variety of craft stalls.

Marketing Plan: The marketing plan includes print and digital advertisements in local publications and social media campaigns targeting regional visitors. The event aims to highlight Haywood County as a family-friendly destination.

Budget Overview: The total project cost is \$4,105.40, with a grant request of \$2,756.40. The budget includes expenses for advertising, entertainment, and event logistics.

Evaluation: The event has potential to attract local and regional visitors, supporting local businesses. However, the application lacks detailed planning and a clear strategy for driving overnight tourism.

Score: 10.4

PDC Recommendation: The Whole Bloomin' Thing Spring Festival is a charming local event, but the lack of detailed planning and focus on overnight tourism makes it a less strong candidate for funding. The PDC recommends funding at \$1,000, provided that they submit a detailed marketing plan as requested.

10. **(Legacy) Appalachian True Christmas** [Application](#) | [Budget](#) | [Revision Letter 1](#) | [Revision Letter 2](#)

Revisions Addressed: YES

Project Overview: Appalachian True Christmas is a rebranded holiday event featuring horse-drawn wagon rides, luminaries, live music, Santa Claus, an interactive "Elf Trail," s'mores, hot cocoa, holiday-themed photo booths, and a live nativity. New attractions this year include a Christmas-themed antique car show, Silent Christmas Disco, Elf on the Shelf author event, live ornament glass-blowing demonstrations, and a winter-themed photo scene.

Marketing Plan: The marketing outline targets both local residents and visitors from surrounding regions, aiming to attract overnight stays. The plan includes digital and print advertising, social media campaigns, and partnerships with local businesses.

Budget Overview: The total project cost is \$18,000, with a grant request of \$10,000. The detailed budget includes expenses for entertainment, promotional items, setup costs, and marketing.

Evaluation: The evening event has some potential to attract visitors during the off-peak season, enhancing the local economy.

Score: 12.7

PDC Recommendation: Appalachian True Christmas is a well-established event with strong community support making it a moderate candidate for funding. The PDC recommends funding at the maximum eligible amount of \$4,500, with the condition that they submit the detailed marketing plan as requested.

11. **(Legacy) Lake Junaluska Independence Day Celebration**

See pages 3-4 for all information. This request is for funding from the Waynesville zip code, and is supported by the Town of Waynesville. The PDC recommends funding in the requested amount of \$2,778.