



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:	Town of Clyde		
2. For-Profit or Not-For-Profit Organization (check one):	☐ For Profit	☒ Not For Profit	
3. Name of Event/Project:	Ad for the Haywood County Visitor Guide		
4. ZIP Code for Event/Project:	28721		
5. Date(s) of Event/Project:	2025		
6. Website (if applicable):	www.townofclyde.com		
7. Event/Project Location:	Haywood County Tourism Development		
8. Mailing Address:	PO Box 386, Clyde, NC 28721		
9. Contact Person:	Joy Garland		
10. Telephone Numbers:	Office: 8286272566	Cell: 8285086895	
11. Email Address:	joy.garland@townofclyde.com		
12. Total Project Cost:	1100.00	Total Grant Request:	734.00

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 Visitor Guide is an annual publication produced by the HCTDA, offering comprehensive information on dining, shopping, accommodations, attractions, and more. As the county's premier publication, it serves as an essential resource for inspiring tourism and enhancing visitor experiences. By advertising Clyde in the guide, the town will be on par with the other four towns that also advertise, elevating its visibility and appeal to potential visitors.

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.

By placing an advertisement in the Haywood County Visitor Guide, Clyde will attract new interest and attention to the town. This increased awareness is expected to lead to a rise in visitation, resulting in more foot traffic to local businesses and a subsequent boost in revenue. Highlighting Clyde's unique offerings in this widely circulated publication will not only enhance the town's visibility but also position it as a desirable destination within Haywood County. As a result, local businesses will likely experience growth, fostering economic development and community prosperity.

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

Clyde has never previously featured an advertisement in the Haywood County Visitor Guide. By showcasing Clyde in this publication, we can significantly expand awareness of the town's tourism offerings, enhancing the overall appeal of Haywood County as a destination. Highlighting Clyde's amenities provides visitors with more activities and experiences, thereby enriching Haywood County's tourism portfolio. This inclusion not only promotes Clyde but also contributes to the county's reputation as a diverse and vibrant tourist 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 Clyde Board of Aldermen fully supports this endeavor. The Board comprises local business owners and residents who are committed to enhancing the community's growth and prosperity.

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

The Haywood County Visitor Guide is dedicated to promoting year-round visitation, supported by a comprehensive marketing plan that strategically includes winter and spring advertising. This approach aims to extend the tourism season beyond the traditional peak periods, thereby enhancing the county's appeal as a versatile and attractive destination throughout the year.

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 Visitor Guide is an integral part of the Haywood County Tourism Development Authority's (HCTDA) comprehensive digital marketing strategy. This strategy includes targeted social media campaigns and Google Ads designed to encourage potential visitors to request or access the visitor guide online. These efforts generate hundreds of thousands of page views annually.

In addition to its digital presence, 50,000 physical copies of the visitor guide are printed and distributed throughout the county. The guides are also made available at strategic locations, including the Asheville Regional Airport, state welcome centers, and AAA offices nationwide, ensuring broad access and visibility.

Target Leisure Audiences:

Multigenerational Families; Ages 25-39, 55-64

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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:
2024-08-08 09:11:02

Date:

08/08/2024

Applicant Printed Name:

Joy Garland

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