



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

FY 25-26
Promotion Grant & Legacy Event
Sponsorship Applications

Powered By Visitors

Visitors who spend the night in Haywood County lodging facilities (Hotels, Motels, B&Bs and Short-Term Rentals) pay 4% occupancy tax on their accommodations. Lodging properties collect the assessment, then remit it per state law for the HCTDA to leverage and invest on behalf of Haywood County - all through the lens of our travel economy and local residents.

3% of these funds are used for HCTDA operations and county-wide programs. The remaining 1% is split by zip code, used for destination marketing and reinvested into each zip code via grant programs.



Occupancy Tax Restrictions

Per Session Law 2007-337, House Bill 1013:

The Haywood County Tourism Development Authority shall use at least two-thirds of the funds to **promote travel and tourism** in the county and shall use the remainder for **tourism-related expenditures**.

Promote Travel & Tourism:

To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, *or engage in similar promotional activities that attract tourists or business travelers to the area.*

Tourism-Related Expenditures:

Expenditures that, in the judgement of the HCTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention in the county by attracting tourists or business travelers to the county. The term *includes tourism-related capital expenditures.*

FY 24-25 1% EXPENSES

1% Marketing/ Advertising/ Promotion **\$504,735**

Promotion + Grants - 28716/ Canton *\$35,331.12*

Promotion + Grants - 28721/ Clyde *\$30,284.10*

Promotion + Grants - 28745/ Lake Junaluska *\$40,378.80*

Promotion + Grants - 28751/ Maggie Valley *\$227,131.08*

Promotion + Grants - 28785+86/ Waynesville *\$171,609.90*

1% Tourism Related **\$260,015**

Tourism Related - 28716/ Canton *\$18,200.88*

Tourism Related - 28721/ Clyde *\$15,600.90*

Tourism Related - 28745/ Lake Junaluska *\$20,801.20*

Tourism Related - 28751/ Maggie Valley *\$117,006.92*

Tourism Related - 28785+86/ Waynesville *\$88,405.10*

Total 1% Expenses **\$764,750.00**

2nd Round Grants Timeline

August 4-8 – HCTDA determine available funds for 2nd round

August 11 – Open grant cycle

September 19 – Deadline to submit initial grant applications

September 30 – TDA to send information requests

October 14 – Deadline to submit additional information

October 17 – Send applications to PDC for review and scoring

October 17 - November 7 – PDC to block time on their own to review and score grants.

November 12 – PDC meeting to vote on grant recommendations

November 20 – Executive Committee to review grants

December 3 – TDA Board to vote on grants

December 5 – Send applicant decision letters

Canton Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: Labor Day Festival	\$180,000	\$15,000	17.0	\$14,758	\$14,758
PROMO: Cold Mountain Music Festival	\$111,600	\$19,000	15.8	\$5,000	\$5,000

Scoring Guidelines:

FY 25-26 Funding Requests: \$34,000
FY 25-26 Funding Available: \$19,758
Promo Fund Balance Available: \$0

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

Clyde Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
PROMO: Pioneer Heritage Festival	\$6,700	\$2,000	11.1	\$2,000	\$2,000

Scoring Guidelines:

FY 25-26 Funding Requests: \$2,000
FY 25-26 Funding Available: \$8,000
Promo Fund Balance Available: \$95,000

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

Lake Junaluska Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: LJ Independence Day Celebration	\$45,600	\$11,400	16.9	\$8,400	\$8,400 (with \$3000 add'l coming from Way)
PROMO: LJ Seasonal Advertising	\$100,500	\$67,000	17.0	\$14,000* (conference & photography)	\$14,000
PROMO: Steve Sutton Festival	\$42,452	\$28,426	13.6	\$12,600	\$12,600

FY 25-26 Funding Requests: \$106,826
FY 25-26 Funding Available: \$35,000
Promo Fund Balance Available: \$0

Scoring Guidelines:

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

Maggie Valley Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: Backyard 4th	\$23,850	\$5,962	17.4	\$5,962	\$5,962
LEGACY: Fall Days	\$31,100	\$7,775	13.9	\$7,775	\$7,775
PROMO: Bluegrass Festival	\$52,214	\$10,000	14.2	\$10,000	\$10,000

FY 25-26 Funding Requests: \$23,737
FY 25-26 Funding Available: \$50,000
Promo Fund Balance Available: \$255,000

Scoring Guidelines:

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

Waynesville Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
LEGACY: Church St Craft Show	\$53,800	\$13,450	16.6	\$13,450	\$13,450
LEGACY: LJ Independence Day	\$45,600	\$TBD (also LJ)	16.9	\$3,000	\$3,000
PROMO: Appalachian True Heritage Wknd	\$75,000	\$50,000	13.9	\$35,000	\$25,000
PROMO: Art After Dark	\$15,817.43	\$10,544.95	14.6	\$10,544.95	\$10,544.95
PROMO: HART Studio Series	\$15,000	\$6,500	14.4	\$6,500	\$6,500
PROMO/RESEARCH: Recreation Master Plan	\$205,050	\$102,525	13.9	\$75,000 (from fund balance)	\$75,000 (from fund balance)
PROMO: Ride Haywood County	\$10,000	\$5,000	9.7	\$0	\$0
PROMO: Haywood Restaurant Week + Festival	\$29,438	\$19,625.33	15.8	\$9,812.66 (Full amount - 50/50 from 3% + Way)	\$9,812.66 (Full amount - 50/50 from 3% + Way)

FY25-26 Funding Request: \$188,019.95
FY25-26 Funding Available: \$78,000
Promo Fund Balance Available: \$195,000

County-Wide Funding Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
PROMO: Appalachian Sustainable Agriculture Project	\$50,000	\$3,000	10.2	\$0	\$0
PROMO: Haywood Restaurant Week + Festival	\$29,438	\$19,625.33	15.8	\$9,812.67 (Full amount - 50/50 from 3% and Way)	\$9,812.67 (Full amount - 50/50 from 3% and Way)
PROMO: Haywood Studio Tour	\$10,549.50	\$4,000	12.9	\$4,000	\$4,000

FY 25-26 Funding Request: \$26,625.33

FY 25-26 Funding Available: \$14,000

Scoring Guidelines:

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