



— VISIT — HAYWOOD

WESTERN NC MOUNTAINS

FY 25-26
Capital Grant Applications

REMINDER: Conflict of Interest Policy

The purpose of this policy is to protect the integrity and transparency of the Haywood County Tourism Development Authority (HCTDA) by ensuring that all decisions and actions are made in the best interest of the Authority and the public it serves.

1. Procedures for Disclosure and Management of Conflicts

- An Interested Person must disclose any actual or potential conflict of interest.
- After disclosure, the Board or Committee will determine by a majority vote whether a conflict of interest exists.
- Interested Persons with conflicts must:
 - Recuse themselves from discussions and votes on matters where a conflict exists.
 - Not attempt to influence decisions related to the conflict.
 - Ensure meeting minutes reflect the disclosure and recusal.

2. Procedures for Addressing a Conflict of Interest

- After due diligence, the Board or Committee will determine whether the transaction is fair, reasonable, and in the best interests of HCTDA.
- The Board or Committee may approve the transaction with a majority vote of disinterested members.

3. Record Keeping

All disclosures, recusals, and actions taken to address conflicts shall be documented in meeting minutes.

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.*

Capital Grant Guidelines – Eligibility Criteria

- **Location:** The project must be entirely located in Haywood County.
- **Long-Term Impact:** Projects must demonstrate a lifespan of at least ten (10) years.
- **Tourism Impact:** Projects must have the potential to attract visitors from more than 50 miles outside Haywood County and generate overnight stays.
- **Alignment with Destination Master Plan:** Projects must align with the strategic pillars and goals outlined in the Haywood County Destination Master Plan.
- **Minimum Budget:** Projects must have a minimum total budget of \$25,000.
- **Match Requirements:** Applicant must provide a 100% match to the grant funding (i.e., for every \$1 requested, the organization must match \$1) and must show how the 1:1 match will be achieved. In-kind contributions (i.e., the value of donated goods, services, or volunteer labor) do not count toward the match requirement.
- **Lodging Restriction:** Per state law, project must not solely benefit a single lodging owner or property or be situated on a lodging property.
- **Proof of Ownership / Rights to Use Property:** At the time of application, the applicant must have legal control of the property through a recorded deed or long-term lease agreement. If property is owned by a municipal partner, applicant must provide a letter of support or other agreement from the municipality.

Capital Grant Guidelines – Ineligible Projects & Expenses

- Projects that replicate, or are similar to, programs currently being undertaken by the TDA
- Temporary or short-term projects that do not have a lifespan of at least ten (10) years (ie: installations).
- Expenses incurred or projects completed prior to the grant award date.
- Real estate purchases or acquisition of land or property.
- Feasibility studies or planning such as research, studies, or master planning projects, including market analysis, site feasibility assessments, or preliminary design work.
- Costs associated with obtaining permits, licenses, or fees for zoning, environmental compliance, or construction approvals.
- Operational expenses, including salaries, wages, benefits, utilities, leases, or other day-to-day operating costs of a business
- Routine maintenance, including but not limited to, repairs or upkeep of existing facilities, such as repainting, replacing HVAC systems, or routine landscaping.
- Installation or upgrades to utilities (e.g., water, sewer, electrical connections) unless directly tied to the capital project and clearly benefiting tourism.
- Purchases of movable or non-fixed items such as office furniture, laptops, or vehicles that are not permanently integrated into the project.
- Paying off existing loans, mortgages, or other debts.
- Projects that do not demonstrate a clear and measurable benefit to Haywood County's tourism economy or ability to attract overnight visitors.
- Contingency funds for unexpected expenses or overages.

Waynesville Capital Grant Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
Raccoon Creek Bike Park	\$250,000 / \$2,873,584	\$125,000	16.5	Fully Fund	Fully Fund
Waynesville Dog Park	\$30,000	\$15,000	15.6	Fully Fund	Fully Fund
Waynesville Arch Mural	\$36,000	\$15,000	12.1	Don't Fund	Don't Fund
Roots to Sky Sculpture	\$32,500	\$12,500	11.9	Don't Fund	Don't Fund

The Product Development Committee suggested that the Town consider developing an art-focused master plan. Such a plan could help identify larger, more impactful projects that align with long-term goals, rather than funding smaller, one-off initiatives.

FY25-26 Funding Request: \$167,500

FY25-26 Budgeted Amount: \$84,122

Fund Balance Available: \$303,000

FY25-26 Budgeted County Grants: \$215,000

FY25-26 Budgeted PD Other: \$100,000

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

Lake Junaluska Capital Grant Request Overview

Project	Total Cost	Grant Request	Average Score	PDC Rec	EC Rec
Stuart Auditorium Infrastructure	\$350,000	\$175,000	9.3	Doesn't Meet Current Guidelines, refer to EC	Doesn't Meet Current Guidelines

The Executive Committee recommended encouraging the applicant to reapply with a closer adherence to the grant guidelines.

FY 25-26 Funding Requests:	\$175,000
FY 25-26 Budgeted Amount:	\$28,040
Fund Balance Available:	\$68,000
FY25-26 Budgeted County Grants:	\$215,000
FY25-26 Budgeted PD Other:	\$100,000

<u>Scoring Guidelines:</u>	
18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding