



Haywood County Tourism Development Authority,
operating as Visit Haywood

Application Checklist & Instructions

Tourism Capital Grant

- ☐ Read the [guidelines](#) completely and review the [Destination Master Plan](#) and the [scoring sheet](#).
- ☐ Complete the [application](#) via JotForm and upload the applicable documents listed below.
 - The written questions have a maximum word count of 150, so applicants should ensure they answer the questions completely and succinctly.
- ☐ Provide detailed capital project budget
 - Applicants must use the provided budget form, available [here](#).
 - The budget must include all revenues (actual and projected) and all expenses, regardless of their eligibility for grant reimbursement.
 - Applicants must provide proof of all committed funds and how the 1:1 match will be achieved.
 - If applicants have expenses that are not already listed on the budget form, use the "Other" option and list the specific expenses.
 - Funding requests must be a minimum of \$12,500.
- ☐ Provide documented proof of property ownership or legal rights to use the site.
- ☐ Submit the project timeline or work plan detailing project milestones and estimated completion date.
- ☐ Provide a site plan including maps, drawings, photos, or renderings related to the project.
- ☐ Submit a project [marketing plan](#) *(if applicable)*.
 - At least 75% of advertising must be geo-targeted outside of Haywood County.
- ☐ Submit a copy of the project feasibility study *(if applicable)*.
- ☐ Provide a maintenance plan showing the plan for ongoing maintenance of the building/attraction over the next 10 years *(if applicable)*.
- ☐ Submit sponsorship forms showing opportunities and benefits offered to potential sponsors *(if applicable)*.