



## Grant Categories

The HCTDA grants are broken up into the following categories Tourism Related, Advertising & Promotion and Sponsorship. When submitting a grant, the applicant will need to select one category. Each category is defined below:

### **Tourism Related**

This grant category is for **CAPITAL** expenditures, which enhance to tourism experience long term. An example of a capital expenditure is building a new park, shelter or park bench. This grant could also be a new art installation or mural. Grant matching is another option, assisting with planning projects for capital improvements. This grant category is not meant for event sponsorships or promotion-based advertising. \*

### **Advertising & Promotion**

This grant category is for **MARKETING** campaigns related to destination advertising and promotion. An example of this is creating a blog (story) that can be promoted in e-blast or digital campaigns. Purchasing a series of print ads to promote the destination seasonally. Primary benefit of campaign must be to enhance and impact your community and Haywood County. This grant category is not meant for sponsorships or tourism related expenditures. \*

### **Sponsorship**

This grant category is for **SPONSORSHIP** of an event or project that have the potential to increase overnight visitation to Haywood County. An example of this would be a running event, festival or series of events. Another example would be short-term enhancements to an area for fall or winter decorations. The grant would be used for marketing this specific event or project, enhancing the experience or visualization of event or project. This grant category is not meant for Tourism Related or Advertising & Promotion campaigns. \*

### **Staff contact(s) for questions on which grant to apply for:**

Lynn Collins  
Executive Director  
[Lynn@visitncsmokies.com](mailto:Lynn@visitncsmokies.com)  
828.944.0761

Ben Wilder  
Assistant Executive Director  
[Ben@visitncsmokies.com](mailto:Ben@visitncsmokies.com)  
828.944.0762

*\* All examples are just examples and not the only items approved in each grant category*