



Haywood County Tourism Development Authority
1% Advertising & Promotion Grant Guidelines
FY 2020-2021 Funding Cycle

All awarded 1% grants must be used between July 1, 2020 and June 30, 2021

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of capital projects that will showcase Haywood County's unique offerings and will attract visitors from outside a fifty (50) mile radius, generating overnight stays and creating economic/destination impact for the zip code and Haywood County.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to promote the zip code area, a tourism-oriented festival or event that caters to visitors and produces economic/destination impact as well as creating sustainability.

For-profit organizations seeking to promote the zip code area, a tourism-oriented festival or event that caters to visitors and produces economic/destination impact as well as creating sustainability. For-profit organizations must match grant award dollar for dollar.

Criteria:

All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following items:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Highlight more than one specific event or initiative
- Seasonal or year-round impact
- Sustainability

The HCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the HCTDA Board of Directors.

Eligible Projects

- Marketing Campaigns for zip code destination advertising
- Advertising promoting tourism related festivals & events

Application Timeline:

- 1) All applicants must attend a mandatory Grant Workshop on February 27, 2020.

- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Send completed application to lynn@visitncsmokies.com by no later than 5:00pm, April 24, 2020.
 - a. Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
 - b. All material submitted as part of an application will be a matter of public record, subject to Chapter 132. G.S. 132-1 of NC laws.
- 4) All applications will be reviewed by the 1% Zip Code Subcommittees. They will then provide funding recommendations for consideration to the HCTDA Board at the April 29, 2020 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the April 29, 2020 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Final Evaluation Report must be completed in order to move forward with the payment process. This form will require you to submit a final overview of completed project detailing any successes.

Payment Request Form must be submitted within 60-days of completed project and requires copies of paid invoices in order to receive grant funds. The exception to this rule is if a project takes place in May or June the deadline for submitting a payment request is June 30, 2021.

Submitted Payment Request Form to: Attn: Lynn Collins, Haywood County TDA
1110 Soco Road, Maggie Valley, NC 28751

Stipulations:

- Grant recipient must display the designated Visit NC Smokies logo on printed materials, ads and signage as available. The applicant will provide the HCTDA with a copy confirming the correct was used.
- Grant recipient must have a "Plan Your Trip" link on the homepage of their website using the following web link <https://visitncsmokies.com/>
- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to submit the final report within 60 days of project completion may result in the denial of future funding.
- Failure to include the HCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive 1% HCTDA funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject any application and award funding to the applicant(s), to whom in their consideration and consultation with the 1% Zip Code Subcommittees, submit requests.