



Haywood County Tourism Development Authority
1% Travel & Tourism Promotion Grant Guidelines
FY 2023-2024 Funding Cycle

All awarded 1% grants must be used between July 1, 2023 and June 30, 2024

Purpose:

The purpose of the HCTDA's 1% Zip Code Funding is to encourage creation and/or expansion of projects and special events 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 while enhancing quality of life for residents.

Definition:

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.

Who Can Apply:

Not-for-profit organizations, museums, attractions, municipalities or other tourism entities seeking to produce & promote a well-defined tourism-oriented festival, event or project that caters to visitors, producing economic/destination impact and creating sustainability.

For-profit organizations seeking to produce & promote a well-defined tourism-oriented festival, event or project that caters to visitors, producing economic/destination impact and creating sustainability. For-profit organizations must match grant award dollar for dollar.

Zip Code Destination Marketing:

Each Zip Code Destination will be required to commit a minimum of 50% of the travel & tourism promotion budget to an advertising & marketing plan administered by the HCTDA and Agency of Record.

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
- Events planned during off-peak times (November - April) and mid-week
- Multiple day or first-time events/activities
- Sustainability (event/project must become self-sufficient within three years and/or be good for the community & environment)

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.

Ineligible Uses of Funding

- Administrative Expenses (ie: salaries or benefits)
- Memberships or Dues
- Scholarships or Prize Money
- Plaques, Trophies or Awards Certificates
- Promotional Items (ie: apparel, totes, etc.)
- Operational Business Expenses (ie: menus or signage)
- Wristbands, Tickets or Badges-Pass
- Food & Beverage for Staff, Volunteers or VIP's

** Contact HCTDA if you have questions regarding a questionable use of funds.

Application Timeline:

- 1) All applicants must attend a Grant Workshop to be held at the HCTDA office on February 23 & 24, 2023.
- 2) Download the grant application at www.haywoodtda.com/grants
- 3) Completed application must be submitted to grants@visitncsmokies.com no later than 5:00pm, Friday, March 31, 2023.
 - 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 who will then provide funding recommendations for consideration to the HCTDA Board at the May 24, 2023 meeting for approval and final decision.
- 5) Grant award notifications will be sent via email & letter after the May 24, 2023 HCTDA Board Meeting.

Evaluation & Payment Procedures:

Evaluation Report must be submitted at the same time as the Payment Request Form. All payment requests must be submitted within 60 days of completed event or project to receive grant funds. Evaluation Report must be completed to be eligible for any future funding.

Submit Payment Request Form to: Attn: Executive Director, 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 HCTDA logo can be found at: haywoodtda.com/grants

- 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 application & award letter will result in nonpayment of the funding allocation.
- Failure to submit proper receipts and proof of payment will result in non-payment of the funding allocation.
- Failure to submit the final report & payment request within 60 days of project completion may result in the denial of future funding.
- Must give recognition to the HCTDA for being a major funding source of project during interviews, public meetings, press conferences, ribbon cuttings or on a press release. When possible, the HCTDA recommends temporary or permanent recognition with logo on a sign, plaque, or other applicable options.
- 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.