



# Travel & Tourism Promotion

## 3% Tourism Grant Application 2023/2024

### Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Include a detailed budget for event/project.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Executive Director at 828-944-0761.

1. Applicant Name (Organization):
2. For Profit or Not For Profit Organization (check one):  For Profit  Not For Profit
3. Name of Event/Project:
4. ZIP Code for Event/Project:
5. Date(s) of Event/Project:
6. Website (if applicable):
7. Event/Project Location:
8. Mailing Address:
9. Contact Person:
10. Telephone Numbers: Office:  Cell:
11. Email Address:
12. Grant Amount Requested:

13. Overview of Event/Project:

14. How many people do you expect to attend your event/project? Please include overall attendance or annual visitation projections. Please justify this number.

15. Is this an existing Event/Project? Describe how long has Event/Project occurred, has it changed over time? Are there any major changes to Event/Project associated with this grant application?

16. Is this a new Event/Project? Describe how it will become self-sustaining over time? How often will it happen? Do you plan to apply again for HCTDA funds in the future for this Event/Project?

17. How will this Event/Project impact businesses and residents in Haywood County and why?

18. Describe your marketing plan. Will there be a social media presence, any paid ads, collateral or media partners? How do you plan to reach people outside of Western North Carolina?

19. What is your target audience for this event? What is this based on?

20. What other funding source(s) are there for this Event/Project? Do you plan to sell tickets or have registration/vendor fees? Are there cash/monetary sponsors already committed?

21. Describe in detail with budget values what you plan to spend the grant money on if awarded funds by the HCTDA.

22. A budget is required by all applicants. Please fill out the fields below and submit a detailed budget as an attachment. Note that a minimum of 25% of the Event/Project budget must be provided through other funding sources. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

### Overall Budget

#### Income:

TDA Grant Requested:

Monetary Sponsorships:

Tickets Sales/Registrations:

Other Income:

Total Income:

#### Expenses:

Operational:

Marketing/Advertising:

Total Expenses:

Net Income:

### TDA Grant Expense Breakdown

Amount: Description:

Amount: Description:

Amount: Description:

Amount: Description:

Amount: Description:

Amount: Description:

**Please sign below the following statements, acknowledging that you understand and agree to them and all contained within the application:**

#### Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

#### Public Recognition:

See Stipulations in the Grant Guidelines.

#### Sole Discretion:

All elements of the HCTDA Tourism Grant Program are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the HCTDA and are not subject to external oversight or approval.

#### Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

#### Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

#### Submission Information:

To be considered for grant funding, a completed application should be provided to the below address or digitally to: [grants@visitncsmokies.com](mailto:grants@visitncsmokies.com)

Applicant Signature:

Date:

Applicant Printed Name: