



Haywood County Tourism Development Authority One Time Project Fund (OTPF) Grant Guidelines 2022

The **Purpose** of the **One Time Project Fund (OTPF)** is to encourage creation 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.

The Haywood County Tourism Development Authority (HCTDA) is the legislatively mandated entity responsible for collecting occupancy taxes for all paid accommodations in the county and determines the allocation of those dollars to drive overnight visitation. The HCTDA collects a 4% occupancy tax and invests those funds in a variety of tourism marketing efforts.

All grants will be awarded to Capital Projects and are defined as follows:

New construction, expansion, renovation, or a replacement project for an existing facility or facilities. The project must have a minimum budget of \$40,000. All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside Haywood County
- Shovel ready projects will be preferred
- Project funding is a 50/50 match for all applicants
- No studies or maintenance projects

All awarded One Time Project Funds grants must be used by June 30, 2024

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.

Who is on the OTPF Review Committee?

The OTPF Review Committee will be comprised of a total of five (5) members. Two of those members will be HCTDA Board Members and three (3) will be community business members. The HCTDA Executive Committee will send recommendation of members to HCTDA Board for approval.

Who is eligible to apply for the OTPF?

Municipalities such as Haywood County, Town of Canton, Town of Clyde, Town of Maggie Valley, Town of Waynesville, and Lake Junaluska Conference & Retreat Center (representing 28745)

What type of projects are eligible?

- Greenway Projects
- Facility Enhancements
- Parks & Outdoor Recreation Development
- Art, Historical or Culturally Based Attractions
- Other projects that will expand, strengthen, and sustain local Tourism

What are the OTPF grant requirements?

All applications are assessed on the following requirements. If an application fails to meet the requirements the OTPF Review Committee can deny consideration of funds.

- Funding must be for capital investments only. Cannot include operational expenses in funding request.
- All projects must demonstrate that it will create substantial new and incremental overnight stays in Haywood County.
- The OTPF will only fund projects that have a 50/50 matching budget (excluding in-kind goods & services). Design fees already expended will be considered as counting towards the 50/50 match.
- OTPF funds cannot be the first or only funds committed to a project.
- For-profit entities are not eligible for OTPF funding.

How do you apply for the OTPF and what is the timeline?

- Applications will be available at <https://haywoodtda.com/>
- Applications are due by 5:00 PM on April 29, 2022, to the HCTDA.
- Applications can be sent to lynn@visitncsmokies.com or dropped off in person to the HCTDA Attn: Lynn Collins, 1110 Soco Road, Maggie Valley, NC 28751.
- All applications will be reviewed by the HCTDA's OTPF Review Committee. They will then provide funding recommendations for consideration to the HCTDA Board at the May 25, 2022, meeting for approval and final decision.
- OTPF Review Committee may request an in-person presentation if they feel the need to learn more about a specific grant application.
- Failure to meet the deadline will result in the application not being considered for funding during this grant cycle.
- 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.
- OTPF grant award notifications will be sent via email & letter after the May 25, 2022, HCTDA Board Meeting.

How will the grant application be evaluated?

Applications will be evaluated according to these criteria:

- Project Information: includes timeline, strength of application, uniqueness, and innovation of project. Details are a must.
- Financial Strength: includes stability of organization, strength of business plan, and the proof that a 50/50 match is possible.
- Project Impact: includes room nights generated, size of market being served, community impact, and ability to market project upon completion.

Final 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. The form can be found at <https://haywoodtda.com/>

Payment Request Forms 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, 2024.

Send Payment Request Form to:

Attn: Lynn Collins
Haywood County TDA
1110 Soco Road
Maggie Valley, NC 28751

Stipulations:

- 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 OTPF funding.

Disclaimer:

The Haywood County Tourism Development Authority reserves the right to accept or reject an application if it doesn't meet the requirements.

Glossary:

Average Daily Rate (ADR): The average overnight rate paid by guest over a given period of time in a given market. This rate does not include taxes and fees paid by the guest. The HCTDA uses the Smith Travel Report (STR) for lodging date.

Occupancy Tax: A tax paid by guest staying in a paid overnight accommodation such as a hotel, motel, vacation rental or bed & breakfast. Guest visiting Haywood County pay 4% occupancy tax, which is then divided into 3% and 1% budgets.

Out-of-Market: A term used to describe guest who reside outside the Haywood County market. The HCTDA defines out of market as someone living more than 50 miles away. Nearby out-of-markets include Greenville/Spartanburg, Knoxville. Further markets include Charlotte, Atlanta, Raleigh, Greensboro, Columbia.

Room Nights: One room night is defined as a single night spent in one room in a traditional lodging property or one night in a vacation rental. If there are two or more guest staying in the room or vacation rental, it's considered one room night.