



# Travel & Tourism Promotion

## 1% Tourism Grant Application 2023/2024 2nd Round

### Application Rules:

- All applications are submitted via JotForm. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Include a detailed budget for event/project.
- Include 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 HCTDA staff at 828-944-0761.

1. Applicant Name (Organization):	Axe & Awl Leatherworks	
2. For-Profit or Not-For-Profit Organization (check one):	<input checked="" type="checkbox"/> For Profit	<input type="checkbox"/> Not For Profit
3. Name of Event/Project:	Steppin Into Spring	
4. ZIP Code for Event/Project:	28786	
5. Start/End Date of Event/Project:	05/18/2024	05-18-2024
6. Website (if applicable):		
7. Event/Project Location:	41 Depot Street/Depot St.	
8. Mailing Address:	41 Depot St. Waynesville Nc 28786	
9. Contact Person:	Ashley Tetrault	
10. Telephone Numbers:	Business: 828) 246-0996	Cell: 828-243-1481
11. Email Address:	ashley@axeandawlleatherworks.com	
12. Total Project Budget:	\$7,749.07	Grant Amount Requested: \$3,148.00

13. Please provide a summary of the event/project:

A spring market celebrating local makers, food vendors & live music. Axe & Awls first seconds and sidewalk scrap sale. Our hope for the Steppin Into Spring event is to bring the community together through local artisans, food, beverage & live music. Depot St. will be shut down and lined with 12 curated local makers along with 3-4 food trucks to serve as a food courtyard. At the end of the street a stage will be set up and will host 3 musical acts during the event from 10am-6pm. Our hope is to turn this into a multi-day, family friendly event that will give the community a springtime gathering to look forward to and travelers a reason to make the trip. We have already hosted similar events as this and they have all been well received by the community and participants. We are excited about the potential this event carries!

14. Is this a new or existing event/project? Describe how long event/project has occurred and whether it has changed over time. Are there any major changes to event/project associated with this grant application?

New project

15. Describe how this event/project 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?

It will become self sustaining by marketing awareness overtime with the hope of developing into a multi-day music festival.

16. Projects must attract overnight visitors from more than fifty (50) miles outside Haywood County. Describe how your project/event will meet this criteria, and provide an visitation projections. How do you plan to measure day trip and overnight visitation?

This event will be advertised at our yearly convention trip to Indianapolis in April. Along with on our social media platforms which reach up to 30K+ people most of which are outside of the 50 mile radius.

17. How will this event/project enhance the destination experience for both visitors and residents?

It will offer local residents a fun outdoor event to attend in the spring along with offering residents and visitors a unique shopping opportunity with local makers along with in person only accessibility to Axe & Awls seconds & scraps sale, all while enjoying a unique music line up.

18. Who is your target audience for this event? How did you determine the target audience?

Locals and visitors with varying age ranges. Previous to similar events hosted.

19. 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?

Each vendor will pay a vendor fee of \$40 along with food trucks paying \$100. We are hopeful to have a sponsor or two for this event, but have not secured them at this point.

20. Per the guidelines, grant dollars may only be spent on advertising. Describe your marketing plan below, or describe in detail how you intend to spend advertising dollars?

We will advertise this event via posters, in print and web ads through Smoky Mountain News, and via social media outlets.

21. A detailed 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 for non-profit organizations. For-profit organizations must provide a 100% match. The HCTDA cannot be your sole provider of funds. In kind donations do not apply.

A budget sheet is available at       , or you may use your own.

Please check below to acknowledge that you understand a detailed budget must be submitted, or your application will not be considered.



I understand.

**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 Board of Directors, including the application review process and all subsequent funding decisions.

**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.

Applicant Signature:

 Signed at:  
2024-01-02 14:11:22

Date: 01/02/2024

Applicant Printed Name:

Ashley Tetrault

HCTDA | 91 N Lakeshore Dr. Lake Junaluska NC 28745 | 800-334-9036