



Tourism Promotion

Grant Application 2024-2025

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, letters of support, background info).
- Applications will be evaluated on the criteria outlined in the guidelines. If you have any questions, please contact HCTDA staff at 828-944-0761.

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|---|--|---|--------|
| 1. Organization Name: | Haywood County Historical & Genealogical Society | | |
| 2. For-Profit or Not-For-Profit Organization (check one): | <input type="checkbox"/> For Profit | <input checked="" type="radio"/> Not For Profit | |
| 3. Name of Event/Project: | Haywood County Pioneer Heritage Festival | | |
| 4. ZIP Code for Event/Project: | 28716 | | |
| 5. Date(s) of Event/Project: | Sept. 21, 2024 | | |
| 6. Website (if applicable): | | | |
| 7. Event/Project Location: | Canton, NC Riverside Park | | |
| 8. Mailing Address: | P.O. Box 444 | | |
| 9. Contact Person: | Mike McLean | | |
| 10. Telephone Numbers: | Office: 828 5641044 | Cell: | |
| 11. Email Address: | hchgsociety@gmail.com | | |
| 12. Total Project Cost: | \$35000 | Total Grant Request: | \$2500 |

13. I am applying for funds for: ☒ Advertising ☐ Market Research ☐ Other Promotions

14. Provide a detailed overview of the event/project. This is your opportunity to sell us on your idea.

TITLE: HAYWOOD COUNTY PIONEER HERITAGE FESTIVAL

Featuring America 250 NC

DATE: SEPT. 21, 2024 (10 AM - 5 PM)

LOCATION: CANTON, NC (RIVERSIDE PARK) & CLYDE, NC (MUSEUM OF HAYWOOD COUNTY HISTORY & JACOB SHOOK GRAVE AT PLEASANT HILL CEMETERY)

ORGANIZER: Haywood County Historical & Genealogical Society & the Haywood County America 250 NC Committee

PROGRAM OF ACTIVITIES (As of now)

- FREE TO PUBLIC FOR ALL ACTIVITIES (NO TICKETS). SPONSORS ARE BEING SOLICITED FOR SUPPORT
- 10-5 HERITAGE SKILLS DEMONSTRATIONS
 - o BLACKSMITH, MOLASSES MAKING, FIBER CRAFTS, FOOD PRESERVATION, LOGGING & TIMBER FRAME CONSTRUCTION, AGRICULTURE, ETC.
- EDUCATIONAL GARDEN WALK FOR CHILDREN (17 DISPLAY PANELS ABOUT REVOLUTIONARY WAR & RUTHERFORD EXPEDITION)
- PIGEON VALLEY GARDEN CLUB EDUCATIONAL ORCHARD
- FOOD TRUCKS
- VENDORS/EXHIBITORS (HISTORICAL SOCIETY, HAYWOOD COUNTY, AMERICA 250 NC, HAYWOOD COMMUNITY COLLEGE, WESTERN CAROLINA UNIVERSITY, HAYWOOD COUNTY COMMUNITY CLUBS, AND OTHERS)
- SPONSOR RECOGNITION PANEL
- APPALACHIAN HERITAGE MUSIC (JUNIOR APPALACHIAN MUSICIANS & LOCAL ACOUSTIC BLUEGRASS PERFORMERS)
- HISTORICAL SPEAKERS & DISPLAYS ABOUT THE AMERICAN REVOLUTION
- SHUTTLE TO CLYDE, NC (5 MILES) TO VISIT RUTHERFORD TRACE EXHIBIT AT THE MUSEUM OF HAYWOOD COUNTY HISTORY & A STOP AT THE JACOB SHOOK GRAVE MEMORIAL - HE WAS A REVOLUTIONARY SOLDIER.

15. Describe how the event/project will attract new and increased overnight visitation and potential for economic impact, including its ability to generate revenue, create jobs, and boost local businesses.

This festival is the second Annual fundraiser for the Haywood County Historical & Genealogical Society held in Canton, NC. The theme of this year is our Pioneer Heritage and demonstrations of the crafts used in that era. The America 250 NC initiative began in 2024 and will continue into 2026, which features the Revolutionary commemoration of the signing of the Declaration of Independence. The authenticity of the historical information shared along with selected skilled crafters will attract many people since it is a free event and will receive significant promotion by the Haywood County America 250 NC Committee and its members.

16. How does this event/project showcase creativity and uniqueness, and contribute to diversifying Haywood County's tourism offerings?

It is intended to be an annual festival with authentic demonstrations of historical skills, crafts and implements. Once established, this festival will continue annually as a primary event in Western North Carolina.

17. Do you have strong collaboration between multiple entities (e.g., local businesses, non-profits, government agencies) and have significant community support or involvement for this event/project? Please explain.

Yes, the team involved for this event as part of the Haywood County America 250 NC Committee consists of: Haywood County Historical & Genealogical Society, the Haywood County Government, the Haywood County Tourism Development Authority, The Pigeon River Garden Club, The Town of Canton, The Daughters and Sons of the American Revolution and the Haywood County School System. It will be promoted by all.

18. How does this event/project aim to extend the tourism season by attracting visitors during off-peak times?

September will be intended as the event each year

19. Describe your marketing plan. Who is your target audience for this project? How do you plan to reach potential day trip visitors at least 50 miles and potential overnight visitors at least 150 miles outside of Haywood County.

Besides local promotion and advertising with all forms of Media, 5000 copies of the Positively Haywood September edition will be direct mailed to targeted residents of Greenville, SC to attract them to visit Haywood County on Sept. 21, 2024. In addition to the promotion of this free event, Sponsors will be secured at tier levels with the most frequent level to be "\$250 for 250 years", which will be used in our promotional efforts. Last year, almost \$25 was raised through the sponsorships. All sponsors will be identified on the dedicated website for Haywood County America 250 NC committee.

20. If your event/project will require a road closure permit, have you received pre-approval from local government? Yes ☐ No ☐
21. All applicants must provide a detailed budget that includes all revenues and expenses, regardless of whether they are covered by grant funding or not. Please download the budget form listed on our website or create your own and submit as an attachment. In-kind (i.e. non-cash) donations do not apply.

I confirm that I will submit a detailed budget as an attachment with my application. ☐

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.

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:
2024-05-15 14:36:36

Date:

05/15/2024

Applicant Printed Name:

M.E. McLean, President, HCH&GS

HCTDA | 91 N Lakeshore Dr. Lake Junaluska NC 28745 | 828-944-0761