



Legacy Event Sponsorship

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

1. Organization Name	Town of Canton		
2. Name of Event/Project:	Canton Labor Day Festival		
3. Date(s) of Event/Project:	09/01/2024		
4. Website (if applicable):	https://www.cantonlaborday.com/		
5. Zip Code for Event/Project:	28716		
6. Event/Project Location:	Sorrells St Park		
7. Mailing Address:	85 summer st		
8. Contact Person:	Sam Dunbar		
9. Telephone Numbers:	Office: 8286482363	Cell: 828-347-2289	
10. Email Address:	sdunbar@cantonnc.com		
11. Total Project Cost:	160,750	Total Grant Request:	15,000

12. This event has been held in Haywood County for at least 10 consecutive years. Yes ☒ No ☐

If no, explain:

13. This event has had at least 1,000 attendees per event, with at least 25% of attendees coming from outside Haywood County. Yes ☒ No ☐

Explain data source:

TDA/ Ticket sales

14. This event will be open to the public. Yes ☒ No ☐

15. This event takes place entirely within Haywood County. Yes ☒ No ☐

16. How does this event promote Haywood County as a visitor destination to a wider audience than our local market?

The Canton Labor Day festival and parade is the longest operating Labor Day festival in North Carolina. This event not only brings the community together but brings thousands of tourists to Canton and Haywood County each year. The main draw for tourist is the incredible music vendors that preform at Labor Day. Last year L Morgan was brought in a big crowd, followed by Balsam Range, resulting in a crowed Sorrells Park. This festival allows local vendors to sell their unique crafts that tourist can only get in Haywood County.

17. Explain the potential impact of this event on lodging occupancy, tax generation, and direct spending through increased travel and tourism activity within Haywood County.

The Labor Day Festival is the biggest event in the Canton, it not only brings in Haywood County residents, but an expected 25,000 visitors per year. Since there are only a few short term and hotel options for the visitors, they must find lodging in other areas in Haywood County. This would increase the occupancy tax for Haywood County and increase economic revenue for the surrounding Towns. Surveys used from past Labor Day Festivals have shown visitors using hotels throughout Haywood County.

18. How does this event showcase innovation, enhancements, or new features over previous years?

The Labor Day festival is always making changes and keeping up with the best practices to ensure community member and visitors get the most out of the festival. Enhancements made from last include a new set up increasing the size of the festival, a kid's zone with games inflatables, a splash pad, and allowing beer sales within the festival grounds. This year's goal is to continue with these upgrades and add a syntenic ice rink for all to enjoy.

19. Describe the overall benefit that this event provides to the Haywood County community, including partnerships with local businesses or organizations.

This event allows local vendors to sell their crafts and other goods to visitors and residents. Also, local food trucks pay a small fee to participate in Labor Day, which allows them to maximize their profits. There is a wide variety of food choices, so food vendors are not in direct competition. Each downtown Canton Business gets a free spot in the festival, so they may sell their products. Also, The Southern Porch is paid to cater to all the music preforms during the festival. This event brings people into the county, offers business to increase their profits, and increases the number of visitors which benefits the occupancy tax. Lastly, it has proven to establish lodging benefits throughout Haywood County, this includes hotels, and short term rentals.

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. Note that a minimum of 75% of the budget must be provided through other funding sources. 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:
2024-04-22 09:14:43

Date:

04/22/2024

Applicant Printed Name:

Sam Dunbar