



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	Maggie Valley Fall Days	
2. Name of Event/Project:	Maggie Valley Fall Days	
3. Date(s) of Event/Project:	09/11/2024	
4. Website (if applicable):		
5. Zip Code for Event/Project:	28751	
6. Event/Project Location:	Maggie Valley, Waynesville, Clyde	
7. Mailing Address:	Po. Box 427	
8. Contact Person:	Sue Pendley	
9. Telephone Numbers:	Office: 828-926-3129	Cell: 828-734-7610
10. Email Address:	bpendley@charter.net	
11. Total Project Cost:	\$27,000	Total Grant Request: \$6750.00

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: For the last 25 years Fall Days volunteers have been buying supplies from some of the same growers for pumpkins, guards, straw, corn shocks, metal decor to decorate all of Maggie Valley for 2 months during the ...

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?

Maggie Valley started decorating our area to make it more inviting for visitors to come and stay for longer period of time. Visitors look forward to all the decorating to get them in the mood to stay longer for their visit. Other areas have started following our lead and understand how much it helps to make Haywood County welcoming for visitors to enjoy this beautiful time of year.

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 longer we can make it more inviting the longer visitors will stay and spend money, increasing lodging occupancy tax, this helps everyone thru haywood county TDA. There are many other areas that are now decorating their area to invite visitors to stay, its important to stay ahead of them. We are now displaying 24 separate displays with 150 haybales, plus all the decorations to 50 haybales per display. It grows every year.

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

We try to increase the size of all the displays every year, it has grown so much over the year because of so much help from the town of Maggie Valley. We have had so many people that have stepped up to help keep this event growing. TDA has been a huge help with financial grants and help from their employees.

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

Not only is the town of Maggie Valley decorated , but we raise some of our money by buying all our supplies , pumpkins , straw corn shocks , metal fall displays and supply anymore in the county with materials to decorate their business or residence for the cost plus a small mark up to help pay for materials to decorate Maggie Valley, We have about 90 businesses that participate in this and it pays for a lot of materials that we use .

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:
2024-06-06 10:40:13

Date:

05/06/2024

Applicant Printed Name:

Sue Pendley