



# HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

June 5, continuation of May 22, 2024 meeting

## Canton Funding Request Overview

Event	Total Project Cost	Grant Request
Canton Labor Day Festival	\$160,750	\$15,000
Passport to Canton	\$22,110	\$11,055
Wedding Weekend Getaway	\$20,000	\$10,000
Pioneer Heritage Festival	\$35,000	\$2,500

**Total Funding Requests \$38,555**

**Total Funding Available \$20,000**

# Application Scores

Event	Average Score
Canton Labor Day Festival	17.0
Passport to Canton	12.6
Wedding Weekend Getaway	12.2
Pioneer Heritage Festival	9.4

## Scoring Guidelines:

18-20	High priority for funding
15-17	Recommended for funding
12-14	Consider funding if resources allow
0-11	Not recommended for funding



# Product Development Committee Recommendations

## **Labor Day Festival**

- Committee recommends funding at the full eligible amount.
  - *No event/project shall receive more than 50% of total funding, so they are eligible for \$10,000*

## **Pioneer Heritage Festival**

- Committee recommends not funding due to the average score being below the threshold, budget submitted was for a different grant program, and overall lack of grant dollars available.

## **Passport to Canton & Wedding Weekend Getaway**

- Committee recommends partial funding (\$5,000 each) with the following stipulations to be provided in advance of moving forward with the program and no later than July 15, 2024:
  - They submit the requested marketing plan in the template provided;
  - They provide letter(s) of support from all participating or associated partners;
  - They submit mock-ups of all ads for prior approval from the HCTDA.





**Next TDA Board meeting:  
June 26, 2024**





VISITNC  SMOKIES

*Thank you!*