

<u>Grant Type</u>	<u>Applicant Name</u>	<u>Project Name</u>	<u>Zip Code</u>	<u>Req. Amount</u>
Legacy	Town of Canton	117 th Labor Day Festival	28716	\$15,000
Legacy	Pigeon River Garden Club & HWA Did not reapply under Tourism Promotion as requested and does not qualify for Legacy Event Sponsorship. *Not including for scoring.	Pigeon River Fest	28716	\$10,000
Legacy	Lake Junaluska	Independence Day	28745 / 28786	\$11,400
Legacy	Town of Maggie Valley	Backyard 4 th	28751	\$5,962
Legacy	Maggie Valley Fall Days	Maggie Valley Fall Days	28751	\$7,775
Legacy	Downtown Waynesville Commission	Church Street Craft Show	28786	\$13,450
Tourism Promotion	Appalachian Sustainable Agriculture Project	ASAP Farm Tours	28716	\$3,000
Tourism Promotion	Haywood Independent Restaurant Association	Haywood Restaurant Week	ALL	\$19,625.33
Tourism Promotion	HCAC	Haywood Studio Tour	ALL	\$4,000
Tourism Promotion	Lake Logan	Cold Mountain Music Festival	28716	\$19,000
Tourism Promotion	Haywood County Historical and Genealogical Society	Pioneer Heritage Festival	28721	\$2,000
Tourism Promotion	Lake Junaluska	Seasonal Advertising	28745	\$67,000
Tourism Promotion	Steve Sutton Memorial Charitable Trust	Steve Sutton Fest	28745	\$28,426
Tourism Promotion	HCAC	Bluegrass Festival	28751	\$10,000
Tourism Promotion	Downtown Waynesville Commission	Appalachian Heritage Weekend	28786	\$50,000
Tourism Promotion	HCAC/Art After Dark	Art After Dark	28786	\$10,544.95
Tourism Promotion	Town of Waynesville	Waynesville Rec Master Plan	28786	\$102,525
Tourism Promotion	Appalachian E-Bikes	Ride Haywood County	28786	\$5,000
Tourism Promotion	HART	Studio Series	28786	\$6,500

<u>Legacy Projects</u>	<u>Application</u>	<u>Budget</u>	<u>Marketing Plan</u>	<u>Other</u>	<u>Administrative Comments</u>
<u>117th Labor Day Festival</u>		Resubmit on Visit Haywood template Completed	Complete the marketing plan as required. Completed	Provide breakdown of visitors. Submit copy of sponsorship form. Completed	
<u>Independence Day</u>	Submit one application. Update grant request amount to max allowed. Rewrite #16 Completed	Update budget with correct match and request amounts Completed	Clarify target markets and descriptions Completed	Submit letter of support from Town of Waynesville Did not submit a letter of support from Town of Waynesville, but are requesting money from Waynesville zip code.	
<u>Backyard 4th</u>	Clarify year of event. Completed	Include dollar amount, not percentage, for match amount. Completed	Social media ads show \$0. Change to "social media posts" Completed	Provide breakdown of FB audience. Completed	
<u>Maggie Valley Fall Days</u>	Explain data source proving 1,000 attendees. Re-write #16, 17, 19 to showcase alignment with grant guidelines. Completed.		Complete the marketing plan as required. Marketing plan was filled out, but still incomplete.		
<u>Church Street Craft Show</u>	Clarify the date of event. Revise #19 to include lodging packages info. Completed	Lower requested amount to be maximum allotted amount. Completed	Complete the marketing plan as required. Completed		

<u>Tourism Promotion Projects</u>	<u>Application</u>	<u>Budget</u>	<u>Marketing Plan</u>	<u>Other</u>	<u>Administrative Notes</u>
<u>ASAP Farm Tours</u>	Clarify which farms in Haywood County are participating. Completed				Applicant is unsure which farms in Haywood are participating. A screenshot of the 2024 participating farms is included. ASAP received a \$5,000 grant from Buncombe County TDA for this program.
<u>Haywood Restaurant Week Feastival</u>	Decide on definitive date. Rewrite #14 to clearly explain it is 3 events in 1. Completed	Double check math on budget and update as needed. Move wristbands out of marketing. Completed	Complete the marketing plan as required. Marketing Expenses need to match the budget. Completed		
<u>Haywood Studio Tour</u>	Clarify why Hot Springs is included in zip codes list. Hot Springs removed from zip code list.	Double check math on budget and update as needed. Partially addressed. The math under "Basic Information" is incorrect.	Update "global" to reference specific target areas. Partially addressed.	Summarize the guest book data to provide breakdown of visitors. Provided	
<u>Cold Mountain Music Festival</u>				Resubmit fundraising intent letter with info on JAM chapter recipient(s) Submitted	
<u>Pioneer Heritage Festival</u>	Rewrite #15 and 16 to showcase alignment with grant guidelines. Completed		Complete the marketing plan as required. Adjust marketing plan to geo-target 75% outside of Haywood County Marketing Plan completed, but the majority of funds are allocated to local marketing.	Provide letter of support from Town of Clyde. Submit fundraising intent letter Letter of support submitted. Fundraising letter of intent was not submitted.	

<u>Tourism Promotion Projects</u>	<u>Application</u>	<u>Budget</u>	<u>Marketing Plan</u>	<u>Other</u>	<u>Administrative Comments</u>
LJ Seasonal Advertising	Rewrite #14 to specify which pillars advertising aligns with. Rewrite #15, 16, 17, to showcase alignment with grant guidelines. Completed	Budget was blank – submit the required budget form. Completed	Update marketing plan to align with grant guidelines and budget. Completed		
Steve Sutton Fest	Clarify dates of event. Rewrite #17 to include info about support. Completed	Revise grant request amount – cannot be more than event. Requested amount is over max amount of \$28,301.33	Ensure marketing plan and budget Marketing Expenses align. Marketing expenses do not match. Expenses on budget are \$16,952 and on Marketing Plan, they are \$12,652.	Submit fundraising letter of intent and clarify the recipients qualify. Suggest letters of support. Completed, and provided several letters of support.	
Bluegrass Festival	Include statement about the event date for future years. #15 explain reference to sustainable tourism. Will not move the date for 2026. #15 updated.	Chair and tent rental is listed twice on budget. Update. Updated.	Clarify target markets where “global” is listed. Updated.	Provide breakdown of visitors. Provided.	
Appalachian True Heritage Festival	Ensure event name/logo is consistent. Rewrite #15 to showcase alignment with grant guidelines. Did not update the application.	Double check math on budget and update as needed. Explain significant increase for stage rental. The budget increase was addressed in the cover letter.	Complete the marketing plan as required. Marketing Expenses need to match the budget. Did not use the required Visit Haywood form. Expenses do not match.	Suggest edits to letters of support for accuracy and alignment. Updated.	Budget errors remain. On marketing plan, marketing expenses are \$12,500 and on budget are \$15,000.

<u>Tourism Promotion Projects</u>	<u>Application</u>	<u>Budget</u>	<u>Marketing Plan</u>	<u>Other</u>	<u>Administrative Comments</u>
<u>Art After Dark</u>	Clarify dates of event. Did not update application therefore dates are not clear.	Double check math on budget and update as needed. Budget still shows errors. "Other" budget items are unclear.	If rebranding, we recommend spending more on marketing. Marketing Expenses and timing need to match the budget and overall application. Updated.		Marketing expenses on budget and marketing plan do not match.
<u>Waynesville Rec Master Plan</u>	Re-apply for Master Plan under the Research option, not the one-day fundraising event. Include info about what master plan would include and potential ROI Completed	Re-submit budget, focusing on expenses for master plan not event. Completed		Suggest revising letters of support to reference the support of master plan. Completed	While we do offer a Market Research bucket under Promotion, the application and score sheet was geared toward events/ advertising. Do your best to score this application, knowing that some of the questions may not apply to this project. HCTDA will ensure separate questions for Market Research moving forward.
<u>Ride Haywood County</u>	Include specific dates of advertising campaign. Provide more information on e-bike trail system at Raccoon Creek Bike park. Did not re-submit application.		Complete the marketing plan as required, including timing. Marketing Expenses need to match the budget. Did not complete the marketing plan as requested.	Submit letter of support from Haywood County and other businesses to support economic impact. Did not provide letters of support.	Applicant did not respond to our request for additional information, nor did they re-submit the application and supporting documents.
<u>HART Studio Series</u>	Re-apply under Tourism Promotion. Completed	Resubmit on Visit Haywood template Did not submit on required template.	Adjust marketing plan to geo-target 75% outside of Haywood County Completed		Marketing expenses on budget and marketing plan do not match.