**Haywood County Tourism Development Authority,
operating as Visit Haywood**

Application Checklist & Instructions

Tourism Promotion Grant

- ☐ Read the guidelines completely and review the scoring sheet.

- ☐ Submit signed application via JotForm

  - The written questions have a maximum word count of 150, so applicants should ensure they answer the questions completely and succinctly.

- ☐ Provide detailed budget

  - Applicants must use the provided budget form, available here.
  - The budget must include all revenues (actual and projected) and all expenses, regardless of their eligibility for grant reimbursement.
  - If applicants have expenses that are not already listed on the budget form, use the "Other" option and list the specific expenses.

- ☐ Provide complete marketing plan

  - The required marketing plan template is available here.

- ☐ Attach data showing historical attendance data, ticket sales, etc. *(not applicable for first-time events)*

  - For definitions and examples of estimation methods, reference the Attendance Estimate document.

- ☐ Letters of support *(if applicable)* if the project/event will take place on Town/County property or has the potential to impact other businesses.

- ☐ Sponsorship forms *(if applicable)* showing sponsorship levels and benefits to potential sponsors.

- ☐ *Fundraisers – provide a letter of intent for which organizations the proceeds will be donated to *(if applicable)*.