



*Where the Sun Rises
on the Smokies*

Haywood County Tourism Development Authority

3% OCCUPANCY TAX FUNDING GUIDELINES

The 3% Occupancy Tax will be collected as specified by the revised Law and remitted to the Haywood County Finance Office.

The Finance Office will process the collected funds to account for receiving payment of the Occupancy Tax. The funds will then be deposited in the TDA bank account for disbursement to approved projects.

All requests for funding must be submitted on a “3% Funding Request” obtained from the HCTDA office or downloaded from the “About Us” page on www.smokeymountains.net. **The application must include no more than 2 additional 8 1/2” x 11” sheets of paper. Please follow these guidelines; applications that fail to do so will not be accepted.** All requests must be submitted by April 30, 2008 to the HCTDA office. All Applicants will receive written notice as to the status of their request for funding after the May HCTDA Board of Directors meeting.

Any entity can apply for up to \$3,000 per event/festival for Promotional/Tourism-Related Projects. If granted funding, the entity must match those funds per invoice for Promotional/Tourism-Related Projects.

Special Promotion Funding is only designated for Organizations that have bylaws, board of directors, mission statement, and regular meetings. All funding is to be used to promote Haywood County.

Funding will be granted for the following Promotional Projects: “To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in the listed activities.” Please be specific on your application as to where and when you will advertise. Examples of Promotional Projects include:

1. Flyers
2. Posters
3. Brochures and Distribution
4. Newspaper Advertising
5. Magazine Advertising

6. Radio Advertising
7. Television Advertising
8. Internet Advertising
9. Billboards
10. Administrative Expenses for Listed Activities

Funding will be granted for the following Tourism-Related Projects: “Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in a county or to attract tourists or business travelers to the county. The term includes tourism-related capital expenditures.” Examples of Tourism-Related Projects include:

1. Visitor Centers
2. Signage
3. Portable Bathrooms
4. Security
5. Lighting

All materials paid for with HCTDA funding must acknowledge that the Haywood County Tourism Development Authority paid for the material and must list the HCTDA 800 number (800-334-9036), Web site (www.smokeymountains.net) and logo (which can be downloaded from the Web site or obtained from the HCTDA office).

If, during the course of an applicant’s project, the scope of the project changes, the grantee must notify the HCTDA and request permission before applying the grant funds to the adjusted project. The HCTDA Board of Directors reserves the right to deny funding to modified projects.

Invoices generated for Promotional/Tourism-Related Projects can be submitted to the HCTDA Executive Director for payment directly to the vendor: Invoices should be made to the Haywood County Tourism Development Authority and must indicate the project with which it is associated; the entity must submit to the HCTDA Executive Director the invoice made to the HCTDA and their check made payable to the vendor for 50% of the total amount due. If the project funds are used to pay for advertisements, please include a copy of the actual advertisement. Entities receiving funding also have the option of requesting to be reimbursed, in which case a copy of the check, the invoice/bill, and proof of the Promotional/Tourism-Related Project must be submitted to the HCTDA Executive Director. For reimbursement of pay to a Visitors Center for staffing, a copy of the check and timesheet must be submitted.

Each recipient must present a “Project Evaluation” form, which can be obtained from the HCTDA office or downloaded from SmokeyMountains.net, to the HCTDA no later than 30 days after completion of the project. Failure to present an evaluation will result in denial of funding for future applications.

The 3% Occupancy Tax items will be inserted as line items in the HCTDA master budget and labeled as 3% items to ensure continuity in accounting for all revenue and expenses. The HCTDA will account for the collection and spending of all occupancy tax funds. Each approved funding request will be assigned a HCTDA Project Number. The HCTDA

Certified Public Accountant will administer all funds allocated to and spent for each project. All funds spent will be shown on monthly financial reports presented at regularly scheduled HCTDA board meetings.

All invoices pertaining to the completed project must be submitted to the HCTDA no later than 30 days after completion of project.

An application for funding of a project can only be submitted once—in either the 1% category or the 3% category, but not both. The HCTDA Board will have final approval of all funding.

TIMELINE

April 1, 2008:

HCTDA will publicize start of funding process in The Mountaineer and Smoky Mountain News.

April 30, 2008:

Applications must be submitted to the HCTDA office by 5 P.M.

May 15, 2008:

Annual Budget Forum—HCTDA board will consider all requests for funding. Meeting to be held at the Terrace Hotel at Lake Junaluska in Room 316, from 3-4 p.m. If you wish to speak, please sign up between 2:30-3 p.m. and you will be limited to three minutes.

May 21, 2008:

Budget will be reviewed and adopted.

3% FUNDING REQUEST

Application for Event/Festival Funding

Application for Special Promotion Funding

Submit to: Haywood County Tourism Development Authority
1233 North Main Street, Suite 1-40
Waynesville, NC 28786
Fax: 828-452-0153

Organization _____

Organization Director/President _____

Contact Address and Phone Number (s) _____

Name of Project _____

Date(s) of Project _____

Location of Project/Event _____

Promotional = \$ _____

Tourism-Related = \$ _____

TOTAL REQUESTED AMOUNT = \$ _____

1. Attach a written description of the project, providing a narrative of how this promotion will increase room nights in Haywood County.

2. Attach a detailed, line item, advertising budget of the project. Include all expenses and revenues with a grand total.

Signature _____ **Date** _____

(Authorized Representative)

****Before your application is submitted, make sure the following items are included:**

Applicant Check List:

_____ Application Complete

_____ Project Advertising Budget Attached

_____ Description of Project

_____ Application Signed

**PROJECT EVALUATION
3% FUNDING**

Received Event/Festival Funding

Received Special Promotion Funding

Submit to: Haywood County Tourism Development Authority
1233 North Main Street, Suite 1-40
Waynesville, NC 28786
Fax: 828-452-0153

Organization _____
Organization Director/President _____
Contact Address and Phone Number (s) _____

Name of Project _____
Date(s) of Project _____
Location of Project/Event _____
Purpose of Project _____

Expenses \$ _____
Revenue \$ _____
Total Net Profit \$ _____

Attendance _____
How attendance was calculated _____

Describe how this project increased room nights in Haywood County and how that determination was reached:

Signature _____ **Date** _____
(Authorized Representative)

*Please submit 30 days after the project/event in order to qualify for future funding.