



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

To: TDA Board

From: Nick Breedlove, TDA Director *Nick*

Date: March 7, 2019

Subject: Grant Committee Recommendations

The JCTDA Grant Committee met on March 6 to review eight grant applications.

Two of the grant applications for events occurring before June 30 of this fiscal year are being recommended to be funded out-of-cycle as an exception for those applicants in deference to helping drive visitation. They are: Pots on the Green and the Front Street Festival. Funds are available this fiscal from unused funds in the grants line item and special projects. **The grant committee recommends approval of both in the amount of \$1,750 each.**

Being recommended for approval in the first grant cycle of FY 19-20 are:

Mountain Heritage Day - \$1750
Joy Garden Tour - \$1750
WNC Pottery Festival - \$1750
Cashiers Valley Leaf Festival - \$1750
Dillsboro Lights and Luminaries - \$1750
ColorFest - \$1750

The grant committee thoroughly reviewed each application and proposed media buys in advance and has noted minor modifications to a few of the proposed buys to maximize the effectiveness of the ad campaigns.

We thank the committee for their diligence in this approval process and will present this slate in its entirety to be voted on March 13.