



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

### **2017 Solar Eclipse TDA funding, one-time policy**

The Jackson County Tourism Development Authority is making up to \$9,000 in funding available to help offset programming, entertainment and event-related fees for the Aug. 18-21 Solar Eclipse weekend. The funding will be distributed up to \$4,500 per location to two public event locations in Jackson County – for the Cashiers public event held at The Village Green 12-acre Park and for Sylva's public event held at Bridge Park.

The JCTDA will serve as the fiduciary agent for fund distribution. The funds will be distributed following the board's approval of plans submitted by each area's Chamber of Commerce Director in concert with planning through the town, TDA Director, and other organizers at those event venues.

The JCTDA will require quotes from vendors included in the plan along with a statement (one-to-two pages) detailing plans and how what is being proposed will enhance the tourist experience during the event weekend/event day.

Funds should not be used:

- To pay salaries (excepting post-event cleanup required by public works or similar crews to restore the areas to pre-event condition).
- For items for purchase/giveaway (ex. Eclipse glasses, viewers, etc.)
- For events at other locations than the public sites identified above.
- For any item related to alcohol, including alcohol permits for vendors, the sponsorship of alcohol or any alcohol related item. (Local government funds may not be expended on alcohol).

The JCTDA board reserves the right to fund a portion or recommend a substitution in the plan submitted by the Chamber.

Proposals from the Chambers and their community partners in planning are due to the TDA by March 1 for consideration for funding at the JCTDA March 15 board meeting. This timeframe will allow ample timing for bookings and reservations needed in advance of the Eclipse weekend.

Date Approved: Jan. 18, 2017

Attest:

  
Sarah Jennings, Secretary

  
Robert Jumper, Chairman