

Buncombe County Tourism Jobs Recovery Fund

How Applications Will Be Evaluated

In addition to proving eligibility, applicants will be evaluated on their ability to demonstrate:

- 1. Tourism Impact**
 - a. Level of impact in attracting tourism to Buncombe County
 - b. Reliance on tourism for business revenue/customer base

- 2. Reopening Safely and Sustainably**
 - a. Realistic re-opening plan, budget, and strategy for navigating the next 12 months
 - b. Funds will be used for eligible re-opening costs, including the cost of any necessary safety equipment or other safety-related changes
 - c. Degree to which the requested grant will be joined by and/or help leverage additional funds (disaster loans, etc.)

- 3. Financial Losses from COVID-19**
 - a. Level of financial loss caused by COVID-19

- 4. Job Recovery and Retention**
 - a. Ability to retain employees and/or re-hire positions, and maintain these positions through at least June 30, 2021

- 5. Locally Owned & Independent**
 - a. The fund has a preference for supporting our unique and diverse local business community and will prioritize businesses that are independently owned