

DESTINATION
DEVELOPMENT GRANTS

2021



DESTINATION DEVELOPMENT GRANTS HISTORY & MISSION

In April 2017, the DRIVE High Point (Drive HP) Foundation Board, a 501 (c) 3 non-profit, was formed as an entity to offer additional resources, services, and programs complementing the development of a vibrant year-round destination in High Point, NC. In 2019, following the High Point CVB Board's adoption of the ten-year strategic destination plan, the DRIVE HP Foundation Board was able to develop a grants program to invest in targeted projects in High Point. This grants program is supported by the High Point CVB (dba Visit High Point) through their sponsorship campaign and additionally through private donations raised by the DRIVE HP Foundation Board. The DRIVE HP Foundation Board will be able to form partnerships, seek funding, and enhance the educational, artistic, scientific, and historical activities relevant to tourism in High Point, NC.

HOW TO APPLY

1. Download the application and guidelines through the High Point CVB website at www.visithighpointc.com
2. Click on the tab for PARTNERS and then DRIVE High Point.
3. In order to fully craft a strong grants request, we encourage you to download the Destination Strategic Plan also located in the DRIVE High Point section of the website under PARTNERS.
4. Review the guidelines carefully to complete the application. The application requires a complete understanding of the criteria, format, reporting, and deadlines.
5. Destination Development Grants are funded through a matching grant model. Adequate proof of partners and subsequent funding must be stated in the application.
6. Applicants may only make one grant request per year. The same project cannot receive funding from the DRIVE HP Foundation Board for two consecutive years.
7. Destination Development Grants are not developed for capital campaigns. An application designed to contribute to an organization's capital campaign will not qualify for further review.
8. Applicants must make an appointment with the grants administrator to schedule a pre-interview. This meeting will focus on pre-planning and a review of the drafted project criteria prior to submitting a formal grant request. The meeting should last no more than 30 minutes and will help to determine whether the draft will be eligible for submission. Please contact Melody Burnett, grants administrator, at mburnett@visithighpoint.com or 336-884-5255 to set up an appointment prior to the application deadline. All pre-interviews must be completed by Friday, February 12, 2021.
9. Complete the application in full, making sure to include any addendums noted in the application. Applications **must be typed**.
10. If applicable, addendums to the applications may include a copy of the organization's non-profit letter, budget or financial statement, evidence of additional funding sources, and/or partners for your project. Examples may be matching grants, foundation funding, and donor income.
11. Grants are eligible to all entities. Priority will be given to non-profit organizations.

12. The deadline to apply is **Monday, February 15, 2021**. Applications must be received by 5:00 pm on that date.
13. Mail or email completed applications to: *Grants Administrator; 1634 N. Main Street Suite 102; High Point, NC 27262*. Visit High Point office hours are Monday-Friday 8:30 am – 5:00 pm. The email address is mburnett@visithighpoint.com.
14. You will be invited to meet with the DRIVE HP Foundation Board for an interview to discuss your project, if you pass the review process. The grants administrator will notify you if your project did not move forward to the interview phase of the process. Note that this interview may be virtual due to public safety of all involved.
15. The grants administrator will notify the entity of the date of the interviews and will schedule a time on the dates set by the board. If you cannot attend the virtual interview, please arrange for a representative from your organization or board to attend on your behalf.
16. If your grant does not score well enough in the decision-making process, then it may be considered by Visit High Point 501 (c) 6 for nominal funding or sponsor opportunity on a case - by - case basis. Note that the project is not guaranteed funding from both entities. The grants administrator will review the project to determine if it fits other criteria from other funding programs by the HPCVB 501 (c) 6.
17. If your application is approved, please provide detailed delivery instructions for payment of the grant funds.
18. The DRIVE HP Foundation Board will host a reception for award winners at a date TBD. Please make sure that that you or a representative from your organization can participate.
19. If funding is granted, the DRIVE HP Foundation Board must be acknowledged with a statement “funding provided in part by the DRIVE High Point Foundation” or official logo of the DRIVE High Point Foundation Board. Failure of acknowledgement may jeopardize future funding from the DRIVE HP Foundation Board.
20. Please note that the organization should not rely solely on these grants from year to year. Grants are contingent on approval.
21. If the project is cancelled, the DRIVE HP Foundation Board must be notified immediately and monies must be returned.

CRITERIA

1. Applications are available for projects which will enhance destination development through signature events, public art, visitor experience, marketing, and capital enhancements (new construction or renovation).
2. The minimum grant request is \$5,000.
3. Ineligible expenses include, but are not limited to: staff salaries; lobbying fees; re-printing of brochures or other collateral; political campaign events; and events attracting 75% or more local attendees.
4. Projects that have the best potential for outside visitation will receive higher scoring. Creating a project that will draw from outside a 90-mile radius will bring more potential overnight rooms for High Point and the surrounding area. Note, due to COVID-19, visitors are more apt to travel by car and travel confidence is not fully restored due to the pandemic. Event centric projects should be well thought out with a comprehensive safety plan or hybrid plan that includes virtual planning.
5. A signature event is defined as an event promoting High Point’s brand, heritage, traditions, or a new concept that has potential to recruit outside visitors.



6. Priority will be given to events that are:
 - a. signature events;
 - b. first-time events that utilize community partners and city assets;
 - c. multi-day events;
 - d. highlighting an attractor such as headlining artist, sport, festival, or trend;
 - e. promoting the region as a whole; and
 - f. complementing the events calendar in High Point with events occurring during the summer months when tourism activity is typically lighter.
7. Projects must provide an economic opportunity for High Point, NC and/or the region, and the applicant must be able to clearly define the project. Priority will be given to projects that take place within the city limits of High Point.
8. Since High Point's visitors tend to come from metro areas where they have experienced public art and high design in their communities or travels, public art projects should:
 - a. enhance High Point's branding as the Home Furnishings Capital of the World;
 - b. create an interest from a diverse audience;
 - c. preferably be interactive;
 - d. positively enhance the destination; and
 - e. be an opportunity for social promotion via Instagram or another social media outlet.
9. The applicant must be able to communicate a business plan to fund, market, implement, and measure the project from start to finish.

SCORING OUT OF A POSSIBLE 100

1. **Up to 20 points – Tourism Promotion Impact** - complements the strategic destination plan or mission of the DRIVE HP Foundation Board. Be sure to provide details of economic impact such as potential attendance, states represented in the attendance numbers, how many days the event will last, demographics targeted, and other key performance measures.
2. **Up to 20 points – Room Nights Generated** - events that can attract from over a 90-mile radius have the most impact to generate room nights. Applicants should be detailed on how their project will be able to generate room nights and how many rooms will be utilized for how many nights during the scope of the project.
3. **Up to 15 points – Scale/Capacity to Attract Visitors** – projects should be an attractor for visitors to High Point. The primary goal of the project should be to generate a distinct visit. Note that attractors and attractions are different. Attractor = reason to visit. Attraction = enhance the visitor experience once a visitor is here.
4. **Up to 10 points – Benefit to the Destination** – the project should:
 - a. provide value to High Point as an economic generator;
 - b. be an enhancement to the overall landscape and to High Point's branding;
 - c. enhance the visitor experience;
 - d. exemplify High Point's heritage;
 - e. add to the beautification efforts;
 - f. enhance the reach of potential visitors to the destination; and
 - g. instill local pride that inspires locals as ambassadors.

5. **Up to 5 points – Enhance Visitor Experience** – serves as an attraction once the visitor is here by providing an exceptional experience that is one-of-a-kind, authentic to High Point, memorable, and marketable.
6. **Up to 5 points – Program Components** – projects have clearly defined timeline, business model, partners, purpose, and sustainability.
7. **Up to 5 points – Quality of Research** – applicant is able to demonstrate the data and supporting information that support the plan. This may include data from past events in other communities, research of demographics, and spending history. Research may also include user fees and environmental impacts.
8. **Up to 5 points – Comprehensive Marketing Approach** – projects should have a clear marketing strategy including timeline, demographics, public relations plan, online/and or social media presence, direct mail, cross-marketing campaigns, etc.
9. **Up to 5 points – Suitable Target Market** – the plan should pinpoint a clear target market that would attract visitors to High Point for a specific reason. Examples could include spectators for concerts, participants for a race, designers for continuing education credits, festival goers, etc.
10. **Up to 5 points – Evidence of Partnership** – applicants must demonstrate that they have solid partnerships to make the project a success. Suitable evidence may be letters of support, documented donations, final reports, board lists, etc.
11. **Up to 5 points – Organizational Structure/Management Capability** – grant request must exemplify a sustainable organization with a strong management structure.

Grant Deadline: Monday, February 15, 2021