

DESTINATION
DEVELOPMENT GRANTS

2021



APPLICATION

1. **Organization/Agency:** Click or tap here to enter text.

2. **Project Name:** Click or tap here to enter text.

3. **Grant Amount Requested:** Click or tap here to enter text.

4. **Name of Applicant Contact:** Click or tap here to enter text.

5. **Organization/Agency Address:** Click or tap here to enter text.

6. **Applicant Contact Phone Number:** Click or tap here to enter text.

7. **Applicant Contact Email:** Click or tap here to enter text.

8. **Name of the Interviewees and Contact Information:**
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.

9. Type of Project:

- Event
- Marketing
- Capital Enhancement
- Public Art
- Program
- Other [Click or tap here to enter text.](#)

10. Did you have a pre-interview appointment with the grants administrator or a member of the DRIVE HP Foundation Board? Yes No

11. Have you received tourism dollar funding from previous grant programs of Visit High Point (formerly High Point CVB) such as the former Arts & Tourism Grants Program or was awarded a Destination Development Grant in a previous year? Yes No

12. If yes, briefly describe the last award which you received?

[Click or tap here to enter text.](#)

13. When will your project be completed? [Click or tap to enter a date.](#)

14. Please provide a brief description of the project.

[Click or tap here to enter text.](#)

15. Who is your target demographic? [Click or tap here to enter text.](#)

16. What percentage of the demographic target will be outside of a 90-mile radius?

[Click or tap here to enter text.](#)

17. Describe your marketing strategy to target your demographic. Include timeline, tools, staffing, and platforms in your narrative.

[Click or tap here to enter text.](#)

18. What percentage of the demographic target will be locals? Click or tap here to enter text.

19. How will locals engage in your project?

Click or tap here to enter text.

20. How will your project present a unique or enhanced experience that is authentic and positive to your users, attendees, or targeted demographic?

Click or tap here to enter text.

21. Is this project or experience available within a 90-mile radius of High Point? Explain other examples of similar projects in the area.

Click or tap here to enter text.

22. Would you describe your project as an attractor or attraction and please explain? Please see guidelines for clarification.

Click or tap here to enter text.

23. If your project is awarded a Destination Development Grant, how would these funds be specifically used in the scope of your project?

Click or tap here to enter text.

24. If this project is an event, is there a charitable organization partnered as the beneficiary? If yes, name the organization and describe the partnership.

Click or tap here to enter text.

25. If the organization expects to make a profit from this project, what plans do you have for these funds?

Click or tap here to enter text.

26. If this project is an event or program, please list the last three years' attendance if applicable (not including 2020).

Not applicable **2019:** enter amount **2018:** enter amount **2017:** enter amount

27. This grant is a matching funds opportunity. Please list all partners associated with this project and the dollar amounts that will match your request.

Click or tap here to enter text.

28. Are you partnering with any hotels, restaurants, attractions, retail, or other organizations to create a package opportunity for visitors and locals to enhance the value and experience of your project? If yes, please describe.

Click or tap here to enter text.

29. How does your organization measure success of this project? What outcomes are you expecting to reach in your strategic planning?

Click or tap here to enter text.

30. Can this project be completed without the funds from this grant?

yes no

31. How many participants in this project are expected to utilize hotels, motels, bed and breakfasts, and Airbnb in our area? Click or tap here to enter text.

32. Overall, describe how this project will benefit the local economy in High Point or the regional economy in the Triad.

Click or tap here to enter text.

33. If awarded, how do you plan to recognize the DRIVE HP Foundation Board in your promotional materials?

Click or tap here to enter text.

34. Please submit the following addendums:

Non-profit status letter (if applicable)

Board/Committee list for Organization or Project

Organizational Budget (include income from all sources such as taxes, grants, donations, and admissions; expenses include all capital expenses, operational expenses, marketing, program, salaries, etc.)

Organization's Current Income Statement

Project Budget (include all matching grants, donations, and anticipated income from partners, ticket sales, etc.; expenses include item costs as it pertains to the project)

Any additional business plan description of the project

35. If awarded, to which organization should the check be issued?

Click or tap here to enter text.

36. To what address should any reports, payments, and post correspondence be mailed?

Click or tap here to enter text.

37. Any grant funding received from the DRIVE HP Foundation Board will be used as outlined in this request. The information provided is accurate and is defined to the best of my knowledge. I understand that if the project is cancelled, I must notify the grants administrator immediately and return the funds to the DRIVE High Point Foundation Board.

Signature and Title of Applicant

Grant Deadline:
Monday, February 15, 2021