



ARTS & TOURISM GRANTS PROGRAM

2009-2010 GUIDELINES

Application Deadline July 31, 2009

The purpose of this Arts & Tourism Grants Program is to assist High Point/Jamestown non-profit organizations with promotional and marketing projects that will enhance the development of arts and tourism, and supplement the High Point Convention & Visitors Bureau's (HPCVB) efforts to bring increased visitation to the City.

HPCVB awarded \$210,211 in fiscal year 2008-2009 under this program.

PROJECT GUIDELINES

Any High Point/Jamestown IRS 501(c) non-profit organization may apply for an Arts & Tourism Grant according to the following guidelines:

1. Projects should be arts and tourism related and should be of a promotional, advertising, or marketing nature.
2. Projects should be designed to develop and enhance increased visitation for the organization or event, as well as the City, including hotels, motels, event facilities, and attractions.
3. Projects should promote visitation by out of town guests as well as have local impact.
4. Projects should help to enhance High Point's image as a visitor/convention/event destination or stopover.
5. HPCVB Board of Directors shall have sole authority in granting these funds.
6. In making decisions on grant applications, the Board will consider such factors as the type and scope of the applying organization, the impact and priority of the proposed project, the timetable, the number of applications received, the dollar amounts requested, and the dollar amounts available.
7. Organizations receiving Arts & Tourism Grants in the past must re-apply each year. There are no guarantees that organizations will receive grants from year to year. Application requests are made annually, and grants will be awarded based on the merit and priorities for each year.
8. Recipients of previous grants will only be eligible if all previous progress and final reports are received.
9. Projects must take place within July 1, 2009 and December 31, 2010

10. Qualifying grant applicants are invited to the Grants Committee Meeting in August or early September, where they will have 5 minutes to make a personal presentation about their grant request and then have 3 minutes to respond to questions from the Grants Committee. Please note that the 8 minutes allotted is for each grant request presented. It is imperative that a representative from your project participate in the interview process.
11. All applicants must submit a copy of their official proof of 501 (c) non-profit status with their grant application.
12. It is understood that if the applicant is awarded grant monies, then HPCVB's contribution will be sufficiently acknowledged.
13. If the organization has multiple projects to submit for grant funding, then the applicant should submit a stand-alone application for each request.

APPLICATION PROCEDURES & SCHEDULE

1. Complete and deliver or mail the Application. Electronic submissions of applications or grant reports will not be accepted. All information must be included, such as budget and IRS 501(c) non-profit status information. Applications and reports must be typed. Attach extra sheets if needed. In the event you are including additional support information such as brochures, flyers, audio visuals, guides, etc., then please provide those in quantities of (15) and hole punched. It is encouraged to submit support materials with the application by the submission deadline. These materials will be included with the application for review by the committee. To receive an application via e-mail, please contact 884-5255 or HPCVB@HighPoint.org. The application is also available at www.highpoint.org.
2. Application Deadline is July 31, 2009

**Mail or Deliver
Applications to:**

**Melody Burnett, Grants Administrator
Arts & Tourism Grants Committee
High Point Convention & Visitors Bureau
300 S. Main St.
High Point, NC 27260**

- HPCVB is open 8:30am – 5:00pm Monday – Friday.
 - Applications must be received by 5:00pm
3. Upon receipt of the applications, HPCVB will contact all eligible applicants regarding their presentation to the Grants Committee. Please note that time is limited to 8 minutes for applicant's presentations during the interview process. The Committee encourages interviewees to arrive a few minutes prior to their presentation appointment. The Committee has many interview appointments spanning two consecutive days, therefore; it is critical to stay on schedule. With that said, it is discouraged to bring dvd, video, or power point presentations to the interview appointments.

The Grants Committee will present their recommendations to the HPCVB Board for approval at the September Board Meeting. Applicants will be notified no later than the end of September regarding approval or denial of their requests. Please do not call the Bureau before that time.

4. If you are not awarded an Arts & Tourism Grant, there is a possibility that you may still be eligible for an Event Booking Incentive. If so, you will be notified of your eligibility and sent an Event Booking Incentive Information Letter.

PAYMENT OF APPROVED GRANTS

Approved grants will be paid in either a lump sum or in increments, depending on the amount granted, the project's timetable, and the Bureau's funding schedule.

REPORTS REQUIRED:

1. Progress Report and Final Report forms will be sent to approved grant applicants with their grant check. The Final Report will be due by July 31, 2010 if the project is completed by July 1, 2010. The Progress Report is due by July 31, 2010 if the project is not completed by July 1, 2010, and then the Final Report will be due by December 31, 2010.
2. Should plans for the approved Grant be changed, HPCVB must be notified. Grants are subject to be refunded to HPCVB if the funds are spent on unauthorized projects, or if the project is canceled.

The mission of the High Point Convention & Visitors Bureau is to promote and encourage economic development in High Point through travel and tourism.