



Application for Tourism Grant

Name of Organization: _____

Funding Requested: \$ _____

1. Is the requesting organization a legally recognized Highlands based nonprofit, business, or other entity?

Yes / No

2. Provide the title and description of the initiative for which you are requesting funds?

250 words or less

3. What are the dates for your initiative?

Do you have a contingency plan in case of cancelation?

150 words or less

4. How many visitors do you anticipate the initiative to bring to Highlands? Who is your anticipated audience? Please include an audience profile.

5. What impact will your request have on Highlands' travel and tourism?

Will the initiative have a long-term effect on economic growth or sustainability in Highlands?

250 words or less

6. Describe your marketing plan?

Describe how and where you will use the grant funds for your initiative?

300 words or less

7. Will funds be matched?

Are there other funding sources? If yes, briefly describe.

150 words or less

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Approved for \$ _____ Not Approved _____ Date _____

8. How many visitors are expected to be engaged in the initiative?
50 words or less

9. Describe how your initiative will bring visitors to Highlands for overnight and extended stays and / or providing an experience enhancing service once they have arrived in Highlands?
250 words or less

10. Will your organization provide an accounting of expenditures for the scope of work supported by the grant?
Will all expenditures be available for public inspection if requested.

11. Who in your organization will be receiving and dispersing these funds?
What is their position within the organization?
How long have they been employed or volunteering at your organization?
50 words or less

12. Attachments checklist

- Tourism Grant Application Form. Required
- Your organization's financial statements for the prior year. Required
- IRS Letter of Organization. Required
- Line item budget for your marketing and advertisements. Required
- Additional supporting documents. Optional

I _____ sign, as a representative of _____,
that I and my organization / business has read, understand and agree to comply with the
Guidelines for this Event and Program Grant from Visit Highlands, NC. And agree to submit a
post report and proof of all expenditures supported by the grant funds.

Partner Signature (if applicable)

*Submit completed application and documents to: Grants@highlandschamber.org

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