



# HIGHLANDS

## NORTH CAROLINA

THE HEIGHT OF HAPPINESS | ELEV. 4118

### **Application for Tourism Grant 2025**

**Name of Organization:**

**Date Submitted:**

**Funding Requested:**

1. Is the requesting organization a legally recognized Highlands based nonprofit, business, or other entity?
2. Provide the title and description of the initiative for which you are requesting funds.
3. What are the dates for your initiative?  
Do you have a contingency plan in case of cancelation?
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?
6. Describe your marketing plan?  
Describe how and where you will use the grant funds for your initiative? The grant funds are to be applied as follows:
7. Will funds be matched?  
Are there other funding sources? If yes, briefly describe.
8. How many visitors are expected to be engaged in the initiative?
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?

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?

## 12. Attachments checklist

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

**\*Submit completed application and documents to: [Grants@highlandschamber.org](mailto:Grants@highlandschamber.org)**

Office Use Only

Approved for \$\_\_\_\_\_ Not Approved\_\_\_\_\_ Date\_\_\_\_\_

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Document approved by the Highlands Chamber of Commerce Board of Directors  
8/18/2020