



Henderson County NORTH CAROLINA

2023 PARTNER PROGRAM GUIDE

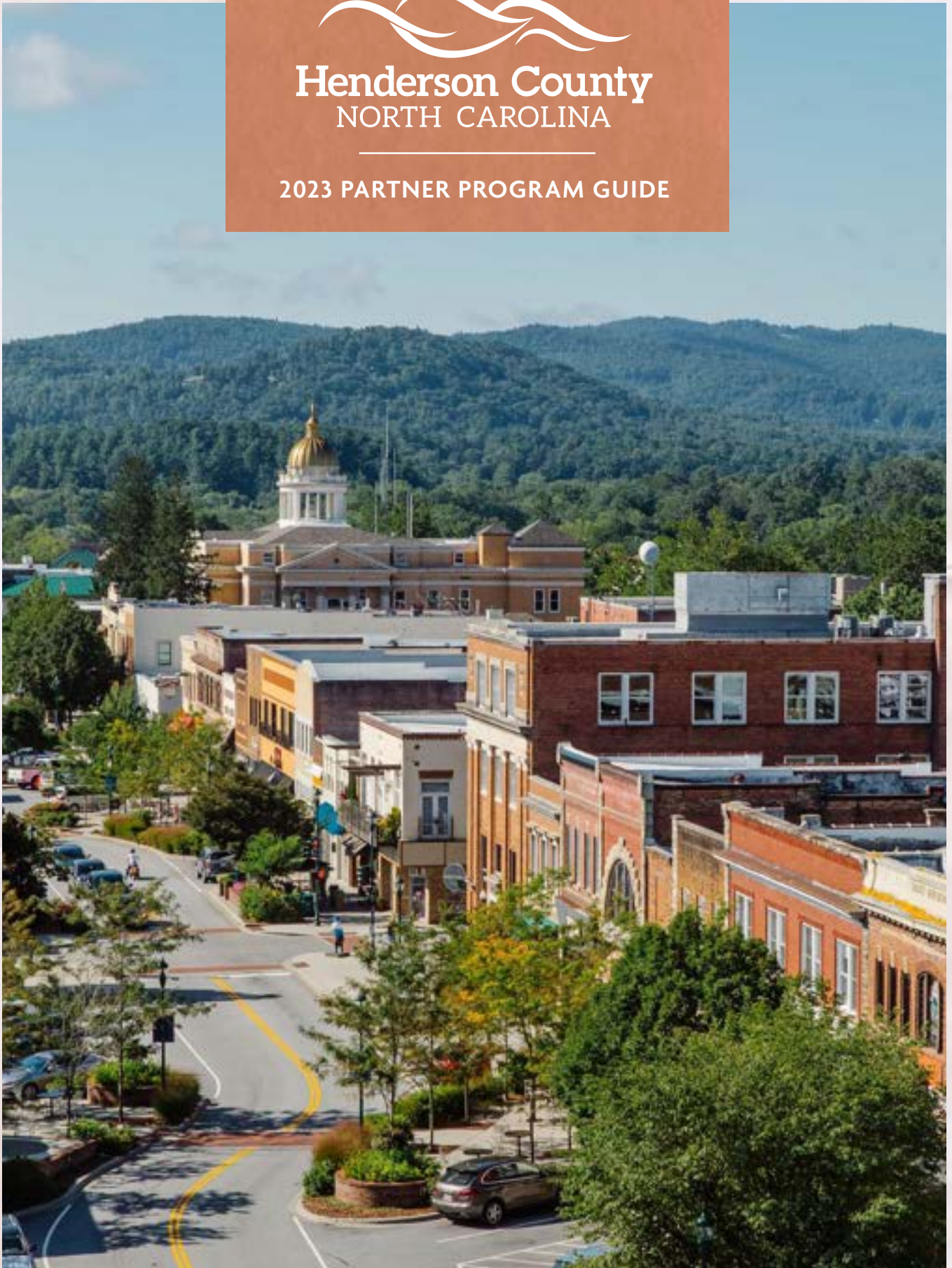


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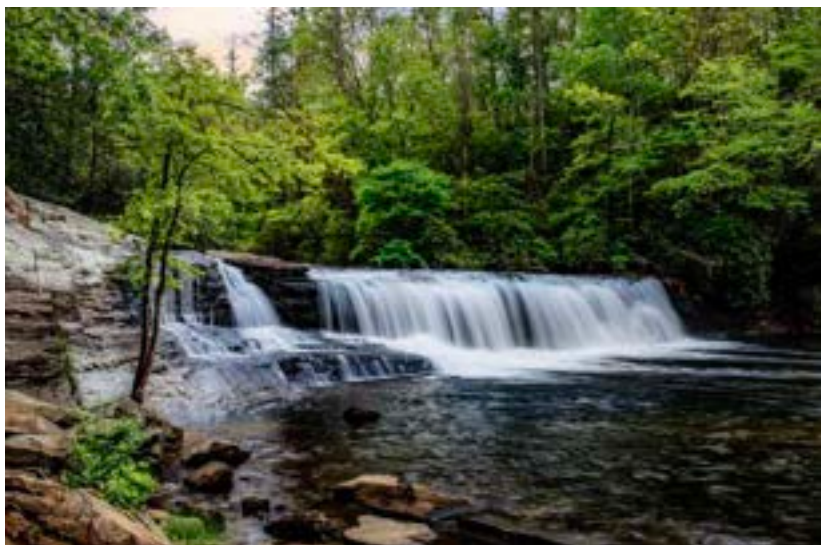
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TDA BOARD MEMBERS

- Richard Rhodes, Chair
- Danielle McCall, 1st Vice Chair
- Brittany Brady, 2nd Vice Chair
- Travis Bonnema*
- Steven Brown
- Joe Dinan
- Selena Einwechter
- Julie Hall
- Jeremy Weber*

**Denotes Community Outreach Committee Members*



WELCOME FROM THE EXECUTIVE DIRECTOR



DEAR TOURISM PARTNER,

The Henderson County Tourism Development Authority (HCTDA) exists to help you grow your business and our community's economic bottom line by promoting Henderson County as one of North Carolina's premier destinations for tourists. Visitors play a vital role in supporting our beautiful community. Without them, local taxpayers would have to come up with an additional \$268.73 per person to maintain our current level of government services. Without visitors, locals would have fewer things to do, fewer places to eat and fewer places to shop. From top to bottom, our community thrives because of the revenue visitors bring into Henderson County every year.

The HCTDA and its activities are funded through taxes visitors pay when they stay in Henderson County hotels and other short-term accommodations – not by taxes on Henderson County residents. At the HCTDA, we have the duty to spend those funds wisely for the betterment of our community. We do that in two ways: by promoting the destination to visitors from across the country and around the world, and by boosting our local tourism partners so that they can benefit from the money those visitors spend in Henderson County.

This Partner Program Guide outlines the ways that the HCTDA and its talented staff of industry professionals can help your business flourish through tourism. The list includes promotion through our website and social media channels, co-op marketing, education and training for you and your staff, as well as event grants and funding opportunities.

Tourism is a dynamic, ever-changing industry filled with exciting new trends and new opportunities. At the HCTDA, we are dedicated to keeping our partners up to date with the latest news. It's our mission to help your business succeed through tourism – because when you succeed, our entire community benefits.

Thank you for being a partner in the prosperity of Henderson County. We greatly look forward to collaborating with you. **And in the coming year, expect to hear about even more new opportunities as we continue to evolve our Partner Programs in tandem with our new Community Outreach Committee!**

Michelle Owens, Executive Director
Henderson County Tourism Development Authority

MEET THE TDA STAFF



Michelle Owens

Executive Director



Melanie Black

Internal Communications Coordinator



Amy Boswell

Asset and Event Development Coordinator



Julie Hayes

Tourism Outreach Coordinator



Dara Hossley

Operations Coordinator

For more information about partnership opportunities or to contact TDA staff, please reach out to Tourism Outreach Coordinator Julie Hayes at **828-693-9708** or **outreach@VisitHendersonvilleNC.org**.

A LITTLE BACKGROUND

WHAT IS A TDA?

A Tourism Development Authority (TDA) is a vehicle created by the North Carolina Legislature that lets counties levy occupancy taxes and spend that money promoting themselves to visitors from outside their boundaries. Nearly every one of North Carolina's 100 counties has a TDA.

HOW IS THE TDA FUNDED?

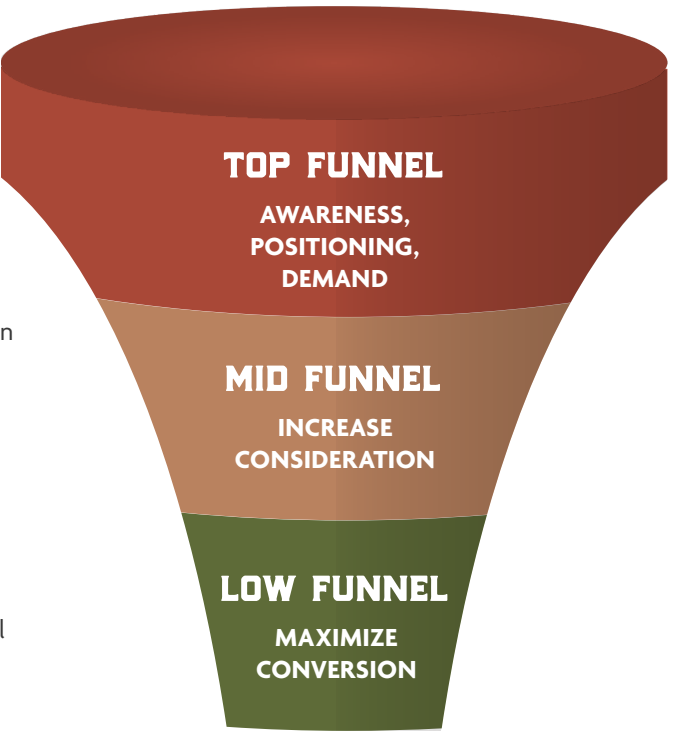
The HCTDA is funded entirely by the 5% occupancy tax collected in Henderson County from overnight stays at local hotels and short-term accommodations. The HCTDA does not receive funding from the Henderson County property taxes or other government support.

WHAT DOES THE HENDERSON COUNTY TDA DO?

At the Henderson County TDA, our mission is "promoting travel to Henderson County for the economic benefit for all." The HCTDA is the official destination management organization (DMO) for Henderson County. That means the HCTDA promotes Henderson County to visitors through a variety of methods, including paid advertising, travel media, and our own social media channels. We work with our industry partners to inspire travelers to experience the natural beauty, local culture, and amazing adventures that make Henderson County unique. Henderson County currently ranks in the top 17 destinations in North Carolina for visitor spending. The \$326 million per year that visitors bring into the community boosts our local economy from top to bottom and sustains more than 2,488 local jobs.

HOW DOES THE HENDERSON COUNTY TDA DO ITS JOB?

The HCTDA operates at the top and the middle of the "marketing funnel," a term used to describe the steps visitors take from awareness to action. From its position at the top of the funnel, the HCTDA works to increase awareness of Henderson County among potential visitors. Through advertising, marketing, and public relations, we tap into travelers' curiosity and desire to explore new places while also reinforcing the loyalty we have developed in our long-time visitors. Our work drives visitors to book stays at local hotels, buy tickets to local shows and activities, and reserve tables at local restaurants, ultimately boosting the community across the board.





PARTNERSHIP OPPORTUNITIES

PARTNER RESOURCES + EDUCATION

FREE ONE-ON-ONE ASSISTANCE

The HCTDA's skilled staff members stand ready to help our tourism industry partners make use of all our organization has to offer. Whether your business is new or deep-rooted, we welcome you to schedule a personal meeting with the HCTDA's Tourism Outreach Coordinator, Julie Hayes, to review all the programs offered by the HCTDA and find those that fit your needs. In the process, you'll receive direct guidance on the best way to take advantage of all these services. We love to brainstorm and share what we have learned from other businesses in your same situation. It's a wise investment of your time.

WHAT DO I NEED TO DO?

Call the Tourism Outreach Coordinator and schedule a meeting!

HOW DOES IT HELP ME?

Developing a relationship with the HCTDA and our Tourism Outreach Coordinator is a great way for you to meet others in the industry who can become effective partners. Plus, this is the easiest way to learn about these highly productive programs – all of them paid for through occupancy taxes.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



PARTNER RESOURCES + EDUCATION

“SO...HERE’S THE THING” TOURISM INDUSTRY E-NEWSLETTER

Our biweekly e-newsletter keeps our tourism partners up to date on events they can participate in, as well as educational and networking opportunities, industry news, trends, and insider information. Topics can include updates in the industry, best-in-class marketing practices, interesting tourism stories and articles, podcasts we're listening to, updates on the Henderson County Tourism Development Authority, and more.

The “So...here's the thing” newsletter is available to those working in hotels, shops, attractions, and restaurants along with Welcome Center volunteers, county and municipality leaders, HCTDA board members and other members of the community.

WHAT DO I NEED TO DO?

To receive the newsletter, sign up at VisitHendersonvilleNC.org/partner-newsletter. If your business has been featured in the media, won an award, or has any upcoming events or promotions, “So...here's the thing” is a great way to share your news with your industry partners!

HOW DOES IT HELP ME?

The newsletter is chock-full of information, stories, and resources that you will find helpful and informative. It will also keep you in-the-know about ways you can get more involved with the HCTDA, such as attending our annual Tourism Conference, being a host for the annual Peppermint Bear Scavenger Hunt, and more.

PARTNERSHIP RESOURCES

As a partner of the HCTDA, you have access to valuable industry insights and other resources through the partnership section of our destination's website. There you'll find the latest market research, details about industry programs and grant applications, and more. Go to VisitHendersonvilleNC.org/tda-resources for more details.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



PARTNER RESOURCES + EDUCATION

PHOTO SHARING RESOURCE

The HCTDA has a selection of free, downloadable, professional-grade destination photography available for partners to access through our website at VisitHendersonvilleNC.org/gallery.

WHAT DO I NEED TO DO?

When using the images, we ask that you give the Henderson County Tourism Development Authority credit and link back to the Visit Hendersonville website when possible.

HOW DOES IT HELP ME?

The HCTDA's image library saves our partners the time and expense of creating their own images. They're available to use on your social media channels, your business website, your Airbnb listing, or however you choose to promote your business and the tourism industry here in Henderson County. Please remember to credit the Henderson County Tourism Development Authority and provide a link to the Visit Hendersonville website.

WEBINARS AND EDUCATION

As part of HCTDA's dedication to keeping our partners up to date on industry trends and best practices, we will be offering our partners quarterly educational opportunities through online webinars hosted by our staff and featuring the latest information from industry experts. Topics will be based on the interests of our partners. The schedule will be announced in the "So...here's the thing" e-newsletter in Spring 2023.

WHAT DO I NEED TO DO?

Sign up to receive the "So...here's the thing" e-newsletter so that you are informed of the webinar schedules and topics. To receive the newsletter, sign up at VisitHendersonvilleNC.org/partner-newsletter.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.

PARTNER RESOURCES + EDUCATION

OUTDOOR NORTH CAROLINA TOOLKIT

As one of North Carolina's premier outdoor destinations, the HCTDA encourages Henderson County's tourism businesses to make use of the resources available through Outdoor North Carolina, whose partners include Visit North Carolina (the state's tourism marketing agency), and the Leave No Trace Center for Outdoor Ethics.

Outdoor North Carolina promotes responsible outdoor recreation by educating visitors and locals on the ways they can avoid leaving a negative impact on the state's natural resources. As a member of Outdoor North Carolina, the HCTDA has access to resources it can share with our industry partners.

HOW DOES IT HELP ME?

The Outdoor North Carolina program provides tools to communicate with visitors about the importance of acting as stewards of our public lands, outdoor attractions, and natural beauty. These resources exist for all of us to share, so protecting and preserving them promotes the health and welfare of local communities while ensuring that Henderson County remains a place visitors enjoy returning to year after year.

WHAT DO I NEED TO DO?

Visit VisitHendersonvilleNC.org/OutdoorNC to access the toolkit, which includes graphics, photos, and other resources.

VISIT NORTH CAROLINA FARMS APP

Agritourism is among the industry's fastest-growing sectors as visitors seek out fresh, locally grown food, and want to learn more about where that food comes from. The Visit North Carolina Farms App connects the dots in rural communities across North Carolina. Using cell phone technology, residents and visitors can find farms closest to them with products and activities that interest them. Visitors can use the app to explore farms, farmers markets and local restaurants that are off-the-beaten-path and unique to each community.

HOW DOES IT HELP ME?

As North Carolina's top apple-producing region and one of the U.S.'s newest wine regions, Henderson County can benefit from promoting the use of the Visit North Carolina Farms app. The app connects millions of residents and visitors with local farms and fisheries, local food and drink, farmers markets and u-pick opportunities. It promotes local shops, farm stays and lodging, tours and trails, and special agricultural events across the state that include our county/region. Even if you aren't a farm partner, your guests can use this valuable tool to explore all the agritourism that Henderson County has to offer.

TOURISM INDUSTRY COLLABORATION

Starting in 2023, the HCTDA will host quarterly gatherings of industry partners. During these events we will discuss and collaboratively solve challenges facing our industry. We invite all our partners to share their experiences, challenges, and ideas at these meetings.

HOW DOES IT HELP ME?

As tourism industry partners, we rise and fall together. The challenges that affect one aspect of our industry eventually affects us all. For that reason, it's important to share those challenges and jointly seek solutions that will benefit everyone in the long run.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



MARKETING YOUR BUSINESS

HCTDA WEBSITE

VisitHendersonvilleNC.org is the official tourism information website for the HCTDA. Qualifying tourism-related businesses in Henderson County, such as accommodations, restaurants, and attractions, can be listed on the website **free of charge**. We work with and rely on industry partners to keep their information on the website current and relevant. The HCTDA pairs information about each business with eye-catching photos to attract visitors. Each partner listing includes a link to that business's website. Contact us to update your listing as often as you would like. You can also update your listing information on your own through our upcoming Partner Portal, which will come online in 2023.

WHAT DO I NEED TO DO?

Some businesses are automatically added to the website. Others require follow-up information before they can be added. If you are an attraction or restaurant, we will add your listing as soon as we learn about your business. Accommodations are required to register with the Henderson County Finance Department before being listed. The Finance Department is located at 113 N Main Street, Hendersonville, 828-697-4821. More information about registering your accommodation is available at **VisitHendersonvilleNC.org/TDA-Resources**.

HOW DOES IT HELP ME?

A listing on the HCTDA's website provides additional exposure for your business thanks to the 40,000 unique users who visit the website each month. Having your business listed also increases your own website's search engine optimization (SEO).

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.

MARKETING YOUR BUSINESS

ONLINE CALENDAR OF EVENTS

As a service to the community, our partners, and visitors, the HCTDA maintains a listing of events happening in the area on our website. We encourage all our partners to submit special events and upcoming activities for listing. Events must qualify based on our guidelines to get a spot on the calendar.

HOW DO I GET INCLUDED?

You can find the criteria for being included on the calendar by visiting **VisitHendersonvilleNC.org/criteria-for-submitting-events**.

WHAT DO I NEED TO DO?

Submit your events as far in advance as possible, giving as much information as possible.

HOW DOES IT HELP ME?

This is how the HCTDA learns about your events. We use the online calendar to develop the Weekly Happenings calendar that is distributed to accommodations for their guests and disseminated at our Welcome Center. It helps us know what to promote on our social media channels. Additionally, Welcome Center volunteers use this information to inform visitors about events.

WEEKLY PRINTED CALENDAR OF EVENTS

A weekly printed list of special events and activities that take place in and around Henderson County is given out in the Welcome Center, as well as sent out to accommodations to share with visitors.

WHAT DO I NEED TO DO?

Let us know if you'd like the weekly calendar in your inbox.

HOW DOES IT HELP ME?

Your guests will appreciate this item! Many accommodations leave this in their guest rooms or in a common area, such as a front desk. Other businesses may find it beneficial to have copies available as well.

SOCIAL MEDIA EVENT PROMOTION

Invite **@VisitHendersonvilleNC** to co-host your event on Facebook! Any event geared to attract visitors and located in Henderson County (or in a neighboring county) may be eligible. **(**Please note, not all will be approved.)**

WHAT DO I NEED TO DO?

When creating an event, add the HCTDA as a co-host.

HOW DOES IT HELP ME?

If your event is approved, this will help it reach a larger audience – the 18,000+ followers of **@VisitHendersonvilleNC** on Facebook.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



MARKETING YOUR BUSINESS

VISITOR GUIDE

This magazine-style publication helps visitors plan their trip to Henderson County and Western North Carolina. Attractions, restaurants, and accommodations are currently included.

WHAT DO I NEED TO DO?

We will reach out to you as we update the Visitor Guide. Make sure your business is listed on our website so that you are not overlooked. To obtain copies, come to the Henderson County Welcome Center at 201 S Main Street, Hendersonville.

HOW DOES IT HELP ME?

Your business may be listed or featured in the Visitor Guide, giving you added exposure. Approximately 50,000 Visitor Guides are mailed out annually. Additionally, Visitor Guides are available (in any quantity) without charge for you to display and give to your guests. You are encouraged to keep and distribute copies at your business.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.

MARKETING YOUR BUSINESS

E-NEWSLETTER SPOTLIGHTS

“So...here’s the thing,” the HCTDA’s biweekly e-newsletter, goes out to 800 (and counting) industry partners. There are numerous opportunities for your business to be featured. You can utilize the “So...here’s the thing” e-newsletter to promote the latest and greatest happenings with your business and discuss current and potential partnership opportunities to collaborate with other Henderson County businesses. If your business has been featured somewhere, let us know and we will list it in the e-newsletter.

The “Stories of Service” section is where you tell a brief story of your experiences in the tourism industry, which might be funny, heartwarming, educational and/or hopeful. This newsletter goes out to hotels, shops, restaurants, Welcome Center volunteers, county and municipality leaders, HCTDA board members, and other members of the community.

WHAT DO I NEED TO DO?

If you would like to be featured, please let us know. Send us your content and we will add you to an upcoming newsletter.

HOW DOES IT HELP ME?

This is a great, free way to get the word out about your business to other people in the industry. Plus, it keeps you on the HCTDA’s radar. You may develop new partnerships or patrons by participating.

PUBLIC RELATIONS EFFORTS

The HCTDA provides our partners with the opportunity to pitch stories to regional, national, and international media along with hosting influencers, bloggers, or travel writers. This increases your likelihood to be featured on social media, online news outlets or in print publications created by the influencer, blogger, or journalist, as well as on the HCTDA’s owned social media channels. We invite all our partners to participate in these free, valuable, and effective methods of promoting our destination.

WHAT DO I NEED TO DO?

Promoting + Pitching: Keep our staff up to date about innovations, new experiences and opportunities visitors can have at your business.

Travel writers, Influencers, Bloggers: Let us know if you can accommodate travel writers, influencers, or bloggers, or have lined up anyone on your own. Otherwise, we will reach out to businesses as these opportunities arise.

HOW DOES IT HELP ME?

Having someone else talk about your business in a positive light is often more effective than promoting yourself. This is also a great way to get more eyes on your business and attract visitors.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.

MARKETING YOUR BUSINESS

TRAVEL WRITERS + BLOGGERS + INFLUENCERS

As a tourism partner, you can offer discounts, free meals, tickets to experiences or stays to travel writers, bloggers, or influencers when they visit.

HOW DOES IT HELP ME?

By offering your good or service, you are likely (but not guaranteed) to be featured in the writer's work. Travel writers typically want their accommodations and the places they visit to reflect the audience of the publication or their social media followers. Doing so increases the likelihood that your business will resonate with their readers/followers. This means that not every destination is right for every writer.

SOCIAL MEDIA EFFORTS

Social media sites such as Facebook and Instagram are an important way for people to share their travel experiences while also dreaming and learning about new experiences. The HCTDA has its own Facebook and Instagram accounts through which we share information about our partners, their events, and activities to inspire visitation to Henderson County.

HOW DOES IT HELP ME?

The HCTDA's social media experts stand ready to help our partners develop content strategies and tactics that can expand awareness of their business and their own social media accounts, growing their followers and expanding their presence online.



SHARE YOUR CONTENT

The HCTDA exists to promote Henderson County and our partners, but we can't do it alone. That's why we invite all our partners to share their events, stories, and announcements with us so that we can help you spread the word through our multiple channels. To share your post with us, add **@VisitHendersonvilleNC** to your post. That way, we will see your post. We plan out our social media calendar a month in advance so the more notice the better.

HOW DOES IT HELP ME?

Sharing your content with HCTDA ensures that your business gets the exposure it deserves as our team promotes Henderson County to visitors across the region, the country, and the world. Our destination is a collection of individual businesses who all thrive by working together through the HCTDA to increase awareness of all the things visitors can experience here.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



MARKETING YOUR BUSINESS

CHEERS! TRAIL PASSPORT PROGRAM

This program was developed to promote the craft beverage industry in Henderson County, and includes all Henderson County producers of craft beer, wine, cider, spirits and mead. The intent of the Passport is to encourage visitors to explore the county, stopping at all venues through multiple visits to the area. Passport holders must have their booklet stamped by at least 12 venues before they can return to the Henderson County Welcome Center to receive prizes. This is promoted as a great experience for a gift idea. Additionally, it is positioned as an opportunity for visitors to immerse themselves in our destination's craft beverage scene.



WHAT DO I NEED TO DO?

You may sell Cheers! Trail Passports at your place of business. Request them for free in quantities of 50 to sell for \$10 each. You keep the profits!

HOW DOES IT HELP ME?

The Cheers! Trail Passport is a great way to package an experience or to add value to an existing package you already offer your guests.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



MARKETING YOUR BUSINESS

HCTDA WELCOME CENTER SERVICES + LITERATURE DISPLAYS

The Hendersonville Welcome Center has knowledgeable volunteers and staff who are dedicated to making guests feel welcome and to answering their questions. This is often the first stop for visitors who want to learn about the area’s offerings. Additionally, the Welcome Center offers downtown Hendersonville parking, bus parking, information, and restrooms. Special services, like welcome bags and for arriving groups, can be provided with advance request. The Welcome Center is open year-round, and hours vary by day and season.

Tourism partners are encouraged to share their promotional/marketing materials with the Welcome Center to be displayed in the Center’s display racks. The primary focus is on tourism-related businesses located in Henderson County, with a secondary focus on day-trip options in nearby counties for visitors staying in local accommodations. There is also a rack outside the Visitor Center available to serve guests 24/7.

WHAT DO I NEED TO DO?

Reach out to the HCTDA to display rack cards for your business. Please contact Julie Hayes, Tourism Outreach Coordinator, at outreach@VisitHendersonvilleNC.org or call **828-693-9708** for assistance.

HOW DOES IT HELP ME?

Welcome Centers are the first place that visitors go with questions about where to shop, dine and stay, as well as the can’t-miss attractions and more! Welcome Center volunteers are dedicated to knowing the area and answering all visitor questions to the best of their ability.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or **828-693-9708**.

MARKETING YOUR BUSINESS

LITERATURE DISPLAYS AT NC INTERSTATE WELCOME CENTERS

Like the Hendersonville Welcome Center, the North Carolina Welcome Centers, located along NC interstates, display rack cards and provide tourist information. These Welcome Centers, run by the North Carolina Department of Commerce, direct guests to destinations throughout the state and region. Qualifying accommodations and attractions are eligible to display rack cards. The criteria for approval is found at [VisitHendersonvilleNC.org/wp-content/uploads/NC-Welcome-Center-brochure-policy.pdf](https://www.visithendersonville.org/wp-content/uploads/NC-Welcome-Center-brochure-policy.pdf)

HOW DOES IT HELP ME?

In 2021, more than 7 million people passed through the doors of the nine NC Welcome Centers, so having your business rack cards displayed at any of these locations will provide invaluable exposure for your business.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or **828-693-9708**.



INDUSTRY COLLABORATION + OUTREACH

ANNUAL TOURISM CONFERENCE

This annual day-long informational and educational conference was created for those in the Henderson County tourism industry. The day is filled with speakers and presentations to help you and your business grow.

WHAT DO I NEED TO DO?

Watch for info on the Tourism Conference in your inbox! Invitations will be included in our biweekly newsletter and special one-off e-newsletters. You are required to register for this event. Be sure you are signed up for the “So...here’s the thing” e-newsletter at VisitHendersonvilleNC.org/Partner-Newsletter.

HOW DOES IT HELP ME?

This is a way to build out your network and educate yourself.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.

INDUSTRY COLLABORATION + OUTREACH

INDUSTRY FAMILIARIZATION (FAM) TOURS

The HCTDA offers four unique tours to tourism-related business management and frontline staff to familiarize them with our various industry partners. These tours help to increase participants’ awareness of the many things Henderson County has to offer. The experiences are fun and show the diversity of our community – on one trip, we went from meeting llamas and mini-donkeys to sampling beers from local breweries. These experiences are open to anyone in our local tourism industry, but they’re particularly effective at educating lodging partners’ frontline staff so they can inform guests of the great things to do while in Henderson County.



WHAT DO I NEED TO DO?

Watch for information on the Industry FAM Tours in your inbox! Invitations will be included in our biweekly “So...here’s the thing” newsletter. You are required to register yourself or your staff for these free events, as space is limited. Be sure you are signed up for the newsletter, “So...here’s the thing,” at VisitHendersonvilleNC.org/Partner-Newsletter.

HOW DOES IT HELP ME?

This is a great way for you and your staff to discover all there is to do in Henderson County, which you can in turn share with your guests. Happier, more informed visitors are more likely to stay longer and make a return visit.

HENDERSON COUNTY TOURISM INDUSTRY FACEBOOK GROUP

The Facebook group called Henderson County Tourism Partners is a new group, moderated by the HCTDA’s Internal Communications Coordinator. This was created to encourage open conversations among industry partners, keep partners up to date and introduce interesting topics and trends. We invite you to join the group and join in the conversation!

WHAT DO I NEED TO DO?

Join the group! The QR code to the right will take you right to Facebook, where you can share your story, accomplishments, relevant articles, and unique knowledge. This is also a great place to ask and answer questions of your peers, and to give your reaction to stories shared in the biweekly e-newsletter, “So...here’s the thing.” Share things you have found to start a conversation and to discuss other topics relevant to tourism.



HOW DOES IT HELP ME?

This is your opportunity to join a supportive community of people in the industry, and to brainstorm, learn, find new partners, and develop long-lasting relationships. Keep your finger on the pulse of what is trending in tourism around the country and right here in Henderson County.

WHO DO I CONTACT?

Julie Hayes, outreach@VisitHendersonvilleNC.org or 828-693-9708.



GRANTS + FUNDING OPPORTUNITIES

GRANT PROGRAMS

The HCTDA is empowered to allocate grant funding to its tourism partners under the authority granted by its enabling legislation, Session Law 2013-61, House Bill 545, Section 1, (e) Use of Tax Revenue: “The county shall, on a quarterly basis, remit the net proceeds of the room occupancy and tourism development tax levied under this act to the Henderson County Tourism Development Authority. The Authority shall use at least two-thirds of the net proceeds of the room occupancy tax levied under this act to promote travel and tourism in Henderson County and shall use the remainder for tourism-related expenditures.”

The HCTDA and a grants committee composed of representatives from the Henderson County tourism sector appointed by the HCTDA Board determine the eligibility of applicants and approve all investments of funds from the program. This program is paid for entirely by occupancy taxes paid by overnight visitors staying in lodging in Henderson County.

HOW DOES IT HELP ME?

HCTDA grants can offset the costs of promoting events or other activities that drive visitation to Henderson County. They can also underwrite the investment in capital projects designed to attract visitors and boost tourism in the county.

WHO DO I CONTACT?

Amy Boswell, events@VisitHendersonvilleNC.org or 828-693-9708.



GRANTS + FUNDING OPPORTUNITIES

WHAT KIND OF GRANTS ARE AVAILABLE?

HCTDA offers three different types of grants:

Destination Marketing Grants support Henderson County tourism partners with marketing that promotes visitation. Grants range from \$500 to \$20,000. To qualify for a HCTDA Destination Marketing Grant, the applicant must:

- Be a tourism-related business or other organization located in Henderson County that attracts visitors from outside the county.
- Be organized under the laws of North Carolina or, if organized under the laws of another state, registered to do business in North Carolina.
- Be registered as a federally recognized non-profit, if applicable.
- Have been in operation in Henderson County for at least one (1) year prior to the deadline for application submission.
- Not be a property primarily used for lodging.
- Demonstrate its intent to attract visitors to Henderson County.
- Have a specific plan for how the requested funding will be invested to reach visitors or audiences outside of the Greenville-Spartanburg-Anderson DMA.

WHO DO I CONTACT?

Amy Boswell, events@VisitHendersonvilleNC.org or 828-693-9708.

GRANTS + FUNDING OPPORTUNITIES

Destination Enhancement Grants support tourism-related capital investments in Henderson County to promote visitation and enhance the destination. Grants start at \$8,000. To qualify for a HCTDA Destination Enhancement Grant, the applicant must:

- Represent a project located in Henderson County, NC.
- Represent a project that will enhance Henderson County as a destination.
- Have been in operation as an organization for at least one (1) year.
- Be organized under the laws of North Carolina or, if organized under the laws of another state, registered to do business in North Carolina.
- Be registered as a federally recognized non-profit, if applicable.
- Not be a property primarily used for lodging.
- Applicant must be able to provide a match equal to at least 50% of the grant amount being requested from the program.
- Utilize the funding received from the program for capital assets only.

Destination Event Grants support tourism-related events that generate overnight visitation to Henderson County. Grants run from \$500 to \$20,000. To qualify for a HCTDA Destination Event Grant, the applicant must:

- Represent an event held in Henderson County, NC that will attract attendees from outside Henderson County and help generate overnight visitation to the County.
- Be organized under the laws of North Carolina or, if organized under the laws of another state, registered to do business in North Carolina.
- Be registered as a federally recognized non-profit, if applicable.
- Not be a property primarily used for lodging.
- Have a specific plan for how the requested funding will be invested in the event and the attraction of attendees from outside Henderson County.

ADDITIONAL INFORMATION

More information is found on the HCTDA's website at [VisitHendersonvilleNC.org/grants](https://www.visithendersonvilleNC.org/grants)

WHO DO I CONTACT?

Amy Boswell, events@VisitHendersonvilleNC.org or 828-693-9708.

GRANTS + FUNDING OPPORTUNITIES



HAVE AN IDEA HOW WE CAN HELP?

As the TDA and its Community Outreach Committee continues to develop partner programs, do you have an idea that would help you? Reach out to Julie Hayes at outreach@VisitHendersonvilleNC.org.



Henderson County Tourism Development Authority

828-693-9708

VisitHendersonvilleNC.org

Partner Questions:

Julie Hayes | outreach@VisitHendersonvilleNC.org

