



# Henderson County Tourism

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## Partner Program Guide



**Henderson County**  
NORTH CAROLINA

Printed May 2022



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Come see us at  
201 South Main Street, Hendersonville, NC 28792 | 828-693-9708



# Welcome

Dear Tourism Partner,

TDA's came into existence in North Carolina starting in the 80's because local governments, local businesses, and local citizens all recognized and agreed upon the mutual benefits of tourism to an economy. (How unusual is that kind of agreement?)

More visitors mean more patrons to businesses. Stronger businesses mean more jobs. And when visitors come, they pour money into the local economy and tax base, without requiring many or any government services such as education, etc.

If all the visitors suddenly disappeared from Henderson County, local governments would have to find ways to make up for a \$200 per-person budget shortfall. Local residents would not have nearly the number and variety of things to do, places to eat, or places to shop. One of the most important economic industries in our county would disappear.

So TDA's came into being, funded solely through occupancy taxes – not taxes paid by local citizens. When a visitor spends a night in a Henderson County lodging property, the property collects this occupancy tax. In turn, it is the HCTDA's honor and obligation to spend these funds wisely – to both promote our area as a great place to visit (because it is!) and at the same time, to help our community. An incredibly important part of what we do is to help hospitality partners – and so you find yourself looking at this new partner program guide, which details the many ways in which the HCTDA helps businesses.

Of course, the HCTDA is always looking for ways to assist and work with our hospitality industry, and many of our programs are in evolution – meaning this is always changing. It's an exciting time for us, and we hope it will be for everyone in Henderson County – the place all of us here at the HCTDA love so dearly.

Thanks for being our partner. Thanks for all you do. You are the reason we exist.

  
Michelle Owens  
Executive Director  
Henderson County Tourism

**If you have any ideas about how we can assist you, we want to hear about them! Schedule a one-on-one meeting with Julie Hayes, HCTDA Outreach Coordinator: [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org)**

# A Little Background Info

## What is a TDA?

TDA stands for Tourism Development Authority. Almost all of the 100 counties in North Carolina has a TDA.

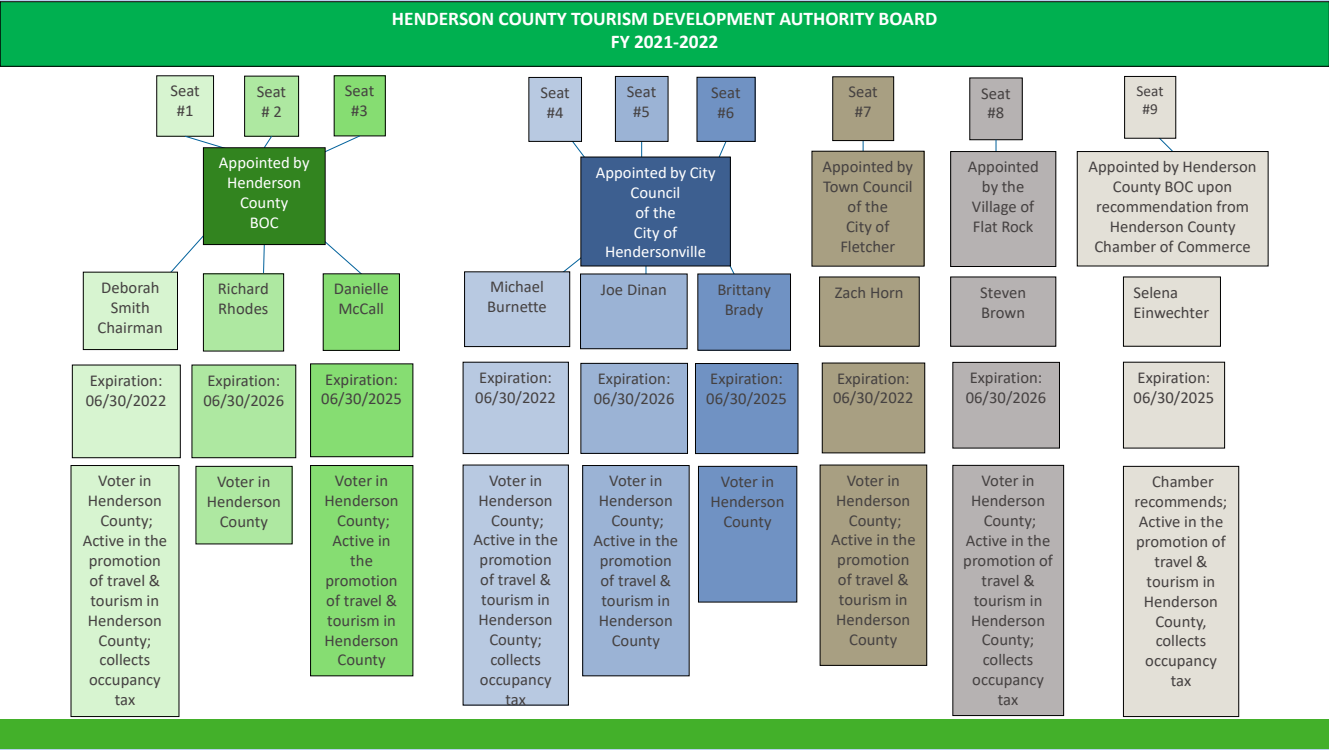
## How is the TDA Funded?

The General Assembly of North Carolina passed legislation in 1985 to allow the Henderson County Board of Commissioners to levy a tax on occupancy and set the parameter for taxing room rates between 3-6% on each nightly rate paid by visitors. Although we are a governmental authority, none of our funding comes from Henderson County taxpayers, but rather from an occupancy tax paid by visitors staying in overnight lodging in Henderson County.

Revised in 2012 and now under the state’ uniform guidelines for TDAs, our legislation guides: the percentage allowed to be taxed on overnight stays, the makeup of the TDA board which guides TDA decisions, and how much can be charged on each room night. Currently, Henderson County charges 5% on each room night. Legislation mandates that at least two-thirds of the tax levied under this act be used to promote travel and tourism (by advertising or marketing through pamphlets and materials, conducting market research or engaging in similar promotional activities that attract personal and business travelers to the area) in Henderson County; and the remainder shall be used for other tourism-related expenditures.

You can find more information on the legislation, as well as details about occupancy tax and governance matters for the Henderson County Tourism Development Authority (HCTDA) on its website, [VisitHendersonvilleNC.org/HCTDA](http://VisitHendersonvilleNC.org/HCTDA)

# Meet the TDA Board



# Meet the TDA Staff



**Michelle Owens, Executive Director**  
[director@VisitHendersonvilleNC.org](mailto:director@VisitHendersonvilleNC.org)



**Dara Hossley, Operations Coordinator**  
[operations@VisitHendersonvilleNC.org](mailto:operations@VisitHendersonvilleNC.org)



**Michael Arrowood, Visitor Services Coordinator**  
[groups@VisitHendersonvilleNC.org](mailto:groups@VisitHendersonvilleNC.org)



**Melanie Black, Internal Communications Coordinator**  
[info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org)



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[outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org)



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[events@VisitHendersonvilleNC.org](mailto:events@VisitHendersonvilleNC.org)

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# Marketing & PR

## HCTDA Website

[VisitHendersonvilleNC.org](http://VisitHendersonvilleNC.org) is the official tourism information website for the HCTDA. Henderson County accommodations, restaurants and attractions can be listed on the website **free of charge** to qualifying tourism-related businesses. We work with and rely on industry partners to keep the information on the website current & relevant. The HCTDA pairs information about each business with eye-catching photos to attract visitors. Each business listing includes a link to their website. Contact us to update your listing on our site as often as you would like.

### What do I need to do?

Some businesses are automatically added to the website; others will 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. For accommodations, you are required to register with the Henderson County Finance Department before we can add you. The Finance Department is located at [113 N Main Street, Hendersonville](http://113%20N%20Main%20Street%2C%20Hendersonville%2C%20NC%20287-4821), 828-697-4821. More information about registering your accommodation is available at [VisitHendersonvilleNC.org/Occupancy-Tax](http://VisitHendersonvilleNC.org/Occupancy-Tax).

### How does it help me?

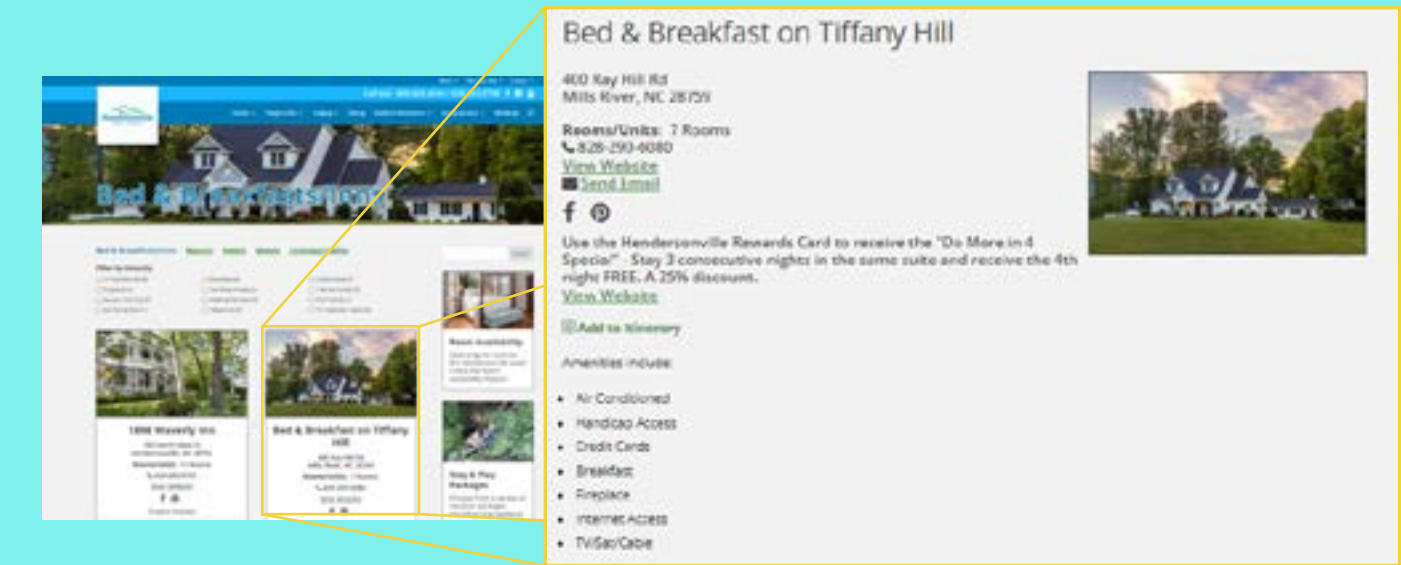
Being listed on the HCTDA's website provides additional exposure for your business. Approximately 40,000 unique users visit the website each month, plus having your business listed increases your own website's search engine optimization (SEO).

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.

### Additional info

Share your special events with us using the online calendar of events (for additional info, refer to [page 20](#) of this document).



# Marketing & PR

## Visit North Carolina

HCTDA staff works with the state tourism authority to maintain a listing of qualified Henderson County businesses. Visit NC publishes a statewide visitor guide and maintains a website that has information on accommodations and attractions. Visit NC has very stringent rules on what can be included on its website, [VisitNC.com](http://VisitNC.com), and in its publications, but we automatically add qualifying businesses. These are typically larger accommodations and attractions.

### What do I need to do?

Largely, nothing. But if you want to improve your presence, you can do so by making sure your listing is the best it can be. Improve your listing by ensuring we have the most accurate, up-to-date information, including up to 5 high-quality photos.

### How does it help me?

VisitNC.com gets 5-6 million visits each year. This is just another way to showcase your business to people who are considering a trip to Western NC.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.



## Visitor Guide

This magazine-style fulfillment piece is used by visitors to plan their trip to Henderson County and Western NC. Attractions, restaurants, and accommodations are currently included. As of January 2022, the HCTDA is in the process of updating the Guide and is planning to make updates and changes to the format. In this process, the criteria for inclusion is being reviewed.

### What do I need to do?

Nothing unless/until we reach out to you while we are making updates to the Visitor Guide. Make sure your business is listed on our website so that you are not overlooked in our Visitor Guide updating process.

### 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/distribute copies at your business.

### Who do I contact?

To obtain copies, come to the Henderson County Welcome Center at [201 S Main Street, Hendersonville](http://201%20S%20Main%20Street%2C%20Hendersonville). With questions regarding qualification to be listed, contact Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org).



# Marketing & PR

## Social Media Exposure

The HCTDA provides the opportunity for partners to host influencers, bloggers or travel writers. This increases your likelihood to be featured on social media or in print publications created by the influencer/ blogger/journalist as well as on the HCTDA’s social media accounts. Additionally, the HCTDA shares user generated content (UGC) from other social media accounts to showcase the many attractions and businesses Henderson County has to offer, so be sure to tag us in your posts -- we’re on both Facebook and Instagram as @VisitHendersonvilleNC.

### What do I need to do?

Let us know if you are able to accommodate travel writers 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.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.



## Other Marketing & PR Efforts

Print and digital ads, and PR efforts, such as sending out press releases, editorial work and inviting travel writers, are all within the scope of work the HCTDA does to promote Hendersonville and Henderson County as a tourism destination. Learn more about how these efforts may involve you in the [“Take It To The Next Level” section of this document](#). The HCTDA is always looking for interesting stories to share with media for editorial work, and exciting destinations and events to share with travel writers and the public. Please be on the lookout in your email for requests to share your own story.

# Welcome Center Services

## Welcome Center

The Henderson County 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 step-on guides for arriving groups, can be provided with advance request. Open year-round, hours vary by day/season. We are also in the beginning stages of planning a renovation to better serve our visitors and community. More to come!

### What do I need to do?

Nothing.

### How does it help me?

This is the first place visitors go with questions ranging from where to shop, dine and stay, as well as what the “can’t-miss attractions” are, and much, much 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?

Michael Arrowood, [groups@VisitHendersonvilleNC.org](mailto:groups@VisitHendersonvilleNC.org) or 828-693-9708.

## Literature Displays at the Henderson County Welcome Center

The Henderson County Welcome Center is a key marketing tool for reaching guests who are visiting or planning to visit the area. 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. The idea is to maximize the benefit to the visitor while promoting Henderson County businesses. There is also a rack outside the Visitor Center available to serve guests 24/7.

### What do I need to do?

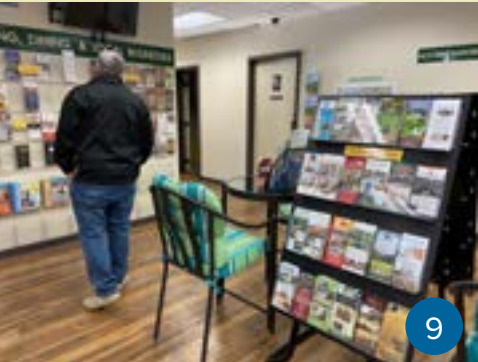
If you would like to display rack cards for your business, let us know! (Space is limited.) We encourage you to stop by if you never have (or haven’t recently)! Come see what the experience is like for visitors.

### How does it help me?

This is the first place visitors go, making this is a great place for them to discover your business!

### Who do I contact?

Michael Arrowood, [groups@VisitHendersonvilleNC.org](mailto:groups@VisitHendersonvilleNC.org) or 828-693-9708.



# Welcome Center Services

## Trail Series of Itineraries Brochures

The HCTDA has produced a series of seven self-guided “trails”

- Art Gallery Trail – all local art galleries, with map and gallery photos
- Camp Trail – a guide to 20 summer camps, with descriptive text about camp history
- Cheers! Trail – a complete listing of 23 local craft breweries, cideries and wineries
- Farm Market Trail – a guide to seasonal farmers markets in Henderson County
- Heritage Trail – significant local historic sites that are open to the public
- Orchard Trail – a guide to all local orchards that sell products to the public
- Quilt Block Trail – a tour of artistic/historical/cultural barn quilt blocks

## Literature Displays at NC Interstate Welcome Centers

Similar to the Henderson County Welcome Center, the North Carolina Welcome Centers, located along NC interstates, display rack cards and provide tourist information. These Welcome Centers, which are run by the NC Department of Commerce, direct guests to destinations throughout the state and region. Accommodations and attractions are eligible to display rack cards once they are approved. The criteria for approval is found at [NCCommerce.com/contact/north-carolina-welcome-centers](https://www.nccommerce.com/contact/north-carolina-welcome-centers).

### What do I need to do?

Directions to submit your materials to be displayed are at [VisitHendersonvilleNC.org/wp-content/uploads/NC-Welcome-Center-brochure-policy.pdf](https://www.visithendersonvillenc.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 9 NC Welcome Centers, so having your business rack cards displayed at any of these locations is invaluable exposure for your business.

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.

## Group Services

The HCTDA has a staff member dedicated to assisting all of the groups that visit Henderson County, which includes weddings, club and association meetings and conferences, athletic events, family reunions, church groups, and more. Relationships are also maintained with many bus tour operators, and the HCTDA is available to help local group hosts find resources. All consulting services are free to the event/group organizer and to local businesses.

### What do I need to do?

If you offer services or facilities for groups, let us know so we will be sure to get you on our list and website.

### How does it help me?

This depends:

- For group organizers, you have access to this list of vendors and help with planning your event.
- For local partner businesses, this helps groups find you and helps you develop new partnerships.

### Who do I contact?

Michael Arrowood, [groups@VisitHendersonvilleNC.org](mailto:groups@VisitHendersonvilleNC.org) or 828-693-9708.

# Industry Communications

## “So, Here’s The Thing…” E-newsletter

A biweekly e-newsletter designed to keep tourism partners aware of events they can participate in, as well as educational and networking opportunities, industry news, trends and insider information. 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 aren’t receiving it, sign up to receive the newsletter at [VisitHendersonvilleNC.org/partner-newsletter](https://www.visithendersonvillenc.org/partner-newsletter). If your business has been featured somewhere or won an award, let us know and we will include it in the newsletter.

### How does it help me?

The newsletter is chock-full of information and stories that we think 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 the annual Tourism Conference and Tourism After 5 events, being a host for the annual Peppermint Bear Scavenger Hunt, and more.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.





# Industry Communications

## Monthly Newspaper Article in Hendersonville Times-News (BlueRidgeNow.com)

The Hendersonville Times-News publishes a monthly article from the HCTDA that covers hospitality and industry topics, in addition to things going on at the Welcome Center and within the HCTDA. The format may be a traditional article or a question/answer style article, and local businesses could be featured.

### What do I need to do?

Largely, nothing. However, if you have an idea for how we could feature your business or special event, we would love to brainstorm with you!

### How does it help me?

This is another way to get exposure within the community and give you the opportunity to build new partnerships with other businesses. Additionally, it keeps the community aware of how tourism benefits the community as a whole.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.

## 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 as a way to keep and encourage open conversations among industry partners, 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 below will take you right to Facebook), then 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..." You are encouraged to 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, strong relationships. Keep your finger on the pulse of what is trending in tourism across the globe, country and right here in Henderson County.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.



# Take It To The Next Level!

Much like joining a gym or buying a treadmill, the more effort you put in, the more you will get out of the HCTDA's services. The following services require more from you and your business but have many additional benefits.

## Introduction to New Businesses

All of the things mentioned in this section are paid for by the money generated through occupancy tax collections (in other words, by the visitors). The only cost to you is your time.

Any business (but especially new businesses) can schedule a meeting to sit down with the HCTDA's Outreach Coordinator to review all of the programs offered by the HCTDA. You will receive direct guidance on the best way to take advantage of all these services. We love to brainstorm and share what we know or have learned from other businesses in your same situation.

### What do I need to do?

Call the Outreach Coordinator and schedule a meeting!

### How does it help me?

Developing a relationship with the HCTDA's Outreach Coordinator might be a great way for you to meet others in the industry who can become wonderful and effective partners. Plus, this is the easiest way to learn about these wonderful programs!

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.

## Tourism After 5

Each month, attend a networking event that is organized by the HCTDA and hosted by and at different tourism-related businesses. This is a great opportunity to learn about the host location as a place to send your own guests, as well as a way to network with others in the industry.

### What do I need to do?

Just show up! You may also host one of these events if you would like. Hosting opportunities typically fill up six months or more in advance, so reach out to us today if you would like to host.

### How does it help me?

We don't often take the time to be tourists in our own town. This gives you the chance to visit places you may want to send your guests. Also, many of the Henderson County Welcome Center volunteers attend these events. They are the first point of contact for most visitors, so developing a relationship with them, making sure the volunteers are aware of *your* business, may help to get your businesses more exposure, and attract more visitors.

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.



# Take It To The Next Level!

## Industry FAM Tours

Four unique tours are offered to tourism-related business management & frontline staff. These tours help to increase your awareness of the many things Henderson County has to offer.

### What do I need to do?

Look out for info on the FAM Tours in your inbox! Invitations will be included in our biweekly newsletter. You are required to register 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](https://VisitHendersonvilleNC.org/Partner-Newsletter).

### How does it help me?

Again, many people don’t take the time to be a tourist in their own town. This is a great way for you 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.

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.



## Tourism Conference

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

### What do I need to do?

Look out for info on the Tourism Conference in your inbox! Invitations will be included in our biweekly newsletter. You are required to register for this event. Be sure you are signed up for the newsletter, “So, Here’s The Thing…” at [VisitHendersonvilleNC.org/Partner-Newsletter](https://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](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.

# Take It To The Next Level!

## Rewards Cards

The HCTDA offers two opportunities to promote your business through its Rewards Cards. The Rewards Card is available to visitors and locals, and it can be ordered on the website or picked up in person at the Welcome Center. The Camp Rewards Card is offered only to counselors and staff at the area’s 20 overnight summer camps.

### What do I need to do?

Decide what deal you would like to offer and on which card (it can be the same or something different, but keep in mind, most camp counselors are young, some under the age of 21, and may not have transportation), and let us know.

### How does it help me?

Visitors and locals use these cards. They are a simple way to draw more people into your business.

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.



## Cheers! Trail Passport Program

This program was developed to assist the craft beverage industry in Henderson County, and includes all Henderson County producers of craft beer, wine and cider. The intent of the Passport is to encourage visitors to go around 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 gift idea (especially as a “stocking stuffer”).

### What do I need to do?

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

### How does it help me?

The 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](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.





# Take It To The Next Level!

## Travel Writers

The HCTDA often hosts travel writers, bloggers and other media representatives as they explore the area. We offer them discounts or free accommodations and help them to plan their trip. In return, they often share their travel experience in a publication, on their website and/or to their social media following.

### What do I need to do?

As a tourism partner, you can offer discounts, free meals or stays, etc. to travel writers when they visit. If your business has been featured somewhere, let us know and we will list it in the e-newsletter.

### 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 they are writing for or their average social media follower, which increases the likelihood that your business will resonate with their readers/followers. This means that not every destination is right for every writer.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.



# Take It To The Next Level!

## E-newsletter Spotlights

“So, Here’s The Thing,” the HCTDA’s biweekly e-newsletter goes out to some 800 (and counting) industry partners. We have multiple places where your business can be featured. The “Partner Spotlight” is a short 3-5-minute video interview where you introduce your business and discuss current partnerships and ideas for future opportunities to partner with other area businesses. 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 and we will add you to our schedule.

### 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.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.

## Outdoor NC Toolkit

Do you care about how our visitors use and leave our outdoor resources? Outdoor NC is a partnership between Visit North Carolina, the North Carolina Office of Outdoor Recreation and the Leave No Trace Center for Outdoor Ethics; its goal is to promote responsible outdoor tourism. This program promotes responsible recreation, and educates visitors and residents as to how they can avoid having a negative impact on our finite and precious outdoor recreation resources. The HCTDA has become a member, which provides resources to you, our tourism partners.

### What do I need to do?

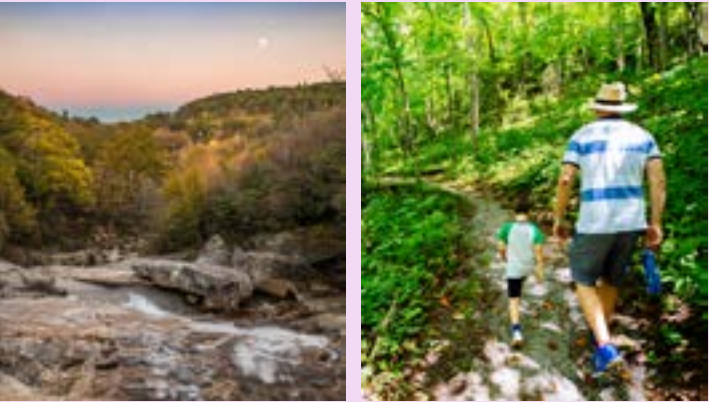
Contact the HCTDA and get access to the toolkit, which includes things like the graphics and photos to the right.

### How does it help me?

The Outdoor NC program gives us the tools to communicate with our visitors the importance for all of us to act as stewards of our public lands, outdoor attractions and natural beauty. Why does it matter? Because this is why we live here and why people choose to vacation here! If we protect our outdoors, we will preserve it for all to enjoy for years to come.

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.





# Take It To The Next Level!

## Visit NC Farms App

The Visit NC Farms App connects the dots in 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.

### What do I need to do?

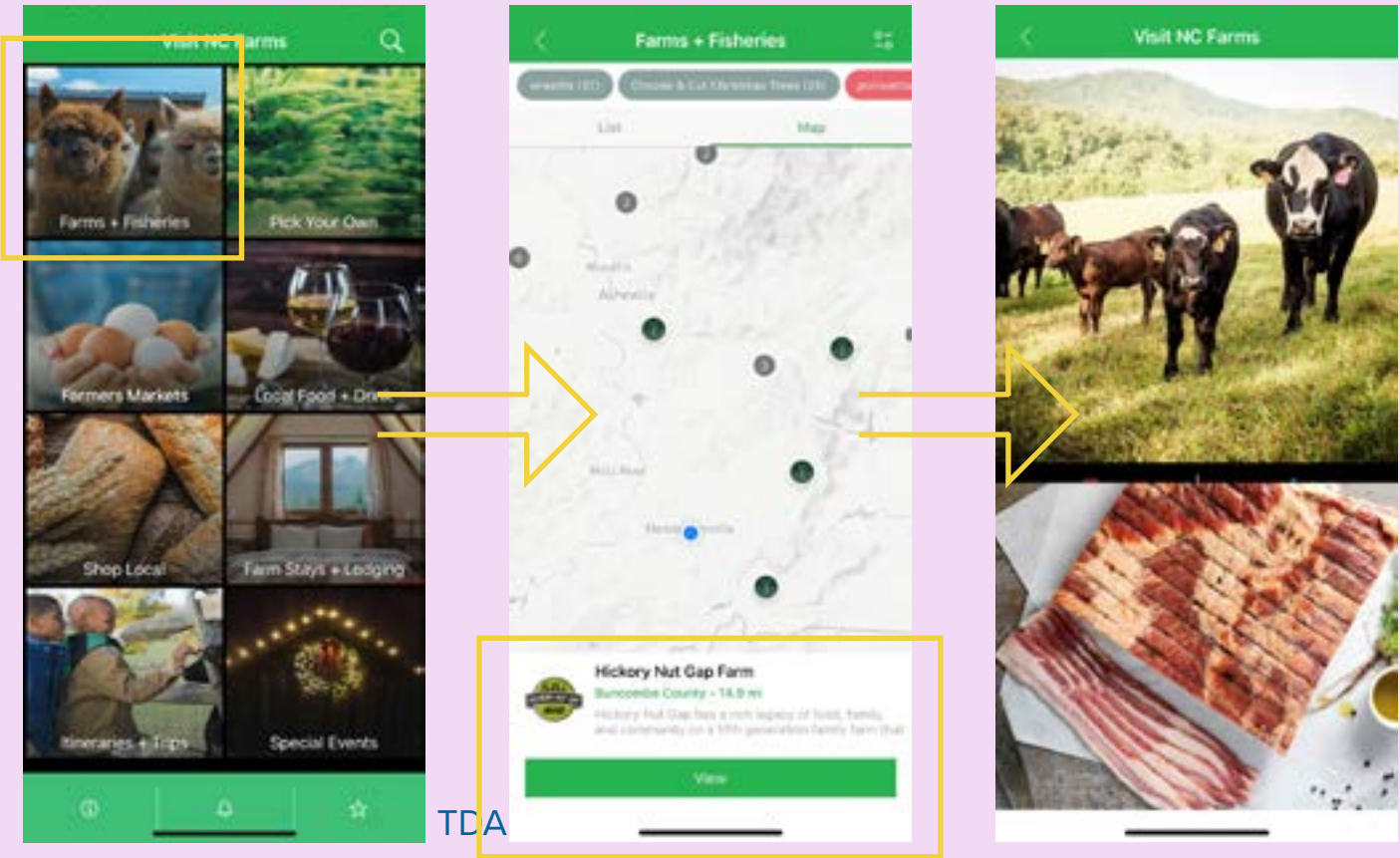
If you are a qualified farm partner, your business will be listed automatically. The only thing you need to do is keep us updated about any changes to your business and share new photos when available.

### How does it help me?

The Farm App connects millions of residents and visitors with local farms & fisheries, local food & drink, farmers markets & u-pick, value-added through local shops, farm stays & lodging, tours & trails, and special agricultural events across the state to include your county/region. Even if you aren't a farm partner, you and your guests can utilize this valuable tool to discover and explore all the agritourism that Henderson County and Western NC has to offer.

### Who do I contact?

Julie Hayes, [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org) or 828-693-9708.



# Take It To The Next Level!

## Photo Sharing Resource

The TDA has a selection of free, downloadable photos available on its website at [VisitHendersonvilleNC.org/gallery](http://VisitHendersonvilleNC.org/gallery)

### What do I need to do?

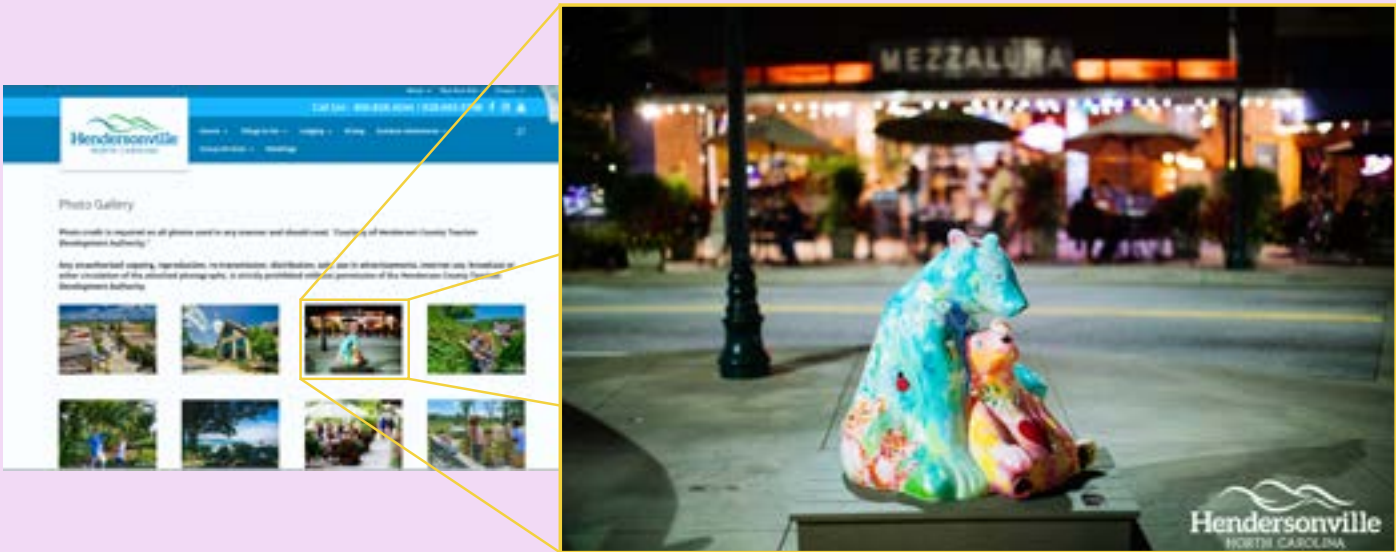
Simply give the TDA credit and link to our site when possible.

### How does it help me?

You are able to use these photos whenever and however you would like, as long as you give us credit. These could be used on your social media, business website, AirBNB listing and more!

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.





# Events

## 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 its website. Events must fit qualifying guidelines to be approved. Businesses are encouraged to submit their own events for approval and inclusion.

### Criteria for Event Inclusion:

Find the criteria here [VisitHendersonvilleNC.org/criteria-for-submitting-events](https://www.visithendersonvillenc.org/criteria-for-submitting-events) (an updated list of criteria coming soon!)

### 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 as a basis for events that are included on our weekly calendars that are sent to accommodations and are given out at the Welcome Center, as well as for things to feature on our social media channels. Additionally, Welcome Center volunteers use this information to inform visitors about events.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.

## Weekly Printed Calendar of Events

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

### What do I need to do?

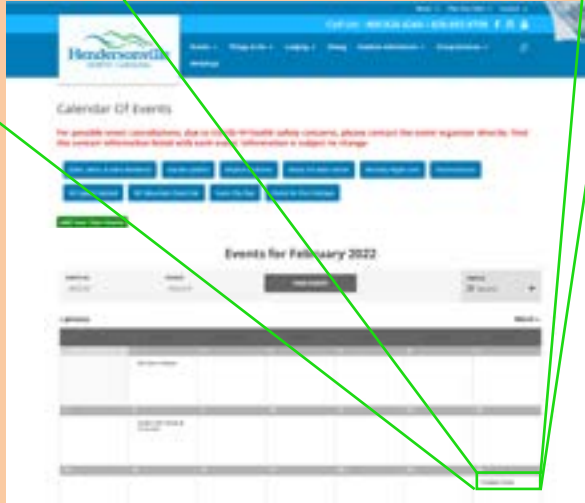
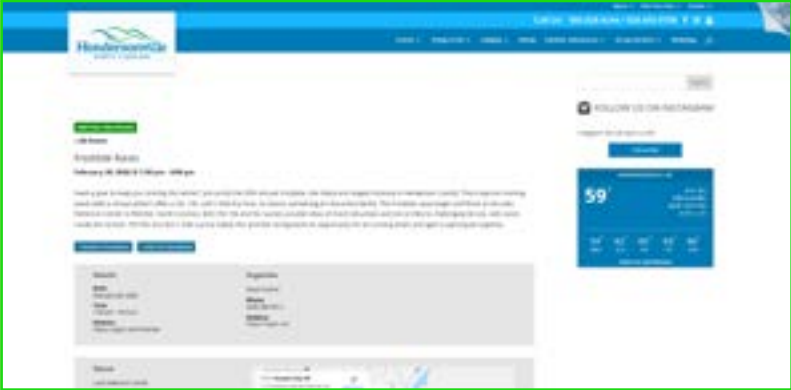
Let us know if you'd like the weekly calendar in your inbox.

### How does it help me?

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

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.



# Events

## Social Media

Invite [@VisitHendersonvilleNC](https://www.facebook.com/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 to reach a larger audience, to include the 15,000+ followers of [@VisitHendersonvilleNC](https://www.facebook.com/VisitHendersonvilleNC) on Facebook.

### Who do I contact?

Melanie Black, [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org) or 828-693-9708.



## HCTDA-organized Special Events

Currently, the HCTDA organizes a few of its own special events and compiles a few series of special events. There are many ways for your business to potentially get involved in any number of these events, including co-hosting, sponsoring, serving as a venue, being a vendor and more. (***\*\*Please note, each of these events is subject to change format, dates and who they are hosted by.***)

### How does it help me?

Any way you get involved will help give your business exposure.

### Who do I contact?

Amy Boswell, [events@VisitHendersonvilleNC.org](mailto:events@VisitHendersonvilleNC.org) or 828-693-9708.



# HCTDA Grants

## 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, which will be appointed by the HCTDA Board, will determine the eligibility of applicants and approve all investments of funds from the program. This program is funded entirely by occupancy taxes paid by overnight visitors staying in lodging in 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](mailto:events@VisitHendersonvilleNC.org) or 828-693-9708.

### Destination Marketing Grants

The objective of the Henderson County Destination Marketing Grant program is to support Henderson County tourism partners with their marketing needs to promote visitation to the county. (Minimum \$500 / Maximum \$20,000)

General Eligibility Requirements: 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 registered as a federally recognized nonprofit, 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 Western NC

### Capital Project Grants

The objective of the Henderson County Capital Project Grant program is to support the development of tourism-related capital investments in Henderson County to promote visitation to the county and enhance the destination. (Minimum \$10,000 / No Maximum)

General Eligibility Requirements: To qualify for a HCTDA Capital Project Grant, the applicant must:

- Represent a project located in Henderson County

# HCTDA Grants

- 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 registered as a federally recognized nonprofit, if applicable
- Not be a property primarily used for lodging
- Be able to provide at least a 50% match of project funding
- Utilize the funding received from the program for capital assets only

### Destination Event Grants

The objective of the Henderson County Destination Event Grant program is to support the execution of tourism-related events in Henderson County in order to generate overnight visitation to the county. (Minimum \$500 / Maximum \$20,000)

General Eligibility Requirements: 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 registered as a federally recognized nonprofit, 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 Western NC







Henderson County Tourism  
828-693-9708 | [VisitHendersonvilleNC.org](http://VisitHendersonvilleNC.org)

**Partner Questions: Julie Hayes | [outreach@VisitHendersonvilleNC.org](mailto:outreach@VisitHendersonvilleNC.org)  
Melanie Black | [info@VisitHendersonvilleNC.org](mailto:info@VisitHendersonvilleNC.org)**