

May 9, 2018

Dear Area Non-Profit:

You are receiving this notice because of your past or current interest in the High Point Convention & Visitors Bureau's (HPCVB) Arts & Tourism Grants Program. Historically, we would announce the start of the new fiscal year program this month and receive applications by the start of June. We are changing the timeline and process of this program starting this fiscal year July 1, 2018 - June 30, 2019.

Here are some changes that you need to know about this program going forward:

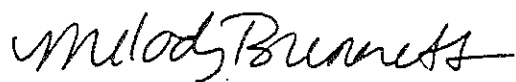
- The grants program will be administered by the High Point Convention & Visitors Bureau Foundation 501 c 3 non-profit board
- Announcement regarding the new program will take place by December 30, 2018
- Expect to see a new set of guidelines and application for this program
- There will most likely be a new payment process on how grant awards are paid out for next fiscal year

The HPCVB Board and Foundation Board are both excited about this new partnership to support area non-profits that assist in promoting and encouraging economic development in High Point through travel and tourism. We feel that partnering with the Foundation Board will enhance prospects to fund future projects. Both boards are committed to supporting investments that back tourism development in High Point, such as the core city catalyst projects. The timing is right to enhance this program as our city's landscape is morphing into a year-round destination for tourism. We appreciate your patience as we work out the logistics and details with the Foundation Board.

In the meantime, please email mburnett@highpoint.org to receive updated guidelines and application forms in December. This will help in making sure that your contact information is accurate for future correspondence:

Furthermore, stay tuned for information regarding your participation in future interviews, surveys, and focus groups relating to future tourism marketing and planning for our long-range master plan for tourism in High Point.

Onward and Upward,



Melody Burnett
HPCVB Grants Administrator/HPCVB Director of Operations and Finance