



## **FOR IMMEDIATE RELEASE**

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## **HIGH POINT CVB FOUNDATION BOARD ANNOUNCES NAME CHANGE AND GRANTS PROGRAM**

*The non-profit's new name stands for Destination: Renew and Innovate the Visitor Experience*

**HIGH POINT, N.C. (November 20, 2019)** – The High Point Convention and Visitors Bureau Foundation Board of Directors has changed its name to the DRIVE High Point Foundation, effective immediately. This non-profit 501 (c) 3 foundation was founded by the High Point CVB (HPCVB) in 2017 to broaden opportunities to serve the High Point community through destination development.

An acronym for “**Destination: Renew and Innovate the Visitor Experience**,” the DRIVE High Point Foundation will continue to form partnerships, seek funding, and enhance the educational, artistic, scientific, and historical activities relevant to tourism in High Point.

“We feel that our new name better represents our foundation’s true purpose: to “drive” High Point toward becoming a year-round destination,” Board Chair Jenni Lynch said. “We want to focus on maximizing the impact we can make in our local community by providing funding and support for projects and initiatives that align with the goals of HPCVB’s newly adopted ten-year strategic destination plan.”

To complement the efforts of HPCVB, the DRIVE High Point Foundation Board has formulated a new grants program called “Destination Development Grants.” The program is designed to provide resources for partners who embark on projects and initiatives that will complement key strategies outlined in the ten-year strategic destination plan for tourism adopted by the HPCVB Board in August. Impactful requests may include funding for signature, first time, or multi-day events; capital enhancements (renovation or additions) that create more visitor activity and an enhanced visitor experience; public art projects that create visitor engagement; and projects that create an opportunity to attract specific groups or mass visitors to High Point.

Destination Development Grants will be awarded by the DRIVE High Point Foundation Board. The board has crafted guidelines and scoring derived from the matrix outlined in the destination plan.

Applications will open on November 20th and are due by January 31, 2020. Those interested in applying may access the guidelines and application on the home page of [www.highpoint.org](http://www.highpoint.org) under DRIVE High Point Foundation or may request the information via email by contacting [jsiler@highpoint.org](mailto:jsiler@highpoint.org).

“This is a very exciting time for both our foundation and our community,” Lynch continued. “The board cannot wait to begin reviewing applications.”

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**About the DRIVE High Point Foundation:**

The DRIVE High Point Foundation stands for **Destination: Renew and Innovate the Visitor Experience**. This organization is a nonprofit 501 (c) 3 whose mission is to form partnerships, seek funding, and enhance educational, artistic, scientific, and historical activities relevant to tourism in High Point. The DRIVE High Point Foundation works closely with High Point CVB to enhance visitor experience by developing new amenities and providing more attractors in High Point to get more outside visitation year-round. Established in 2017, the Drive High Point Foundation is funded through private donations and partnership with the High Point CVB sponsorship program.