



2023-2024 Photography and Videography Program

A. General Eligibility Requirements

- a. Be a tourism-related business or other organization located in Henderson County that attracts visitors from outside the county.
- b. Must be applying for a property or an event located within Henderson County that attracts visitors from outside the county.

B. Limitations

- a. Organizations may apply for funding for multiple seasons/events held during a single twelve-month period but cannot apply for multiple years of seasons/events. Applicants must complete a separate application for each season/event for which they are seeking photographer/videography services.
- b. Organizations may receive photography services up to three times max in a twelve-month period and videography services one time per twelve-month period.
- c. Properties located partially in Henderson County or events taking place partially in Henderson County will be considered for full coverage at the discretion of the HCTDA based on agency needs.
- d. HCTDA reserves the right to cancel the photography and videography program at any time and for any reason. HCTDA is not obligated to complete any request, nor is it obligated to expend the entire amount budgeted for the photography and videography program in a given fiscal year. Recognizing that its resources are limited, HCTDA may, in its sole discretion, contract photography/videography services that are less than that requested by the applicant.
- e. HCTDA will not cover photography/videography services for any contractors that are not assigned to the project. Nor will it pay for any photography/videography services beyond what is outlined in the photography/videography agreement.
- f. Business or Organization must provide their own models, if needed. Models should be dressed to look like a visitor, and refrain from wearing labels, or anything religious or political.

C. Permitted Uses

- a. Printed materials for the applicant and for HCTDA materials.
- b. Out-of-market print, television, and digital marketing for the applicant and the HCTDA.
- c. For press kits for media inquiries or travel writers.

d. Website promotion for the applicant and the HCTDA.

Out of market marketing is defined as marketing efforts designed to promote tourism to Henderson County from visitors that reside out of the county, with an added emphasis on targeting those visitors who will stay overnight in the destination. Marketing efforts with a reach of 50+ miles from Henderson County and outside of local media market is required ([see map](#)). However, an exception may be given to marketing efforts placed in the [Greenville-Spartanburg-Anderson DMA](#) depending on the marketing reach of the individual proposed media outlet.

D. Ineligible Uses

- a. Marketing, advertising or print materials that is not intended to attract visitors or other business travelers to Henderson County.
- b. Local print, television, radio, and advertising that is limited to [Greenville-Spartanburg-Anderson DMA](#).

E. Evaluation Criteria

- a. Compliance with the stated requirements of the program.
- b. Eligibility of the applicant as a tourism-related business or organization.
- c. Photo and video needs of the HCTDA.
- d. Detailed plan to include the desired shot list from the photographer/videographer and how the materials will be used by the organization.

F. Schedule

- a. The HCTDA will determine the amount of funding to be budgeted for the Destination Marketing Grant program during its annual planning prior to the start of the new fiscal year in July.
- b. Applications will be open until all funds are spent for the fiscal year (July 1-June 30).
- c. All applications must be submitted online sixty days prior to requested date of service. The staff of the HCTDA will evaluate applications for photography/videography and will make final decisions regarding organizations selected to receive services from the photography and videography program.
- d. A signed photography/videography agreement between the applicant and the HCTDA will be required of any applicant prior to receiving photography/videography services through this program.

G. Notice of Public Record

Because HCTDA is a quasi-public entity, it is subject to Chapter 132 of North Carolina General Statutes. Consequently, this application and any materials submitted as part of this application and any documentation regarding any funding received are subject to disclosure to any party, public or private, upon request.

Edited 7/26/23