

# FY2024 Buncombe County Tipping Point Grant Report

<b>Organization Name:</b>	Blue Ridge Pride Center
<b>Project Name:</b>	Blue Ridge Pride Business Alliance

Activities Accomplished	Annual Goal	Amount Completed
# of "Welcoming Spaces 101 trainings delivered to businesses	4	2
# of additional businesses added to our Welcoming Businesses Directory	35	18
# of LGBTQ+ owned/operated businesses advertised via community commerce partners	15	39
# of unique views/hits on social media related to the Business Alliance	3000	1216

Expenses (please list <u>all</u> grant related expenses)	Amount Spent
Purchase with Pride Flags	\$ 376.00
Purchase with Pride Posters	\$ 245.53
Business Alliance Personnel (50 hours @\$35/hr)	\$ 1,750.00
<b>TOTAL:</b>	<b>\$ 2,372</b>

**Narrative summary of grant related activities**

2023 really saw a cementing of our Business Alliance's foundation. Not only did we create our Welcoming Spaces 101 training and pilot to Verner Center for Early Learning, as well as UNCA's only sorority, we worked with Explore Asheville on a new logo, and were able to formalize a partnership with Go Local to host a training for Manager's and Owner's to pitch it for their businesses; this will happen in February. Currently, we have several businesses-mostly nonprofits-interested in the Welcoming Spaces training, including upcoming ones at YMCA and On Track. We look forward to more local businesses taking advantage after our Go Local event.

We also piloted a unique and exciting initiative called Purchase with Pride, whereby we advertised 39 businesses through our website and a similar number on Dig Local during Pride week. They only thing we asked of them was to hang an Equality Pride flag during Pride week (last week of Sept for us). More than 50 signed up, but some did not send their logo, or did not send in a shareable file. Several actually donated more than the \$20 for the flag, with one business, Burial Beer, giving us 30% of their proceeds for the day of the festival. We were shocked to receive a \$4300 check from them in October! This initiative netted about \$7000 overall, and is something we will repeat in 2024, but with a more specific ask in line with Dining Out for Life's initiative.

Overall, this Tipping Point grant has already shown its worth, and then some. The funds raised via Purchase with Pride, and to be raised through charging a nominal amount for our trainings, will in part fund a new position, our Education and Outreach Coordinator which we just advertised last week!