

FY2024 Buncombe County Tipping Point Grant Report

Organization Name:	Blue Ridge Pride Center
Project Name:	Blue Ridge Pride Business Alliance

Activities Accomplished	Annual Goal	Amount Completed
# of “Welcoming Spaces 101 trainings delivered to businesses	4	15
# of additional businesses added to our Welcoming Businesses Directory	35	38
# of LGBTQ+ owned/operated businesses advertised via community commerce partners	15	49
# of unique views/hits on social media related to the Business Alliance	3000	1951

Expenses (please list <u>all</u> grant related expenses)	Amount Spent
Knack.com (database for Welcoming Businesses)	\$ 490.00
Purchase with Pride Flags (2023)	\$ 376.00
Purchase with Pride Posters (2023)	\$ 204.53
Personnel (50 hours @\$35)	\$ 1,750.00
Personnel (50 hours @\$42.50)	\$ 2,125.00
Website Charges to host Business Alliance page (1/6th of \$324)	\$ 54.00
TOTAL:	\$ 5,000

Narrative summary of grant related activities

Thanks in part to this Tipping Point grant, which helped launch our successful Welcoming Spaces trainings end of 2023, we were able to hire a new position, Education and Outreach Coordinator, Luna Britt, end of February 2024. In 2024 alone, we have certified 13 businesses/nonprofits, including Eaton, Misfit AVL, Art Garden, Go Local, Brother Wolf, On Track Financial, Tralala Interiors, among others. We worked closely with Go Local to offer the training to solo or duoprenuers in February at one location to make it more cost-effective for super small businesses. Our Purchase with Pride initiative fall of last year, coupled with our training efforts this year, meant that we surpassed our goals both for how many new businesses would be added to our Welcoming Businesses Directory, but also how many we were able to promote. In June, we advertised 6 new local businesses through a new June sponsorship which targeted small, local businesses. Malaprops, Little Jumbo, Resilient Minds Counseling and the Matt and Molly Team were a few of those who joined our efforts. In an exciting development, The Radical Hotel became a June partner, and our festival hotel partner, offering 15% discount on hotel rooms for the festival; they have also offered us comp'ed space of their facility for quarterly LGBTQIA+ business networking meetings that will begin in Sept or October. We have joined forces with WNC Queer Networking, run by a local gay businessman, to co-host. Lastly, this year we weill be revamping our Purchase with Pride initiative to make the give-back process for businesses streamlined, which aims to increase income for us and marketing options for them, including investigating launching our very own Pride week app. These efforts would not have been possible, or as successful, without the one-time infusion of funds from this grant. Thank you!