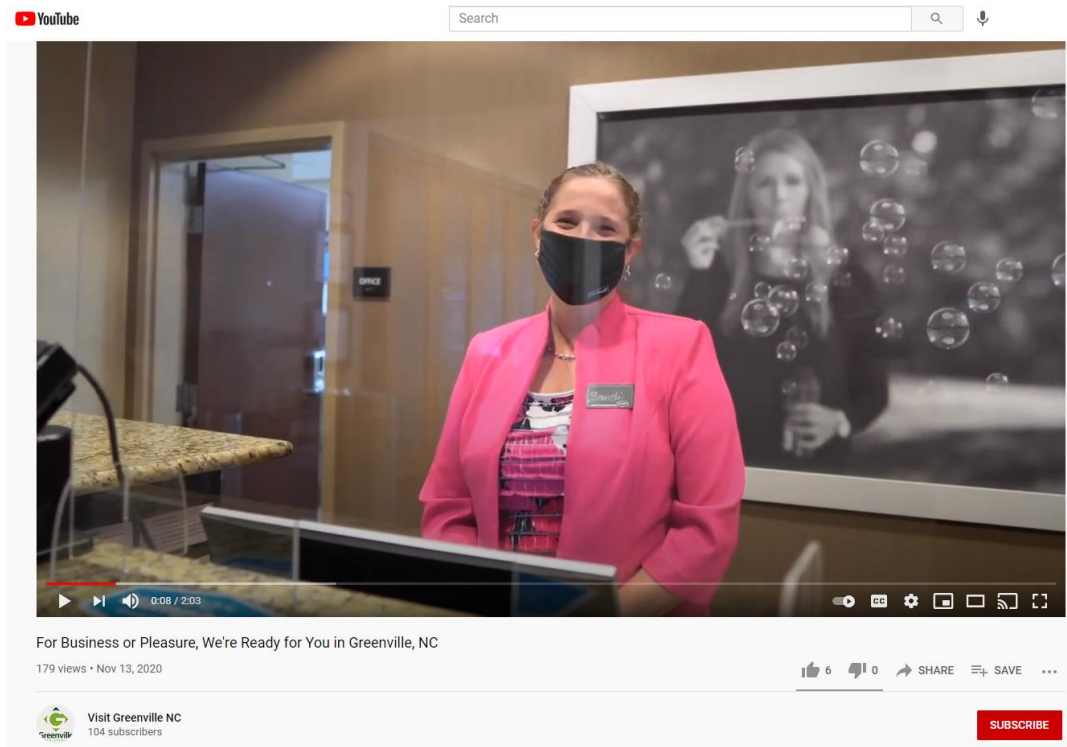


Greenville-Pitt County Convention and Visitors Bureau Utilized CRF to Promote Safe Travel and Tourism



A Screenshot of Greenville's Safe Travel and Tourism Video Campaign

Funds for this grant were utilized to retain James Asher Video and Photography to create a two-pronged video that showed safety practices for guests and meeting planners at our Greenville Convention Center and supporting hotels on the Convention Center Campus. A second part of the video shows socially distant and safe activities to partake in while here in Greenville-Pitt County for your next meeting.

The fees that the grant covered were utilized for the following marketing initiative to help bring more conventions and meetings to Greenville-Pitt County and inspire confidence among travelers that it is safe to do so. The grant helped to cover videography services, aerial videography services (Pilot in command), editing, music scoring, and script recording.

The goal of the campaign is to drive meeting planners to book future meetings and conventions by showing safe standards and practices that the convention centers and hotels are taking part in while pushing social distancing activities.

Final project can be seen by visiting the following links:

[We're Ready to Welcome You Back to Greenville, NC - YouTube](#)

[For Business or Pleasure, We're Ready for You in Greenville, NC - YouTube](#)

