

VCB Announces Recipients of 2017 Grant Assistance Program

CAMBRIDGE, OHIO (May 15, 2017) – The Cambridge/Guernsey County Visitors & Convention Bureau recently announced 11 local organizations are recipients of the 2017 Grant Assistance Program (GAP).

Now in its fifth year, the program helps qualified non-profit area tourism events, organizations, and businesses to “fill in the gap.” The grant program assists qualified non-profit organizations with the advertising and promotion of activities which directly increase lodging occupancy in designated periods throughout the year, create positive image building publicity for the Cambridge/ Guernsey County area, and enhance the tourism environment in the area.

This year’s recipients are:

- Cambridge Lions Club: *Rough Truck and a Booth at Home, Garden & Business Expo*
- Cambridge Main Street: *Entertainment for National Road Bike Show & Ribfest and Downtown Walking Brochure*
- Community Improvement Corporation: *Forgotten Places & Spaces and Rock the Block*
- Dickens Victorian Village: *Gerald Dickens’ performance*
- Guernsey County Community Development Corporation: *Outdoor Eco Expo & Sportsman’s Bash*
- Guernsey County Historical Society: *History Museum Banner and Booth at Home, Garden & Business Expo*
- National Cambridge Collectors, Inc.: *Cambridge Glass Auction, National Cambridge Glass Museum and National Cambridge Glass Collectors Show & Sale*
- National Whitetail Deer Education Center: *Spring Fest and Kicking Bear One-on-One*
- Parents United US: *Byesville Gus Macker*
- The Living Word Outdoor Drama: *Crusified musical performance and Living Word Outdoor Drama brochures*
- Ohio Arts & Crafts Foundation: *Salt Fork Arts & Crafts Festival*

The VCB has set aside funds in their 2017 budget for the marketing of events and promotions which exhibit positive tourism potential.

The goals of the program are simple:

- Increase overnight stays in Cambridge/Guernsey County
- Promote a positive image and increased visibility of the county’s attractions
- Increase expenditures by visitors to Cambridge/Guernsey County
- Provide programs and activities beneficial to drawing additional tourists from a 100+ mile radius
- Feature new or expanded events, projects or programs

Grants were made available from a minimum of \$500 to a maximum of \$5,000 and were contingent upon the amount of overnight stays the event, project or program generates.

For more information, contact the Cambridge/Guernsey County VCB office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, call 740-432-2022, email info@VisitGuernseyCounty.com, or log onto VisitGuernseyCounty.com.