

## TALKING TOURISM January 3, 2016

Each month this space will be devoted to a column written by Debbie Robinson, executive director of the Cambridge/Guernsey County Visitors & Convention Bureau (VCB). She will provide information about upcoming events, area attractions, bureau services and projects, and most importantly, communicate the tremendous impact that the travel and tourism industry has on this region.

### **Official 2016 Travel Guide Available**

The 2016 Official Travel Guide to Cambridge/Guernsey County is now available! The guide has been updated and expanded! Designed by Stonewall Group, the guide prominently features the bureau's new photography, special points of interests, a newly expanded dining section, and more. Pick-up your copy (or copies) today at the Tourist Information Center in historic downtown Cambridge!

### **GAP Deadline Feb. 15**

For the fourth year, the VCB will offer a special tourism grant program to qualified non-profit organizations. The Grant Assistance Program (GAP) funds assist 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 of our area.

Grants are available from a minimum of \$500 to \$5,000 and will be contingent upon the amount of overnight stays the event, project, or program generates. The deadline to submit applications is Feb. 15, 2016. Grants will be awarded March 31, 2016. Grant applications can be found on the VCB's website at [VisitGuernseyCounty.com/industry/gap-information](http://VisitGuernseyCounty.com/industry/gap-information)

### **2016 Guernsey County Co-op Marketing Program Announced**

The Cambridge/Guernsey County Visitors & Convention Bureau is pleased to announce the 2016 Co-op Marketing Campaign. In 2016, we will be placing advertisements with media that yielded the best results for us in 2015 including local advertising and adding several new opportunities. Non-profit Guernsey County tourism partners are eligible to participate. Space deadline is February 5. For more information, contact Debbie Robinson [director@VisitGuernseyCounty.com](mailto:director@VisitGuernseyCounty.com).

### **Team Tourism**

Don't forget to mark your calendars for the VCB's next quarterly Team Tourism meeting scheduled for **January 25, 2016** at Noon at Theo's Restaurant in downtown Cambridge. Lunch is Dutch treat. Please RSVP to the VCB office by January 18 by calling 740-432-2022. We will also conduct a brochure swap! Please bring your new 2016 brochures, rack cards, or flyers to share with your Team Tourism partners. After lunch, attendees will have the opportunity to tour an underground facility, "Cambridge from the Other Side," with Frank Leyshon.

### ***Events to Discover***

Looking for something to do?

<b>January 15 &amp; 29</b>	Pennyroyal Opera House Bluegrass Concerts, Fairview
<b>January 16</b>	Bridal & Prom Show, Pritchard Laughlin Civic Center
<b>January 30</b>	Country on the Carpet, Pritchard Laughlin Civic Center
<b>February 12</b>	Chef in the Vineyard, Terra Cotta Vineyards, New Concord
<b>February 12 &amp; 16</b>	Pennyroyal Opera House Bluegrass Concerts, Fairview
<b>February 20</b>	Jammin' For Johnson, Fraternal Order of the Eagles
<b>February 20 &amp; 21</b>	Heritage Arms Gun Show, Pritchard Laughlin Civic Center
<b>February 26- 27/March 4-5</b>	Mary Poppins, Pritchard Laughlin Civic Center

**March 4, 11 & 18** Pennyroyal Opera House Bluegrass Concerts, Fairview  
**March 5** National Cambridge Glass, Collectors "All Cambridge Benefit Auction",  
Pritchard Laughlin Civic Center  
**March 12** Remarkable Women - Past, Present & Future, John & Annie Glenn Historic Site  
**March 12-14** Home, Garden & Business Expo, Pritchard Laughlin Civic Center  
Pritchard Laughlin Civic Center  
**March 18** Chef in the Vineyard, Terra Cotta Vineyards, New Concord  
**March 18 - 19** Salt Fork Gospel Jubilee, Salt Fork Lodge & Conference Center  
**March 26** Easter Egg Hunt, Deerassic Park Education Center

To learn more about the VCB, area events, and activities, visit the Cambridge/Guernsey County VCB office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, call 740-432-2022, email [info@visitguernseycounty.com](mailto:info@visitguernseycounty.com), or visit [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).

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