



**Cambridge/Guernsey County Grant Assistance Program (GAP)  
Sponsored by Tourism Dollars through the  
Cambridge/Guernsey County Visitors & Convention Bureau  
“We Fill in the Gap”**

**Purpose:**

The Cambridge/Guernsey County Visitors & Convention Bureau (VCB) has set aside funds for the marketing of events which exhibit positive tourism potential. These funds are to assist qualified applicant 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. 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

**Funding:**

- The Cambridge/Guernsey County VCB is pleased to announce funding for the 2020 GAP program. Grants are available from a minimum of \$250 (Two hundred fifty) to \$1,000 (One thousand) and will be contingent upon the amount of overnight stays the event, project or program generates.

**Application Guidelines:**

Those eligible to apply include any not-for-profit group or organization doing business in the Cambridge/Guernsey County area. Such parties may apply for GAP according to the following rules:

1. All grant recipients will credit the Cambridge/Guernsey County VCB for their support by using the Bureau’s logo, website address, and toll free number and the following copy in all printed materials and media. “Supported by a grant from the Cambridge/Guernsey County Visitors & Convention Bureau.” Marketing material must be approved by the executive director of the VCB before printing to ensure the credit is correct.

2. Funding may be requested for
  - marketing, promotion and advertising expenses
  - Creative costs for ad development
  - Entertainment fees - Qualifying entertainment must be added entertainment that would stretch or enhance the event such as an event related demonstration, a new (if annual event) performer/performance that adds to the theme of the event, or activities specifically for children or seniors.
  - Printing of event brochures for fulfillment and distribution reaching an audience outside of a 100-mile radius of the Cambridge/Guernsey County area. The Cambridge/Guernsey County VCB logo, website address, and toll free number must be clearly presented with the following “Supported by a grant from the Cambridge/Guernsey County Visitors & Convention Bureau.”
  - Site transportation for larger venues, i.e., carriages, wagons, shuttles, particularly if additional transportation options are needed to increase attendance.
  - Postage fees for fulfillment mailings and distribution outside a 100-mile radius of Cambridge/Guernsey County.
3. Funding may not be used for administrative, equipment, capital improvements or space costs.
4. Funding will not be awarded for more than 50% of the overall budget.
5. Special events, projects and programs for which grants are requested must occur within a year in which the grant application is submitted.
6. Previous grant recipients must have submitted a Final Report Form to the Cambridge/Guernsey County VCB before being eligible for another grant.
7. If an applicant is requesting funding for more than one special event, project or program, separate applications must be completed for each request. Applicant should prioritize requests.
8. Applicants must have a fiscal agent – an incorporated, not-for-profit, that provides administrative and financial services. The fiscal agent accepts responsibility for administering the paperwork and project funds throughout the grant process.
9. Applications must include an overall budget.
10. Applications may include relevant support materials.

## Grant Procedures

- All completed application forms and support materials must be in the Cambridge/Guernsey County VCB office by the deadline date of **March 5, 2021**
- Application packets are reviewed by the GAP program Committee and then presented to the Cambridge/Guernsey County VCB Board of Directors for final funding decisions.
- Once funds are awarded, a letter of the decisions informs all applicants by **March 26, 2021**

- Applicants who receive a favorable decision enter into an agreement with the Cambridge/Guernsey County VCB.
- Recipients are required to attend a free marketing workshop offered by the VCB.
- Within 30 days after successfully completing the special event, project or program, grant recipients must submit a Final Report Form that includes:
  1. sample advertisements placed using the Cambridge/Guernsey County logo, website address, and with the proper wording,
  2. proof of payment,
  3. paid invoices and copies of checks,
  4. and a written request for reimbursement to the Cambridge/Guernsey County VCB for review. This request must include a written summary outlining the number in attendance, advertising response and comments about the success of the event. Please include suggestions on improving the event in future years.
- Final payment of grants will be sent to recipients 60 days following review of the required information and GAP program Committee approval.

If you have any questions or comments, please contact:

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