

VCB Announces Recipients of 2021 Grant Assistance Program

CAMBRIDGE, OHIO (April 23, 2021) – The Cambridge/Guernsey County Visitors & Convention Bureau recently announced 10 local non-profit organizations that are recipients of the 2021 Grant Assistance Program (GAP).

Now in its eighth year, the program assists qualified non-profit area tourism events, organizations, and businesses to “fill in the gap” 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
- Cambridge Main Street
- Cambridge Performing Arts Center
- Dickens Victorian Village
- Guernsey County Community Improvement Corporation
- Guernsey County Historical Society
- National Cambridge Collectors, Inc.
- National Whitetail Deer Education Center
- Pritchard Laughlin Civic Center
- Ohio Arts & Crafts Foundation

Each year, the VCB commits funds from their budget for the marketing of events and promotions which exhibit positive tourism potential. “Even though 2020 was a very challenging year for travel and tourism and our budget took a direct hit, our board of directors felt it was extremely important to continue to financially support our non-profit organizations who were also hard hit by the pandemic. Travel and tourism is a very important component to Guernsey County’s economic growth. These organizations collectively bring thousands of visitors into our area each year, and we wanted to give them a boost they so desperately need to be able to continue and enhance their programs and events,” said Debbie Robinson, executive director of the VCB.

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

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.



Caption for photos: 2021 GAP recipients back row (l) Cindy Arent- National Museum of Cambridge Glass; Heather Carpenter - Guernsey County Community Improvement Corporation; Brad Richert – Cambridge Lions Club; Rick Booth – Guernsey County History Museum; Ralph Ray – Cambridge Lions Club; Dana Launder – Deerassic Park Education Center; Karen Boyer – Pritchard Laughlin Civic Center. Front Row (l) Lindy Thaxton – Dickens Victorian Village; Brenda Taylor – Salt Fork Arts & Crafts Festival; Mary Beth Sills- Cambridge Main Street and Debi DiVenti – Cambridge Performing Arts Center