



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Cambridge/Guernsey County VCB Grant Assistance Program Accepting 2018 Applicants

CAMBRIDGE, OH (Jan. 17, 2018) – The Cambridge/Guernsey County Visitors & Convention Bureau (VCB) is now accepting 2018 applicants for its Grant Assistance Program (GAP). Now in its sixth year, the program helps qualified non-profit area tourism events, organizations, and businesses to “fill in the gap” with funding and assists in promotion activities in Cambridge/Guernsey County.

The program is designed to 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 immediate area.

The VCB has set aside funds for the marketing of events 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 are available from a minimum of \$500 to a maximum of \$5,000 and will be contingent upon the amount of overnight stays the event, project or program generates.

All completed application forms and support materials must be in the Cambridge/Guernsey County VCB office by Feb. 10, 2018. Those eligible to apply include any non-profit group or organization doing business in the Cambridge/Guernsey County area. For complete program details and an application, log on to VisitGuernseyCounty.com/Industry.

Application packets are reviewed by the GAP 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 in Feb. 28, 2018.

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 on to VisitGuernseyCounty.com.

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