

VCB Announces Recipients of 2023 Grant Assistance Program

CAMBRIDGE, OHIO (April 3, 2023) – The Cambridge/Guernsey County Visitors & Convention Bureau recently announced 12 local non-profit organizations that are recipients of the 2023 Grant Assistance Program (GAP) totaling \$55,000.

Now in its eleventh 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:

2nd Row (l) Cindy Arent, National Museum of Cambridge Glass; Rick Booth, Guernsey County Historical Society; Jess Freeman, Living Free Events; Ron Gombeda, Guernsey County Community Improvement Corporation; Heath Dawson, The Living Word Outdoor Drama; Allen Hunter, Dickens Victorian Village and Dana Launder, Deerassic Park Education Center.

1st Row (l) Debi DeVinti, Cambridge Performing Arts Center; Kim Freeman, Living Free Events; Shannon Eubanks, Cambridge Performing Arts Center; Mary Beth Sills, Cambridge Main Street; Rita Mellott, Ohio Hills Folk Festival; Brenda Taylor, Salt Fork Arts & Crafts Festival and Lisa Zaleski, Ohio Hills Folk Festival.

Each year, the VCB commits funds from their budget for the marketing of events and promotions which exhibit positive tourism potential. “These organizations collectively bring thousands of visitors into our area each year, and our board of directors is extremely pleased to offer this grant to 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.

