

VCB Announces Recipients of 2024 Grant Assistance Program

CAMBRIDGE, OHIO (April 23, 2024) – The Cambridge/Guernsey County Visitors & Convention Bureau recently announced 11 local organizations are recipients of the 2024 Grant Assistance Program (GAP).

Now in its 11th 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
- Living Free Events
- National Cambridge Collectors, Inc.
- National Whitetail Deer Education Center
- Ohio Arts & Crafts Foundation
- Ohio Hills Folk Festival
- The Living Word Outdoor Drama

The VCB has committed over \$50,000 in their 2024 budget for the marketing of events and promotions 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 were made available from a minimum of \$500 to a maximum of \$5,000 and were contingent upon the amount of overnight stays the event, project or program generates.

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.

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