

VCB Announces Recipients of 2025 Grant Assistance Program

CAMBRIDGE, OHIO (June 4, 2025) – The Cambridge/Guernsey County Visitors & Convention Bureau recently announced 12 local organizations are recipients of the 2025 Grant Assistance Program (GAP).

Now in its 12th 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:

- Byesville Firemen’s Association
- Cambridge Main Street
- Cambridge Lions Club
- Cambridge Performing Arts Center
- Dickens Victorian Village
- Guernsey County Community Development Corporation
- Guernsey County Historical Society
- Living Free Events
- National Museum of Cambridge Glass
- Ohio Hills Folk Festival
- Salt Fork Arts & Crafts Festival
- The Living Word Outdoor Drama

The VCB has committed \$40,000 in their 2025 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

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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 destination@VisitGuernseyCounty.com, or log onto VisitGuernseyCounty.com.

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