



Cambridge/Guernsey County Visitors & Convention Bureau

2026 Grant Assistance Program (GAP)

Application for Funding

Please type or print clearly. Additional pages may be attached as needed.

Before You Apply: Applicant Checklist

Before submitting your GAP application, please confirm the following:

- ☐ Our organization is a not-for-profit operating in the Cambridge/Guernsey County area
 - ☐ Our event, project or program will take place in the same calendar year as this application
 - ☐ Our initiative is designed to attract visitors from outside the local area (100+ miles)
 - ☐ We can demonstrate potential or actual overnight stay impact
 - ☐ GAP funds will be used for eligible marketing, promotion or qualifying event enhancements only
 - ☐ The GAP request does not exceed 50% of the total project budget
 - ☐ A complete overall project budget is included
 - ☐ Proof of not-for-profit status is attached
 - ☐ All required signatures will be provided prior to submission
 - ☐ If previously funded, all required Final Reports have been submitted
-
-

Section 1: Event / Project Information

Name of Event, Project or Program:

Date(s):

Location(s):

Section 2: Applicant Organization

Organization Name:

Mailing Address:

City / State / Zip:

Federal Tax ID #:

Proof of Not-for-Profit Status Attached: ☐ Yes ☐ No

Primary Contact Name & Title:

Phone / Email:

Treasurer or Fiscal Agent Name:

Board of Directors / Trustees (if applicable):

Section 3: Event / Project Description

Brief Description (who, what, when, why):

Primary Goals of the Event / Project:

Anticipated Economic Impact to Guernsey County:

How will success be measured?

Section 4: Attendance & Tourism Impact

Estimated Total Attendance:

Estimated Attendees Traveling 100+ Miles:

Estimated Overnight Stays Generated:

Additional Sponsors (if any):

Section 5: Marketing & Promotion Plan

(Attach samples of past marketing if available)

Primary Advertising & Media Channels:

☐ Print ☐ Radio ☐ Television ☐ Website ☐ Social Media ☐ Digital Advertising

How will you target audiences outside Guernsey County?

Distribution Plan for Flyers / Posters / Brochures:

Mailing Plan (quantity and target area):

Additional Promotional Strategies:

If GAP funding is not awarded, how will this event/project proceed?

Section 6: Event History (if applicable)

Is this an annual event or program? ☐ Yes ☐ No

If yes, number of years held:

Overall Budget:

2024 \$ _____ 2025 \$ _____

Advertising Expenditures:

2024 \$ _____ 2025 \$ _____

Profit Generated:

2024 ☐ Yes ☐ No 2025 ☐ Yes ☐ No

Section 7: Budget Summary

Income

- GAP Grant Request: \$ _____
- Other Grants / Support: \$ _____
- Event Revenue: \$ _____
- Other Income: \$ _____

Total Income: \$ _____

Expenses

- Personnel: \$ _____
- Administration / Operations: \$ _____
- Outside Fees: \$ _____
- Marketing & Promotion*: \$ _____
- Other: \$ _____

Total Expenses: \$ _____

Amount of GAP Funding Requested: \$ _____

Brief Description of How GAP Funds Will Be Used:

Final reports must include sample ads, proof of payment, and a written summary of attendance, advertising response, outcomes and an invoice to the VCB.

Section 8: Acknowledgment & Certification

All grant recipients agree to credit the Cambridge/Guernsey County Visitors & Convention Bureau using the official logo and the following language on all marketing materials:

“Supported by a grant from the Cambridge/Guernsey County Visitors & Convention Bureau.”

All marketing materials must be approved by the Executive Director prior to printing or distribution.

Authorized Signatures

Authorized Official:

Signature _____ Date _____

Name & Title _____

Board President:

Signature _____ Date _____

Name & Title _____

Application Deadline: March 1, 2026

Please submit completed applications to:

Grant Assistance Program

Cambridge/Guernsey County Visitors & Convention Bureau
627 Wheeling Ave., Suite 200
Cambridge, Ohio 43725