



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