



Cambridge/Guernsey County Grant Assistance Program (GAP)

Sponsored by Tourism Dollars through the

Cambridge/Guernsey County Visitors & Convention Bureau

"We Fill in the Gap"

Program Overview

The Cambridge/Guernsey County Visitors & Convention Bureau Grant Assistance Program (GAP) is designed to spark visitation, overnight stays and positive visibility for Cambridge and Guernsey County. Funded through tourism dollars, GAP supports events, projects and programs that strengthen our destination's appeal, attracts visitors from outside the region and generate measurable economic impact for our community.

By investing in strategic marketing and tourism-focused enhancements, GAP helps qualified organizations "fill the gap" between a great idea and a truly destination-driving experience.

Purpose & Goals

The Cambridge/Guernsey County Visitors & Convention Bureau (VCB) has designated funds to assist with the **advertising, promotion and enhancement of events and initiatives that demonstrate clear tourism potential**. Funded activities should directly contribute to increased lodging demand, broaden awareness of the county and elevate the overall visitor experience.

Program goals include:

- Increasing overnight stays in Cambridge/Guernsey County
 - Strengthening the county's image and visibility as a visitor destination
 - Increasing visitor spending throughout the community
 - Attracting new visitors from a 100+ mile radius
 - Supporting new, expanded or enhanced events, projects and programs
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Funding Availability

The Cambridge/Guernsey County VCB is pleased to offer funding through the **2026 GAP program**.

- Grant awards range from **\$500 to \$5,000**
- Funding levels are contingent upon the projected and documented number of overnight stays generated by the event, project or program

- GAP funding may not exceed **50% of the total project budget**

Eligibility

Eligible applicants include **not-for-profit organizations** conducting business within the Cambridge/Guernsey County area. Applicants must meet all program requirements and demonstrate how their initiative will positively impact tourism.

Application Guidelines

1. Acknowledgment of Support

All grant recipients must acknowledge support from the Cambridge/Guernsey County VCB by including the Bureau's official logo and the following statement on all printed and digital marketing materials:

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

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

2. Eligible Expenses

GAP funds may be used for:

- Marketing, promotion and advertising expenses
- Creative costs related to ad development
- Entertainment fees for qualifying enhancements, such as:
 - Event-related demonstrations
 - New performers or performances that expand or elevate an annual event
 - Activities designed specifically for children or seniors
- Printing of event brochures intended for fulfillment and distribution **outside a 100-mile radius** of Cambridge/Guernsey County (VCB acknowledgment required)
- On-site transportation for larger venues (e.g., carriages, wagons, shuttles) when transportation increases accessibility and attendance
- Postage and fulfillment costs for mailings distributed outside a 100-mile radius

3. Ineligible Expenses

GAP funds may **not** be used for administrative costs, equipment purchases, capital improvements or facility/space rental expenses.

4. Project Timeline

Events, projects or programs must take place within the same calendar year in which the grant application is submitted.

5. Previous Recipients

Organizations that have previously received GAP funding must have a completed Final Report on file with the VCB to be eligible for future funding.

6. Multiple Requests

Applicants requesting funding for more than one event, project or program must submit a **separate application for each request** and clearly prioritize submissions.

7. Fiscal Agent Requirement

Applicants must designate a fiscal agent—an incorporated not-for-profit organization responsible for administering funds, financial reporting and required documentation.

8. Budget & Support Materials

All applications must include an overall project budget and may include relevant support materials.

Grant Procedures & Timeline

- **Application Deadline:** March 1, 2026
Completed applications and all supporting materials must be received by the Cambridge/Guernsey County VCB by this date.
- **Review Process:**
Applications are reviewed by the GAP Program Committee and presented to the Cambridge/Guernsey County VCB Board of Directors for final funding decisions.
- **Award Notification:** March 27, 2026
All applicants will be notified in writing of funding decisions.
- **Grant Agreement:**
Approved applicants will enter into a formal agreement with the Cambridge/Guernsey County VCB.
- **Marketing Workshop:**
Grant recipients are required to attend a complimentary marketing workshop hosted by the VCB.

Reporting & Reimbursement

Within **30 days** of completing the funded event, project or program, grant recipients must submit a Final Report that includes:

1. Samples of advertisements featuring the VCB official logo and required acknowledgment language
2. Proof of payment, including paid invoices and copies of checks
3. A written request for reimbursement, including:
 - Attendance figures
 - Advertising response metrics
 - An evaluation of the event's success
 - Suggestions for improvements in future years
4. An invoice from the organization to the VCB

Final grant payments will be issued **within 60 days** following review, approval, and GAP Program Committee authorization.

Contact Information

For questions or additional information, please contact:

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