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Hamilton County Tourism Grants Return

Carmel, IN – Grants will be available to tourism-focused organizations for special projects and operating expenses, events and festivals, as well as marketing and promotions for the first time in two years, the Hamilton County Convention and Visitors Bureau announced today.

A total of \$70,000 in grants in three categories will be awarded to non-profits who are Hamilton County Convention and Visitors Bureau members and demonstrate a desire to attract out-of-area audiences. During the two-year hiatus, the tourism bureau revamped the grant program and created an on-line portal for applications.

“We hope these new guidelines help our tourism partners continue to offer exciting events and activities for our visitors,” said HCCVB Executive Director Brenda Myers. “We wanted to focus our attention not only on promoting those events, but also in helping to make them happen.”

A pool of \$40,000 is available for special projects, Myers said. But those requests should first come in the form of a letter of intent, which is due by May 15. An additional pool of \$10,000 is available for festivals and events, and another \$20,000 for marketing.

The Hamilton County Sports Authority will continue to take requests for support from local sports groups in a separate program. The bureau’s program focuses on non-profit attractions, festivals and events, and activities such as those promoted in downtown areas.

Grant details are available at 8GreatTowns.com. Click on the Biz link, then the grants link.

The Hamilton County Convention and Visitors Bureau promotes tourism growth through strategic marketing, hospitality and community development initiatives. It has welcome centers in Carmel, Fishers, and Noblesville.

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