



FOR IMMEDIATE RELEASE

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VISIT FREDERICK ANNOUNCES FY24 TRIPP APPLICATION

Frederick, MD – Visit Frederick will be accepting applications for the Tourism Reinvestment in Promotion and Product (TRIPP), a cooperative promotional funding and product development grant program. Non-profit organizations and government agencies can apply to the program to access TRIPP funds to promote attractions and the development of tourism in Frederick County. The TRIPP program has awarded more than \$3,658,000 since the inception of the program in 2006.

A portion of the revenue from the hotel tax directed to Visit Frederick will be available for the promotion of local non-profit attractions and events and for the development of tourism product through non-profit attractions, events, and activities. The TRIPP program allocates this funding through a competitive application process that will fund advertising and development projects. The TRIPP program has been budgeted at \$300,000 for FY24 (July 1, 2023 - June 30, 2024). Included within the FY24 program is \$180,000 for Tourism Advertising Awards and \$120,000 for Tourism Development Grants

“The budgeted funding amount for the FY24 TRIPP Program represents an all-time high funding level in the history of our TRIPP program,” and Dave Ziedelis, Executive Director. “This is a real credit to Frederick County and our many successful tourism-related businesses, attractions,

events, and endeavors. We are very excited to infuse our non-profit and government agencies with this valuable initiative supporting tourism and the derived economic impact.”

The program is open to Frederick County non-profit organizations and government agencies. Applications should be consistent with Visit Frederick's goals of increasing the number of visits, the average length-of-stay by visitors and visitor expenditures in Frederick County. Applications will be evaluated by a five-member selection committee appointed by the Visit Frederick Board of Directors.

Potential applicants are encouraged to attend one of two workshops on Friday, February 10, 2023, 2:00pm or Monday, February 13, 2023, 8:30am at the Frederick Visitor Center.

Completed applications are due electronically to the Frederick Visitor Center by Thursday, March 31, 2023, 5pm and the announcement of funding awards will be made mid-May.

For more information, contact Katie Reichard at kreichard@fredco-md.net or 301-600-4043. More detailed information is available online at: www.visitfrederick.org/tripp.