



**INQUIRY CONTACT:**  
**Teresa Anderson**  
**817-573-5548**

FOR IMMEDIATE RELEASE:

## **Visit Granbury Inc. Launches New Event Grant Program**

*Goal to promote tourism, increase overnight guests and improve local economy.*

**GRANBURY, TX** – Wednesday, May 23, 2018 – Visit Granbury Inc. (VGI) announced the implementation of a new Event Support Grant Program. The objective of this program is to promote tourism, bring in overnight guests to our hotels, B&Bs, cabins and inns, and improve the local economy by attracting multi-day events to Granbury. Each event must meet set objectives to receive funds.

The events under the Event Grant Program scope of policy are those initiated and operated by organizations, groups, and individuals outside of VGI's organizational structure. The number of grants and amount of funding given for event support is restricted and may vary year-to-year.

The grant will be funded through Hotel Occupancy Tax (HOT) revenues, which is collected from overnight visitors and remitted by hotels, B&Bs, cabins and inns in Granbury city limits. VGI receives HOT revenues to invest in tourism marketing initiatives.

Investment of HOT funds must generate a visitor economic impact (as stated in Chapter 351 of the Tax Code).

Any individual, group or organization wishing to submit a request for a FY 2018 grant must complete and submit the application form to VGI no less than 2-6 months prior to the event date. The event will then go through an approval process by the VGI CEO and Board of Directors. Upon approval, each event will be tiered by its expected economic impact and will be given a set number of funds accordingly.

"The greater our visitor product, (events, attractions, lodging, restaurants and shops) the greater our ability to attract visitors to Granbury," said Teresa Anderson, VGI CEO. "This Event Grant Program has the potential to attract multi-day events and more visitors to our amazing destination."

For all forms regarding the Event Support Grant Program, please visit the 'About Us' tab on [VisitGranbury.com](http://VisitGranbury.com)

For complete information about Visit Granbury Inc., check out [VisitGranbury.com](http://VisitGranbury.com)

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