



2023 Grant Program

Co-op Advertising Grant

To enhance marketing efforts with award amount up to \$3,500 in matching funds.

(Local focus – up to \$2,000 with 50% match) (Regional/larger focus – up to \$3,500 with 50% match)

Applications are due 60 days prior to event.

Reimbursements due 60 days post event.

Community Connect Program

Designed for small events – does not require matching funds. Award up to \$500 of marketing and advertising costs only. Special consideration given to events taking place in the rural Hancock County area. Organizations are encouraged to build a marketing plan and roll into the Co-op Advertising Grant within 3 years.

Organizations are limited to 3 Community Connect grants per calendar year.

Applications due 30 days prior to event.

Reimbursements due 60 days post event.

Tourism Development & Growth Program

Aid in the development of a new event with award amount up to \$8,000 in matching funds or 50% of the total event budget or the growth of an established event enhancement budget at a maximum of \$5,000 or 50% of the total enhancement budget. Projects through this program have the ability to be funded for 2 years. Limit of 1 Tourism Development or Growth grant per organization, per year. Can be combined with Co-op Advertising.

Applications due February 1, 2023.

Reimbursements due 60 days post event.

Tournament Builder Program

Assist Sports Tournaments by building awareness of the Findlay area and show a growth pattern that benefits the community. Award amount up to \$5,000 in matching funds. Organizations are not limited to a single event like the TD & TG program. Must show a track record of overnight stays. Not eligible for concession/souvenir/awards, entertainment, wages (tournament director), or raffle items or alcohol. Can be combined with Co-op Advertising.

Applications due 90 days prior to event.

Reimbursements due 60 days post event.

Small Business Marketing Builder

Assist small businesses that have a tourism/hospitality focus with marketing to the region and local community. Business must meet with the CVB to discuss plan prior to submitting application. Artwork and marketing must be approved by CVB prior to placement. Award amount up to \$1,000 in matching funds. \$1,000 maximum gift in one calendar year.

Value Added Resources

- Assist with creation of a marketing plan and creating marketing assets.
- CVB can extend bulk pricing to grant partners with our network media partners – inquire for details!
- Add your event to the Visit Findlay Event Calendar for promotion on our social channels.
- Save money by borrowing our event supplies (i.e. sail flags, cash boxes, signage)
- Welcome your VIP guests by providing them a Visit Findlay welcome bag
- Partner with us by listing your event with Ohio Tourism's publications and online

- Work with us one-on-one on ways we can use our existing marketing to assist promoting your event