

2026 Tourism Growth Program

Assist with Enhancement or Growth of Already Established Event

Maximum Award: 50% of total budget, up to \$5,000

Eligible for half of awarded amount in second year

Limit One Development or Growth application per organization per year.

Applications are due April 1, 2026

Application Timeline

- **Submit Application** - Applications are due no later than April 1, 2026.
- **Notice of Approval** and 50% payment - To be received no later than May 1, 2026.
- **Have a Successful Event** - We want to ensure you have a great event, let us know how we can assist!
- **Submit Request for Reimbursement** - Reimbursement form, related receipts, and proof of logo usage are due within 60 days after the completion of your event.
- **Reimbursement Processed and Final Award Payment** - Within 30 days of the receipt of the completed reimbursement request and supporting materials you will receive your reimbursement check.

In Year Two? Be sure to talk to the CVB to review Year One of your event and talk plans for growth for Year Two.

Application and Reimbursement Checklist

- **Complete the application and budget worksheet** - Complete all sections of the application and Budget Worksheet, including narrative sections. Up to 50% of the total event budget may be matched by CVB Tourism Growth funds, at a maximum of \$5,000 in Year One and half of the Year One awarded amount in Year Two. (Example: Total budget \$10,000 could be matched with \$5,000 of CVB funds). Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). In-kind contributions must be clearly marked on the budget worksheet.
- **Keep copies of all receipts, quotes, and invoices for eligible items** - They must be attached to the Reimbursement Request for payment.
- **Submit reimbursement request** - Submit no more than 60 days after the conclusion of the event or program, or by December 15, whichever comes first. Must include your actual financial outcome, copies of receipts, and proof of logo usage on marketing and promotional materials.
- **Watch the mail** - After review, your check will be processed within 30 days.

Complete every page of the application and worksheet!

Make sure to read the fine print on page 5 to see if your organization is eligible, priority areas, eligible expenses, documentation and more.

Contact Visit Findlay with any questions you may have:

info@visitfindlay.com & 419-422-3315

2026 Tourism Growth Program Application

Name of Current Event:		Growth/Enhancement:	
Event Date(s):		Event Location:	

Organizing Group:			
Contact Name:		Role in Organization:	
Contact Phone:		Contact Email:	
Mailing Address for Grant Correspondence:		Permission to share your organization in a press release?	

(R4) Amount Requested:		(E3) Budgeted Total Event Expenses:	
Plan to apply for the Co Op Advertising Program?	Yes Yes / No No If Yes, Amount:	(R5) Projected Total Event Revenue:	
Application Year:	1 One / Two 2	Goal Attendance:	
Award Check Payable to:		Goal Overnights:	

Please check the category that best describes your event or project:		Rural Tourism <i>(Occurring outside of the Findlay City Limits, promoting the rural assets of Hancock County)</i>		
		Experiential Tourism <i>(Includes events/festivals/activities that enhance the visitor experience)</i>		
		Sports Tourism <i>(Includes tournaments and meets that promote return business for an annual event)</i>		
		Meeting or Convention <i>(Groups that will promote the area through overnight stays)</i>		
Briefly describe how you plan to grow or enhance your event.				
This grant is for an already established event in the community. Please share attendance for previous years.	2025		What other organizations and/or individuals are currently working together to make this event a success?	
	2024			
	2023			
	2022			
What other events are taking place the same day/weekend as your event?			How will this affect your attendance? Are there opportunities for collaboration?	

**Reminder: You must use the CVB logo in your marketing materials.
Failure to do so will potentially affect your grant award and possibility for future awards.**

2026 Tourism Growth Program Application

The goal of this section is to give the CVB an accurate picture of the history and goals of the applying organization, and to allow the applicant the opportunity to demonstrate project startup and sustainability need, potential and community impact. Additional pages and other supplemental materials may also be included.

What is your goal for the growth/enhancement of this event? What made you choose to add this specific enhancement?	
How will this event impact the travel and tourism industry in Hancock County?	
Who is your target audience? <i>Please describe your marketing plan or attach it for reference.</i>	
Does your organization plan other events? Please list, along with the longevity of the events.	

Budget Worksheet

Projected Revenue

*This section is to provide information about what funding has been secured for the event, and projected revenues.
Use additional pages, if necessary.*

(R1) Projected event income from sales:

Any income expected from tickets, merchandise, advertising or exhibitor spots, etc.

\$ _____

+

(R2) Projected event income from sponsorships or donations:

*Any income expected from organizations or individuals in the form of sponsorships or donations.
Please do not including this CVB request.*

\$ _____

=

(R3) Total before CVB Grant:

\$ _____

+

(R4) Amount Requested from CVB

No more than half of budgeted expenses up to the maximum award

\$ _____

=

(R5) Total Projected Revenue:

\$ _____

Note: All numbers should be estimates. Think what your goal is and use those numbers to calculate your projected revenue

2026 Tourism Growth Program Application

Projected Expenses

This section is to provide information about how funds will be spent. Only include eligible funds related to this particular program or event. A list of funding restrictions is available on Page 5. Additional Pages may be added if necessary.

If you intend to apply for Co Op Advertising grant funds please do not include advertising funds. Please list those on the Co Op Advertising Addendum, located on Page 6a and 7a.

Item Description (include if local/non-local)	Cost	In-Kind? Yes/No
1 _____	\$ _____	Y / N
2 _____	\$ _____	Y / N
3 _____	\$ _____	Y / N
4 _____	\$ _____	Y / N
5 _____	\$ _____	Y / N
6 _____	\$ _____	Y / N
7 _____	\$ _____	Y / N
8 _____	\$ _____	Y / N
9 _____	\$ _____	Y / N
10 _____	\$ _____	Y / N
11 _____	\$ _____	Y / N
12 _____	\$ _____	Y / N
13 _____	\$ _____	Y / N
14 _____	\$ _____	Y / N
15 _____	\$ _____	Y / N
(E1) Total Projected General Expenses:	\$ _____	

Reminder: This grant is for 50% matching funds. To receive the full amount of requested funds from the CVB, the Eligible Total Projected General Expenses (E1) must be at least twice the amount you're requesting, with in-kind funds comprising no more than half of matching funds.

Example: Requested: \$5,000 - Total Eligible Expenses : \$10,000+ (E1) and In-Kind Expenses: <\$2,500

(E3) Total Projected Expenses (Add E1 and E2): \$ _____

E2 can be found on Page 6 with Co Op Advertising funds. If not applying for Co Op Advertising funds please just list E1.

Projected Net Revenue

Total Projected Revenue (R5) _____ - Total Projected General Expenses (E3) _____ = \$ _____

2026 Tourism Growth Program Application

Application Guidelines and Fine Print

Who May Apply: Any organization seeking to produce or promote a new event or program that has the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Preference will be given to non-profit organizations. Limit One Tourism Development or Tourism Growth program application per organization per year.

Priority Areas: Applications meeting at least one of the four priority areas (Overnight Accommodations, Signature Events, Community Image Building and Hospitality Partnership Growth) will be considered. However, greater weight will be given to the applicants meeting multiple areas.

Timeliness: In order to be considered for funding, applicants must complete and submit the Tourism Growth Program Application and any supporting materials to the Hancock County Convention & Visitors Bureau prior to the stated deadline. Incomplete or late applications will not be considered.

CVB Logo: The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at VisitFindlay.com/VisitFindlayLogo or requested by emailing info@visitfindlay.com.

Documentation and payment: A Reimbursement Request form is available at VisitFindlay.com. Please fill out this form with information about your event's outcome and success within 60 days post-event. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested. Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement. Final payment will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and require the organization to return the initial award disbursement.

Event Cancellation, Inclement Weather, etc.: Should the event be rendered not feasible or impossible to execute, then the applicant must return all funding received within 30 days from the planned event date. Should inclement weather or other force majeure cause an unexpected event cancellation, the applicant may retain funding only for applicable expenses incurred by submitting a written report explaining the details of the cancellation and an accounting of funds received, which must then be reviewed and approved by the CVB.

Use and In-Kind Funding Restrictions: Funds granted through the Tourism Growth Program must be used for the enhancement of an existing event or program. Funding may not be used for administrative fees or salaries, registration refunds, alcohol, permits, food/catering costs, raffle items, merchandise to sell, prize money, insurance, or overnight accommodations. Expenses for awards and promotional items are limited to a \$250 match. The amount of CVB funds requested may be up to 50% of the total event budget to a maximum of \$5,000. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). No more than one Tourism Development or Growth application may be submitted by any one organization, per calendar year.

Combination, Future Funding: Up to \$3,500 of CVB Co-Op Advertising funds are also available to Tourism Growth Program recipients, but cannot be used as matching funds for Tourism Growth funds. The Tourism Growth Program gives the ability for projects to be funded for two years, with up to 50% of the year one award funded in year two. A new application must be completed for year two by the stated deadline.

Special Circumstances: In the event the application has special requests outside of the realm of Tourism Growth Program guidelines, including the need to receive 100% of grant funds before the conclusion of the event instead of the standard 50%, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau. *All decisions are final**
Disbursement of funds is dependent on the receipts collected from the bed tax from year to year

Signature

Title

Date

An electronic signature above signifies that this document is complete, and all information within is accurate.

Return Completed Application to Hancock County Convention & Visitors Bureau

MAIL: 123 East Main Cross, Findlay, Ohio 45840 or EMAIL: info@visitfindlay.com or ONLINE: VisitFindlay.com

Note: Completed application must be submitted no later than 60 days prior to the start of the event.

A complete application consists of: Completed original application form, completed Worksheet, and supporting documents

Questions? Contact the CVB at 419.422.3315, or email info@VisitFindlay.com.

2026 Co Op Advertising Program Addendum

Assist with Advertising and Marketing Expenses • Maximum Award: \$3,500 for regionally focused advertising & \$2,000 for locally focused outreach • 50% Match • No Application Limit
Addendum Application is due April 1, 2026

Name of Event/Program:		Event Date(s):	
(R4) Amount Requested:		(E2) Budgeted Event Advertising Expenses:	
How many years has CVB grant funding been requested and through which program(s)?		What percentage of advertising do you expect to take place outside of Hancock County?	
What specific markets are you targeting outside of Hancock County?		Can you collaborate with other organizations to advertise in these markets?	
What made you choose this market and why do you think it will be a beneficial demographic to advertise to?		What marketing activities are you doing to promote your event and increase new tourism?	

(R5) Total Projected Revenue: \$ _____

(E1) Total Projected General Expenses: \$ _____

Advertising and Marketing Expenses:

Signage, advertising and media buys, creative development, postage, website, printed materials, registration bags, etc. Only cash expenses are eligible, in-kind monetary amounts do not count toward eligible Advertising & Marketing Expenses. A list of eligible items can be found on Page 7. Additional Pages may be added if necessary.

Item Description (include if local/non-local)

	Cost
1 _____	\$ _____
2 _____	\$ _____
3 _____	\$ _____
4 _____	\$ _____
5 _____	\$ _____
6 _____	\$ _____
7 _____	\$ _____
8 _____	\$ _____
9 _____	\$ _____
10 _____	\$ _____

(E2) Total Estimated Advertising and Marketing Expenses:

\$ _____

Reminder: This grant is for 50% matching funds. To receive the full amount of requested Co Op funds from the CVB, the Total Advertising and Marketing Cost (E2) must be at least twice the amount you're requesting.

2026 Co Op Advertising Program Addendum

Application Guidelines and Fine Print

Who May Apply: Any organization seeking to produce or promote an existing event or program that has the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Preference will be given to non-profit organizations.

Priority Areas: Applications meeting at least one of the four priority areas (Overnight Accommodations, Signature Events, Community Image Building and Hospitality Partnership Growth) will be considered. However, greater weight will be given to the applicants meeting multiple areas.

Amount Requested and Use: This program is for Marketing and Advertising funds only (See list of eligible expenses below). Activities with a local focus may request up to \$2,000 in 50% matching funds, and those with a regional or larger focus may request up to \$3,500 in 50% matching funds. Only cash expenses are matched, in-kind monetary amounts do not count toward matched Advertising & Marketing Expenses. Payment is processed after Reimbursement Request, and copies of receipts and promotional materials are submitted. This grant may be combined with Tournament Builder, Tourism Development, or Tourism Growth programs.

Marketing and advertising expenditures covered by this grant may include:

- Radio spots
- Television
- Billboards
- Postage and Mailers
- Print ads
- Digital Marketing
- Promotional items (t-shirts, pens, etc.) *limited to a \$250 match*
- Event brochures, fliers and posters
- Other expenses as approved by the CVB

Application: In order to be considered for funding, applicants must complete and submit the Co-Op Advertising Program Application, Budget Worksheet, and any supporting materials to the Hancock County Convention & Visitors Bureau 60 days prior to the event, however if you opt to apply with the addendum it is due on April 1, 2026. Incomplete or late applications will not be considered for approval.

Documentation and payment: A Reimbursement Request form is available at VisitFindlay.com. Please fill out this form with information about your event's outcome and success within 60 days of the conclusion of the event, or by December 15. Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement. Reimbursement funds will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and may influence future award decisions.

CVB Logo: The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. Correct Visit Findlay logos can be downloaded at VisitFindlay.com/VisitFindlayLogo or requested by emailing info@visitfindlay.com.

Special Circumstances: If the program or event is cancelled for any reason, all unused funds must be returned to the CVB. In the event your organization has special requests outside of the realm of the program guidelines, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau. *All decisions are final**
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