

**2020 VISIT SOUTH BEND MISHAWAKA TOURISM MARKETING GRANT APPLICATION
NOW AVAILABLE**

South Bend, Ind. – The application process for the 2020 Visit South Bend Mishawaka tourism marketing & hosting grant is now open. Completed applications will be accepted and evaluated if submitted by Jan. 10, 2020.

With the assistance of the St. Joseph County Hotel-Motel Tax Board, Visit South Bend Mishawaka (VSBM) has allocated \$125,000 in funding with a maximum award of \$10,000 to assist qualified organizations with the promotion and hosting of tourism activities. Ideal activities will directly increase hotel-motel occupancy and create a positive image, building publicity for St. Joseph County. The tourism grant program is in its ninth year and continues to grow, seeing 46 applications and 35 recipients in 2019.

“The International Association of Water Rescue Professionals (IAWRP) is a small international association of first responders that holds its annual symposium in South Bend, IN. The grants offered by VSBM have been extremely helpful to us, by allowing us to keep our total operating costs associated with hosting the symposium down, thus reducing the costs to our members to attend. As a result of this program, we have been able to expand our annual event over the past several years. This has been beneficial to our members and the South Bend Mishawaka business community.” - David Abt, President - IAWRP

“The tourism marketing & hosting grant has proven to be one of our most popular initiatives at VSBM. The ability to assist organizations with regional publicity or facility rental to host their events results in more visitors and more visitor spending at area businesses and hotels in St. Joseph County.” – Rob DeCleene, Executive Director of Visit South Bend Mishawaka

Grant application requests are for events scheduled Feb. 1 through Dec. 31, 2020. An eight-member committee will review all applications. Once a decision on funding is determined, applicants will be notified via email.

Go to visitsouthbend.com/basic-info to review guidelines and fill out an application for a 2020 tourism grant.

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