



PRESS RELEASE

FOR IMMEDIATE RELEASE

November 6, 2019

**2020 VISIT SOUTH BEND MISHAWAKA TOURISM MARKETING & HOSTING 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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FOR IMMEDIATE RELEASE

November 4, 2019

2019 VISIT SOUTH BEND MISHAWAKA TOURISM CAPITAL DEVELOPMENT FUND APPLICATION NOW AVAILABLE

South Bend, Ind. – The application process for the 2020 Visit South Bend Mishawaka Tourism Capital Development Fund (TCDF) is now open. Completed applications will be accepted and evaluated if submitted by Jan. 3, 2020.

With assistance from the St. Joseph County Hotel-Motel Tax Board, Visit South Bend Mishawaka (VSBM) has allocated \$400,000 in funding to benefit the advancement of St. Joseph County (SJC) as a destination. Ideally, a variety of projects will be funded to improve visitor experience while providing critical assistance toward tourism product development. The Tourism Capital Development Fund is in its third year. It helped fund six projects in 2019:

- Ice Box's improved technology to host larger hockey tournaments
- South Bend International Airport's softscape improvements to the terminal and concourse
- Potawatomi Zoo's installation of the White Rhino exhibit
- The History Museum's ongoing relocation of Navarre Cabin from Leeper Park to the museum campus
- Historic New Carlisle's office relocation and museum expansion
- St. Joseph County Park's addition of the River Ramble Natural PlayScape

"Without this timely assistance, we would not have been able to meet the connectivity requirements of the USA Hockey U-14 National Tournament. Together with Notre Dame's Compton rinks and our area's hospitality industry, we are proud to offer national and regional hockey tournaments unmatched facilities and service." – Patrick McMahon, South Bend Hockey, Inc. (dba The ICE BOX)

"The TCDF is perhaps the most exciting initiative VSBM administers. Now in its third year, the TCDF has already resulted in \$800K of direct influence into the tourism product of St. Joseph County. When combined with matching funds, the TCDF has produced over 2 million dollars in destination development investments."- Rob DeCleene, Executive Director of Visit South Bend Mishawaka

Funds are intended for capital investment projects. Applications seeking programmatic or fundraising assistance will not be considered. All applications will be reviewed once per year during the first quarter of the calendar year. The application deadline is January 3, 2020. Finalists will be asked to participate in a Q&A session with review committee.

Go to visitsouthbend.com/basic-info to review guidelines and parameters.

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