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## **2024 Cache Valley Visitors Bureau Matching Grants Available**

LOGAN— Applications for the spring round of matching grants for out of area marketing and new event development from the Cache Valley Visitors Bureau are now available. The deadline is March 1 at 5 p.m.

Organizations may receive up to \$1,500 in matching funds in two categories: first, toward advertising existing events in markets outside the area; and second, creating events that will entice visitors to spend at least one night in an area hotel. Preference is given to events held from Oct. 1-May 15, traditionally slower months for local hoteliers.

Out of area marketing funds assist events, activities, festivals, conferences and programs with marketing efforts outside Cache, Rich, Box Elder, Franklin and Bear Lake Counties. Previous awards have been made to organizations presenting outdoors events, arts events and festivals such as Baby Animal Days, Top of Utah Marathon, Cache Valley Center for the Arts, Cache Valley Cruise-In and others.

Event development funds must be used toward expenses to establish a new attraction, event, activity, festival or program held in Cache Valley. Organizations may receive event development funding for a maximum of three years.

“Our main goal is to increase hotel stays in Cache Valley, so we’re looking for events and marketing strategies that will bring people here to stay overnight,” said Julie Hollist Terrill, director.

Previous event development awards have been made to the Mt. Ogden Kennel Club Dog Show (held in Logan), Gran Fondo, Cache Valley Figure Skating Club Spring Show, Wasatch Back Relay, Cache Bash softball tournament, Cache Valley Cowboy Rendezvous and others.

The money for the grants comes from transient room taxes collected by hotels in Cache County. Each applicant may receive up to \$1,500 total. Applications are due March 1 at 5 p.m. Another round of grants will become available in the fall. Applications are available at the Cache Valley Visitors Bureau, 199 N. Main St., or can be downloaded at [explorelogan.com](http://explorelogan.com) For more information, call 435-755-1890.

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