



FOR IMMEDIATE RELEASE

March 8, 2022

\$124,964 in Cultural Tourism Grants Awarded To 16 Stark County Organizations

Stark County, Ohio -- \$124,964 in Cultural Tourism Grants have been awarded in cycle one to 16 different Stark County organizations. Grants were awarded for the purpose of generating increased visitation and economic impact for the region through the support of arts and culture events and marketing initiatives. Applicants could apply for up to \$20,000 for each approved marketing or event initiative to be completed by December 31, 2022. [The complete Cultural Tourism Grant criteria and application process are available to view here.](#)

The Cultural Tourism Grants are funded through a 10-year cooperative agreement between Visit Canton and ArtsInStark to utilize 1/6 of the portion of Stark County lodging tax committed for the operation of the Convention & Visitors' Bureau, for granting financial support to arts initiatives and events to attract travel and tourism to Stark County.

A committee of five representatives from or appointed by Visit Canton, the Stark County Convention & Visitors' Bureau, and ArtsInStark, the Stark County Arts Council, awarded the total of \$124,964 to 19 of the 30 submitted applications. Of the awarded funds, 16 different organizations are represented and seven Stark County communities.

Allyson Bussey, President/CEO of Visit Canton states "We are excited to showcase our arts and culture assets and partner organizations. Unique, local experiences are key to attracting visitors to Stark County."

"I am thrilled to see arts activating public space throughout Stark County neighborhoods as cultural destinations," said ArtsinStark President and CEO David Whitehill. "I congratulate all grant recipients as they embark on their projects and thank them for their dedication to the cultural vitality of our community."

The following organizations, communities, and businesses received Cultural Tourism Grants:

- **720 Market** | April-June 720 Markets
\$3,500 – Northeast Ohio marketing to attract a new audience to attend events at Arrowhead Golf & Event Center, North Canton City Square, and Kent State University at Stark.
- **Alliance Area Preservation Society/Haines Home** | Downtown Alliance Art and Music Festival Series
\$2,000 – Mainstage entertainment at Historic Main Street Art and Music Festival on July 23 and Duck, Duck Downtown Fall Festival on October 8.
- **Canton Ballet** | *Snow White*
\$2,000 – Out-of-county promotion of April 23 production of Snow White via mobile marketing.
- **Canton Greek Fest** | 2022 Canton Greek Fest
\$7,000 – Promotion of festival to northeast Ohio audience via television advertising.

- **Canton Museum of Art | Summer & Fall 2022 Exhibition Season**
\$20,000 | Summer Exhibitions – Northeast Ohio promotion of summer exhibitions via digital, social, and television advertising.
\$14,000 | Fall Exhibitions – Northeast Ohio promotion of Fall exhibitions via digital, social, and television advertising.
- **Canton Palace Theatre | Concert Movie Experience, Anime Film Fest, and Centennial Plaza Movie Series.**
\$3,370 | Concert Movie Experience – Increase northeast Ohio digital marketing for April 16th Purple Rain Concert Movie Experience.
\$5,000 | Centennial Plaza Movie Series – Increase northeast Ohio digital and social marketing for free summer movie series in Centennial Plaza.
\$10,000 | Anime Film Fest – Increase northeast Ohio and niche marketing efforts for Anime Fest. Increase speaker panel and vendor footprint to grow event attendance for July event.
- **Canton Regional Chamber of Commerce | Pro Football Hall of Fame Enshrinement Festival Civic Center Events & Grand Parade**
\$15,500 – Increased television and digital advertising for the Grand Parade, Fashion Show Luncheon, Enshrinees' Gold Jacket Ceremony, and Enshrinees' Roundtable. Create new, enhanced guest experiences and performances.
- **Canton Symphony Orchestra | Spring MasterWorks Season**
\$13,200 – Expanded northeast Ohio marketing for five classical music performances between March 5 to June 25.
- **EN-RICH-MENT | Second Annual African American Arts Festival**
\$6,200 – Increase new audience and Northeast Ohio attendance with new digital, print and radio advertising.
- **Hartville MarketPlace & Flea Market | Fall Arts & Craft Show**
\$1,775 – Addition of mainstage entertainment to expand the audience and attendance at September event.
- **Massillon Museum | A Celebration of Nationally-Renown Native American Art and Artists**
\$9,314 – Northeast Ohio digital, social, print advertising and enhanced programming for the NEA Big Read in partnership with complimentary Museum exhibitions.
- **Mother Angelica Museum | National Syndicated Radio Advertising**
\$3,100 – National advertising campaign on SonRise Morning Show that is syndicated on 380 stations and 40 states to encourage visitation to Mother Angelica Museum in Canton.
- **Sing Stark | Vox Audio Presents "Legends"**
\$2,250 – Increased northeast Ohio marketing for Vox Audio April 9 performance "Legends".
- **Spring Hill Historic Home | Spring Hill's Underground Railroad Experience**
\$1,255 – New mediums of advertising, including digital, print, and social audiences for the June 25 event.
- **The Wilderness Center | Nature Fest Artists' Market**
\$4,500 – Increased and new northeast Ohio advertising for June 4-5 Nature Fest Artists' Market and live music.

- **TNT Marketing LLC** | Canal Fulton Summer Concert Series
\$1,000 – Social media advertising to promote the new Summer Concert Series in St. Helena Heritage Park from June 3 to September 16.

Qualifying projects can start preparing their applications for cycle two of Cultural Tourism Grants, open for submissions June 1-July 1, 2022. Interested organizations can find out more information at visitcanton.com/partners/visit-canton-grant-program.

About Visit Canton:

The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization's mission is to promote travel to Stark County. Visit Canton facilitates operations that support a travel and tourism industry in Stark County.

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About ArtsInStark:

ArtsInStark, Stark County's arts council, is a 50-year-old nonprofit that uses the arts to create smarter kids, new jobs, and healthier communities. The organization represents over 900 cultural organizations, individual artists, and owns and manages the Cultural Center for the Arts.

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