



222 Market Ave. N
Canton, Ohio 44702
www.VisitCanton.com

Contact: Tonja Marshall | TonjaM@VisitCanton.com | 330.454.1439 ext. 105

FOR IMMEDIATE RELEASE

August 11, 2017

Visit Canton Awards \$15,600 in the 2017 Fall/Winter Grant Cycle

Canton, Ohio – Visit Canton, the Stark County Convention & Visitors' Bureau, awarded \$15,600 in grants to nine recipients in the 2017 fall/winter grant cycle. The following organizations received awards ranging from \$1,000 to \$3,000 each:

- Canton Akron Soccer Club received funding for a new tournament, Canton Akron Cup, to be held at Jackson Township North and South Parks and Jackson High School on September 29-October 1, 2017.
- Noble Steed Music received funding to support marketing for the 2nd Annual Little C Music Festival in downtown Canton on September 15-16, 2017.
- Canton Ballet received funding to expand marketing efforts into four additional area counties for the annual production of The Nutcracker on December 8-10, 2017.
- Scenic Brewing Company received funding to expand marketing efforts for the Bike and Brew event on October 14, 2017 with proceeds to benefit Stark Parks.
- The Massillon Zombie Walk received funding to add a new event element, a free New Wave Nation concert. The Zombie Walk takes place October 14, 2017 on Lincoln Way in downtown Massillon.
- Gervasi Vineyard received funding to expand marketing efforts for the Festa Gervasi event on September 24, 2017 with proceeds benefiting United Way.
- Louisville Chamber received funding to assist in hosting and promoting the Miss Ohio Send-Off to Miss America event on August 18, 2017.

- Canton Museum of Art received funding to assist in special events and promotion for the upcoming exhibit Elijah Pierce: An American Journey on display November 23, 2017 through March 4, 2018.
- TomTod Ideas received funding to assist with the promotion and launch of a new CitySmart walking tour mobile app for downtown Canton.

20 Grant applications were submitted to Visit Canton, reviewed and scored by a committee consisting of Allyson Bussey – President of Visit Canton, Tonja Marshall – Vice President of Marketing & Communications at Visit Canton, and three Visit Canton Board of Directors; Joseph Daleiden, Alexandra Nicholis Coon and Edward Murray.

Applications were scored based on the following criteria; the potential for the event or marketing campaign to attract visitors from outside Stark County, the sustainability for independent future growth, the collaboration and partnership of multiple organizations, the accessibility to the public, and the potential for significant economic impact on Stark County.

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 that generates a \$1.7 billion dollar economic impact.

###