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HVAB Tourism Grant program to begin accepting applications Feb. 28

State College, PA, Feb. 21, 2022 – The Happy Valley Adventure Bureau (HVAB), in conjunction with the Centre County Board of Commissioners, today announced that applications will begin being accepted for the HVAB’s 2022-23 Tourism Grant program on Monday, Feb. 28.

“The HVAB Board and team look forward to this grant cycle with particular enthusiasm because after two years of considerable challenges, the landscape has dramatically improved for our event organizers, tourism assets, and just for gathering in general,” said HVAB President and CEO Fritz Smith.

Smith said the annual Tourism Grant program funds marketing and in some cases, facility improvements, designed to generate visitation and overnight stays in Happy Valley, and enhance the overall visitor experience.

Applications will be accepted until COB Friday, May 6, with funding awarded in early to mid-June.

The HVAB and the Centre County Board of Commissioners stressed that the Tourism Grant program is not quite back to pre-COVID status, but as in year’s past, they are committed to providing financial assistance to as many worthwhile projects as possible.

“We are proud that even during the pandemic, the Tourism Grant program continued to help our tourism economy,” Commissioners said. “The projects funded provide wonderful reasons for people to spend time in Centre County, while also contributing to the quality of life for those who live and work here.”

In 2021-22, \$461,300 in grant funding was awarded to 48 projects, including 10 first-time applicants.

To further assist this year’s applicants, Smith said the HVAB will hold a Marketing Summit for grant applicants on Monday, March 14. Based on input from current recipients, the summit will focus on social media strategy; creative marketing ideas; and how the HVAB’s destination marketing and destination intelligence platforms can help marketing efforts, among other topics.

More information about the Tourism Grant program, including links to the application, are available at www.happyvalley.com.

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