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HVAB awards additional grant funding for tourism projects

STATE COLLEGE, Pa – Dec. 19, 2022 - The Happy Valley Adventure Bureau (HVAB), in conjunction with the Centre County Board of Commissioners, announced the recipients of a second round of 2022-23 Tourism Grant funding.

Earlier this year, 60 projects from 56 applicants were awarded \$636,900 in grant funding, with several applications tabled for consideration in late fall for events taking place in spring 2023.

“There is a lot of enthusiasm building for 2023,” said HVAB President and CEO Fritz Smith. “The county will play host to an exciting variety of events, festivals, tournaments and conferences next year. We are pleased that the grant program has been able to support so many of these events, which are important to growing our visitation economy, and overall community quality of life.”

The additional five projects that received funding from the 2022-23 grant program include:

- **Happy Valley Improv, \$17,500** to promote the Happy Valley XL Improv Festival, May 18-21, 2023
- **Happy Valley Comic Con, \$7,400** (\$12,400 total) to market the Happy Valley Comics and Collectibles Convention, Feb. 25-26, 2023
- **3 Dots Downtown, \$12,500** to promote the second annual Creative Communities convening conference in State College, May 11-13, 2023
- **Clearwater Conservancy, \$2,000** for its Art & Chocolate event, Feb. 17, 2023
- **Gorinto Productions on behalf of Rhoneymeade Fest, \$6,000** for the event being held June 1-4, 2023

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“The commissioners enjoyed participating in the second round of 2022-23 Tourism Grant funding,” said Centre County Commissioner and HVAB Board Member Mark Higgins. “We feel the five organizations receiving funding meet the goals of attracting visitors and improving the quality of life in Centre County. We thank the board and staff of the HVAB for their diligent efforts to grow the tourism economy in Centre County.”

Centre County Commissioner Steve Dershem said it is “always fantastic to see organizations in Centre County provide first-class events for tourists and residents alike.”

The total grant pool for 2022-23 is approximately \$670,000.

Since 2003-04, the Tourism Grant program has awarded nearly \$6.6 million to projects, events and initiatives that grow and enhancement Happy Valley’s tourism product.

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