



E C O N O M I C D E V E L O P M E N T O F F I C E



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For Immediate Release

## **NEWS RELEASE**

### **Delaware Tourism Office Marketing Grants Available**

*Non-Profit Attractions Eligible to Receive Up to \$50,000 for Marketing*

**Dover** (April 16, 2007) - The Delaware Tourism Office is now accepting applications for the 2007 Matching Grant and Direct Grant Programs. The purpose of the Grant Programs is to attract visitors to the state and to bring in overnight business to Delaware. Only not-for-profit tourism businesses are allowed to submit a grant proposal; however, for-profit businesses are encouraged to participate in partnership programs.

All grant projects must tie into the Delaware Tourism Office's Strategic Plan for the tourism industry and target one of the niche markets that have been identified in the plan: Outdoor Recreation/ Nature Tourism, Cultural and Heritage Tourism, Meetings and Conventions, Sports and Special Events.

There are two categories of Direct Grants to apply from: collateral creation (maps, brochures, travel guides, website, online marketing), and photography and videography (CD's, DVD's, TV commercials). There are five categories of Matching Grants to apply from: advertising, package creation and partnerships, collateral creation, tourism infrastructure (signage, welcome centers, transportation services), and tourism product development (sports and special event development, new tourism businesses, enhancing existing tourism product offerings).

The total amount available for the grants is designated by the Delaware General Assembly in the operating budget. For 2007, \$40,000 will be awarded for Direct Grants and \$160,000 will be awarded for Matching Grants.

Both Matching and Direct Grant applications are due to the Delaware Tourism Office by Wednesday, May 9. The awards will be announced by May 25.

To obtain a copy of the grant requirements and application visit [www.dedo.delaware.gov](http://www.dedo.delaware.gov). For more information, tourism organizations may contact Jo-Ann Walston at 302-672-6841 or [JoAnn.Walston@state.de.us](mailto:JoAnn.Walston@state.de.us).

**About Delaware Tourism Office:** The Delaware Tourism Office, 99 Kings Highway in Dover, Del., a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism Web site at [www.visitdelaware.com](http://www.visitdelaware.com) or call toll-free (866) 284-7483.

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