

Delaware

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 Awarded *Non-Profit Attractions to Receive \$160,468 for Marketing*

Dover, Del. (June 3, 2008) - The Delaware Tourism Office awarded \$160,468 in tourism grants to a total of 18 tourism organizations in the state. The grants help promote events, boost the marketing of attractions and promote travel across the state.

“The purpose of the Direct and Matching Grant Programs is to attract visitors to the state and to bring in overnight business to Delaware,” said Dina Reider, director of marketing and communications. “This is an important marketing investment for our tourism industry.”

The grants were competitively awarded. The grant recipients were selected by a panel of representatives from the Governor’s Tourism Advisory Board, the House Committee on Tourism and the Delaware Economic Development Office.

“Delaware is a wonderful place to be a tourist and our Delaware Tourism Office works hard to effectively market the state’s events, attractions and unique destinations,” said State Rep. Pamela J. Thornburg, R-Dover West. “These grants represent a significant investment in the state’s tourism industry and I was pleased to be part of the process.”

“I am very pleased that the state continues to invest in the tourism industry,” said George Fiorile, vice president and general manager of Hotel Operations at Dover Downs Hotel & Casino. “These grants allow strategic tourism-related organizations the ability to develop events which increase visitation to the great state of Delaware.”

Ten non-profit tourism groups were awarded \$120,468 in matching grant funds for marketing initiatives including 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).

Direct grants totaling more than \$40,000 were awarded to 8 tourism attractions and organizations. These tourism entities will use the funds to create collateral pieces (brochures, Web site, online marketing), and photography and videography (CD's, DVD's, TV commercials).

“The Delaware Tourism Office does great work in promoting the tourism industry in the state of Delaware; but these grants allow local communities and organizations to promote the unique amenities that each region has to offer,” said Scott Thomas, executive director of Southern Delaware Tourism. “We have so much to offer travelers in Sussex County. We’re excited that Southern Delaware Tourism was once again selected as a grant recipient.”

Matching Grant Recipients

- **Bethany-Fenwick Area Chamber of Commerce** awarded \$5,950 for special event development of the “Quiet Resorts Birding Weekend.”
- **Delaware Community Foundation** was awarded \$17,000 to advertise the Bay Ball Classic Invitational.
- **Delaware Historical Society** was awarded \$12,000 to advertise the Cannons, Colors & Cobblestones Rediscover Historic New Castle, Del. campaign.
- **Grand Opera House Inc.** was awarded \$29,250 to create a holiday package and partnership program for the organization and the city of Wilmington.
- **Greater Wilmington Convention and Visitors Bureau** was awarded \$6,500 for a transportation incentive for the meetings, conventions and associations markets.
- **Greater Wilmington Convention and Visitors Bureau** was awarded \$4,340 for a marketing brochure to be distributed to the meetings, conventions and associations markets.
- **Kent County Convention and Visitors Bureau** was awarded \$10,928 for the “Fabulous Meetings, Fabulous Deals!” advertising campaign.
- **Southern Delaware Tourism** received \$20,000 to promote the Dewey Beach Sports Festival.
- **Wilmington Wintergrass Inc.** was awarded \$3,250 for event development of the “Wilmington Winter Bluegrass Festival.”
- **Wilmington Renaissance Corporation** received \$11,250 to create a package and partnership program for the Grand Prix event.

Direct Grant Recipients

- **Delaware Art Museum** was awarded \$5,950 to create promotional materials for the Art Museum Adult Group Tour Project.
- **Delaware Department of Agriculture** was awarded \$3,840 for to create the Agricultural Festivals & Events brochure and video.
- **Delaware Theatre Company** was awarded \$4,725 to create promotional materials for the organization’s 30th Anniversary Season.

- **Hagley Museum and Library** was awarded \$2,565 to create promotional materials for the Hagley Museum and Library Smithsonian Collaboration project.
- **The Lewes Historical Society** was awarded \$3,000 to upgrade the organization's Web site and improve regional marketing for off-season events.
- **New Castle Historical Society** was awarded \$2,520 to create a Historic New Castle Heritage Tourism Brochure.
- **Overfalls Maritime Museum Foundation** was awarded \$3,000 to create a Lightship Overfalls video.
- **Wilmington Renaissance Corporation** was awarded \$14,400 to create promotional materials for the Wilmington Grand Prix event.

About Delaware Tourism Office

The Delaware Tourism Office, a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. The Office is dedicated to fulfilling the requests and needs of travelers by offering information and resources about Delaware activities, attractions and destinations. For more information, visit the official Delaware Tourism Web site at www.VisitDelaware.com or call toll-free 866-284-7483.

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