



2026 Tourism Enhancement Grant

Funded By: Spencer County Visitors Bureau

About Us

The Spencer County Visitors Bureau's vision is to make Spencer County, Indiana, a leading year-round overnight destination for families. Its mission is to increase overnight visitation to Spencer County's lodging facilities by advertising and publicizing its natural, historical, and man-made attractions as a family destination. The Visitors Bureau is funded by the county innkeeper's tax in order to fulfill its mission.

Tourism Enhancement Grant

The Spencer County Visitors Bureau allocated \$25,000 to assist in enhancing tourism in Spencer County during 2026/2027. The tourism enhancement grant was established in March of 2022 to increase the economic impact of tourism throughout the county. In just four years, the Spencer County Visitors Bureau has awarded approximately \$166,000 through the Tourism Enhancement Grant.

The grant is designed to assist organizations, businesses, events, and tourism-related entities with special projects, events, activities, marketing, and other initiatives that will encourage visitation and tourism in Spencer County.

Guidelines & Requirements

The 2026 cycle for the Tourism Enhancement Grant will open on March 18, 2026. The Spencer County Visitors Bureau board of directors meets monthly and will consider submissions on an ongoing basis. Grants will be awarded on a first-come basis and are subject to fund availability.

Applicants are required to complete the Tourism Enhancement Grant Application and provide information about the project, initiative, or event including, but not limited to: description and goals, anticipated traffic/attendance, marketing plan, budget, financial breakdown.

Upon submission, each grant request will be added to the review process queue in order of receipt. If a submission is incomplete, it will be removed from the queue, returned for resubmission, and placed in the back of the queue once complete. Confirmation of receipt and notification of grant award will be communicated via email.

Successful applicants will be notified of award and award amount within 90 business days of the completed submission.

Grant recipients are required to submit a report summarizing the completed project's successes and challenges by December 31, 2026. For incomplete projects, a status update report is due by December 31, 2026, with the final project report to follow within sixty (60) days of project completion. Failure to submit a report may negatively impact applicant's future grant consideration.

Applicants must be located in Spencer County. Applicants are limited to one tourism enhancement grant per calendar year. Projects that have previously received full or partial funding through the grant are not eligible for consideration. Submissions must be received at least 30 days prior to the associated start date.

Purpose, content, and/or material associated with the submission should be suitable for all ages. Some activities not eligible for consideration of the tourism enhancement grant include, but are not limited to, county/community fairs, school and local league tournaments, high school reunions, professional/sporting events targeting only residents or members-only audiences. Submissions with strong evidence to drive overnight stays will receive favorable consideration.

Submission

Applicants must complete the Tourism Enhancement Grant Form. Preferred submission method is by email; send to tourismgrant@SantaClausInd.org. Completed forms can also be mailed to or dropped off at the Spencer County Visitors Bureau, 25 West Christmas Boulevard, Santa Claus, Indiana 47579. Call (812) 937-4199 with any questions.