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SPENCER COUNTY VISITORS BUREAU

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Spencer County Visitors Bureau Awards \$4,800 to Boost Local Tourism Initiatives

April 23, 2026 (Santa Claus, Ind.) – The Spencer County Visitors Bureau Inc. has awarded \$4,800 in Tourism Enhancement Grants to three local organizations supporting visitor-focused projects.

A total of \$4,800 in 2026 Tourism Enhancement Grants was awarded for the following initiatives:

- Santa Claus Museum & Village will install an outdoor speaker system to enhance the guest experience and offer Santa visits periodically throughout the year.
- Association for a Better Rockport will create printed marketing materials promoting historic and key community sites in Rockport.
- St. Meinrad Town Museum/Preservatory will begin construction on a facility to showcase town memorabilia and historical pieces.

“These projects help create meaningful experiences for visitors while also enhancing our local communities,” says Spencer County Visitors Bureau Executive Director Melissa Arnold. “We’re proud to support efforts that showcase what makes Spencer County unique and drive visitation across the county.”

Approximately \$20,000 remains available in the Tourism Enhancement Grant fund and applications are currently being accepted. For complete details and a submission form, interested entities can visit SantaClausInd.org/tourism-partners. Businesses and organizations may contact the Spencer County Visitors Bureau at (812) 937-4199 with any questions or to brainstorm ideas.

The Spencer County Tourism Enhancement Grant is designed to assist organizations, businesses, events, and tourism-related entities with special projects, events, activities, marketing, and other initiatives to encourage visitation and tourism in Spencer County. This is the fifth year for the Tourism Enhancement Grant, although the Visitors Bureau has offered various grants since 2015.

The Spencer County Visitors Bureau encourages guests to stay overnight and provides a variety of resources about local attractions, shops, and restaurants.

For more information about Spencer County as a destination, call (888) 444-9252 or visit SantaClausInd.org and IndianasAbeLincoln.org.