



Santa Claus
INDIANA



Lincoln's
Indiana Boyhood Home

SPENCER COUNTY VISITORS BUREAU

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Spencer County Visitors Bureau Awards Final 2026 Grants

June 23, 2026 (Santa Claus, Ind.) – The Spencer County Visitors Bureau Inc. has awarded the remaining funds in its 2026 Tourism Enhancement Grant program, bringing the total investment to \$25,000 in support of local tourism initiatives.

The following projects have been selected to receive funding in this final round:

- **Lincoln Amphitheatre** will add covers to its open-air Starlight seating sections to improve the guest experience during performances and events.
- **Santa Claus Christmas Store** will have three Santa statues repainted, helping to refresh popular photo opportunities for visitors and locals.
- **St. Meinrad Rocks Fest** will invest in professional video and photography to strengthen event promotion and attract new audiences.
- **Pepper's Ridge Winery** will install new road signage to improve visibility and accessibility for guests.
- **Good Life Designs** will implement a digital marketing campaign aimed at increasing awareness and driving visitation.

These projects join six initiatives granted funding earlier this year, completing the full allocation of \$25,000 for 2026.

“Continuing to invest in projects that enhance the visitor experience allows us to support a diverse range of tourism initiatives across the county,” says Spencer County Visitors Bureau Executive Director Melissa Arnold. “By awarding \$25,000 through this year's grant program, we're proud to help strengthen our local communities and businesses.”

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.