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SPENCER COUNTY VISITORS BUREAU

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## Spencer County Visitors Bureau Invests in New Tourism Projects

May 26, 2026 (Santa Claus, Ind.) – The Spencer County Visitors Bureau Inc. has announced the latest recipients of the 2026 Tourism Enhancement Grants.

A total of \$6,800 in 2026 Tourism Enhancement Grants was awarded for the following initiatives:

- Hymn & Herd Winery will add sign panels and LED lights to update roadside signage and improve visibility.
- Santa's Reindeer Ranch will complete concrete flooring in its new Welcome & Education Barn, improving guest comfort and accessibility.
- St. Meinrad Volunteer Fire Department will produce professional videos and photography to promote its Fire & Farm Expo and attract more attendees.

These initiatives join three projects funded in April for A Better Rockport, St. Meinrad Town Museum & Preservatory, and Santa Claus Museum.

“The Tourism Enhancement Grant continues to support initiatives that strengthen Spencer County as both a community and a destination,” says Spencer County Visitors Bureau Executive Director Melissa Arnold. “We’re excited to see these projects move forward.”

Approximately \$13,000 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](https://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](https://SantaClausInd.org) and [IndianasAbeLincoln.org](https://IndianasAbeLincoln.org).