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HVAB Tourism Grant program to begin accepting applications Feb. 15

State College, PA, Feb. 13, 2022 – The Happy Valley Adventure Bureau (HVAB), in conjunction with the Centre County Board of Commissioners, announced that applications will begin being accepted for the HVAB’s 2023-24 Tourism Grant program on Wednesday, Feb. 15.

The annual Tourism Grant program funds marketing, tourism development, and, in some cases, facility improvement projects designed to generate visitation to Happy Valley – with a particular emphasis on overnight stays – and that enhance the overall visitor experience.

“Visitation to Happy Valley continues to rebound, which means the Tourism Grant program continues to grow,” said HVAB President and CEO Fritz Smith. “After some lean years, we welcome the opportunity to provide more robust funding to eligible projects. At the same time, interest in the program is keeping pace with that growth, so we anticipate an exciting, but competitive, grant program year.”

Last year, 10 new projects, including this month’s inaugural Happy Valley Comics & Collectibles Convention, received funding from a pool of nearly \$670,000. In total, 65 projects from 61 applicants received Tourism Grants.

Smith anticipates that approximately \$750,000 will be available for the 2023-24 program.

“The Tourism Grant program has done so much to develop our tourism assets over the years, which benefits not only those who visit but those who call Happy Valley home,” the Commissioners said. “We look forward to the start of another program year, and the new ideas and project enhancements from this year’s applicants.”

Applications will be accepted until COB Friday, April 14, with funding awarded in late May/early June.

More information about the Tourism Grant program, including a link to the online application, will be available on www.happyvalley.com once the grant portal opens. Questions should be directed to JosiahJ@happyvalley.com or LesleyK@happyvalley.com.

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