



PRESS RELEASE

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CVB Offers Workshop Ahead of Grant Application Deadline

Monroe-West Monroe, LA – In their efforts to invest in and enhance the tourism product offered in Ouachita Parish, the Monroe-West Monroe Convention & Visitors Bureau (MWMCVB) offers grants to area groups and organizations to help market events and improve facilities.

With new groups applying each year and recent updates with the application, the MWMCVB staff is hosting a workshop for anyone interested in learning about their grant process. The workshop is scheduled on Wednesday, June 17 from 8:30 am to 9:30 am at the MWMCVB, 601 Constitution Drive in West Monroe.

“Our goal with this grant program is to improve the tourism product we offer here in Ouachita Parish,” President/CEO Alana Cooper said. “Through additional funding, we want to give the opportunity to area museums and organizations to make improvements that will enhance their offerings thereby increasing the likelihood of visitors to Monroe-West Monroe.”

For over 15 years, the MWMCVB’s Tourism Development Program has helped market area events, like the Krewe of Janus Mardi Gras Parade, Ballet Under the Stars and Santa’s Christmas Village, as well as improve area facilities, such as ULM’s University Parks, Downtown RiverMarket, and Monroe Civic Center Arena.

Grants are awarded twice each year and applications are accepted on January 10 and July 10 of every year. There are two types of grants awarded: one for Festivals, Events, & Marketing and another for Capital Improvements. Applicants must have a 501 © designation and projects must further the MWMCVB’s mission to increase visitation to Ouachita Parish as well as overnight stays.

Grant applications can be found on the MWMCVB website, www.monroe-westmonroe.org, under the Industry Partners section.

For more information about the grant program or to RSVP for the workshop, call 318-387-5691.

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