



Explore Butte County Announces \$65K in Microgrants Are Available through a One-Time Butte County Special Event Support Grant Program

Made Possible through ARPA funds & allocated by the Butte County Board of Supervisors, applications accepted 8/1-31

BUTTE COUNTY, Calif. (July 28, 2022) – Made possible through American Rescue Plan Act (ARPA) funds, Explore Butte County is excited to announce \$65K in microgrants are available to assist eligible local events and event organizers negatively impacted by the COVID-19 pandemic. Allocated by the Butte County Board of Supervisors, Explore Butte County has been selected to distribute the funds through a lottery system with applications being accepted August 1-31, 2022. The amount of microgrant awards can range between a minimum of \$1K to a maximum of \$5K for a single event.

“Live, in-person events infuse vitality, help define a region, and are an important draw for tourists and residents alike,” said Explore Butte County’s Carolyn Denero. “We’re grateful to the Butte County Board of Supervisors for allocating ARPA funds for this purpose, and we’re honored to support the distribution of this one-time Special Event Support Grant Program. These grants will help our region more fully recover and rebuild after a challenging two-year period due to impacts of the lingering COVID-19 pandemic. We are proud to do our part to uplift the region and continue to position Butte County as a must-visit, must-discover Northern California destination.”

Interested event organizers must submit an application before the deadline and meet the following criteria:

- The event must be open to the public.
- The event must be publicly noticed/advertised.
- The event must demonstrate financial need as a result of the COVID-19 pandemic.
- The event must have a history of being held in Butte County (funds will not be awarded to any event/organization that has less than three years of special event history).
- The event headquarters must be located in Butte County.
- Grant funds may only be used for event expenses (e.g. advertising expenses, cost of rentals, registration software expenses, etc.) and may not be used to show profit.
- Applicants must provide a topline event budget and detailed plan for how the grant will be spent.
- Application can be for either an annual event or a recurring/serial event, as long as the history criteria is met.
- Limit of one (1) application per event organizer, no matter how many events they plan or host.

Source: Explore Butte County (www.ExploreButteCounty.com)

Media Contact: Traci Rockefeller Cusack, traci@trockcommunications.com or 916-213-4373

Some exclusions apply. For a complete list of rules, eligibility, and exclusions and/or to apply, please visit www.ExploreButteCounty.com/grant. Applications can be submitted online or mailed to Explore Butte County, P.O. Box 2154, Chico, CA 95927.

Once chosen via a lottery system, Butte County Special Event Support Grant award recipients will be notified by September 16 and grant funds will be distributed by October 15. All grant funds must be spent by award recipients by December 31, 2023.

For general information about Explore Butte County and suggested places to visit, shop, dine and/or recreate, please visit www.explorebuttecounty.com or follow on social media – Facebook at www.facebook.com/explorebutteca and @ExploreButteCountyCA on Instagram and @ExploreButteCA on Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at www.explorebuttecounty.com/more/visitor-guide.

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