



40 & 8 VOITURE LOCALE 1415

October 29, 2018

Brigette Cook Jones, Executive Director
Hancock County Tourism and Visitor Center
119 West North St.
Greenfield, IN 46140

Dear Brigette,

On behalf of Voiture Locale 1415, I would like to thank the Hancock County Tourism Commission for its generous Grant to the veteran organization 40 & 8 Voiture Locale 1415. Because of this Grant, our organization has taken large steps in improving our status in the community and the overall perception of our organization.

We have always strived to bring attention to our Nurses Training Scholarship Program, however our efforts were limited due to the funds that were available. This Grant made it possible to bring attention to our organization as well as many of the programs we sponsor.

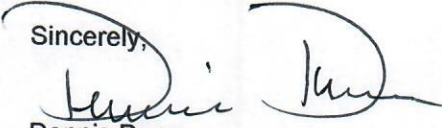
Your generous Grant of \$8,252.37 in April 2018 was used to design, print, and distribute flyers/brochures throughout and beyond the community. We were also able to make t-shirts available to promote and advertise our events. We increased our social media presence through strategic Facebook boosts and advertising. We built a clean, efficient website that explains who we are and what we provide, making it easy for people to learn about our organization. The community is responding to our efforts by telling us they are surprised of our history and how we impact the community!

We have also been able to provide marketing materials for our two most popular events; the annual Pig Roast and the inaugural Post 400 Bed Race Challenge. Both of these events are "open to the public". By having flyers and brochures across the community as well as t-shirts and Facebook Boosts, we saw a 35% increase of people attending our Pig Roast many who came from surrounding counties. Even though we had heavy rains during the Post 400 Bed Race Challenge, we still executed a successful event. Participants came from surrounding counties to take part and have already started planning their strategies for next year! This additional marketing material proved beneficial in these two events and we were able to make additional scholarships available.

The Officers and voyageurs of Locale 1415 join me in thanking you for your wonderful support.

Thank You!!

Sincerely,


Dennis Dunn
Locale 1415

2304 Anita Lane, Greenfield, IN 46140
Phone 317-975-0023
info@40and8voiture1415.org
<http://40and8voiture1415.org>

Grant Expenditures

40 and 8 voiture 1415

Date	Account	Actual
4/20/2018	Hancock County Tourism Grant	\$8,252.37
Total Revenue		\$8,252.37

Date	Account	Actual	Code
4/11/18	Cross Pt - Website - 40and8voiture1415.org	\$2,625.00	5
5/24/18	Cross Pt - Website - 40and8voiture1415.org	\$2,625.00	5
5/15/18	Aim Media- Flyers 1k Pig Roast and Bed Race	\$164.39	1
6/29/18	Signarama - La Place Entrance Sign	\$133.75	2
6/19/18	Aim Media - Trifold Brochure 5k	\$616.27	1
6/19/18	Aim Media - Table Runners - 2	\$183.00	2
7/17/18	Signaram - Directional Signing - 4	\$107.00	2
6/26/18	Aim Media - Lg Bed race Posters - 13	\$97.50	2
9/6/18	Aim Media - Bed Race T-Shirts - 58	\$640.00	3
9/10/18	Aim Media - Start Finish Banner	\$118.00	2
9/10/18	Aim Media - Finish Banner	\$41.00	2
9/10/18	Aim Media - Sponsorship Banner	\$74.00	2
2/22/18	GoDaddy - Domain Registration	\$8.17	5
9/10/18	Google- Email info@40and8voiture1415.org	\$11.96	5
9/10/18	Facebook - Page Push and Promotion	\$15.21	4
9/10/18	Facebook Ads	\$8.85	4
8/5/18	HD - Sign Mounting	\$21.99	2
9/4/18	Office -Max - event badges	\$21.60	2
9/6/18	Sponsor Banner Mounts	\$18.99	2
9/14/18	Aim Media - Programs	\$68.06	2
9/14/18	Aim Media - 40 & 8 Posters	\$32.00	2
9/14/18	Aim Media - Badges	\$28.87	2
10/19/18	Aim Media - Bed Race T-Shirts	\$190.00	3
10/19/18	Aim Media - 2019 flyers	\$48.14	1
Total Expenses		\$7,898.75	

Grant Money Remaining	\$353.62
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1 - Rack Cards and Flyers

Budget	Actual
\$858.36	\$164.39
	\$616.27
	\$38.14
\$858.36	\$818.80

3 - T-Shirts

Budget	Actual
\$990.01	\$640.00
	\$190.00
\$990.01	\$830.00

4 - Social Media

Budget	Actual
\$200.00	\$15.21
	\$8.85
\$200.00	\$24.06

5 - Website

Budget	Actual
\$5,250.00	\$2,625.00
	\$2,625.00
	\$8.17
	\$11.96
\$5,250.00	\$5,270.13

2- Advertising

Budget	Actual
\$954.00	\$133.75
	\$183.00
	\$107.00
	\$97.50
	\$118.00
	\$41.00
	\$74.00
	\$21.99
	\$21.60
	\$18.99
	\$68.06
	\$32.00
	\$28.87
\$954.00	\$945.76