



Grant Regulations

Please Read Carefully

The Hancock County Tourism Commission offers a grant program that assists local organizations with projects that increase tourism and attracts out-of-county visitors to economically benefit Hancock County. Organizations requesting funds must use the funds to bring in new business; develop local events, attractions, festivals, conventions or sporting events. It is our goal that funding such projects will draw and increase the number of visitors, especially overnight visitors to Hancock County, thereby providing added economic benefits to the community.

Tourism Defined

- Tourism in Hancock County is defined as any activity that brings people who live outside of the county boundaries into the county's boundaries for a destination experience. This could mean an overnight stay; however, it could also be a day trip to an activity such as a fair or festival or a leisure time activity including dining and shopping.
- Hancock County Tourism is supported through an Innkeeper's tax. This tax is at a 5% rate on all guests who stay in Hancock County's hotels or bed and breakfast type facilities. For this reason it is important to engage our local hotels in encouraging guests attending your tourism event or attraction to stay in these local facilities. If your event will be hosting out of town vendors or potential out of town attendees - please work with these local hotels in order to promote their services to your guests. You can contact the Hancock County Tourism Office with a list of hotels and facilities and their contact information, or you can find that information on the Tourism website at: www.visitinhancock.org

The Tourism Commission

- The Hancock County Tourism Commission, a seven member government appointed board, will be making the decision on your grant request. Five of these board members are appointed by the Hancock County Commissioners, and two of these board members are appointed by the Mayor of Greenfield. To find out who is on this board, please go to the Tourism website and look under the 'About' section and then look for the 'Tourism Commission.' All board members are listed there.

Preparing and Presenting Your Grant

- The Hancock County Tourism Commission meets the **second Tuesday of every month at 5pm in the City Council Chamber at the Keith McClarnon City Hall, located at 10 South State Street, Greenfield, IN.** You will be expected to be **present** at a Tourism Commission meeting in order to present your grant and to answer questions from the Tourism Commission.
- In order to be placed on the agenda, your grant request and ALL ancillary materials must be turned into the Hancock County Tourism and Visitor Center Office, located at 119 W.

North St., Greenfield, IN 46140 no later than 6pm on the last day of the month - previous to the month in which the Tourism Commission will meet. (For example, if the Tourism

Commission meets the 10th of July, then your grant request is due into the Tourism office by the 30th of June at 6pm.). ****It is preferred that this material be submitted electronically in a pdf form via email.** Please email the grant request to info@visitinhancock.org if you need help with this, you can contact the Hancock County Tourism and Visitor Center office.

- Once the agenda is completed, you will receive an email notification that you will be placed on the agenda.
- Previous grant requests, budgets, and other ancillary materials are available for public review on the Tourism website. Go to the `About_` section and go to the section labeled `Tourism Commission Meeting Minutes.` You can even download these pdf's for your review to see how others completed their grant applications.
- Grants will be reviewed based upon the order in which they were received unless a presenter has expressed a special need or urgency in regards to their place on the agenda due to travel time, or conflicts with other obligations.
- A grant request can only be made **once within a calendar** year from the same organization or facility.
- The grant must support a tourist location, a festival, fair or event that brings tourism to Hancock County, or a project that will promote tourism to Hancock County.
- Grant applications will be considered for the support of advertising, publicity, and promotion of visitors, conventions, and tourism to Hancock County.
- Grant monies are not to be used to provide salaries or employment.
- Grant monies are only to be used by Not-for-Profit Organizations who are in good standing with the Secretary of State's office.
- You will need to provide a detailed accounting of every item in your grant support budget, which will include a breakdown of all of the costs, and vendors. You will also need to provide an overall budget for your event or project, including all outside monies and support from other groups and organizations - including your own.
- You will need to show how you are working with local hotels in supporting their business at your event. This can be done by collaborating with these facilities to negotiate rooms and rates for vendors or attendees, providing links on your website to the Hancock County Tourism's Hotel page, working with the hotels to provide advertisement about your event or project to encourage their overnight visitors to attend your attraction or event.
- You will need to show how you are **tracking out of county visitors.** This can be done through surveying attendees, collecting zip codes from attendees, checking license plates, or collecting that information via registrations or guest registers. This information **WILL BE REQUIRED** for an end of project/event report.
- You can submit supporting documents including: details and data from past events in regards to visitors and their origin; quotes for advertising expenses; letters of support; and any other information that you may want to include. These should be submitted along with the grant request at the time of submission, or it will not be considered.
- If you choose to bring any samples of items (advertising pieces, etc) to the board meeting, and you want each board member to have one - please bring 8 - - one for each board member and one for the Executive Director.
- Normally, you will find out that evening whether or not you have received grant monies, and the exact amount that you will be receiving.



If You are Awarded a Grant

- If you are awarded grant money, the board will issue you a check in the amount approved within **one month** of the board meeting.
- Part of the requirement upon receipt of these funds is that you will promote the Hancock County Tourism Commission as a sponsor of your event. You **MUST** use the Hancock County **Tourism logo on all PRINT and ELECTRONIC** promotions of your event or project. Please contact the Hancock County Tourism Office to get the correct logo for your promotional pieces.

Final Report

- Within **SIXTY DAYS** of the close of your event or the completion of your project you must provide a follow up report **with receipts** and documentation as to how the grant money was spent. There is a Final Grant Report Form that is on the Hancock County Tourism website at (*insert hyperlink here*). You must download the form, complete it and, submit it with the receipts and documentation of all spending for the Grant Support Dollars. If you choose, you can come to the board meeting and present a follow up report in person. Please contact the Tourism office to get added to the agenda for Final Grant Reports.
- If you do not use all of your grant money you must return any unspent money to the Hancock County Tourism Commission board. This should be submitted in a check and made out to the Hancock County Tourism Commission and submitted along with your Final Grant Report.
- Failure to complete a Final Grant Report and submit the necessary documentation will result in your organization being banned from receiving future tourism funds. Failure to supply the necessary receipts for these expenditures could require you to return funds that are not supported by appropriate documentation. These would be considered unspent funds.
- The Hancock County Tourism Grant Application and Final Grant Form are both found on the Hancock County Tourism Website in a pdf version. You can fill this out using a pdf editing program, or uploading it to an online pdf filler program (www.pdfFiller.com). You can also fill this out by hand. Please remember that the ****preferred**** method of submission is a completed pdf form sent electronically via email to the Tourism Office. If you need help with any of this please contact the Hancock County Tourism Office.

If you should have any questions or concerns, please do not hesitate to contact the Hancock County Tourism Office at 317-477-8687. You can also email the office at info@visitinhancock.org. The Executive Director, Brigette Cook Jones, will help you facilitate the grant process and answer any questions.

Applicant Information



Hancock County Tourism Commission
Grant Application

Hancock County Tourism & Visitor Center Office 119 W. North St., Greenfield, IN 46140
317-477-8687 ♦ info@visitinhancock.org ♦ www.visitinhancock.org

Company, Business or Organization Name Applying for the Grant:

Health and Heritage Region (Fortville, Greenfield and Hancock County)

Contact Person and Title: Joanie Fitzwater

Mailing Address: 10 S State Street

City: Greenfield State: IN Zip: 46140

Preferred Phone Number: 317-325-1329 Alternate Number: 317-538-3839

Email: jfitzwater@greenfieldin.org

Date of Incorporation: _____

Federal Tax ID Number (if applicable) _____

Are you a 501c3 Not for Profit? _____ If you are not, how are you considered a Not for Profit? government entities partnership with a pass through fund and an endowment fund agreement at Hancock County Community Foundation known as the Health and Heritage Region Fund

Tax Exempt Number: _____

Please List Board of Directors, Committee or Project Members (you may attach a separate sheet with a list of all board members if needed): Joanie Fitzwater, Jenna Wertman, Adam Zaklikowski, Joe Renner, Jim Shelby, Gary Pool, and Mary Gible

Request Information

Describe the project need or event: The Health and Heritage Region is a collaborative partnership seeking a Stellar Designation from the State of IN in order to receive approximately \$15 million in grants to improve the Region's economic well being through the installation of street and road improvements, community gathering spaces, housing, health projects and historic revitalization over a 5 year period. See our regional development plan here: <https://www.greenfieldin.org/government/planning-and-building>
If the need is for an event, what is your estimated attendance? _____

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? As a region we can be more competitive attracting new businesses and families to the area. Our plan. is based on community input provides for recreational and housing oppourtinites, and improved access to heath. We are seeking private partnerships as well including Hancock Regional Hospital and local businesses such as Dellen Automotive, Inskeep Ford, Pride Investments, and Elanco to date. See sponsorhsip package sent separately



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How are you planning on engaging the county hotel industry in your event or project? One example is that Elanco fills 1500 hotel rooms a year in Indianapolis because their international guests do not have cars and we do not provide a good trail system or public transportation. One of our companion projects is with Innskeep Ford to purchase trolleys for public transit. Outdoor recreation from improvements at the Franklin Baseball Park and an outdoor amphitheater will increase tourism draws. Affordable housing and quality of place improvements increase business which in turn offers more opportunities for hotel stays.

How do you plan to measure the tourism impact on visitors with this project or event?
We have established baselines. Hancock County is 7th healthiest in state but rank 76 in physical environment. 80% of residents drive alone to work. We will benchmark income levels and home ownership, will estimate event attendance, new retail square footage and use surveys at the start and close out of our 5 year desingation period.

**2019-2023
Tourism Support Budget**

What is the total amount that you are requesting the Tourism Commission to support?
\$25,000 per year for 4 years for a total of \$100,000.

Please provide a breakdown of the Tourism Support Budget for your event. You may submit separate documents. see Regional Development Plan Budgets and Sponsorship packets. This can be designated for specific projects in each community or used in general for all projects

Project Needs Description: proceeds will be used as the approximate 20% match for construction grants.
(i.e. advertising, project support, studies or plans, operating expenses)

- \$ _____ see attached buget matrix. Detailed budgets can be found here:
- \$ _____ Health and Heritage Regional Financial Feasibility
- \$ _____ https://drive.google.com/file/d/1e_zdRY8NCSiWHa0-YhXyyE0-d3Bs469E/view?usp=sharing
- \$ _____ _____

Please attach an overall budget for your ENTIRE event or project that includes the Tourism Support Budget as well as the other areas of your budget that are not to be supported by Tourism. Please show how your own organization is supporting this project, and how other organizations, sponsors, or other grants are fulfilling the need for this event or project.

What funding, if any, is being sought from other organizations for this project? The City of Greefield has committed up to \$3.5 million in match dollars and up to \$6.5 million in tax abatement of or other incentives. Fortville committed over \$6 million in match dollars and tax abatement or incentives. Hancock Regional Hospital has committed \$60,000 over 4 years and we are waiting to hear from other private investors mentioned previoulsy and more in the future.
(When possible, the Hancock County Tourism Commission suggests that local companies or contractors be utilized when assisting with this project)



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Have you previously requested or been granted funds by the Hancock County Tourism Commission? If so, when and for what purpose were those funds used?
Greenfield and Fortville applied with other communities for the INDIANA BISON-tennial legacy project.
Greenfield applied for funding for the North Street Living Alley, another IN OCRA and Tourism grant

Timing

When are the funds needed for this project? 2019-2022

If this is a long term project, is there anyway that funds could be split up over time, with partial payment now, and partial payment at a later date? If yes, how are you proposing this split to happen?
\$25,000 each year for the 4 year period for a total of \$100,000

When will the event be completed or the project finished? The Greenfield Riley Literary won't be funded by the State until 2023 so we have an extra year

You will need to submit a follow up Final Grant Report Sixty days after the completion of this project or event. On what date, will the Tourism Commission be expecting your Final Grant Report along with all of the receipts detailing the expenditures for the Tourism Support Budget listed above?
We will file a followup report yearly

Signature

I hereby submit this application and supportive documents for the proposed request. I have read and understand that I must comply with the Grant Guidelines attached. I understand that if the funded request is approved, the printed and or broadcast material must indicate that **a source of the funding was via the Hancock County Tourism and Visitor Center.**

Applicant Signature: Joanie Fitzwater Date: Oct 23, 2018

Title: Planning Director

Company or Business Name: City of Greenfield

If approved; what name should be listed on the check? Health and Heritage Fund

How would you like to receive the check? Circle one
Pick up at Visitor Center / Mail to address on application / Mail to address below.

Mail to: Hancock County Community Foundation 312 E Main St Ste B Greenfield IN 46140



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Hancock County Tourism Commission Approval: Yes or No

Amount Approved: _____

Check #: _____ Date: _____

First Signature: _____ Date: _____

Second Signature: _____ Date: _____

Final Grant Report Received? Yes or No

When: _____ Complete? _____

Submitted to the Board for Review: _____

Returned Funds? Yes or No If yes, amount: _____

Notes: