



Hancock County Tourism Commission
Final Grant Report

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

Applicant Information

Company, Business or Organization Name Applying for the Grant:
Greenfield Main Street

Contact Person and Title: Shelley Swift, Executive Director

Mailing Address: P.O. Box 881

City: Greenfield State: IN Zip: 46140

Preferred Phone Number: (317) 649-0890 Alternate Number: (317) 358-5284

Email: shelley@greenfieldmainstreet.org

Event or Project Information

Describe the project or event: In 2018, GMSI was awarded \$2,000 for Chalk Fest and \$1,000 to run Facebook boosts throughout the year. In June 2018 we were awarded \$4,550 to run six separate ads in the 2019 State Festival Guide. The Tourism Commission also devoted a half-page ad in the Festival Guide to Greenfield Main Street.

If this was an event, what was your attendance? See attached - EVENT ATTENDANCE

How did you/will you track outside visitors to your event or project?
When applicable, we track the number of registrations per event. We also do a headcount at events to come up with a best guess of total attendance.

If your event has already happened can you provide out of county statistics?
See attached - OUT OF COUNTY IMPACT

How did you engage/are you engaging the county hotel industry in your event or project?
Last year we took event flyers to Greenfield hotels and plan to do the same for all events in 2019.

Where did you place the Hancock County Tourism logos as a sponsor of your event or attraction?
Hancock County Tourism is listed among our sponsors and members on our website at <http://www.greenfieldmainstreet.org/members/>. This year we are creating a vertical SPONSOR banner listing all our 2019 sponsors in order of giving level, to be posted at all GMSI events throughout the year.



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Tourism Support Budget

What was the total amount that you received as grant support from the Tourism Commission?
\$5,550

Please provide a breakdown of the expenditures that were paid using Tourism grant monies.
Please attach a copy of all receipts. You may attach a separate budget breakdown.

Project Needs Description: See attached - PROJECT EXPENDITURES
(i.e. advertising, project support, studies or plans, operating expenses)

\$ _____

\$ _____

\$ _____

\$ _____

Were there any unspent Tourism funds? **Yes** or No?

If yes, state the amount, and submit a check made out to the Hancock County Tourism
Commission: \$540.

Signature

I hereby submit this report and supportive documents for the final tourism grant report. I have
certified that all of the information contained in this report is true, complete and accurate.

Applicant Signature: Shelley Swift  Date: 2/28/19

Title: Executive Director

Company or Business Name: Greenfield Main Street