

Hancock County Tourism Commission
Grant Request Form

Revised and Approved 06/14/2016

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 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.

Grant Requests will be provided to the Tourism Commission for Review and Approval. Please submit to the Tourism Director by email at tourhancockcounty@outlook.com , or by mail at Hancock County Visitor Center 119 W. North St. Greenfield, IN 46140 **at least 5 business days prior** to the tourism meeting (it meets the second Tuesday of the month at 5pm at Greenfield City Hall). **A representative must attend the meeting to answer any questions/clarifications that the commission may have in regard to the request.** Attach additional information as required.

Please note, that at the end of your project or event, you must submit a written report or present a follow-up report to the Hancock County Tourism Commission. This report must be made within 60 days of the end of your project. Failure to submit a follow-up report may adversely affect future grants.

Applicant Information

Company, Business or Organization Name Applying for the Grant:

Fortville Action, Inc. ("FAI")

Contact Person and Title: Lacey Willard, FAI Board of Directors

Mailing Address: Principal Address: Post Office Box 424

City: Fortville State: IN Zip: 46040

Preferred Phone Number: 727.204.0504 Alternate Number: 317.269.1117

Email: lacey.willard@cbre.com Date of Incorporation: November 4, 2011

Federal Tax ID Number (if applicable) # 45-3784079 Not for Profit? Yes

If yes, Tax Exempt Number: #0144000474

List Board of Directors, Committee or Project Members: Past President Dave Beatson; President

Milda Sterrett; VP Ronnie Brawner; Treasurer Denise Hexamir; Secretary Cindy Akers; Board Members Lacey Willard, Jen Sterrett, Amy Kleine, Gene Akers

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Request Information

Describe the need or event: 2018 Summer Concert Series June-July; Winterfest Dec 1st 2018

-7 Concerts! Bring your family and appetite to enjoy upbeat music Thurs. 7-10P, historic Landmark Park.

-Winterfest! Kick off the 2018 Holiday Season at our event featuring food, drinks, shopping, and entertainment including: Ice Skating, Parade, Caroling, Snowflake Princesses, Ice Ninjas, Family activities, Movie, Hay Rides, Santa Appearance, & Tree Lighting

If the need is for an event, what is your estimated attendance? Concerts: 1,000ea.; Winterfest: 6,000

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? Adding key features such as a 7-part upbeat concert series in summer; increased ice skating rink size; and properly promoting those features, are in our business plan to increase event attendance from outside the County. We will showcase Main Street business and restaurant experiences in Fortville to visitors from surrounding areas, promoting long term revenue growth.

How will you measure the impact on the County or your organization from this potential funding?

We will have traffic and attendee counts from policing efforts; Reports on Main Street business sales; Reports on event vendor sales; Post-event feedback from registered attendees, vendors, and businesses; and monitoring of social media channels as well as traditional media channels

Request Budget

What contributions are you making toward fulfilling the request? Fortville Action, Inc. will be leading all sponsorship efforts, event logistics and promotion, resource/performer engagement, and administrative oversight.

Please provide an entire budget for your event. You may submit separate documents.

Project Needs	Description
\$ _____	<u>See Attached</u>
\$ _____	_____
\$ _____	_____
\$ _____	_____
<u>\$15,619.00</u>	Total Cost

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What funding, if any, is being sought from other organizations for this project? Main Street businesses and the Town of Fortville will also be sponsoring components of the Concert Series & Winterfest.

(When possible, the Hancock County Tourism Commission suggests that local companies or contractors be utilized when assisting with this project)

Have you previously requested or been granted funds by the Hancock County Visitors Bureau?
If so, when and for what purpose: Yes, \$10,000 in the 2017 Cycle for Winterfest 2017/Advertising and Ice Skating Rink that garnered us a 5,000 attendee turnout; thank you!

Timing

How soon can the request being considered begin: March 2018; Contract holds in place already

What is the timing for the request to be completed: December 31, 2018 (after Winterfest)

What critical dates need to be considered in the funding process? 4/1 funding for concerts; 11/1 deadline for

What other dates are important to this request? N/A rink expansion materials

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 the Hancock County Tourism Commission.**

Applicant Signature: _____ Date: 23 Feb 2018

Title: Board of Directors, FAI

Company or Business Name: Fortville Action, Inc.

If approved; who should the check be made out to? Fortville Action, Inc

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: 318 S. Poplar St., Fortville, IN 46040

FOR TOURISM COMMISSION USE ONLY

Hancock County Tourism Commission Approval: Yes or No

Name: _____ Date: _____

Signed: _____

Total Budget	Tourism Board Requested Amounts; Generally @ 50%	% of Total
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Summer Concert Series Detail					
14-Jun Thurs	Corey Cox	\$ 600.00	\$	300.00	
21-Jun Thurs	Groove Smash Trio	\$ 550.00	\$	275.00	
28-Jun Thurs	Blonde Sonja Trio	\$ 550.00	\$	275.00	
7-Jul Sat	The Flying Toasters	\$ 4,000.00	\$	2,000.00	
12-Jul Thurs	Maddie & the Roadies	\$ 500.00	\$	250.00	
19-Jul Thurs	Henthorn LLC	\$ 600.00	\$	300.00	
26-Jul Thurs	90 Proof	\$ 500.00	\$	250.00	
TOTAL		\$ 7,300.00	\$	3,650.00	23%

Winterfest Detail					
1-Dec Sat	Ice Skating Rink Expansion	\$10,000.00	\$	5,000.00	
Total		\$10,000.00	\$	5,000.00	32%

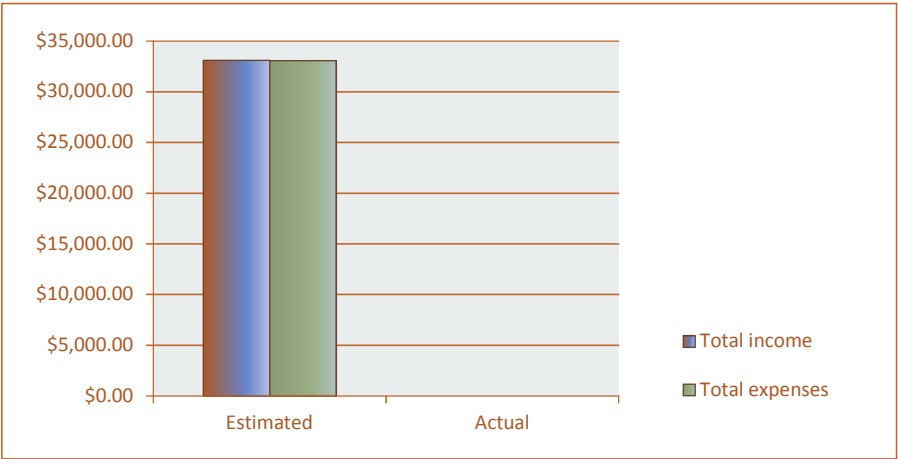
Advertising Detail					
Annual	Promotions (Posters; Magazines; Social Media; Board Signs; Website) and Logistics @ 50%	\$ 6,969.00	\$	6,969.00	
		\$ 6,969.00	\$	6,969.00	45%

TOTAL					
		\$		15,619.00	

Budget for Fortville Action, Inc. 2018

> Profit - Loss Summary

	Estimated	Actual
Total income	\$33,094.00	\$0.00
Total expenses	\$33,063.45	\$0.00
Total profit (or loss)	\$30.55	\$0.00



Budget for Fortville Action, Inc. 2018

> Expenses

			Estimated	Actual
Total Expenses			\$33,063.45	\$0.00
Main Events				
	Estimated	Actual		
Summer Concert Series	\$7,300.00	\$0.00		
Winterfest	\$10,750.00	\$0.00		
Beautification	\$1,000.00	\$0.00		
4th of July/Cruise on Main	\$1,000.00	\$0.00		
Total	\$20,050.00	\$0.00		
Promotions				
	Estimated	Actual		
Magazines	\$750.00	\$0.00		
Social Media	\$150.00	\$0.00		
Posters/Flyers	\$2,000.00	\$0.00		
Fun Maps	\$150.00	\$0.00		
Sandwich Board Signs	\$300.00	\$0.00		
Total	\$3,350.00	\$0.00		
ORCA Obligations				
	Estimated	Actual		
Main Street Meetings	\$250.00	\$0.00		
ORCA Grants	\$0.00	\$0.00		
Conferences	\$500.00	\$0.00		
Total	\$750.00	\$0.00		
Miscellaneous				
	Estimated	Actual		
Donations	\$0.00	\$0.00		
Seed (Art, Friend, Freedom, ENT, Wellnes:	\$1,000.00	\$0.00		
Volunteer Thank You	\$250.00	\$0.00		
Other	\$0.00	\$0.00		
Total	\$1,250.00	\$0.00		
Logistics				
	Estimated	Actual		
Insurance	\$750.00	\$0.00		
Main Street Closure	\$0.00	\$0.00		
Security	\$0.00	\$0.00		
Seating	\$0.00	\$0.00		
Total	\$750.00	\$0.00		
Logistics, Cont.				
	Estimated	Actual		
Shuttles & Parking	\$0.00	\$0.00		
Restrooms	\$3,440.00	\$0.00		
Website	\$1,899.00	\$0.00		
App	\$0.00	\$0.00		
Other	\$0.00	\$0.00		
Total	\$5,339.00	\$0.00		
Contingencies				
	Estimated	Actual		
5% of Total Expenses	\$1,574.45	\$0.00		
Total	\$1,574.45	\$0.00		

Winterfest-Specific Budget	FAI Cost	Actual Business	Gif in Kind	FAI Raise Amount	Queue For 2018	
Beer/Wine Garden on Main	\$1,500.00	\$0.00	Taxman/FoxGardin	\$1,500.00	\$0.00	At Home With Us
Meet Winter Characters	\$500.00	\$0.00	Gypsyie Chicks	\$500.00	\$0.00	WhiteHouse
Coffee/Hot Chocolate Stand	\$1,250.00	\$0.00	Ministerial Council	\$1,250.00	\$0.00	Mozzis
Parade Float*	\$0.00	\$0.00	...all	\$0.00	\$0.00	Sunrise
Main Stage Caroling	\$2,000.00	\$0.00	Jared K./ Ministerial C	\$1,500.00	\$500.00	Context
Movie on Main	\$500.00	\$0.00	Library	\$500.00	\$0.00	Chamber
Ice skating rink (ice, freight, skates, fencin	\$10,000.00	\$0.00	FAI	\$0.00	\$10,000.00	M&J
Evening Fire Pits	\$50.00	\$0.00	Garst	\$50.00	\$0.00	VFW
Gift Wrapping	\$250.00	\$0.00	Police	\$250.00	\$0.00	American Legion
Professional Photo Ops	\$1,500.00	\$0.00	Fourth Ave. Photogra	\$1,500.00	\$0.00	Geyer
Santa Sleigh Hay Ride	\$1,000.00	\$0.00	Town of Fortville	\$1,000.00	\$0.00	Hanson Weavery
Train Rides	\$250.00	\$0.00	Nazerene	\$250.00	\$0.00	Lincoln Square
Boilermaker Express	\$5,000.00	\$0.00	Purdue Alum	\$5,000.00	\$0.00	Cafe
Snow Maker on Main & Smile Cloud	\$250.00	\$0.00	FAI	\$0.00	\$250.00	
Santa Appearance	\$1,000.00	\$0.00	Indulge	\$1,000.00	\$0.00	
Shop Discounts & Door Prizes*	\$1,500.00	\$0.00	...all	\$1,500.00	\$0.00	
Tree Lighting	\$1,000.00	\$0.00	Garst	\$1,000.00	\$0.00	
Snowflake Princess	\$1,500.00	\$0.00	Jennifers; GMA; Stud	\$1,500.00	\$0.00	
Ice Ninja	\$250.00	\$0.00	ATA	\$250.00	\$0.00	
Face Painting	\$250.00	\$0.00	Klewie's Closet	\$250.00	\$0.00	
Hair Painting	\$300.00	\$0.00	Storehouse	\$300.00	\$0.00	
Lights on Main	\$5,000.00	\$0.00	Town of Fortville; Ma	\$5,000.00	\$0.00	
Bounce House	\$250.00	\$0.00	ATA	\$250.00	\$0.00	
Legacy: Town Brick Sign	\$5,000.00	\$0.00	Dixon	\$5,000.00	\$0.00	
Petting Zoo	\$750.00	\$0.00	H&R Block	\$750.00	\$0.00	
Total	\$40,850.00	\$0.00		\$30,100.00	\$10,750.00	

Music on Main-Specific Budget	FAI Cost	Actual Business	Gif in Kind	FAI Raise Amount	
Beer/Wine Garden on Main	\$1,500.00	\$0.00	Taxman/FoxGardin	\$1,500.00	\$0.00
Seating	\$1,000.00	\$0.00	Town/Studio 309 (see	\$500.00	\$500.00
Band	\$1,500.00	\$0.00	FAI/Taxman/Foxgardi	\$750.00	\$750.00
Games	\$1,000.00	\$0.00	...all	\$1,000.00	\$0.00
Lights	\$250.00	\$0.00	FAI/Taxman/Foxgardi	\$0.00	\$250.00
Total	\$5,250.00	\$0.00		\$3,750.00	\$1,500.00

Budget for Fortville Action, Inc. 2018

> Income

	Estimated	Actual
Total Income	\$33,094.00	\$0.00

Exhibitors/Vendors

Estimated	Actual	Estimated	Actual
25	Vendors Cruise-In \$25.00	\$625.00	\$0.00
50	Vendors Winterfest & Electric \$65.00	\$3,250.00	\$0.00
35	Vendors Music on Main \$100.00	\$3,500.00	\$0.00
		\$7,375.00	\$0.00

Sponsorships

Estimated	Actual	Estimated	Actual
1	Tourism Grant \$15,619.00	\$15,619.00	\$0.00
0	Community Foundation Grant \$0.00	\$0.00	\$0.00
1	NineStar Grant \$2,500.00	\$2,500.00	\$0.00
1	Main Street Businesses \$10,000.00	\$5,000.00	\$0.00
0	Other \$0.00	\$0.00	\$0.00
25	<i>See Gift in Kind (not included here)</i> \$30,100.00	\$30,100.00	\$0.00
		\$23,119.00	\$0.00

Small Scale/Matching

Estimated	Actual	Estimated	Actual
2	Dine to Donate: Taxman/FoxGardin Music on Main 20% of sales \$750.00	\$1,500.00	\$0.00
50	Winterfest Registrations \$10.00	\$500.00	\$0.00
4	Misc Dine to Donate \$150.00	\$600.00	\$0.00
		\$2,600.00	\$0.00

Sale of items

Estimated	Actual	Estimated	Actual
	N/A	\$0.00	\$0.00
		\$0.00	\$0.00
		\$0.00	\$0.00
		\$0.00	\$0.00
		\$0.00	\$0.00