

Hancock County Tourism Commission
Grant Request Form

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.

Fund Requests will be provided to the Tourism Commission for Review and Approval. Please provide the requested information below for consideration. Attach additional information as required.

A. Applicant Information

Company, Business, or Organizations Name Applying for Grant: Hancock Health Foundation
Contact Person and Title: *Erika Bruggeman, Congregational Network Navigator/Flat 50 Steering Committee*

Mailing Address: *801 North State Street*

City: *Greenfield* State: *Indiana* Zip: *46140*

Mobile Phone: *(260) 729-7427* Work Phone: *(317) 468-4142*

Email: *ebruggeman@hancockregional.org*

Federal Tax ID Number: *35-1543591*

Date of Incorporation: *1986*

Indiana Not-for-Profit? *YES* If so, Tax Exempt Number# *0103562427-000-7*

List your Board of Directors, Committee or Project Members:

The committee members for the Hancock Flat 50 include:

*Amanda Everidge, Healthy Community Manager
Hancock Health*

*Tom Butler, Financial Advisor/Cyclist
Butler Financial*

Dean Dixon, Local Cyclist

*Christine Tanner, Business Owner
Rollfast Inc.*

*Mitch Doran, Business Owner
Family Bike Chain*

*Matt Tanner, Business Owner
Rollfast Inc.*

*Joanie Fitzwater, Planning Director
City of Greenfield*

*Andy Wilkins, Digital Sales Manager
Greenfield Daily Reporter*

*Erika Bruggeman, Congregational Network
Hancock Health*

*Danielle Daugherty, HR Director
NineStar Connect*

*Stacey Poe, Business Owner
Rhythms by Stacey*

Best day and time to contact with any follow-up questions: Monday-Friday 9 a.m. - 4 p.m.

B. Request Information

Describe the need or event:

To raise awareness of active living opportunities, and to promote cycling safety, the Hancock Flat 50 committee formed to promote Hancock County as a place for helping people live a more active lifestyle when visiting our community. The Hancock Flat 50 is a bike ride for participants of all ages and all skill levels inclusive of a 25-mile ride, and a 50-mile ride beginning in Greenfield and then traveling throughout Hancock County. Our event also brings attention to our county seat's downtown, and a healthy lifestyle that the county as a whole can provide. Any proceeds are meant to support connectivity throughout Hancock County, i.e. walking/biking trails. Walking and biking trails are proven economic drivers, prompting exploration of the community, connecting people and places, offering dynamic activity, and providing opportunities for new retail and residential development. This event is a perfect opportunity for Hancock County to be a leader in the Central Indiana region to promote fitness and good health. With your help, we can increase the number of people who are comfortable with active transportation as part of their everyday lives, and we can simultaneously promote Hancock County as a leader in bicycling culture.

The main need for our event in 2018 is funding to hire a digital media specialist to focus on targeted web and social media advertising, and purchase print material and merchandise. Since 2016 we have created a strong social media presence and now have a website to promote the event, engage riders, and promote county partners and businesses. Increased funds would enable the Flat 50 team to increase targeted social media advertisement, increase cross-promotion of business partners, hotels and commodities within Hancock County for participants who travel to our county for the event. We would like to secure funding for paper advertising and promotional merchandise as well, including 12"x12" posters, 4x6 postcards, and cycling jerseys and shirts for participants. Posters and postcards will be placed in businesses, restaurants, and hotels in Hancock and surrounding counties, as well as other cycling events across the state of Indiana.

Funding would allow us to create and print a Flat 50 Event Guide which would be provided to every registered participant that is traveling to Hancock County for this event. The Event Guide would include marketing local businesses and activities available in addition to the Hancock Flat 50 for the week leading up to the ride, that weekend and the week following. The Event Guide will also include business promotions available to participants that will help increase desire to visit local establishments. For example, Lincoln Square Pancake House will offer a coupon in the Event Guide for a free orange juice with purchase of entrée. Funding will also enable the team to provide a Flat 50 care basket for all participants that stay overnight in a local hotel. This was done last year and greatly appreciated by all participants. The care baskets will include Flat 50 merchandise (shirt, window decal and key chain), as well as tourism book, Official Flat 50 Event Guide, and nourishment.

Starting in 2016 we developed a strong social media presence through Facebook and Instagram. Through these media outlets, we were able to organize weekly community group rides, provide updates on status and event details and encourage registration. With generous

support of the Hancock County Tourism Commission we were able to launch a media campaign including digital marketing, website and video advertisements, which significantly improved our communication, increased rider participation and engaged individuals from outside of Hancock County and out of Indiana.

The Hancock Flat 50 truly has the potential to be one of the premiere tourism events for Hancock County within our state and Midwest region. We had a tremendous response from people visiting outside of our county's borders to see what Hancock County has to offer in the way of bicycling, retail, and business culture. In the past two years, our committee has aligned efforts and promoted our county as a tourist attraction and a place to visit. The idea behind the Hancock Flat 50 is to show Central Indiana our commitment to building a healthier and happier community through cycling. Within in this timeframe, we have been able to:

- *Hire a Professional Cycling Consultant for the Flat 50 two years in a row*
- *Coordinate three weekly group rides launching from downtown Greenfield designed to promote cycling for individuals at all fitness levels, from novice to advanced cyclist*
- *Create a county-wide event for promoting Hancock County as a leader in cycling culture*
 - *Developed a 25-mile and 50-mile ride*
 - *Secure over 20+ business partners and sponsors for our event*
 - *Coordinate a finish line festival by tying into an existing community event: Wood Fest*
 - *Coordinate 20+ volunteers to manage the event*
 - *Organize police and safety support*
 - *Secure a hotel partner to provide a significant discount to participants in our event to promote tourism*
 - *Secure business partners to provide discounts to participants in our event to promote additional tourism*
 - *More than doubled participants from 2016 to 2017*
- *Donate \$18,000 to the Hancock County Trails Plan and promote the Hancock Flat 50 as a fundraiser designed to give back to the community through connectivity*
- *Launch a Facebook, Twitter, and Instagram account to communicate with 2000+ collective followers*
- *Build a website, implement online registration and produce three promotional videos used to target individuals at all fitness levels and promote Hancock County*

If need is for an event, what is your estimated attendance?

For our inaugural Hancock Flat 50 event, we had about 150 riders, with over 50% from outside of the county. In 2017, we reached our goal of doubling participation in the event, with 327 registered participants; 56% of participants being out of county, 8% of those being out of the state. With continued social media marketing and a targeted marketing strategy, our goal for 2018 is to see 500 riders for the third annual Hancock Flat 50. With our marketing strategy, strong website and social media presence we anticipate this to be a very manageable goal.

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner?

The Hancock Flat 50 event has the potential to be one of the premiere bicycling events in Indiana and the Midwest Region. We continue to partner with Rollfast, Inc., local hotels, and businesses to develop a local legacy of a cycling culture. We believe this is important to the health of our community and local businesses for many reasons, including many of the following:

- 1. Many individuals in our community rely on a bicycle as their sole mode of transportation to shopping destinations and employment.*
- 2. Bicycling can be faster than walking, transit or motor vehicles, which means traveling from store to store or restaurant to restaurant is faster!*
- 3. Biking helps save travel and shopping money; reduction in costs for gas, tires, fluids, insurance, maintenance, washing, parking, etc.*
- 4. Reduce stress by bicycling- happier people are healthier people, and healthier people contribute more to the local economies where they live or visit.*
- 5. Cycling is therapeutic for the cardio-vascular system- live healthier!*
- 6. Regular cycling can lead to lower health care expenses; helping to reduce healthcare cost to employers and helping individuals save money which can be used to support the local economy.*
- 7. Bicycling can be a life-long activity, it's friendly to virtually ALL ages, stages, and phases of life.*
- 8. Reduces noise pollution -- even without a muffler bikes are quiet, creating a quieter community which increase property values.*
- 9. Reduces crime -- a huge amount of crime is associated with access to motor vehicles.*
- 10. On-going use of a bicycle has virtually NO carbon footprint- a four mile bicycle trip keeps about 15 pounds of pollutants out of the air we breathe.*
- 11. The funds raised from this cycling event are put back into the community through trails and connectivity.*

Bicycling is very important for tourism and local businesses because it attracts local, state, and regional participants to explore what Hancock County businesses have to offer. The landscape of Hancock County is also prime training ground for both recreational riding as well as racing. There are several other events throughout Indiana that have gained a tremendous following of riders from all walks of life: Rollfast Gran Fondo (500 riders), The Hilly Hundred (upwards of 5,000 riders), and the RAIN Ride (over 1,500 riders) to name a few. Events like these stimulate economic growth as people visit these communities year after year to share a common experience. Our community has the opportunity to join these leaders in bicycling culture.

Through social media and a strong online presence, we will continue to contribute to driving tourism to Hancock County. We offer an effective medium for individuals looking for cycling events to see all the amenities Hancock County has to offer. We provide an exclusive "Welcome Basket" to all participants staying in hotels that provides merchandise, information on local businesses and events. This special gift not only helps our out-of-town guests feel more welcome, but drives them to our local businesses because of the warm experience we have

created.

Your support will also ensure the Tourism Commission has a prime spot as one of our sponsors because our website and all printed materials will state “Produced in cooperation with the Hancock County Tourism Commission.” This means over 2000+ followers on social media, and the 3,000+ printed materials we distribute throughout six counties will become more aware of what our Tourism Commission has to offer for residents and visitors. While the Hancock Flat 50 is just one of the events our community has to offer, we imagine that visitors coming through the area will not only enjoy this unique opportunity, but remember our county as a place to visit long after they have ridden away. This could inspire some people to come back and visit the area for future tourism.

What will you use to measure the impact on the county or your organization from this potential funding? (example: We have asked local hotels to ask overnight visitors if they are attending our event.)

Through our combined targeted online media strategy, and our print and merchandise marketing plan, we anticipate being able to continue to grow our event and bring individuals to Hancock County. With our enhanced online registration we are able to track where our participants originate from, who is purchasing additional event merchandise and amount spent on the event. The Flat 50 website will link to local businesses, restaurants, and hotel websites.

Some other basic analytics we can track to measure impact include:

- *how many people utilize our hotels as we form partnerships with these businesses*
- *increases in local businesses revenue for the weekend of our event*
- *attendance and event participation*
- *volunteer participation*
- *social media growth and engagement*
- *web traffic/engagement*
- *feedback from community champions and participants (anecdotal)*

C. Request Budget

What contributions are you making toward fulfilling the request?

Each committee member will be responsible for finding a sponsor and volunteers for the event. Sponsors could include local government, contractors, individuals or other businesses in the community wishing to support the project. Community engagement will be increased through our existing Facebook page, previous sponsors, and personal invitations. Hancock Health has committed to a 1:1 financial match of contributions of the Hancock County Tourism Commission.

PROJECT NEEDS DESCRIPTION

What funding, if any, is being sought from other organizations for this project?

Hancock Health has committed to a \$25,000 title sponsorship for the 2018 event. We have also made a donation request to the following individuals and/or businesses:

1. Ron Pritzke
2. Jeff Inskip/Inskip Ford,
3. Dennis Spegal/Pride
4. Riley Park Tire
5. Tyner Pond Farms
6. Family Bike Chain
7. Apex Electric and Sign
8. PediGo
9. Walmart
10. Meijer
11. Kroger
12. Rhythms by Stacey
13. Kiwanis

WEBSITE/MEDIA BUDGET (estimated)

<i>On Target Display Advertising</i>	\$3,000
<i>ReTargeting</i>	\$1,300
<i>Search Retargeting</i>	\$2,100
<i>Search Engine Marketing</i>	\$3000
<i>Facebook/Instagram Advertising</i>	\$4000
<i>Snapchat Geo-Filter</i>	\$250
<i>Printed Materials</i>	\$3,500
<i>Flat 50 Merchandise</i>	\$6,000
<i>Event Guide</i>	\$850
<i>Welcome Basket for hotel stays</i>	\$1,000

SUB TOTAL	\$25,000
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AMOUNT REQUESTED FROM HCVB:	
	\$25,000

(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 Tourism Commission or Visitor's Bureau? If so, when and for what purpose?

Yes. We received \$25,000 in 2016 for development of Flat 50 website, three Flat 50 marketing videos, digital and print marketing. Funds were used effectively and helped bring participants from six different states and counties all over Indiana, more than doubling participation in our event. Through enhanced online presence we were able to increase our local group ride from one ride of 20 riders to four different group rides averaging a total of nearly 50 riders.

D. Timing

How soon can the request being considered begin?

As soon as we receive funding, we will continue to utilize AIM Media for our digital and print marketing strategy, as they developed the website and assisted in reaching goals for 2017. We will use a local vendor when possible for our merchandise as well.

What is the timing for the request to be completed?

The 2018 Hancock Flat 50 will be complete by October 1, 2018.

What critical dates need to be considered in the funding process?

- *Contract for the media marketing needs to be signed by April 1, 2018*
- *Flyers and postcards will need to be distributed throughout Hancock and surrounding counties by April 1, 2018*
- *The RAIN Ride is a key event to promote Flat 50 and takes place in July 2018; marketing materials will be needed for this event.*
- *The Superhero 5k and North Street Fitness Festival will be key events to promote the Flat 50, and both take place on June 16, 2018.*
- *Hancock Flat 50 is scheduled for September 22, 2018.*

What other dates are important to this request?

The sooner we receive funds to build a website, the more time will we have to generate interest for this event and get people from out-of-county and out-of-state to attend.

E. 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 and I understand that if selected, the funded request printed and/or broadcast material must indicate that a source of the funding was the Hancock County Tourism Commission.

Applicant signature Erika Bruggeman Date 3/5/2018

Title: Congregational Network Navigator/Flat 50 Steering Committee

FOR TOURISM COMMISSION USE ONLY

Hancock County Tourism Commission Approval: Yes or No

Name _____

Signed _____ Date _____

Hancock County Tourism Commission Grant Request Guidelines
(Revised & Approved 11-15-11)

1. Applying organizations must use the grant dollars to bring in new business, develop local events, attractions, festivals or sporting events. Examples would be:
Organizations that need funding for designing and printing advertisements or brochures that will be distributed outside Hancock County to attract visitors to Hancock County.
2. The Hancock County Tourism Commission website must be linked on the home page of an event or funded organization's website. All printed materials and/or broadcast advertisement funded must include the words "Produced in cooperation with the Hancock County Tourism Commission."
3. Grant dollars cannot be used to produce any items sold nor shall grant dollars be used to pay for any sales tax.
4. Qualified organizations must be not-for-profit groups registered and in good standing with the Indiana Secretary of State. For-profit organizations must contract services utilizing the funds distributed.
5. An organization may submit more than one application, but multiple applications for the same project may not be submitted. Each application will be evaluated independently, based on grant criteria.
6. Projects should be completed on time unless the organization receives written permission from the Hancock County Tourism Commission for an extension.
7. A summary report must be provided to the Hancock County Tourism Commission within sixty (60) days of completion of a funded project. The organization shall also supply receipts and supportive data showing how the funds were used.
8. All artwork and text for any advertisements, promotional material and/or broadcast material shall be submitted to Hancock County Tourism Commission prior to printing to obtain written approval.
9. Applications will be assessed by considering the following:
 - o Event/Attraction's ability to attract overnight visitors. Timing of event. Priority will be given to those organizations that have the potential of attracting overnight business, especially when occupancy is not at a peak.
 - o Event/Attraction's ability to evaluate the success of its event/project.

- o Event/Attraction's ability to attract other sources of funding or match funding.
- o Event/Attraction's ability to grow, with funding support, over two or more years.

10. Hancock County Tourism Commission members with real, or perceived, conflicts of interest will voluntarily remove themselves from the evaluation and decision making process regarding a grant request they are associated with.

11. Applying organizations will be notified in writing of the final decision regarding their grant request.

12. Grants will be paid out as a reimbursement for specific costs when receipts are provided. Reimbursements will generally be made within 7 days of receipt. Grant Awards will be considered prior to expenditures under special circumstances, but will require additional documentation.

13. The Hancock County Tourism Commission reserves the right to direct how Grant funds are to be expended. In addition, the Hancock County Tourism Commission reserves the right to waive any foregoing requirements.

The Hancock County Tourism Commission is pleased to participate in expanding tourism through this grant program, which brings new money into the community and allows residents to enjoy its festivals, attractions, special events and sporting events.

Requests should be submitted well in advance of their need. It is recommended no less than sixty (60) days prior to the event or attraction since additional information or documentation may need to be provided. Organization representatives may be required to attend evaluation sessions at specified Tourism meetings to answer any questions.

Grant Requests may be submitted to the Hancock County Tourism Commission via email at info@hcvb.org or mail at 122 W Main Street, Greenfield, IN 46140.