



## 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](mailto:info@visitinhancock.org) • [www.visitinhancock.org](http://www.visitinhancock.org)

**Company, Business or Organization Name Applying for the Grant:** Cumberland Arts, Inc.

**Contact Person and Title:** Sarah Bowers, Event Chair

**Mailing Address:** 116 S. Muessing Street

City: Cumberland State: IN Zip: 46229

**Preferred Phone Number:** 317-294-7917 **Alternate Number:** 317-750-5873

**Email:** [eventchair@cumberlandarts.org](mailto:eventchair@cumberlandarts.org); [sbowers1647@aol.com](mailto:sbowers1647@aol.com)

**Date of Incorporation:** Jan. 19, 2013

**Federal Tax ID Number** (if applicable) 38-3901875

**Are you a 501c3 Not for Profit?** Yes, If you are not, how are you considered a Not for Profit? \_\_\_\_\_

**Tax Exempt Number:** 0152387129 \_\_\_\_\_

**Please List Board of Directors, Committee or Project Members** (you may attach a separate sheet with a list of all board members if needed): Sarah Bowers, President & Event chair; T. Wyatt Watkins, VP & Staff Liaison; Danielle Hartman, Secretary; Larry Lindley, Treasurer & Finance Chair. There are an additional 12 members of the festival team.

#### *Request Information*

**Describe the project need or event:** Cumberland Arts Festival requests support in the amount of \$1815.00 to assist with advertising cost of the 11<sup>th</sup> annual festival. Cumberland Arts Festival is reinventing itself this year with a more attractive, more compact festival location. While we are not unique in using an arts event to draw interest to a community, we feel that there are two things that sets Cumberland Arts Festival apart from other area festivals.

- Location - only event of its kind along the Highway 40 corridor linking Marion and Hancock Counties
- Quality – each festival year has provided something unique for visitors, excellently presented for public enjoyment. In the past we've created art projects, celebrated Indiana's Bi-Centennial and hosted the first Plein Air Art Competition in Cumberland.



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**If the need is for an event, what is your estimated attendance? 1000 +**

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

**Cumberland Arts Inc. is committed to the core goals of the event.**

**Draw** visitors to Cumberland

**Promote** community identity

**Celebrate** Cumberland's history

**Enhance** the quality of life or sense of place

**Support** local business

With funding from the HCTC, Cumberland Arts Inc can reach a wider advertising area that will create interest in the event. Local business is supported by bringing people into the Cumberland area to notice the various retail services and establishments as they drive into and out of the festival area. Cumberland Arts uses local businesses as much as possible to provide supplies and equipment. The festival puts a spotlight on local artists and craft artisans so that the public has an opportunity to purchase locally made items.

If someone has a positive experience in the community either at the festival or while coming to the event or during their departure, that will lead to a willingness to come back to the community. The Town of Cumberland is beginning to build on known events and the Cumberland Arts Festival is one of those events. Your support of our festival contributes to more than just one event because it supports a building block in Cumberland's development.

**How are you planning on engaging the county hotel industry in your event or project?**

While this event has not grown to the point of bringing in outsiders to spend the night, we can engage the county hotel industry in the following ways through our Facebook and website:

Promote Hancock County hotels by steering people to the Visit Hancock.org website and through various online sites such as Trip Advisor and Bed and Breakfast sites. (We would be happy for you to provide us with the preferred sites to promote.)

Promote specific hotels and bed and breakfast inns.

Distribute event promotion cards to hotels.

Include the VisitHancock.org link in the festival program.

Distribute information from the Hancock County Visitors Center at the festival.



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### **How do you plan to measure the tourism impact on visitors with this project or event?**

Zip codes will be collected at festival entry points. Online survey will ask for the zip code. Vendors will be asked to provide zip codes for purchases.

### **Tourism Support Budget**

What is the total amount that you are requesting the Tourism Commission to support?

\$1,815

Please provide a breakdown of the Tourism Support Budget for your event. You may submit separate documents.

Project Needs Description: Advertising

WTTS - \$250

WFYI - \$510

Worrell Corporation – (yard signs) \$625

WICR - \$300

Promotional Cards – (2000) \$130

**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?**

Sponsors will provide most of the funding for the festival. The Town of Cumberland is contributing in kind services to assist with parking, police presence and traffic flow.

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(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?

Cumberland Arts Festival has received support from HCTC for several years. The funds were used in promotion and marketing of the event.

#### **Timing**

When are the funds needed for this project? Aug. 15, 2019 \_\_\_\_\_

If this is a long term project, is there any way 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?

**When will the event be completed** or the project finished? Aug. 17, 2019

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? Oct.16, 2019

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: Sarah Bowers      Date: 6/30/2019

Title: Event Chair

Company or Business Name: Cumberland Arts Inc.

If approved; what name should be listed on the check? Cumberland Arts 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 116 S. Muessing Street, Cumberland, IN 46229