

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:

Cumberland Arts, Inc.

Contact Person and Title: Sarah Bowers, Event Chair

Mailing Address: 116 S. Muessing St.

City: Cumberland State: IN Zip: 46229

Preferred Phone Number: 317-294-7917 Alternate Number: 317-622-6926

Email: eventchair@cumberlandarts.org Date of Incorporation: Feb. 19, 2013

Federal Tax ID Number (if applicable) 38-3901875 Not for Profit? Yes

If yes, Tax Exempt Number: 0152387129

List Board of Directors, Committee or Project Members:

Sarah Bowers, President and Event Chair; T. Wyatt Watkins, Vice President and Staff Liaison; Danielle Hartman, Secretary and Program Chair; Larry Lindley, Treasurer and Finance Chair

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Request Information

Describe the need or event: Support is requested for the tenth annual Cumberland Arts Festival on Aug. 18, 2018. The event is a Celebration of Art & Community held each year on the third Saturday in August. The festival includes the Cumberland Farmers Market, as well as offers art and craft vendors selling unique hand-crafted items, entertainment, food and a variety of family friendly activities. The event has free admission with free, close parking and is handicapped accessible. .

If the need is for an event, what is your estimated attendance? 2,500 to 3,000

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

Please see Attachment 1

(includes Attachment 2)

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

We will gather metrics (attendance estimated on number of distributed programs, entries & sales of Plein Air art, and number of children visiting Kid's Zone); Visitor Satisfaction using cloud-based survey; Vendor & Volunteer Satisfaction using hard copy surveys; Community Exposure measured by media coverage.

Request Budget

What contributions are you making toward fulfilling the request? Cumberland Arts is working hard to solicit sponsors from a variety of business types. More than thirty organizations and businesses have been contacted

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

Please see Attachment 3.

Project Needs	Description
\$652.00	Daily Reporter, New Pal Press, Fortville-McCordsville - Print Ads (2 per paper)
\$220.00	Daily Reporter Online Advertising, 10,000 Impressions
\$1,800	Bill board advertising
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\$2,672.00	Total Cost

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What funding, if any, is being sought from other organizations for this project? A grant request is pending at Lilly Endowment to assist with the Plein Air Competition. Town of Cumberland support will be in the form of a grant.

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

Have you previously requested or been granted funds by the Hancock County Visitors Bureau? If so, when and for what purpose: Yes - for past Cumberland Art Festivals

Timing

How soon can the request being considered begin: Event is 8/18/2018. Planning in process.

What is the timing for the request to be completed: Festival is a one day event.

What critical dates need to be considered in the funding process? Final marketing plans in place by 7/1/2018.

What other dates are important to this request?

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: *Shirley Bowers* Date: 5/29/2018

Title: Event Chair

Company or Business Name: Cumberland Arts, Inc.

If approved; who should the check be made out to? 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: _____

FOR TOURISM COMMISSION USE ONLY

Hancock County Tourism Commission Approval: Yes or No

Name: _____ Date: _____

Signed: _____

Cumberland Arts Festival – 8/18/2018

HCTC Grant Request

Attachment 1

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

The festival planning team of Cumberland Arts, Inc. keeps in mind three clear objectives while planning the annual event:

It is the goal of the festival team that the event will:

- ✓ Contribute to the economic development of Cumberland and increase awareness of area businesses.
- ✓ Contribute to an increase in a sense of community for festival attendees
- ✓ Contribute to an increase of awareness of the historic identity of Cumberland

Noted below are examples of how the annual Cumberland Arts Festival achieves the goals of Cumberland Arts, Inc. and at the same time addresses your questions about the positive impact on Hancock County.

- **The event draws visitors to Cumberland**

Based on the 2016 and 2017 visitor evaluation, it is determined that the festival attracts about 2,500 - 3,000 visitors from many zip codes including 46229, 46140, 46239, 46163, 46219 and 46227.

In addition, 76% of surveyed people at the 2016 festival expressed that the festival increased awareness of local businesses and artists.

- **The event promotes community identity**

The 2016 festival visitor evaluation indicated that the event increases the sense of community (expressed by 92% of surveyed people at 2016 festival.)

- **The event celebrates Cumberland's history**

In keeping with the festival team objective of "contribute to an increase of awareness of the historic identity of Cumberland," the festival team has incorporated elements throughout the years to honor the Cumberland story. Two past projects and one current project stand out that celebrate Cumberland's history.

Past Projects -

Saturn Street Mural Project – a colorful mural was painted on the side of an historic barn structure along the festival site.

2016 Indiana Bicentennial Celebration – History stations were set up to highlight various periods in Indiana and Cumberland history.

2018 Project

The centerpiece of the tenth anniversary festival will be a Plein Air Art Competition of "Ten Worthy Places." The ten places represent ten historic scenes in Cumberland, tying into the anniversary year. Prior to event day, artists will be invited to paint various scenes of Cumberland. These will be displayed and adjudicated at the festival. The "Ten Worthy Places" Plein Air Art Competition is a tribute to the historic town of Cumberland, Indiana which was established in 1831. Attached are pictures* of the "Ten Worthy Places."

- **The event is a placemaking project that enhances quality of life or sense of place.**

The festival is the only summer event of its kind along the East Washington Street/Highway 40 corridor linking Marion and Hancock Counties. This is an area that has been overlooked with arts related events and opportunities.

Cumberland Arts Festival has a track record for holding a quality, family friendly event that results in a high return rate for vendors, sponsors and visitors. Festival visitors return each year and bring their friends. The 2016 survey showed that 51% of those surveyed heard about the festival through word of mouth.

The **above "bolded and bulleted items" contribute to a "greater likelihood of revitalization"** according to a 2002 Princeton University study.

In this same study, it noted that arts organizations and prevalence of arts events may play a role in attracting residents and businesses to (re)locate to a community by improving its image and making it more appealing.

The Cumberland Speedway has increased sales on event day, but concrete figures are not available. The festival team has asked the store to provide some sales statistics for the 2018 event day. A local restaurant staffs more people on festival day and reports good sales. It is hard to track the residual effect of festival visitors seeing local businesses on event day and then coming back to those businesses throughout the year

Sponsors receive benefits through marketing exposure and some sponsors have a presence at the festival to interact with visitors.

The festival team has analyzed what we can regarding the impact of the event and believes that those assessments indicate the presence of Cumberland Arts Festival contributes to a "greater likelihood of revitalization." Revitalization in the money sense, as well as in the sense of human betterment.

*Attachment 2 – "Ten Worthy Places"

Attachment 2

Cumberland FBC Labyrinth



Historic Cumberland FBC



Wayburn Pocket Park



Cumberland Scene—National Rd



Historic Hendryx Mortuary



Historic Log Cabin



Cumberland Main Street



19th-Century Farm House



Buck Creek Trail



Buck Creek Wetland on the Pennsy



Attachment 3

CUMBERLAND ARTS FESTIVAL 8.18.2018 EXPENSE SHEET	
Source-Description	Expense
Printing, Event Day Signage & Promotion Expense	\$1,650.00
Advertising	\$5,564.00
Entertainment	\$300.00
Equipment	\$1,185.00
Logistics- Town of Cumberland Grant	\$0.00
Permits and Food Expenses	\$353.58
Misc. Expenses (i.e. insurance, golf carts, etc.)	\$1,924.00
Total Festival Expenses	\$10,976.58