

**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](mailto: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:

Greenfield Main Street

Contact Person and Title: Shelley Swift, Executive Director

Mailing Address: One Courthouse Plaza

City: Greenfield, IN 46140 State: IN Zip: 46140

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

Email: shelley@greenfieldmainstreet.org Date of Incorporation: 2009

Federal Tax ID Number (if applicable) 27-1555087 Not for Profit? yes

If yes, Tax Exempt Number: 0141472553

List Board of Directors, Committee or Project Members: \_\_\_\_\_

Gwen Betor      Jeff Clark      Joanie Fitzwater      Sara Joyner

Jayne Hoadley      Walter Kosovich      Renee Oldham      Matt Ottinger

Stacey Poe      Dan Riley      Jeff Somers      Tom Strickland      Judy Swift  
Mary Gibble

Lew Wooton

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**Request Information**

Describe the need or event: 1. Festival Guide advertising for 10 events - \$2,550

2. Chalk Fest 2019 operating and expansion expenses - \$2,000

3. Facebook boosts to promote 10 events regionally in 2019 - \$1,000

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

Chalk Fest - 200. Combined events throughout the year - 2,500

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

We hope to expand our regional draw by promoting all 10 Greenfield Main Street annual events within a 100-mile radius, thus benefitting local hotels, shops and restaurants.

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

We will communicate with local hotels, shops and restaurants and ask them to be aware of patrons who came to town for the purpose of attending a Main Street event. We will then touch base with these businesses after each event to hear their feedback.

**Request Budget**

What contributions are you making toward fulfilling the request? In May we launched a membership/sponsorship mailing campaign to solicit financial support for Main Street events, and will launch our annual fall sponsorship outreach event in September to solicit funding for 2019 events.

We also seek out a variety of grants on an ongoing basis.

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

Project Needs	Description
<u>\$2,550</u>	<u>Festival Guide ads for six events @ \$425 each</u>
<u>\$2,000</u>	<u>Cost to expand and run 2019 Chalk Fest</u>
<u>\$1,000</u>	<u>Year's worth of regional Facebook boosts for 10 events, in 100-mile radius</u>
<u>\$</u>	_____
<u>\$5,550</u>	<u>Total Cost</u>

