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 tourism-cokcounty@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, E	xecutive Director
Mailing Address: One Courthouse Plaza	
City: Greenfield, IN 46140	State: <u>IN</u> Zip: <u>46140</u>
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-	Not for Profit? yes
If yes, Tax Exempt Number: 0141472553	
List Board of Directors, Committee or Proje	ect Members:
Gwen Betor Jeff Clark Joanie Fitzwa	ter Sara Joyner
Jayne Hoadley Walter Kosovich Rer	nee Oldham Matt Ottinger
Stacey Poe Dan Riley Jeff Some Mary Gibble	rs Tom Strickland Judy Swift
410	

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Request Information

Describe the need or	event: 1. Festival Guide advertising for 10 events - \$2,550
2. Chalk Fest 2019 op	perating and expansion expenses - \$2,000
3. Facebook boosts to	promote 10 events regionally in 2019 - \$1,000
Chalk Fest - 200. Con How will the funding of businesses in a posit We hope to expand ou	vent, what is your estimated attendance?nbined events throughout the year - 2,500 of this request increase tourism or impact other Hancock County ive manner? regional draw by promoting all 10 Greenfield Main Street annual events within benefitting local hotels, shops and restaurants.
We will communicate who came to town for	e the impact on the County or your organization from this potential funding? with local hotels, shops and restaurants and ask them to be aware of patrons the purpose of attending a Main Street event. We will then touch base with these event to hear their feedback.
Request Budget	
What contributions ar membership/sponsorsl launch our annual fall s We also seek out a var	re you making toward fulfilling the request? In May we launched a nip mailing campaign to solicit financial support for Main Street events, and will sponsorship outreach event in September to solicit funding for 2019 events. iety of grants on an ongoing basis. tire budget for your event. You may submit separate documents.
Project Needs	Description
\$ <u>2,550</u>	Festival Guide ads for six events @ \$425 each
\$ <u>2,000</u>	Cost to expand and run 2019 Chalk Fest
\$ <u>1,000</u>	Year's worth of regional Facebook boosts for 10 events, in 100-mile radius
\$	
\$ <u>5,550</u>	Total Cost

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What funding, if any, is being sought from other organizations for this project? We continually seek out a variety of grants and sponsorships. We recently did a large mailing seeking sponsors and will launch our sponsorship efforts for 2019 events this fall.
(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: The HCVB has generously granted the following grants: \$7,260 for Festival Guide advertising and general advertising/marketing in 2017, \$1,700 for Festival Guide advertising in 2016, \$2,600 for Fitness Festival expenses in 2015, \$1,060 for Chalk Fest expenses in 2013.
How soon can the request being considered begin: Immediately What is the timing for the request to be completed: Ongoing efforts throughout the year What critical dates need to be considered in the funding process? Immediate funding will impact our current What other dates are important to this request? Chalk Fest Planning The Festival Guide advertising deadline is June 30
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: Shelley Swift - 06/11/2018 Date: 6/8/18
Title: Executive Director
Company or Business Name: Greenfield Main Street
If approved; who should the check be made out to? Greenfield Main Street
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: