

## **Hancock County Tourism Commission**

### **Grant Request Form**

Revised and Approved 06/14/2016

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:

**Mental Health Partners of Hancock County**

Contact Person and Title: **Kim Hall, Executive Director**

Mailing Address: **98 E North Street, Suite 204**

City: **Greenfield** State: **IN** Zip: **46140**

Preferred Phone Number: **317-462-2877**

Email: [office.mhphc@gmail.com](mailto:office.mhphc@gmail.com) Date of Incorporation: **1954**

Federal Tax ID Number (if applicable) **47-1269034** Not for Profit? **Yes**

If yes, Tax Exempt Number: **0155052470**

List Board of Directors, Committee or Project Members: **Christa Riggs, Fred Fentz, Jeff McClarnon, Robert Harris, Laura Welborn, Amy Ikerd, Amy Daniel, Jessica Fisk-Abraham, Linda Garrity, Holly Skillman, Kim Ferson, Aaron O'Connor**



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***Request Information***

Describe the need or event:

**Pennsy Trail Art Fair & Music Festival is the main fundraising event that MHP has. This festival began in 2001 and has grown each year. MHP is asking for \$14,630.00 to help advertise our festival outside of Hancock County.**

**MHP has contacted Daily Reporter seeking information on digital advertising. Advertising will be printed in Henry, Shelby, Rush, Hamilton, Madison, Marion and Johnson County's newspapers. MHP is also seeking funding for IN Festival Guide and the Weekender magazine.**

**This will be the 2<sup>nd</sup> year for the MHP Grand Prix – adult big wheel race. Last year the event was quite popular and fun for everyone. Ducky Derby Raffle (gaming license #146984) has been going strong since the 90's when it began. Try your luck buy a duck to win prizes. County businesses and residents have been mailed letters with entry applications and duck sale forms.**

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

**Each year, we have a board member walk around during the day and count people in attendance. We realize this is an estimate but normally 2,500 people are counted. To boost this year's attendance, different board members have attended local art fairs/events and collected business cards. We have handed out and emailed applications to these vendors. To date, we have 8 new artists submit applications, with hopes that more will send in applications. With this new venture and digital advertising, we are hoping to have over 5,000 in attendance.**

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

**This event is held on the last weekend of summer for most school students. We use this time to advertise as a last minute mini vacation. The festival will be held 11:00 am until 7:00 pm. We have several very talented entertainers and artists this year. With this being an all-day event, tourists can spend the night in local hotels and enjoy dinner in nearby restaurants.**

How will you measure the impact on the County or your organization from this potential funding?  
**Several artists are from surrounding counties and other areas of Indiana. Each year we provide a survey to our vendors. Some artists have high priced items – that do sell. They never share how much money they make during the day. Completed surveys state they were satisfied with their sales. With information from the surveys, we make changes accordingly. We do provide local hotel and restaurant information to those vendors. We have followed up with local businesses and inquire about the day with them.**

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***Request Budget***

What contributions are you making toward fulfilling the request?

**Mental Health Partners maintains a Facebook page dedicated to Pennsy Trail Art Fair & Music Festival. This is updated monthly during the year and daily during "season". We have already printed fliers and have begun to advertise this year's festival. We are seeking in-kind donations for our Ducky Derby Raffle. (License #146894). We are also seeking sponsorships from local businesses.**

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

Project Needs	Description
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**\$2,000.00 Entertainment**

**\$500.00 Sound**

**\$1,500.00 Performers**

**\$5,360.00 Logistics**

**\$60.00 Permits**

**\$500.00 Port o lets**

**\$1,000.00 Insurance**

**\$2,800.00 Tent Rental**

**\$1,000.00 Trash Removal**

**Advertising**

**\$1,130.00 Region 2 IN newspaper adverting**

**\$6,000.00 Daily Reporter**

**Facebook Digital \$4,000.00**

**Digital Display Advertising \$2,000.00**

**\$1,000.00 Festival Magazines**

**IN Festival Guide \$525.00**

**Weekender Magazine \$475.00**

**\$6,500.00 Surrounding County Newspaper advertising**

**Pendleton Post \$3,500.00**



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**Courier Times      \$3,000.00**

**\$14,630.00      Total Cost**

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

**We have mailed out sponsorship forms to over 200 businesses in Hancock County. To date, we have received money from GBC, Mt Comfort Animal Hospital, Erlewein Mortuary, Georgia Knotek Dental. In the past, we have received sponsor money until day of the event. Daily Reporter has offered \$2,000.00 worth of free advertising in their paper.**

**We also seek in-kind donations for the Ducky Derby Raffle to serve as prizes.**

(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.

**Yes. MHP has requested grant funds for advertising for several years now. We do not save money for festival advertising.**

**MHP programs exist because of grants and donations. During 2017, this funding helped 57 Hancock County residents receive help with the Heroin Protocol program, 219 residents received help with Navigation Program (this includes counseling, Mental Health Court, Backpacks, Personal Care boxes, Holiday Gifts, Suicide Prevention Training, and help with applications.) Survivors of Suicide Support Group saw 21 people in attendance. This includes residents from Henry, Rush, Hamilton, Marion, and Shelby Counties. Each of our programs are free for those in need.**

**Any grant funds received from Hancock County Tourism Commission have been used solely to advertise Pennsy Trail Art Fair & Music Festival.**

Timing:

How soon can the request being considered begin: **June 12, 2018**

What is the timing for the request to be completed: **July 1, 2018**

What critical dates need to be considered in the funding process? **July 1, 2018**

What other dates are important to this request? **Event is July 28, 2018**

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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: Kim Noel Date: 6-4-18

Title: Executive Director

Company or Business Name: Mental Health Partners of H.C.

If approved; who should the check be made out to? Mental Health Partners

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: \_\_\_\_\_