

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:

Main Street Arts & Music Festival - Historic Downtown Fortville, Indiana

Contact Person and Title: Lacey Willard, Esq.

Mailing Address: 534 N Merrill Street

City: Fortville State: IN Zip: 46040

Preferred Phone Number: 317.269.1117 Alternate Number: 727.204.0504

Email: lacey.willard@cbre.com Date of Incorporation: _____

Federal Tax ID Number (if applicable) N/A Not for Profit? In process

If yes, Tax Exempt Number: _____

List Board of Directors, Committee or Project Members: John Kitterman, Lacey Willard,

Libby Wyatt, John Cote, Sheri Jones, Mike McEvers, Kitty Smock-HCAC Liaison, Milda Sterrett,

FAI Liaison

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Request Information

Describe the need or event: On September 22, 2018, the Main Street Arts & Music Festival will host 50 juried artists; 10 street performances on the hour; all-day music, with regional music evening feature; a Community Dinner; ArtBattle; Wellness concepts; & Humane Society and Library beneficiaries

If the need is for an event, what is your estimated attendance? 8,000

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? The curation of a family friendly and juried arts and music festival set on a small town historic Main Street benefits local businesses by showcasing our boutique/food/lodging/entertainment to festival goers. Target attendees reach Hamilton, Madison, Shelby, Marion, and Boone counties locally; with regional draws due to the caliber of artists to be engaged.

How will you measure the impact on the County or your organization from this potential funding? Day-of sales; attendance counts; social media posts and shares; traffic/parking counts; VIP ticket sales; media coverage; sponsorship draw; merchandise sales; legacy projects

Request Budget

What contributions are you making toward fulfilling the request? Our committee is sourcing grant and sponsorship dollars @ \$90,000, which the Tourism grant would be 20% of revenue

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

Project Needs	Description
\$ _____	<u>Revenue/Expenses; See attached</u>
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	Total Cost

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What funding, if any, is being sought from other organizations for this project? HCCF; Town; IAC;

business sponsorships; gifts in kind

(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: N/A for MSAF, as a committee by MOU of HCAC/FAI/Town

Timing

How soon can the request being considered begin: September 22, 2018

What is the timing for the request to be completed: September 22, 2018

What critical dates need to be considered in the funding process? Downpayments rolling in April

What other dates are important to this request? N/A

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: _____ Date: _____

Title: Co-Founder of Festival

Company or Business Name: Main Street Arts & Music Festival - Historic Downtown Fortville

If approved; who should the check be made out to? Town of Fortville

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: _____