



Passport to Hancock County 5K Run/Walk Series



Hancock County Tourism Commission
Grant Application
Hancock County Tourism & Visitor Center Office 119 W. North St., Greenfield, IN 46140
317-477-8687 ♦ info@visitinhancock.org ♦ www.visitinhancock.org

Company, Business or Organization Name Applying for the Grant:

Passport to Hancock County 5K/Greenfield Area Chamber of Commerce

Contact Person and Title: Retta Livengood

Mailing Address: One Courthouse Plaza

City: Greenfield State: IN Zip: 46140

Preferred Phone Number: 317-477-4188 Alternate Number: 317-498-9364

Email: rlivengood@greenfieldcc.org

Date of Incorporation: 1951

Federal Tax ID Number (if applicable) 35-1005084

Are you a 501c3 Not for Profit? _____ If you are not, how are you considered a Not for Profit? 501c6

Tax Exempt Number: 1854194 000 0

Please List Board of Directors, Committee or Project Members (you may attach a separate sheet with a list of all board members if needed):

see attached

Request Information

Describe the project need or event: Collaborative effort to promote 13 different 5K runs/walks in Hancock County in 2019

If the need is for an event, what is your estimated attendance? estimated 2,000+ at all 13 events

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? promoting healthy activities should draw people into the County multiple times as events are held from April 2019 - November 2019.



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How are you planning on engaging the county hotel industry in your event or project?

Would have copies of flyers promoting all 14 5K runs/walks.

Would include all hotels on social media efforts

How do you plan to measure the tourism impact on visitors with this project or event?

Track where those participating in the 5K runs/walks are from

Tourism Support Budget

What is the total amount that you are requesting the Tourism Commission to support?
\$6,000

Please provide a breakdown of the Tourism Support Budget for your event. You may submit separate documents.

Project Needs Description: Marketing for events
(i.e. advertising, project support, studies or plans, operating expenses)

- \$ 4,927 monthly newspaper ads (9 - running April - November)
- \$ 540 signage to be used at all 13 races (banner & yard signs)
- \$ 177 500 passports for participants to get stamped
- \$ 356 social media boosts from April - November

Please attach an overall budget for your ENTIRE event or project that includes the Tourism Support Budget as well as the other areas of your budget that are not to be supported by Tourism. Please show how your own organization is supporting this project, and how other organizations, sponsors, or other grants are fulfilling the need for this event or project.

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

donations from partner member organizations; Healthy 365 grant

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



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Have you previously requested or been granted funds by the Hancock County Tourism Commission? If so, when and for what purpose were those funds used?

This collaborative effort for the 5K runs/walks is the first year - no funds for this event have been requested in the past.

Timing

When are the funds needed for this project? As soon as possible so marterials can be ordered

If this is a long term project, is there anyway that funds could be split up over time, with partial payment now, and partial payment at a later date? If yes, how are you proposing this split to happen?

Need funds upfront to pay for materials prior to first race in April 2019

When will the event be completed or the project finished? November 28, 2019 us the last races

You will need to submit a follow up Final Grant Report Sixty days after the completion of this project or event. On what date, will the Tourism Commission be expecting your Final Grant Report along with all of the receipts detailing the expenditures for the Tourism Support Budget listed above?

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 via the Hancock County Tourism and Visitor Center.

Applicant Signature: Reta Luengood Date: 12/27/18

Title: President

Company or Business Name: Passport to Hancock County 5K/Greenfield Area Chamber of Commerce

If approved; what name should be listed on the check? Greenfield Area Chamber of Commerce

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:



2018 A Run to Remember

Partner Organizations



Love In the Name of Christ



GREAT FUTURES START HERE.



BUDGET: 2019 Passport to Hancock County 5K Run/Walk Series

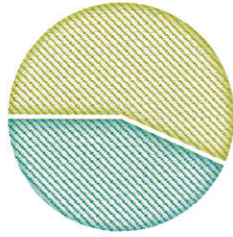
Profit - Loss Summary

as of 12/27/2018 Budgeted Goal: \$ 2,500

	Estimated	Actual
TOTAL INCOME	\$10,050.00	\$10,050.00
TOTAL EXPENSES	\$7,700.00	\$7,700.00
TOTAL PROFIT	\$2,350.00	\$2,350.00

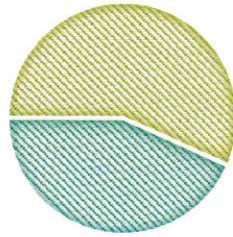
ESTIMATED

■ TOTAL INCOME ■ TOTAL EXPENSES

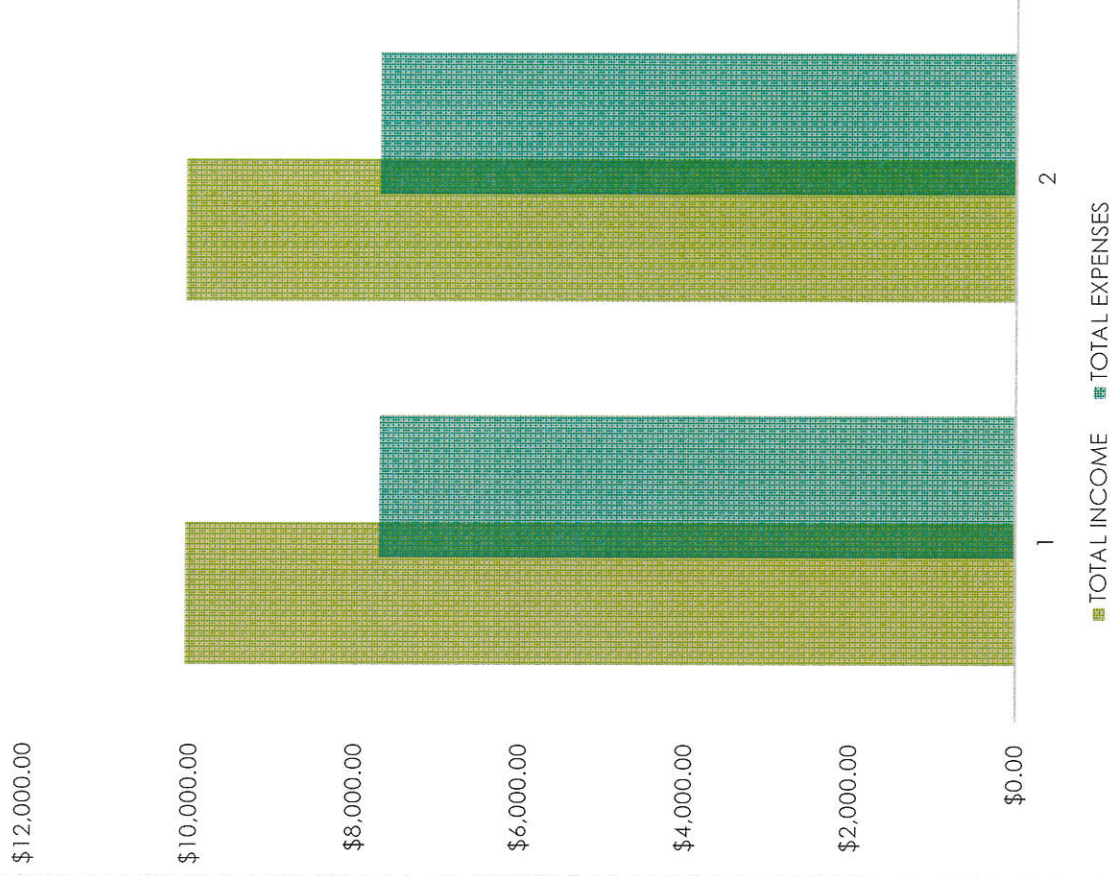


ACTUAL

■ TOTAL INCOME ■ TOTAL EXPENSES



TOTAL PROFIT



BUDGET: 2019 Passport to Hancock County 4K Run/Walk Series

Expenses

as of 12/27/2018

Budgeted Goal: \$7,700

TOTAL EXPENSES

Estimated	Actual
\$7,700.00	\$7,700.00

Advertising	Estimated	Actual
Monthly NP Ads (9x)	\$4,927.00	\$4,927.00
Passport-500	\$177.00	\$177.00
FaceBook posts boosts	\$356.00	\$356.00
Yard Signs	\$360.00	\$360.00
Banner	\$180.00	\$180.00
Total	\$6,000.00	\$6,000.00

Miscellaneous	Estimated	Actual
T-Shirts for winners (\$11/sr)	\$1,100.00	\$1,100.00
Medals for winners	\$600.00	\$600.00
Total	\$1,700.00	\$1,700.00

Marketing	Estimated	Actual
Chamber newsletter	\$0.00	\$0.00
Visitors Bureau Calendar/	\$0.00	\$0.00
Greenfield Chamber Lun	\$0.00	\$0.00
Flyers for all events	\$0.00	\$0.00
Hello Hancock website	\$0.00	\$0.00
Courthouse sign	\$0.00	\$0.00
City Hall-Electronic sign	\$0.00	\$0.00
Total	\$0.00	\$0.00

Miscellaneous	Estimated	Actual
Total	\$0.00	\$0.00

Refreshments	Estimated	Actual
Total	\$0.00	\$0.00

Miscellaneous	Estimated	Actual
Total	\$0.00	\$0.00

Column1	Estimated	Actual
Total	\$0.00	\$0.00

BUDGET: 2019 Passport to Hancock County 5K Run/Walk Se:

Income: Budgeted Goal \$12,000
as of 12/27/2018

TOTAL INCOME

Estimated	Actual
\$10,050.00	\$10,050.00

Grants

Estimated	Actual	Estimated	Actual
Tourism	1	Adults @	\$6,000.00
HRH Foundation	1		\$500.00
Total			\$6,500.00

Miscellaneous

Estimated	Actual	Estimated	Actual
Series Partners	13	@	\$100
Passports-purchased	150	@	\$15
Total			\$3,550.00

Miscellaneous

Estimated	Actual	Estimated	Actual
Total		\$0.00	\$0.00

Miscellaneous

Estimated	Actual	Estimated	Actual
Total		\$0.00	\$0.00

2019 Greenfield Area Chamber of Commerce		
BOARD OF DIRECTORS		
NAME	COMPANY NAME	OFFICE
<i>Dede Allender</i>	CGS Services	Member
<i>Jamie Bell</i>	NineStar Connect	<i>Chairman</i>
<i>Betsy Bowman</i>	Elanco Animal Health	Member
<i>Michael Cooley</i>	Allen Wellman McNew Harvey	Member
<i>Dave Gray</i>	Hancock County Public Library	Member
<i>Jim Greig</i>	Union Savings and Loan Association	Member
<i>David Hoover</i>	Kemper CPA Group	Member
<i>Jake Hughes</i>	Keihin - IPT North America	Member
<i>Barbara Kauchak</i>	Kiwanis Club of Greenfield	Member
<i>Sharon Kramer</i>	Hancock Regional Hospital	Member
<i>Nick Ludlow</i>	First Merchants Bank	<i>Vice Chairman</i>
<i>Dr. Harold Olin</i>	Greenfield-Central Community Schools	<i>Secretary</i>
<i>Katie Ottinger</i>	Hancock County Community Foundation	Member
<i>Margaret Platter</i>	Elanco Animal Health	Member
<i>Joseph Skvarenina</i>	Hancock County Historical Society	<i>Chairman</i>
<i>Michelle Webb</i>	Greenfield Banking Company	<i>Emeritus</i>
Retta Livengood	Greenfield Area Chamber of Commerce	Member
Melissa Ewald	Greenfield Area Chamber of Commerce	President
Sherri Varrone	Greenfield Area Chamber of Commerce	Marketing
		Administrative