



Hancock County Tourism Commission
Final Grant Report

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

Applicant Information

Company, Business or Organization Name Applying for the Grant:

Hancock County Visitors Bureau Inc.

Contact Person and Title:

Greg Carwein, President, 317-696-0202; Sarah Kesterson, Treasurer 317-448-5757; Sarah Wolf, Secretary 317-462-9225

Mailing Address: 122 W. Main St.

City: Greenfield

State: IN

Zip: 46140

Preferred Phone Number: 317-439-2482

Alternate Number: 317-477-7469

Email: info@hcvb.org

Event or Project Information

Describe the project or event: Our grant award was for 2018 operating expenses for the H.J. Ricks Centre for the Arts also located at 122 W. Main St., Greenfield

If this was an event, what was your attendance? On average, we host 60-70 event-nights annually at the Ricks Centre. Attendance obviously varies considerably from event to event. Conservatively, we would estimate between 8,000 and 17,000 in attendance for 2018. Since all but a tiny handful of events there are the result of our renting the facility to other organizers/promoters, we do not have access to their ticket sales (attendance) information or their other customer data.

How did you/will you track outside visitors to your event or project? We do try to informally inquire as to out-of-county participation and usually walk the outside area to observe license plates of patrons. That, too, varies significantly from event-to-event. Again, since all but a tiny handful of events there are the result of our renting the facility to other organizers/promoters, we do not have access to their ticket sales (attendance) information or their other customer data.

If your event has already happened can you provide out of county statistics? Without benefit of promoters' sensitive customer data, we could only estimate broadly. We would submit that between 25 and 80 percent of patrons annually are out-of-county, depending on the particular event.



How did you engage/are you engaging the county hotel industry in your event or project?

We know that various events throughout the course of the year require overnight stays – either for organizers, performers, patrons or multiples thereof. Those individuals utilize our local hotels for this purpose. Additionally, we have made clear to hoteliers our willingness to work with them regarding group events and the utilization of our facility for meetings, presentations and etc.

Where did you place the Hancock County Tourism logos as a sponsor of your event or attraction?

Frequently, the Tourism Commission is included in the thank-yous and acknowledgments during public announcements prior to various performances. Typically, some events may include mention of the Tourism Commission in their formal programs.

Tourism Support Budget

What was the total amount that you received as grant support from the Tourism Commission? Approximately \$55,000

Please provide a breakdown of the expenditures that were paid using Tourism grant monies. Please attach a copy of all receipts. You may attach a separate budget breakdown.
See attached

Project Needs Description: Operating expenses. See attached.

(i.e. advertising, project support, studies or plans, operating expenses)

\$ _____ See attached

\$ _____ See attached

\$ _____ See attached

Were there any unspent Tourism funds? Yes or No? No.

If yes, state the amount, and submit a check made out to the Hancock County Tourism Commission: _____.

Signature

I hereby submit this report and supportive documents for the final tourism grant report. I have certified that all of the information contained in this report is true, complete and accurate.

Applicant Signature: Mary Lawren **Date:** 3/6/19

Title: President

Company or Business Name: Hancock County Visitors Bureau Inc.

ADDENDUM

As many of you may know, the H. J. Ricks Centre for the Arts (formerly known as the Weil and later, the Village theater) was built in 1946 – making it 73 years old this year. As such, the maintenance requirements of an older, historic building such as this one are no small matter.

It has been HCVB Inc.'s obligation to look to these needs and requirements to the best of its ability. Let us share some of the recent activities:

THE WALL – No maintenance project is as critical and immediate as the conditions affecting the west wall of the building and the on-going efforts to address them. A couple of years ago, it became apparent that water was infiltrating the west wall – causing deterioration of both the outside and inside of that wall. Our first effort was to replace all the guttering along the wall, believing that separating seams and insufficient flashing were responsible. That was done in 2017. While that did help remediate the problem, by 2018, it was obvious that the problem was not solved.

After examining the wall ourselves and asking for the opinions of others in the construction trade, it was HCVB's belief that additional water was seeping into the wall along portions of the exterior baseline as well as through the very porous 1946 cinder block wall itself. Following consultations with wall treatment craftsmen, it was determined that the block itself would not provide significant base adherence for painted, sprayed or rolled-on sealants. The conclusion was that the only possible long-term solution would be application of an EFIS or other similar new surface along the west wall's lengthy exposure.

Working toward that goal, preliminary work was required – beginning with having Indiana Gas raise the building's gas meter as it was too low to allow needed sealing along that portion of the baseline. Long after that request was made, the gas company eventually did elevate the meter. Once that was completed, we had new concrete poured along the back quarter to a third of the building's baseline where seepage was believed to be the worst. Besides being angled outward away from the wall, it will also be flashed to prevent any back-flow.

By that time, and with an EFIS contractor determined, the weather caught up to us. The new materials require several days of warmer weather to properly adhere to the wall. That is on HCVB's agenda for the Spring as soon as weather permits and the contractor can be scheduled. Once the exterior is finished and the water infiltration stopped, HCVB can begin repairing the damage to the interior portion of the wall.

ADDITIONAL PROJECTS -- Also in 2018, HCVB contractors removed crumbling cinder block supporting both the northeast and northwest corners and rebuilt those areas with stronger concrete blocks. Additionally, the north wall's backstage exit/entry doors were removed and replaced with new ADA-compliant doorways.

The far east entry (office) door along Main Street was also replaced with a new fiberglass door – designed to resist rusting and to replace the existing door which was sprung in last spring's violent wind storms. It will be painted appropriately as soon as warmer weather permits proper drying. Substantial additions were made to the building's fire alarm/fire safety system including a new alarm monitoring company. 2017-18 also saw the replacement of carpeting in the

auditorium's aisles, the lobby stairs and the second floor overlook and the stripping and resealing of the lobby's historic terrazzo floors.

In addition to the (wall and etc) above, HCVB's plans for 2019 include: Increased lighting over the auditorium seating area; work on the existing marquee; and replacing electrical wiring for nearly all of the facility's 60-plus performance lighting fixtures.