



Meals On Wheels of Hancock County
1133 W Main St Ste C
Greenfield, IN 46140

February 26, 2019

Hancock County Tourism & Visitor Center Office
119 W North St
Greenfield, IN 46140

RE: Grant Application

Hello,

The mission of our organization is to help the citizens of Hancock County maintain an independent lifestyle through the delivery of nutritious meals in accordance with prescribed dietary needs and provide a point of person contact with the community.

Due to strategic changes in the United Way's funding of several Hancock County charities, including Meals on Wheels, financial support is more critical than ever to serving our homebound Hancock County neighbors. All funds we raise through events that we organize, will directly impact the homebound such as seniors and the disabled and will help us continue to provide subsidies and weekend meals to our neediest clients.

One of our annual fundraising events is called Boots & Bourbon, being held April 13, 2019. Last year was the first time for this classy event. Participants purchased tickets and with the price of admission they were provided great food, entertainment and the opportunity to sample over 65 types of spirits. This year we are increasing our advertising opportunities to broaden our reach to people that have a common interest in the type of event we are hosting. We will be reaching Hancock County residents and beyond and will be able to impact the local hotels and restaurants for visitors outside of the county at the end of the evening.

Should we be fortunate enough to receive the Hancock County Tourism Grant it will help assist us with the cost associated with the new advertising format that we are doing this year. We will have digital and print advertising and will be tracking attendees by zip codes by using Eventbrite for our ticket sales.

Thank you for your consideration, we appreciate the opportunity to apply.

Sincerely,

A handwritten signature in black ink that reads "Julie Lucas". The signature is written in a cursive style.

Julie Lucas, Board Member and Event Chair



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:

MEALS ON WHEELS OF HANCOCK COUNTY INC

Contact Person and Title: **JULIE LUCAS, BOARD MEMBER, EVENT CHAIR**

Mailing Address: **2068 S JACOBI RD**

City: **GREENFIELD** State: **IN** Zip: **46140**

Preferred Phone Number: **317-498-0569** Alternate Number: _____

Email: **jlucas@hrmininsurance.com**

Date of Incorporation: **October 2000**

Federal Tax ID Number (if applicable) **35-2117913**

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

Tax Exempt Number: **01106282330003**

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

Elizabeth Sleeman, Greg Woods, Hollin Bolden, Teri House, Julie Lucas, Lori Forth, Melissa Slater, Patrick Davidson, Tina Baxter

Request Information

Describe the project need or event: **Annual Fundraiser; Boots & Bourbon- A tasting event to benefit Meals On Wheels of Hancock Co. This year we are ramping up our advertising and marketing plan for this event to increase attendance to more than Hancock County residents**

If the need is for an event, what is your estimated attendance? **400**

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? **This event brings people into Hancock Co from the surrounding counties and beyond. They will book hotel rooms and eat at our local restaurants and shop at our local business following their time at our event.**



How are you planning on engaging the county hotel industry in your event or project? **We will contact the local hotels and make them aware of our event date and also let our attendees know of the places they will be able to stay while they are here.**

How do you plan to measure the tourism impact on visitors with this project or event? **We will be implementing Geo-Fence Target advertising so that we can target certain groups of people that have an interest in our event. With our new advertising format, we will be doing 70% digital and 30% print. We are also using Eventbrite for our ticket sales and will be able to track attendees by zip codes.**

Tourism Support Budget

What is the total amount that you are requesting the Tourism Commission to support?

 \$3,500

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

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

\$ 1,000 **Geo Fencing Advertising to target certain customers with common likes of our event**

\$ 2,500 **Advertising, Project support; Digital, Social, and print advertising such as banners, yard signs, postcards, Landing Page, website ads and flyers**

\$ _____

\$ _____

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? **We reach out to our previous donors and sponsors which includes businesses in Hancock Co. and outside of the county**

(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 Tourism Commission? If so, when and for what purpose were those funds used?

No we have not

Timing

When are the funds needed for this project? March 2019

If this is a long term project, is there any way 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? **This is a once a year event**

When will the event be completed or the project finished? April 2019

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? June 2019, once all income and expenses are finalized

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: [Signature] Date: 2/26/19

Title: Board Member, Event Chair

Company or Business Name: Meals on Wheels Hancock Co.

If approved; what name should be listed on the check? Meals on Wheels Hancock Co

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: _____



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FOR TOURISM COMMISSION USE ONLY

Hancock County Tourism Commission Approval: Yes or No

Amount Approved: _____

Check #: _____ Date: _____

First Signature: _____ Date: _____

Second Signature: _____ Date: _____

Final Grant Report Received? Yes or No

When: _____ Complete? _____

Submitted to the Board for Review: _____

Returned Funds? Yes or No If yes, amount: _____

Notes:

**2019 BOOTS & BOURBON
BUDGET**

INCOME:

SPONSORS	\$ 13,500
DONATIONS	\$ 500
TICKET SALES	\$ 18,500
BOOT PULL	\$ 3,000 **(\$20.00 x 150 sales)
LIVE AUCTION	\$ 6,500
SILENT AUCTION	\$ 2,500

TOTAL INCOME \$ 44,500

EXPENSES:

FOOD/SERVERS	\$ 3,600
FACILITY	\$ 350
MARKETING/ADS	\$ 3,500
PERMITS/LICENSES	\$ 50
SWAG ITEMS	\$ 1,200
LIQUOR LIABILITY INS	\$ 300
HATS TO SELL	\$ 618
LIVE ENTERTAINMENT	\$ 300

TOTAL EXPENSES \$ 9,918

NET PROFIT \$ 34,582

02/2019



Daily Reporter

MEALS ON WHEELS – BOOTS & BOURBON

January 16, 2019

BOOTS & BOURBON ADVERTISING PROPOSAL

Description: Proposal for multi-platform intentional marketing
 Terms: Prices will be honored for 30 days from the date of quotation, and subject to production schedule. Aim Printing reserves the right to adjust prices for paper cost changes as made by our suppliers.

Printing	Total
Landing Page 12 months Responsive design One page, including lead capture	\$250 12 months
Facebook / Audience Network 60 days Targeting 35+ male & females in Greenfield 17 mile radius 3,800 people per day	\$1,500 60 days
Postcards 4" x 6" Full color, both sides 14pt C2S	\$73 Qty: 500
Color Print Ads 2 col x 5"h (3.25"w x 5"h) 4 Daily Reporter ads 2 Advertiser ads	\$784 Qty: 4

Pricing:

Table Tents 4" x 6" (Flat size 4"x 16.25") 14pt Natural Uncoated Die Cut & Scoring Included Delivered flat	\$77 Qty: 25
Banners 8'w x 3'h Full color, one side Grommets every 12 inches	\$109 Qty: 2
Yard Signs 24"w x 24"h Full color, both sides Includes H Stakes	\$134 Qty: 25
Website Impressions – Daily Reporter 10,000 impressions per month Link to Landing Page or Facebook Page	\$300 Qty: 2 months
DAILY REPORTER PACKAGE PRICING	\$2,500
Includes Increased ad size to 4 col x 5" (6.625"w x 5"h) New branding flyer & design 4 ads in New Palestine Press 5 Posters (11"w x 17"h)	If \$2,500 is <u>prepaid</u> before February 1, 2019
Additional \$3,007 Value	

Digital Display Advertising

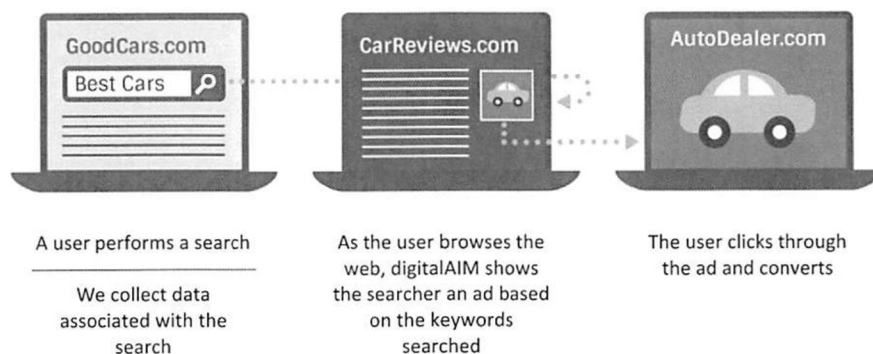
Digital Display Ads are advertisements placed across websites and mobile apps that drive traffic to your website. We are able to deploy these ads using a variety of tactics:

Search retargeting | Site retargeting | Contextual Targeting | Geo-Fence Targeting

Search retargeting

Target prospects with display ads based on the searches they perform across the internet.

Reach more searchers, more often, and more effectively with digitalAIM Media's industry leading keyword-level search retargeting. digitalAIM Media's keyword-level search retargeting enables advertisers to combine the effectiveness of search with the reach and brand impact of display. Intent data captured while a user is searching is generally the most effective targeting data available. Using search retargeting, advertisers are able to target prospects with display ads based on the searches they perform across the web.

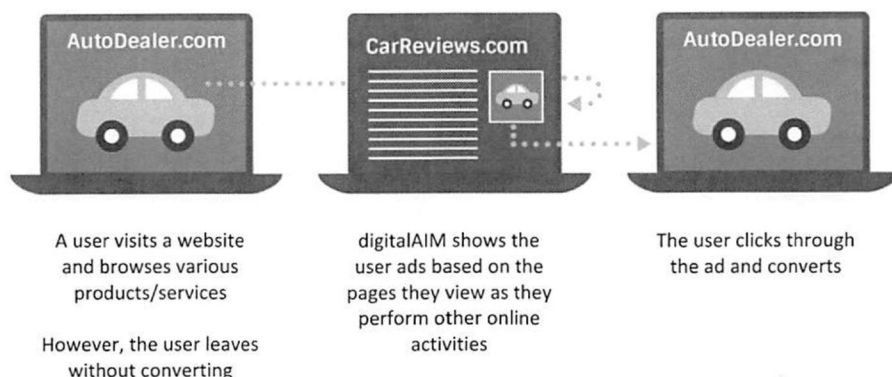


Site retargeting

Target prospects who have previously visited your site with ads on other websites.

Site Retargeting targets users who have already visited your site while they are visiting other sites across the web. Site retargeting is a highly effective method of converting site visitors into purchasers.

digitalAIM Media brings the advantages of element level marketing to site retargeting. While most retargeting companies still operate at the group segment level, digitalAIM Media enables bidding, reporting and optimizing down to the smallest data elements, such as products, categories or pages viewed.



Contextual targeting

Target prospects by looking at the category or keywords of the current page a consumer is viewing and serve them your ads.

Engage new customers by showing them ads that resonate with the content they are already consuming. Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content. So, viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers.

Category Contextual Targeting



Target users viewing content within specific categories that have been defined as relevant to what the advertiser offers.

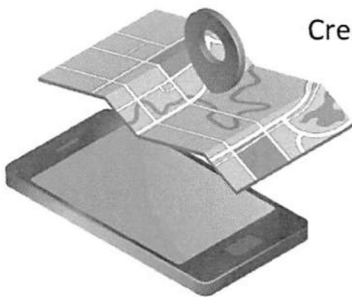
Keyword Contextual Targeting



Target users viewing content with keywords that have been designated by the advertiser.

Geo-fence targeting

Use GPS technology to create invisible fences around your business, your competitors and high traffic areas and serve consumers ads.



Create a list of places where your customers hang out along with a list of your competitor's businesses. We can then target people who meet certain criteria and deliver ads on their mobile devices with special or competing offers, information about an upcoming event, etc.

Digital Display Advertising Pricing

Pricing starts at \$500/month.

Monthly Commitment	Ad Impressions Served
\$500	50,000
\$750	75,000
\$1,000	100,000
\$1,500	150,000
\$2,000	200,000