



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:

Greenfield Main Street

Contact Person and Title: Shelley Swift, Executive Director

Mailing Address: P.O. Box 881

City: Greenfield State: IN Zip: 46140

Preferred Phone Number: (317) 649-0890 Alternate Number: (317) 358-5284

Email: shelley@greenfieldmainstreet.org

Date of Incorporation: 2009

Federal Tax ID Number (if applicable) 27-1555087

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

Tax Exempt Number: 0141472553

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: We are requesting funds for various advertising and events for 2019, including funding to support Indiana Festival Guide ads, Facebook boosts and our Very Merry Christmas carriage/wagon rides and holiday movies.

If the need is for an event, what is your estimated attendance? We have as many as 100 people per show our holiday movies, our carriage rides sell out, but we hope a title sponsor can help us make these events stronger. How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? The Festival guide ads and Facebook boosts will strengthen our statewide and regional reach for all our programs, and a Very Merry Christmas sponsorship can help us draw holiday visitors and shoppers for miles around.



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How are you planning on engaging the county hotel industry in your event or project?
We will take event posters and Main Street flyers to all Hancock County hotels to boost attendance by out-of-town guests.

How do you plan to measure the tourism impact on visitors with this project or event?
We will continue to track attendance at all events and will ask attendees for their zip codes or hometowns to help determine the growth of our regional reach. We were thrilled to see that our Holiday Passports last year represented shoppers from 24 different cities and towns!

Tourism Support Budget

What is the total amount that you are requesting the Tourism Commission to support?
\$6,700

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

Project Needs Description: Festival guide ads, Facebook boosts and Christmas event support
(i.e. advertising, project support, studies or plans, operating expenses)

\$ <u>2,550</u>	<u>2020 Indiana Festival Guide advertising (six separate events)</u>
\$ <u>1,850</u>	<u>2020 Indiana Festival Guide advertising (half page ad)</u>
\$ <u>600</u>	<u>Facebook boosts (\$100 boost for six different events)</u>
\$ <u>1,700</u>	<u>Christmas event sponsorship</u>

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 have sought out sponsors to support our programs and events throughout the year. In the past sponsors have chosen which events to support, but in 2019 ALL sponsors will be recognized at ALL events.

(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?
See attached Past Tourism Grants list

Timing

When are the funds needed for this project? Various times throughout the year

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?

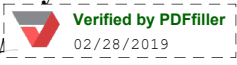
We are happy to accept funding at anytime. A possible suggestion would be half now, half in October 2019.

When will the event be completed or the project finished? Various dates throughout the year

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? Please advise. Christmas receipts may not be available until December.

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: Shelley Swift  Date: 2/28/19

Title: Executive Director

Company or Business Name: Greenfield Main Street

If approved; what name should be listed on the check? Greenfield Main Street

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: Greenfield Main Street, P.O. Box 881, Greenfield, IN 46140



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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: