



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:

Hancock Health Foundation

Contact Person and Title: Laura Baker, Congregational Network Navigator, Flat50 Steering Committee

Mailing Address: 801 North State Street

City: Greenfield State: IN Zip: 46140

Preferred Phone Number: 317-468-4142 Alternate Number: 317-403-0367

Email: lbaker2@hancockregional.org

Date of Incorporation: 1986

Federal Tax ID Number (if applicable)

Are you a 501c3 Not for Profit? yes If you are not, how are you considered a Not for Profit? 35-1543591

Tax Exempt Number: 0103562427-000-7

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: The Flat 50 is meant to encourage active living opportunities within our community as well as cycling safety. The Hancock Flat 50 is a bike ride through Hancock County for all ages and skill levels with 25 and 50 mile options.

Proceeds will continue to support connectivity throughout Hancock County including biking and walking. The main need for our need for the event in 2019 is funds to continue to market via web and social media advertising, as well as print media in order to expand our reach and attract additional riders and supporters into Hancock County. This year we will host band Stella Luna and the Satellites who has an expanded following that will attract additional riders. If the need is for an event, what is your estimated attendance? 500

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? Last year the Flat50 attracted 340 riders not including friends and family who came to support them.

67% of riders lived outside of the county with 7% of riders out of the state. As riders visit Hancock County through the event they will see Hancock County as a cycling friendly community and return not only for cycling but to frequent our businesses. The event utilizes local businesses through the event as well as at the final finish line festival. Through our combined targeted online media strategy, and our print and merchandise marketing plan, we anticipate being able to continue to grow our event and bring individuals to Hancock County. Thus far the Flat50 event has donated over \$18,000 towards the Hancock County Trails Plan as we grow the trails, we will continue to make Hancock County attractive to additional visitors.



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

Through social media and strong online presence, we will continue to contribute to driving tourism to Hancock County. We offer an effective medium for individuals looking for cycling event to see all the amenities Hancock County has to offer including hotel accomidations. The Flat 50 website will link to The Hancock County Tourism website as well as to local businesses, restaurants, and hotel websites. We will also give local businesses an opportunity to sponsor the event and be included in our swag bag, as well as on our website. We already offer a discount upon registration for a local hotel and plan to add more by reaching out to local hotels for discount codes. We can also offer a discount code and information for local hotels at the event. Print material will also display The Hancock County Tourism logo.

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

With our enhanced online registration we are able to track where our participants originate from, who is purchasing additional event merchandise and amount spent on the event. Some other basic analytics we can track to measure impact include: how many people utilize our hotels, increases in local businesses revenue for the weekend of our event, attendance and event participati feedback from community champions and participants (anecdotal).

Tourism Support Budget

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

\$15,000

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

Project Needs Description: advertising, newspaper, print media including posters, postcards to be placed in other county cycling events
Event guide, that will include coupons for local businesses, Social media advertising to expand our reach.
Welcome basket information for those staying in local hotels
 (i.e. advertising, project support, studies or plans, operating expenses)

\$1000	Welcome Baskets
\$ 4000	Flat50 merchandise
2400	Search engine marketing
\$ 4000	Social media marketing
\$ 850	Event guide
\$ 2750	Printed materials (Post cards, banners etc)

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? Hancock Health has committed to being a title sponsor of \$5000. The steering committe has committted to reach out to local businesses and/or individuals

for sponsorship donation with a hope of at least \$1500 in financial donations. Inkind donations will be sought for supplies and other items as listed on the budget. Links are available on the website that provide information to visitors about donation and sponsor opportunities.

(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?

Media and merchandise including digital media including social media and website updates and upkeep; print material including posters, postcards to be included in swag bags of other major cycling events to bring riders to our event. An event guide that also promoted local businesses, and a care basket for participants who stay overnight a local hotel. Roll over used for planning for this years event. See attached 2018 Tourism Grant report.

Timing

When are the funds needed for this project? Funds are needed as soon as available

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?

It would be helpful to get funding in full as cycling and other outdoor events we want to promote start as early as April.

Therefore we need print material and digital media updated and ready to go so we can promote event and attract cyclists to the Flat50.

When will the event be completed or the project finished? Flat 50 is August 24, 2019 project finished by September 8, 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? 11/08/2019

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: 8/29/19

Title: Congregational Network Navigator/Flat 50 Steering Committee

Company or Business Name: Hancock Health

If approved; what name should be listed on the check? Hancock Health Foundation

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: Hancock Health Foundation 801 N State St Greenfield, IN 46140



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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:

Hancock Flat50

Proposed budget 2019

Income

2019 Actual 2019 Projected

Sponsorships

Hancock Regional Hospital			\$ 500.00
Hancock County Tourism Commission			\$ 15,000.00
Greenfield Rotary			
Pritzke & Davis			\$ 500.00
Family Bike Chain			\$ 500.00
Greenfield Main Street			\$ 500.00
SAMS Club			
Kroger			
NineStar			\$ 1,000.00
Borgman Realty			\$ 500.00
Greenfield Banking Company			\$ 250.00
Tyner Pond Farms	In-Kind Sponsorship		
Daily Reporter	In-Kind Sponsorship		
Event Registrations-online			\$ 14,000.00
Same Day Event Registration/merch sales			\$ 4,000.00
Merch Sales at FBC			
Same Day Merchandise Sales	Gross Sales		
CASH TOTAL		\$ -	\$ 36,750.00

In-kind Donations (Source)

Item		
SAG Stops		
Items donated by Walmart	200 bananas	
	20 cases of water	
	5 Kids Helmets	
	150 Bananas	
	150 Protein Bars	
	150 Cookies	
Items donated by Sam's Club East Washington	20 gallons of water	

<i>Items donated by the Greenfield Parks Department</i>	3 tents			
	3 tables			
	6 chairs			
	3 Gatorade coolers			
	2 bike racks			
	15 gallons of Gatorade			
	3 port-a-lets			
Festival				
<i>Items donated by the Wooden Bear Brewing Co.</i>	300 pint galsses			
	Audio Equipment			
	Street Closure Permit			
	Liquor/Alcohol Permit			
Start/Finish Line				
<i>Items donated by G-CCSC</i>	Parking			
<i>Items donated by Rollfast, Inc.</i>	150 Rider Numbers	n/a		
	Generator usage			
	Trailer			
	150 Cliff bars			
	150 cans of Beet Performer			
	150 packets of Justin's Nut Butters			
	150 Kleen Athlete water bottles			
<i>Items donated by Inskeep Ford</i>	Support Vehicles and Gas			
<i>Item donated by Sunrise Bakery</i>	4 dozen donuts	n/a		
<i>Item donated by Bradley Event Hall</i>	100 servings of coffee w/ extras			
<i>Item donated by Jack's Donuts</i>	4 dozen donuts	n/a		
<i>Item donated by Family Bike Chain</i>	Group Ride Leadership, Packet pickup			
IN-KIND TOTAL				
TOTAL INCOME				
Expenses				
Event Insurance				
		n/a		n/a

Support Services		\$	-	\$	600.00
Contact: Officer CW Murnan	Greenfield Police Department			\$	300.00
Contact: Sherriff Donnie Munden	Hancock County Sheriff's Department			\$	300.00
	Social Media Boosts				\$500
	BikeRide.com			\$	75.00
	The Banner Advertising			\$	175.00
	Wufoo Annual Billing			\$	450.00
	Print Media and Web Hosting			\$	15,000.00
Newspaper Advertising					
3 x 5 Postcards					
11 x 17 Posters					
Sidewalk stickers					
Thank you cards					
Banners					
Bike crossing signs					
Event Guide					
Social Media Advertising					
Search engine marketing					
Welcome basket					
	Start/Finish Line	\$	-	\$	11,350.00
	Nine13 Sports			\$	2,500.00
	Tyner Pond Farms-lunch			\$	5,000.00
	Donuts			\$	150.00
	Beer - Wooden Bear			\$	1,000.00
	Entertainment			\$	2,000.00
	Timing			\$	700.00
	Festival	\$	-	\$	5,750.00
Invoiced by Rollfast-7/16/18	Jerseys				
	Shirts/tanks			\$	5,000.00
	DJ-Dallas Miller			\$	400.00
	Socks			\$	350.00

	Keychains				
	T-shirts				
	Window Stickers				
	Permits				
		\$	-	\$	10.00
	Right Of Way			\$	10.00
	SAG Stops				
		\$	-	\$	-
Port-a-lets	donated by CGS	\$	-		
water/gatorade	donated by Walmart	\$	-		
nutrition	donated by Walmart	\$	-		
	Supplies				
Home Depot Supplies					
	One Time Purchases				
		\$	-	\$	145.00
Uhaul				\$	125.00
Volunteer liquor permit				\$	20.00
	TOTAL EXPENSES			\$	34,055.00
Total Income		\$	-	\$	36,750.00
Total Expense				\$	34,055.00
Total Revenue		\$	-		

2018 Hancock County Tourism Commission Grant Report



Budget Report:

Income		
Source	Type	Amount
Hancock County Tourism Commission	Grant	\$20,000.00
Hancock Regional Hospital	Grant Match	\$20,000.00
Total Sponsorships	Individuals/Businesses	\$3,250.00
Event Registrations and Merch Sales	Individual Registrations	\$14682.39
	Total Income	\$57,932.39

Expenses	
Category	Amount
Media + Merchandise	\$22,009.46
Consultation	\$19,707
Festival Fees	\$1,111.87
Festival invoices	\$9,567.11
Total Expenses	\$49,395.44

*Media/Merchandise costs exceeded the \$20,000 received in the Hancock County Tourism Grant. Hancock Health grant match and sponsorships covered the added expense.

Total Income	\$57,932.39
Total Expense	\$49,395.44
Net Profit	\$8,536.95

Amount reserved for 2019 planning: \$8,536.95

Event Website: www.hancockflat50.com

Event Social Media: www.Facebook.com/hancockflat50

Participation

Total Registrations: 340 Registrations

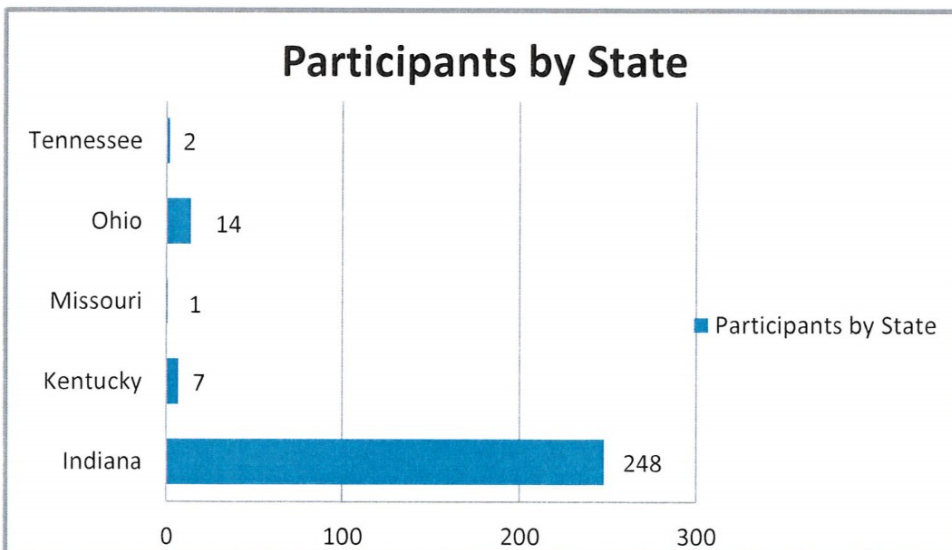
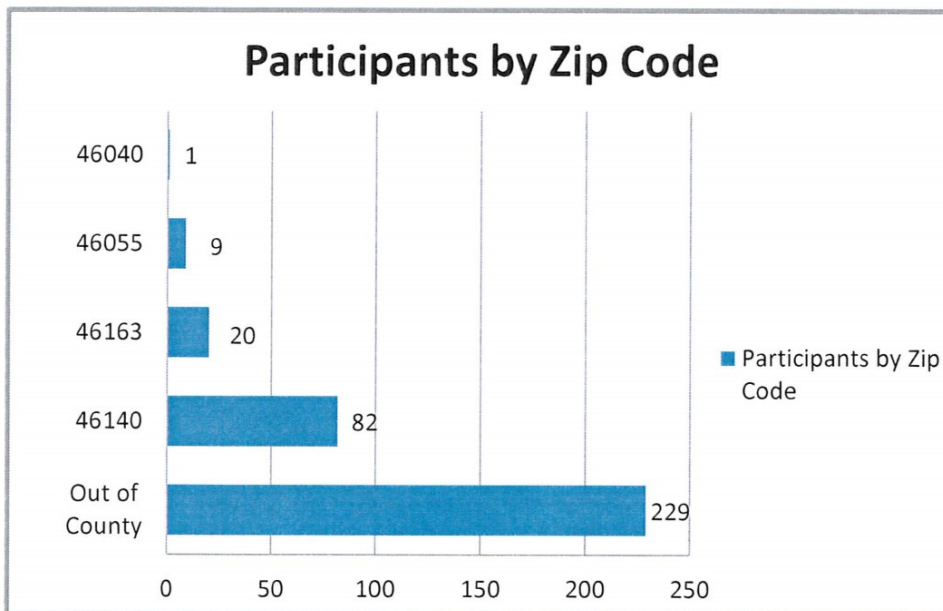
Total Hotel Registered Stays: 12 known registered stays (approximately 25 people)

Hancock County Participants: 112 – total 33% of riders

Out of County Participants: 229 – total 67% of riders

Indiana Participants: 316 – total 93% of riders

Out of State participants: 24 – total 7% of riders



2019 Hancock Flat 50 Steering Committee

Amanda	Everidge	Healthy Community Manager, Hancock Health
Laura	Baker	Congregational Network Navigator, Hancock Health
Mitch	Doran	Business Owner, Family Bike Chain
Tom	Butler	Financial Advisor/Cyclist, Butler Financial
Dean	Dixon	Local Cyclist
Joannie	Fitzwater	Planning Director, City of Greenfield
Andy	Wilkins	Digital Sales Manager, DigitalAIM Media
Randy	Griffin	Local Cyclist
Derek	Black	Local Cyclist
Scott	Baker	Local Cyclist
Amy	Borgmann	Business Owner/Cyclist, Borgmann Reality, LLC
Erika	Bruggeman	Community Volunteer