



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

Company, Business or Organization Name Applying for the Grant:

FORTVILLE ACTION, INC.

Contact Person and Title: Ronnie Williams Brawner

Mailing Address: PO Box 424

City: FORTVILLE State: IN Zip: 46040

Preferred Phone Number: 317.504.5725 Alternate Number: 317.407.1770

Email: fortvilleactioninc@gmail.com

Date of Incorporation: 2011

Federal Tax ID Number (if applicable) 45-378079

Are you a 501c3 Not for Profit? NO If you are not, how are you considered a Not for

Profit? 501(c)(6), recognized status as not organized for profit

Tax Exempt Number: 0144000474

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

Attached

Request Information

Describe the project need or event: MARKETING assistance for Summer Concert Series, Winterfest, general printing needs such as brochures, and tourism ad

If the need is for an event, what is your estimated attendance? 300-1000 for concerts
1000+ for Winterfest

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? We will be able to market these events along major roads with signs and banners, and advertise outside our county with radio ads, social media influence, and print ads.



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

WE would eagerly supply brochures or posters if area hotels had a spot to place them. We are open to learning other ways we can work together.

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

Headcounts / attendance estimates are taken at each event.

Tourism Support Budget

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

\$9,065

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

Project Needs Description: Advertising & part of operating expenses for 2 Signature events.
(i.e. advertising, project support, studies or plans, operating expenses)

\$ 3225 Radio Ads, Daily Reporter, IN Tourism or Similar Print Ad

\$ 300 Facebook boosts for 5 concerts + Winterfest

\$ 3575 Fall event Brochures, banners, A-frame cloroplast for each event

\$ 1965 Sanitation at Summer Concert Series & Winterfest

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? Each year

We seek corporate sponsors for events to cover additional features such as bands, etc. Various sponsors have helped make our events possible each year

(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?

Yes. Last year we received a similar grant used to assist with marketing costs of events.

Timing

When are the funds needed for this project? June 2019 - December 2019
(Summer concerts) (Winter fest)

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?

These events will both take place this year.

When will the event be completed or the project finished? December 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? January 31, 2020

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: 30 APR 2019

Title: FAI Chair

Company or Business Name: Fortville Action

If approved; what name should be listed on the check? Fortville Action Inc

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:

Fortville Action Inc. 2019 Board

Officers

Chair: Ronnie Williams Brawner

Vice Chair: Jen Sterrett

Treasurer: Denise Hexamer

Secretary: Cindy Akers

Members

Gene Akers, Dave Beatson, Sharon Beatson, Linda Calhoun, & Milda Sterrett

ESTIMATED BUDGET FOR 2019 EVENTS

Expense
BOTH EVENTS/General Advert

SUMMER CONCERTS

Memo	Paid Amount	2019 Budget	Estimated Income
Banners, Signs, Brochures Sanitation Both Events	1,965.00	3575 1965	9065 Tourism Request
Tshirts	1,264.00	1264	1500 Vendors
Signage	1,255.00		
Radio Ads	2,610.00	2610	1200 Shirt/Novelty Sales
Daily Reporter	412.00		
Social Media Boosts	70.00	150	1200 Food/Drink sales
Band Fees	7,300.00	7500	7500 Concert Sponsors
Security	690.00	690	
Food/Drinks	526.00	550	
Novelties	126.00	200	
TOTAL Summer Concert Series	16,218.00	18504	

WINTERFEST WF18 Advertising

WF18 Advertising	61.32	60	
Facebook boost	50.01	50	Covered in Tourism Req.
Facebook boost	14.99	40	
	<u>126.32</u>	<u>150</u>	
WF18 Ice Sculpture	750.00		
WF18 Carriage Rides	1,100.00	Same	696 Wristband, other sales
WF18 Petting Zoo	875.00	Expected	3000 Winterfest Vendors
WF18 Santa	500.00		
	<u>3,225.00</u>	<u>3225</u>	

Total WF18 Advertising
WF18 Entertainment

Total WF18 Entertainment
WF18 Supplies

WF18 Skate Glide Enhancer	84.90		
WF18 Table Cover Rolls	33.92		
WF18 4 Cellophane Rolls	27.79		
WF18 Wristbands and Santa Hats	69.65		
WF18 Supplies	19.23		
WF18 Snowflake Camp Supplies	30.76		
WF18 Supplies	112.82		
WF18 Supplies	230.54		
WF18 Snowflake Princess Sweatshir	493.00		
WF18 Supplies	26.84	Same	
WF18 Supplies	72.29	Expected	
WF18 Supplies	34.92		
WF18 Supplies - reimbursed to Mildk	159.58		
WF18 Electrical Equipment	533.50		
WF18 Square Bluetooth	44.70		
	<u>1,974.44</u>	<u>1,974.44</u>	
Total WF18 Supplies			
Insurance - Liability, D and O			
WF18 Insurance for Ice Rink	307.50	307.5	
Total Insurance - Liability, D and O	<u>307.50</u>		
Total Winterfest Expense	5,633.26	5,656.94	

Total Winterfest Expense

Combined Total	\$ 21,851.26	\$ 24,160.94	24161
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