



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 County Arts

Contact Person and Title: Carol Barrett, Gallery Events Chair
Katie Ottinger, Board President

Mailing Address: 20 N. State St.

City: Greenfield State: IN Zip: 46140

Preferred Phone Number: 317-512-3449 Alternate Number: _____

Email: cbarrett2111@gmail.com, hancockcountyarts@gmail.com

Date of Incorporation: _____

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? _____

Tax Exempt Number: 35-2073167

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

Katie Ottinger, Staci Starcher, Cindi Holloway, Kitty Smock, Phyllis Arthur, Carol Barrett, Sharon Beatson, Mark Dudley, Alice Hedden, Rachel Holmes, Bob Hunt, Jessica Macy, Steve Smith, Joan Webb

Request Information

Describe the project need or event: 2019 Fall/Winter Art Gallery Combined City Events for Chocolate Walk, Chalk Fest and Christmas Festival.

If the need is for an event, what is your estimated attendance? 580

How will the funding of this request increase tourism or impact other Hancock County businesses in a positive manner? By combining these events with the gallery events, the art communities in surrounding counties will help increase attendance and utilize lodging, restaurants and various businesses during their visit. Events/workshops are scheduled at the gallery on the following mornings to encourage overnight or extended stays in Greenfield by attendees. See attached for more details.



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

By scheduling gallery events the morning following the city festivals, we are hoping guests may stay overnight in our hotels! All advertising will include links and references to available discounts offered to attendees.

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

Attendance will be measured at each event. Workshop attendees will be surveyed regarding awareness of city events and other events they desire at both city and gallery levels.

Tourism Support Budget

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

\$2074

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

Project Needs Description: See attachments for details.
(i.e. advertising, project support, studies or plans, operating expenses)

\$ 1140 Chocolate Walk and Workshop

\$ 421 Chalk Fest and Workshop

\$ 513 Christmas Festival and Workshop

\$ _____

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? _____

(When possible, the Hancock County Tourism Commission suggests that local companies or contractors be utilized when assisting with this project)

We would like to use Greenfield Chocolates for the Chocolate Walk Samples and a quote has been obtained from them and included in our budget



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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?

2016 Mannequin Project was requested but funds denied.

Timing

When are the funds needed for this project? August 7, 2019

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?

Yes Funds can be allocated at the beginning of the month for all three events. (August, September and December)

When will the event be completed or the project finished? 12-7-19

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? 12-21-19

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: Carol Barrett Date: 6-26-19

Title: Gallery Event Chair

Company or Business Name: Hancock County Arts

If approved; what name should be listed on the check? Hancock County Arts

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 Hancock County Arts Tourism Commission Request

The following events have been suggested by the Hancock County Arts Board for the Fall/Winter Schedule at the TwentyNorth Art Gallery. We are proposing combining our Second Friday Monthly Art Receptions and Workshops with already established local festivities ((The Chocolate Walk, The Chalk Fest and the Christmas Festival). We believe this would expand attendance at each of these events by bringing in the art communities in and outside Hancock County and also promoting membership in the arts.

Thus, we are requesting grant monies to allow us to expand our participation in each of these three local events and offer additional services to promote the arts at the same time. We will encourage attendees to lodge here overnight following the Greenfield festivals and participate in our art workshops scheduled on the following mornings. We will also provide links in our advertising for area hotels, restaurants, and businesses and work with these entities to provide available discounts to attendees.

EVENTS PROPOSED:

AUGUST

Friday, August 9 - **Chocolate Walk Participation**. The gallery will be a stop on the Chocolate Walk where participants will receive a sampling of gourmet chocolate. We will also be hosting the monthly Second Friday Art Reception. We will be displaying the Faces and Places art exhibit. Guests will have the opportunity to collect chocolate, view the gallery art exhibit, meet the artists, and also register for the workshop scheduled the following day at the gallery. We will advertise the Chocolate Walk event along with our Second Friday Art Show Reception. Attendance at this event will include 350 walkers and up to 50 reception attendees.

Saturday, August 10 - Chocolate Walk attendees will be encouraged to attend the **Pastel/Chalk Workshop** scheduled the following morning in the gallery. This will be a pastel/chalk class taught by artist, Fran Auker. Pre-registrations for this workshop will begin in July. Workshop registration fees will be used to maintain HCA operational needs and additional workshop supplies as needed.

COSTS FOR THESE EVENTS (\$1140) See attached spreadsheet for details which include:

- Chocolate for 350 walkers. Reception refreshments will be provided by HCA.
- Workshop instructor fee and pastel supplies. Additional workshop supplies will be provided by HCA funds.
- Advertising costs requested for Facebook boost to include surrounding areas and Constant Contact emailing services to entire HCA membership and contact lists. Both of these groups reach persons from outside counties as well as Hancock residents. We will include information on hotel availability and restaurants in all advertising to encourage participants to stay in the area overnight and visit our eateries, etc. Printing of event posters will be provided and circulated locally by HCA and its members.

SEPTEMBER

Friday, September 13 - **Chalk Fest Interactive Mural Project and Second-Friday Women in Art Exhibit Reception** held in conjunction with Chalk Fest on the Plaza. The public will be invited to participate in the interactive chalk coloring mural which will be set up in the gallery on Friday from 6 to 9 PM as well as all day Saturday 11 AM to 4 PM. Attendees may also view the Women in Art Photography Show and Exhibits by local organizations who use art as positive support for their residents. (Hope Center, Hope House, Koum House, Shares, Teen Hospital Program). Attendance anticipated for this event is 100+.

Saturday, September 14 - Chalk Fest attendees will also be encouraged to attend the **Chalkboard Lettering Workshop** scheduled the following morning in the gallery. This workshop will be taught by HCA member and artist, Rachel Holmes. This workshop will consist of attendees bringing their own chalkboard with lettering skills taught to customize. Pre-registrations for this workshop will begin in August. Workshop registration fees will be used to maintain HCA operational needs and additional workshop supplies as needed.

COSTS FOR THESE EVENTS (\$421) See attached spreadsheet for details which include:

- Chalk supplies for mural - roll roofing & hangers (supplied by HCA),
- Public reception foods,
- Workshop instructor fee. Workshop supplies will be provided by HCA.
- Advertising costs for Facebook boost to include surrounding counties and constant contact emailing services. Will include information on hotel availability and restaurants in all advertising to encourage participants to stay in the area overnight and visit our eateries, etc. Posters will be printed by HCA.

DECEMBER

Saturday, December 7 **Christmas Santa Gallery Celebration** held in conjunction with Greenfield Christmas Festival on the Plaza. Attendees will be welcomed to the gallery to view the Santa Exhibit, enjoy Christmas treats and hot chocolate and relax with a Christmas movie. A children's cookie decorating workstation will be available as well. Evening hours will coincide with the hours of the Christmas Festival held on the plaza. The gallery will be filled with Santa exhibits of all mediums. All ages will enjoy viewing this show. Anticipated attendance is 80.

Saturday, December 7 **Santa Stocking Oil Painting Workshop** will be held earlier in the day from 11A to 2 P taught by oil artist, Prudy Dillon. This event will be advertised using Facebook boost and Constant Contact emailing services. Preregistrations will be taken beginning in October. Workshop registration fees will be used to maintain HCA operational needs and additional workshop supplies as needed.

COSTS FOR THESE EVENTS (\$513) See attached spreadsheet for details which include:

- Public reception foods
- Cookie decorating supplies
- Workshop supplies (stockings). Additional workshop supplies will be provided by HCA.
- Workshop instructor fee
- Advertising costs for Facebook boost to include surrounding counties and Constant Contact emailing services. Workshop registration fees will be used to maintain HCA operational needs.

Total request is for \$2074 for all six events.

