



# Hendricks County Convention and Visitors Bureau The TED Fund

*A Tourism Enhancement and Development (TED) matching grant program*

## **INSTRUCTIONS:**

The TED Fund has been established by the Hendricks County Convention and Visitors Bureau (HCCVB) for the purpose of promoting and encouraging tourism enhancement and development in Hendricks County.

The HCCVB has allocated \$30,000 of its 2010 marketing budget to allow for Tourism Enhancements and Development (TED) in Hendricks County. The program offers 1:1 matching funds for successful applications. The HCCVB will entertain requests for cooperative assistance for projects designed to have a direct impact on the county by attracting out-of-county visitors, increasing visitation and bringing new money into the community. High consideration will be given to applicants requesting funding for businesses or events that will either generate a new overnight stay or extend a current stay for Hendricks County overnight accommodation properties.

The goal of this program is to further develop and create quality tourism products that offer new or enhanced benefits to our visitors. The definition of a visitor is those traveling outside of 50-miles to attend an event or activity in Hendricks County. This involves both forming new products and modifying existing ones or the promotion of them. The goal of the program is closely tied with the mission and vision of the HCCVB.

### **MISSION**

*The Hendricks County Tourism Commission, d/b/a the Hendricks County Convention and Visitors Bureau, attracts to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life.*

### **VISION**

*The Hendricks County Tourism Commission, will be a regional leader in tourism economic development through creative marketing, product development and short- and long-term planning.*

The HCCVB is pleased to participate in expanding the quality of life in the county through many of their programs, including this grant opportunity. It is the vision of the HCCVB that in the future, with the help of the program, an increasing number of visitors will join our residents in discovering Hendricks County as the Fast Track to Family Fun!

## **PROGRAM GUIDELINES:**

The purpose and objective of the TED Fund is to assist qualified organizations and businesses in initiating, enhancing, developing and promoting tourism in Hendricks County. TED Funds are available for the following projects:

**Advertising** Newspaper, magazine, radio, direct mail and television. Online opportunities are also applicable include website development, e-marketing and social media. Efforts must be directed toward bringing visitors to Hendricks County or extending the stay in Hendricks County.

**Promotions & Publicity** Printing for promotional purposes, public relations, or other activities designed to increase interest in an event or for an attraction will be considered.

**Special projects** Research and development of strong tourism programs with a potential for long-term benefits or high visitor impact.

**Funds are NOT available for capital investments, operating costs (including web hosting and domain registration), items used the day of the event for the participants and aren't for promotional purposes to drive-traffic to the event (tickets, bags, etc), fireworks displays, food and drink or staff salaries.**

## **APPLICATION PROCESS**

1. Applicants are strongly encouraged to attend one of the workshops offered by the HCCVB in advance of the application deadlines. Special consideration may be given to allow a meeting with the HCCVB if attendance to the workshops cannot be arranged.
2. Application deadlines for 2010 are April 30, 2010 for the spring cycle and October 29<sup>th</sup> for the fall cycle. All materials must be received by 5:00 pm at the HCCVB offices in Danville.
3. Only programs, entities, businesses, volunteer groups or events located in Hendricks County are eligible to apply for funding.
4. Projects should enhance Hendricks County's image and offerings as a visitor or group destination.
5. Applying organizations may submit no more than one request per grant cycle and may be limited to receiving assistance from the program once a year. Previously funded projects must show enhancements and/or changes from prior years.
6. All information must be typewritten or electronically reproduced on an original application form. Seven copies of the application and accompanying materials

must be received by the HCCVB offices by the deadlines stated. Applications may be submitted in person or by certified mail or delivery. Applications will be reviewed in numerical order as received by the HCCVB.

7. Due to the amount of grant applications at any given time, applicants requesting funding for projects, events or businesses may receive grant dollars in amounts less than requested or may be denied.
8. All groups applying for funds must be devoted to creating tourism in Hendricks County. Any organization found not to be in good standing will have its application returned.
9. The grant application should include detailed information about the project for which funds are being requested – including but not limited to an advertising/PR plans, tourism impact, dates, duration, location, quantities of printed materials, distribution, economic impact, budget, designs, attendance, history, visitor impact, organization's mission, other business partners.
10. Projects must promote to out-of-county visitors and have more than a local impact. The definition of a visitor is those traveling outside of 50-miles to attend an event or activity. This definition should be kept in mind when choosing appropriate advertising placements and distribution methods. Solely using local advertising (if applying for advertising assistance) is not covered by this grant program.
11. The grant application must describe the method used for project completion and success. All grant recipients will be required to submit a report back to the HCCVB that includes informative data regarding the results from the new programs.
12. The grant fund offers a 1:1 match. The maximum amount that may be awarded per application is \$2,500. For example, the applicant that is spending \$100 on a project may request up to \$100 from the fund, allowing the total project to be \$200. The applicant that is spending \$1,000 on a project may request up to \$1,000 for a total of \$2,000.
13. All advertising, printed materials, on-air promotions, presentations, etc. are required to recognize the HCCVB and/or TED Fund. The representation of the HCCVB and/or TED Fund must receive pre-approval from the TED Fund administrator. Specific arrangements for award winners will be determined through required review during individual meetings on the project.
14. Applying entities will be promptly notified in writing of the final decision regarding their request within 45 days of the application deadline.

15. Applications are evaluated by a committee made up of Hendricks County Tourism Commission members, HCCVB staff, industry partners and community leaders as appointed by the Hendricks County Tourism Commission. The committee must include (1) representative in the business of renting overnight accommodations. The committee shall include minimum of (5) members but no more than (7).
16. All applications must be typed. Applications are available as a Microsoft Word document by email to Sarah@TourHendricksCounty.com. You can also download the form in a PDF for review in the Pressroom at TourHendricksCounty.com. Seven copies, including the original, of the application and accompanying materials must be received by the HCCVB offices by 5:00 pm of the deadline date. The HCCVB offices are open Monday through Friday, 9:00 am to 5:00 pm.
17. Applicants shall not contact the staff of the HCCVB, members of the Hendricks County Tourism Commission or members of the TED Fund Selection Committee in regards to the request during the application review process.

## **CRITERIA**

1. Projects cannot be in their completed state prior to written notification and final approval of the HCCVB.
2. Evaluation of the project by the TED fund committee may include, but not limited to:
  - The quality of the project
  - The distribution and market to be reached
  - The evidence of need for funding by the applying organization
  - Any previous funding history
3. Previously funded projects must show enhancements and/or changes from prior years and may receive amounts less than requested as the program was designed to be a seed fund.
4. All projects must be completed within one year of the date of notification.
5. The applying entity or event must be located in Hendricks County.
6. Vendor estimates are required.
7. Letters of support are strongly suggested.

8. Funds are not available for capital investments, operating costs, fireworks displays, food and drink or staff salaries.

## **PAYMENT**

1. Payment from the TED Fund will be administered after the award notification to the applying organization. Funds will be a one time payment within 45 days of the committee's notification to the HCCVB for payment processing.
2. A lump sum payment will be made to the organization not to exceed the awarded amount.
3. Organizations receiving the grant must meet with a member of the HCCVB staff within fourteen days of being notified of receiving the grant. Recipients are required to receive pre-approval from the HCCVB grant administrator before moving forward with parts of their project that will be utilized with the grant funds or matching funds.
4. All projects must be completed within 1 year of the grant cycle application deadline. A follow up form and a copy of original invoices is required, accompanied by all print advertisement (actual pages on which an ad appears in a newspaper or magazine - not a copy), copies of all final brochures, and radio and television tapes must be submitted within 90 days of the finished project to be considered in good standing for future grants and for allowance of the award.

**Direct questions and inquiries to:  
Sarah McMillen  
Tourism Marketing Manager  
Hendricks County Convention and Visitors Bureau  
8 West Main Street  
Danville, Indiana 46122  
P: 317.718.8750  
F: 317.718.9913  
Sarah@TourHendricksCounty.com**

## IS YOUR PROJECT ELIGIBLE FOR THE HCCVB TED FUND?

The TED Fund is to assist qualified organizations in initiating, enhancing, developing and promoting Tourism in Hendricks County through advertising, promotions, publicity, research and development. Efforts **MUST** be directed towards bringing visitors to Hendricks County or extending the stay in Hendricks County.

- Projects that promote to out-of-county visitors and have more than a local impact. The definition of a visitor is those traveling outside of 50 miles to attend an event or activity. Solely using local advertising is not covered by this grant program.
- Project enhances Hendricks County's image as a visitor or group destination
- Programs, entities, businesses, volunteer groups, or the event is located in Hendricks County
- Project attracts out-of-county visitors, increases visitation and brings new money into the community
- Research and development of strong tourism programs or projects with a potential for long-term benefits or high visitor impact
- Printing for promotional purposes, public relations, or other activities designed to increase interest in an event or for an attraction
- Newspaper, magazine, radio, direct mail and television. Online opportunities are also applicable include website development, e-marketing and social media.
- Events that will encourage overnight stays and target individuals outside of Hendricks County
- Events that show an enhancement from prior years
- Website development or enhancement
- Advertising for packaging between events, attractions, and/or hotels

### **NOT eligible**

- Funds for capital investments, operating costs (including web hosting and domain registration), items used the day of the event for the participants and aren't for promotional purposes to drive-traffic to the event (tickets, bags, etc), fireworks displays, food and drink or staff salaries.
- Projects that show no emphasis on tourism
- Events targeted to local residents only and not promoting to markets outside of Hendricks County
- Projects in their completed state

**Still not sure if your project is eligible? Contact Sarah McMillen at [Sarah@TourHendricksCounty.com](mailto:Sarah@TourHendricksCounty.com) or 317-718-8750 for more information.**