



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 events or businesses that will either generate a new overnight stay or extend a current stay for Hendricks County overnight accommodation properties.

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 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 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), 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 29th for the fall cycle. All materials must be received by 5:00 pm at the HCCVB offices in Danville.
3. Only programs, entities, businesses or volunteer groups located in Hendricks County are eligible to apply for funding.
4. 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.
5. All information must be typewritten or electronically reproduced on an original application form. Six 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.
6. 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.
7. 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.
8. The grant application should include detailed information about the project for which funds are being requested – including but not limited to dates, duration, location, other event information, quantities of printed materials, distribution, economic impact, budget, designs, attendance, history, visitor impact, organization's mission, other business partners.
9. The applying organization must demonstrate that the project will be directed to markets outside of Hendricks County.

10. 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.
11. 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.
12. All materials and brochures must include the sentence “For travel information, call 1-800-321-9666 or visit TourHendricksCounty.com” displayed in a prominent place as well as the HCCVB’s sponsorship logo. Specific arrangements for award winners will be determined through required review during individual meetings on the project.
13. Applying entities will be promptly notified in writing of the final decision regarding their request.
14. 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).
15. 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 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.
16. 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 may receive amounts less than requested.
 4. All projects must be completed within one year of the date of notification.
 5. The applying entity must be located in Hendricks County.
 6. 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 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 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:
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Hendricks County Convention and Visitors Bureau
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HCCVB TED FUND FAQ'S

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- Application deadlines for 2010 are April 30th for the spring cycle and October 29th for the fall cycle.
- Only programs, entities, businesses or volunteer groups located in Hendricks County are eligible to apply for funding.
- If a grant is given for printed material or print advertising, it must contain the HCCVB sponsorship logo and approved tagline.
- Applying organizations may be limited to one grant per calendar year.
- 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.
- Applicants are strongly encouraged to attend one of the workshops offered by the HCCVB in advance of the application deadlines. Special consideration can be given to allow a meeting with the HCCVB if attendance to the workshops cannot be arranged.
- 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 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.

