

PRESS RELEASE

Hendricks County Convention and Visitors Bureau
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- FOR IMMEDIATE RELEASE -

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SPRING 2010 TED FUND RECIPIENTS ANNOUNCED

DANVILLE, IN (June 28, 2010) – The Hendricks County Convention and Visitors Bureau recognized and awarded four agencies with funds from the Spring 2010 Tourism, Enhancement and Development (TED) Fund for the purpose of promoting and encouraging tourism enhancement and development in Hendricks County. The HCCVB allotted \$30,000 of their 2010 budget for this program, and granted a portion of that this cycle.

Applications were received and reviewed by an independent grant selection committee consisting of Hendricks County Tourism Commission members, representatives of the Hendricks County lodging community, HCCVB staff members, local tourism experts and representatives from local corporate businesses. Recommendations were made to the Hendricks County Tourism Commission for approval. The following agencies and businesses received this award:

- Bread Basket Bakery – \$400 for advertising to promote a lunch at the park program to the Indianapolis area and surrounding counties.
- Greater Danville Chamber of Commerce – \$2,500 for funding to go towards a feasibility research study for a downtown Danville hotel.
- In Your Backyard, a Project of Leadership Hendricks County – \$1,980 for advertising, brochures, and posters of a new event, Hendricks County Farm Tour: In Your Backyard, to be held on July 31, 2010.

- Real Reflections – \$2,450 for expanding advertising, brochures, and posters for the ‘Tis the Season to Celebrate Real Women event, to be held on November 13, 2010.

“We are very excited to be working with these four promotions from the spring cycle,” said Jaime Bohler Smith, associate director. “We are especially pleased to see projects like the hotel feasibility study be funded as it has always been the goal of the program to fund bigger development projects in addition to local events.” Smith added, “We hope that with continued assistance from the HCCVB these organizations will continue to make Hendricks County a quality destination for visitors and a great place to live for our residents.”

The next round of the 2010 cycle for the TED Fund will open on August 30th. Applications and instructions are currently available for review in the Press Room on TourHendricksCounty.com. The HCCVB will again conduct information sessions for the program and those will be Thursday, October 7th and Tuesday, October 12th. The deadline for the spring cycle is October 29th and grants will be awarded the week of December 4th. For more information on the TED Fund, contact Sarah McMillen, Tourism Marketing Manager for the HCCVB at 718-8750 or email Sarah@TourHendricksCounty.com.

The Hendricks County Tourism Commission d/b/a the Hendricks County Convention and Visitors Bureau attracts visitors to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life. Find us on Facebook by searching Hendricks County Convention and Visitors Bureau and become a fan for event updates and reminders, contest info and much more. For more information visit the website at www.TourHendricksCounty.com, or call 317-718-8750.

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