

Ingham County Hotel/Motel Grant

2013 Recipients

All-of-us Express Children's Theatre \$1644

All-of-Us Express Children's Theatre shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County by purchasing a package of advertisements in the Lansing Community Newspapers, Lansing State Journal and LSJ "digital impressions" to promote the production of the full-length 2013 play Valjean. The ads will run for two weeks/weekends.

Center Park Productions \$7,000

Center Park Productions shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County through the production and regional distribution of 30,000 2013 Common Ground Festival handbills; production and distribution of 6,000 11" x 17" posters in Lansing, Grand Rapids, Detroit; and the purchase of advertising on over 30 billboards outside of Ingham County.

Center Park Productions \$2,000

Center Park Productions shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote a monumental walk-in sculpture by Architects of Air to be open to the public at Adado Riverfront Park on July 11, 12, and 13, 2013. Promotions shall include media coverage through WLNS TV 6 and statewide radio, as well as posters to be distributed statewide and targeting Grand Rapids, Detroit and Ann Arbor

Children's Ballet Theatre of Michigan \$1,200

Children's Ballet Theatre of Michigan shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the Nutcracker 2013 @ Wharton Center by purchasing an out-of-county billboard ad along a major commuter corridor (either I-96 or I-69) and producing and offering PSAs to out-of-county TV stations.

City of East Lansing \$5,272

City of East Lansing shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 Summer Solstice Jazz Festival through the purchase of underwriting on Michigan Public Radio for 24 announcements over three-week period from May 25 – June 21, as well as purchasing print and online advertising with Booth Group 8.

Downtown Lansing, Inc. \$5,400

Downtown Lansing, Inc. shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 event Silver Bells in the City and Radio Disney branded concert through Radio Ads at Radio Disney AM 910-Detroit.

East Lansing Art Festival \$7,000

East Lansing Art Festival shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County by the following promotions: radio and TV advertisements statewide inviting of community members within and outside the mid-Michigan region to visit the 2013 East Lansing Art Festival and spend the weekend in Ingham County; distribution of printed brochure flyers and postcards to arts-focused markets statewide and nationally; and print ads and editorials in a Michigan travel guide serving the Chicago area; and online digital marketing statewide.

East Lansing Film Festival \$3,500

East Lansing Film Festival shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to design, print and distribute 13,000 2013 East Lansing Film Festival postcards to Film-related companies statewide by using the Michigan Film Office Production Directory; to design, print and distribute 30,000 programs to targeted markets, including Ann Arbor, Detroit and Grand Rapids; and to purchase radio advertising on Michigan Radio/NPR

Greater Lansing Ballet Company \$1,000

Greater Lansing Ballet Company shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 production of Copelia through the purchase of ads placed in newspapers distributed out-of-county (Lansing State Journal and tri-county newspapers).

Habibi Dancers \$900

The Habibi Dancers shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 Spring Concert and Workshop through printing and out-of-county distribution of 1500 flyers, 1000 cards and 100 posters.

Happendance, Inc. \$195

Happendance shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote its 2013 winter dance concert by purchasing advertising for the Nutcracker in the Wharton Center's annual program, and Michigan Dance Council Newsletter.

Happendance, Inc. \$907

Happendance shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to produce a glossy, tri-fold brochure detailing the 2013 event schedule for

Happendance, to be distributed through MDOT at the 14 welcome centers statewide; to create and distribute postcard invitations out-of-county for Happendance Alumni Reunion.

Holt Community Arts Council \$1,500

Holt Community Arts Council shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 Music in the Garden series through out-of-county radio advertising.

Impression 5 Science Center \$4,000

Impression 5 Science Center shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to design and print 10,000 copies of print materials, including a Group Visit Brochure to be mailed to every school district in Michigan; General Visit brochures to be distributed to all Welcome Centers of Michigan; and guest passes to be distributed to families outside the region to entice daytrips.

Impression 5 Science Center \$2,000

Impression 5 Science Center shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to place 2013 print advertising in out-of-county regions, which features a coupon code for a free visit, targeting specifically Grant Rapids and Detroit areas.

Lansing Art Gallery \$2,900

Lansing Art Gallery shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to develop and print promotional materials for Lansing Art Gallery's 2013 exhibition calendar, 2013 exhibition invitations and placement of advertising in Michigan Art Guide.

Lansing Art Gallery \$2,000

Lansing Art Gallery shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 cultural exchange exhibition Art by the Lakes through design, printing and distribution of bilingual English and Japanese visitor information packets; to be distributed to Japanese and Japanese-American communities throughout the Midwest, including Detroit, Chicago, Columbus, Pittsburgh and Toronto metropolitan areas.

Lansing Symphony Association, Inc. \$6,400

Lansing Symphony Orchestra shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote Lansing Symphony Orchestra through the design and printing of 2013 8,000 season brochures to be distributed as follows: 1,350 via direct-mail to out-of-county patrons, and the remainder including but not limited to out-of-county Michigan Welcome Centers, Greater Lansing Convention and Visitors Bureau, and Lansing Regional Chamber of Commerce.

Michigan State University Community Music School \$900

MSU Community Music School shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote Community Music School's programming through the 2013 camp flyer mailing to approximately 500 previous out-of-county campers.

MSU Horticulture Gardens \$3,300

Michigan State University Horticultural Gardens shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 Spring Design Program, Children's Garden Family Events and Garden Day through the printing and distribution of the MSU Horticulture Gardens brochure to be distributed via mailings to out-of-county visitors, libraries and businesses

Michigan State University Museum \$6,000

Michigan State University Museum shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to design, print, and distribute 15,000 copies of "At the Museum" 2013 Spring/Summer and Fall/Winter Calendars to the following out-of-county audiences: alumni, prospective students, educators, libraries, galleries, senior centers, antique shops and trade associations

Michigan Women's Historical Center and Hall of Fame \$2,000

Michigan Women's Studies Association, Inc. shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the Michigan Women's Historical Center and Hall of Fame through statewide distribution of 5,000 single-panel rack card (including but not limited to Visitors Centers statewide); distribution of 6,000 brochures (including but not limited to middle and high schools statewide); advertising in the Greater Lansing Visitors Guide, Girl Scout Publications, Michigan Travel Ideas magazine, and the Michigan Tourist Attractions supplement.

Michigan Women's Historical Center and Hall of Fame \$1,000

*Michigan Women's Studies Association, Inc. shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to support promotions of a new 2013 history exhibit at the Michigan Women's Historical Center and Hall of Fame on the Michigan women in STEM professions: *Steminists: Michigan Women at the Forefront of Science, Technology Engineering and Mathematics (STEM)* through outreach materials and postage for out-of-county distribution, and statewide advertising to public schools and universities.*

Nokomis Learning Center \$1,200

Nokomis Learning Center shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote School Programs, Heritage Festival, Fall Feast, Winter Feast, Art Market, Spring Feast and Day Camp through printing and distribution of 4000 brochures, 3900 of which are to be distributed to visitors' centers in out-of-county markets with Native American populations.

Old Town Business & Art Development Association DBA Michigan Institute for Contemporary Art \$6,000

Old Town Business & Art Development Association shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 events JazzFest and Old Town BluesFest through advertising in targeted digital delivery (including but not limited to mLive), specialty out-of-county magazines/papers, and state festival guides (including but not limited to MFEA Detroit, Oakland Press).

Old Town Commercial Association \$4,400

Old Town Commercial Association shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 events Festival of the Moon & Sun and Oktoberfest through out-of-county promotions through radio, billboards, and distribution of print materials. This award supports half the total radio, billboard and print advertising proposed in the grant application.

Old Town Commercial Association \$2,000

Old Town Commercial Association shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County for the purchase digital billboards for the 2013 events Festival of the Moon & Sun and Oktoberfest placed in the Grand Rapids area, a target market for beer/wine tasting festivals.

One Love Global (m.a.d.e Alliance) \$2,000

One Love Global (m.a.d.e Alliance) shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County for the promotions of the 2013 Hip Hop Festival through Mobile Text Marketing Campaign via SMS Text.

Peppermint Creek Theatre Company \$1,600

Peppermint Creek Theatre Company shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013-14 Peppermint Creek Theatrical Season through the printing of Season Brochures to be distributed to seven Michigan Welcome Centers, through direct mailing, and out-of-county arts councils; and through billboard advertising to be placed along I-96 out-of-county.

Progressive Empowerment Educational Resources, Inc. (P.E.E.R.S.) \$1,950

Progressive Empowerment Educational Resources, Inc. (P.E.E.R.S.) shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote 2013 activities including: Main Event, Kick-off, Softball Game and Hip Hop Society Day through out-of-county newspaper advertising (including, but not limited to Jackson Patriot, Battle Creek Esquire and Flint Journal) and out-of-county flyer distribution (including, but not limited to beauty, barber and convenience stores).

R.E. Olds Transportation Museum \$2,425

R.E. Olds Transportation Museum shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County for promotions of the 2013 Car Capital Celebration – Car Show through direct mailing to 1500 previous and potential attendees; 100 posters be distributed across the greater Lansing area and surrounding towns and counties; and advertising in statewide car magazines.

R.E. Olds Transportation Museum \$1,500

R.E. Olds Transportation Museum shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County for promotions of the R.E. Olds Transportation Museum with a vendor tent at the 2013 Common Ground Music Festival, by showcasing a car, and distributing brochures and literature at the event. Funds support the booth fee and print literature.

Starlight Dinner Theatre \$1,125

Starlight Theatre shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote the 2013 production Crazy Little Thing Called Love through postcard printing and distribution to out-of-county patron mailing list and program ads in other theatre programs located out-of-county.

Williamston Theatre \$2,976

Williamston Theatre shall utilize the Hotel/Motel Tax funds allocated to promote and encourage tourist and convention business within Ingham County to promote 2013-14 Williamston Theatre's productions through printing, labels and ink for creation of approximately 1200 postcards to be distributed to out-of-county residents, who are patrons and donors.

