

Ingham County Hotel/Motel Grant 2014 Grantee List

All-of-us Express Children's Theatre (AECT) \$1,800

To purchase a package of advertisements in the eight Lansing Community Newspapers, Lansing State Journal, and 25,000 LSJ "digital impressions" to promote the production of the full-length play Frog Prince and the Truly Remarkable Puss-in-Boots. The ads will run for two weeks/weekends.

Capital City Film Festival \$2,026

To purchase online ads with MLive Media, a state-wide online news provider, in the Ann Arbor, Flint, Jackson, and Kalamazoo markets.

Center Park Productions \$7,000

To produce and regionally distribute Common Ground Festival handbills; produce and distribute 3,000 11" x 17" posters in Lansing, Grant Rapids, Detroit; to purchase advertising on over 15 billboards outside of Ingham County; \$500 for "street team" funds that will allow in-person promotion of Common Ground Festival at other Mid-Michigan and Southeast Michigan events; and to purchase \$1,000 in online advertisements.

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

To promote the Nutcracker 2014 @ Wharton Center; by focusing on purchasing at least one billboard space in an "Eyes on Impact" area to attract those who live outside of the county but work in the county to become attendees. Cost includes production/design of the billboard.

Children's Ballet Theatre of Michigan \$600

To create and produce a magnet as a marketing "memento" to distribute to attendees of the 2014 out-of-county performances in Cheboygan and Petoskey by the Summer Company.

Downtown Lansing, Inc. \$5,700

To promote Silver Bells in the City through Radio Ads at Radio Disney AM 910-Detroit; driving online exposure through e-blast, Title Ad, Posting Calendar on radiodisney.com/Detroit; and Facebook posting with Radio Disney targeting Southeast Michigan communities.

East Lansing Art Festival \$10,040

To invite community members within and outside the mid-Michigan region to visit the East Lansing Art Festival and spend the weekend in Ingham County by radio and TV statewide; Statewide public radio and TV underwriting; distribution of printed brochure flyers and postcards for the exhibiting artists to send to their customer mailing lists nationwide; providing post cards and brochures to the Greater Lansing Convention Visitors Bureau; purchasing print ads and editorials in a Michigan travel guide serving the Chicago area.

East Lansing Film Festival \$3,500

To promote East Lansing Film Festival through the designing, printing and statewide distribution of 43,000 postcards and 500 posters in coffee houses, universities, film schools and libraries; purchasing paid advertisements on Michigan Radio; creating and distributing 20 PSAs to statewide television outlets.

Friends of Historic Meridian \$1,450

To revise and print informational material to fill requests from MDOT Welcome Centers. Additional brochures will be sent to the Greater Lansing Convention and Visitor Bureau, as well as other local marketing points.

Happendance, Inc. \$1,220

To promote the 2014 Performance and Workshop Season of Happendance, as well as expand alumni attendance at the 2014 Happendance Family Reunion event. Grant funds will be used for: designing, printing, and distributing 1500 brochures and 200 postcards. Brochures will be distributed at MDOT visitor centers statewide, and postcards will be mailed to 200 alumni.

Happendance, Inc. \$820

To design, produce and distribute a poster advertising the summer festival, the Community Dance Project 2014 at higher learning institutions (universities, colleges, conservatories) throughout Michigan.

Holt Community Arts Council \$2,500

To promote Music in the Garden series through ten billboards in high traffic locations of Adams Outdoor Advertising's choice in the counties of Eaton, Clinton and Jackson at the non-profit rate.

Impression 5 Science Center \$5,532

To print and distribute 20,000 copies of print materials, including a Group Visit Brochure; distribution of the General Visit brochures at all Welcome Centers of Michigan; and web marketing through MLive in Ann Arbor, Grand Rapids, Jackson, and Kalamazoo.

Impression 5 Science Center \$2,000

To expand web marketing efforts by purchasing more targeted online advertising tools through MLive and Google, as well as Google analytics tools for businesses

Lansing Art Gallery \$5,895

To develop and print promotional materials for Lansing Art Gallery's exhibits and education initiatives. Materials include: Exhibition Artist Reception Meet & Greet invitations, Michigan Art Guide/Mobile App brochures, Exhibition Promotion Calendar, Exhibition Calendar Brochure inserts and Exhibition Brochures; the purchase of Workshop Newspaper Ads for out-of-county smaller communities, and Web Marketing for Art Quest Hotel Package focused on Ann Arbor and Grand Rapids areas.

Lansing Art Gallery \$800

The Gallery will contract 360 Photo Design to create an online interactive tour of the gallery's exhibition space, shop, and education center. The tour will be available on Mac, PC, and mobile devices, Pittsburgh and Toronto metropolitan areas. 360 Photo Design will provide increased Google search visibility, Facebook placement and email/newsletter link placement.

Lansing Symphony Association, Inc.

To promote Lansing Symphony Orchestra through the designing and printing of 8,000 season brochures, 1,350 of which will be distributed out-of-county through direct mailings and at Michigan Welcome Centers beyond Ingham Counties; by the purchase of radio advertising through Michigan Radio and Central Michigan University Radio (WCMU) to reach listeners statewide.

Michigan Institute for Contemporary Art (MICA) \$7,000

To purchase: targeted digital delivery of ads via MLive Media Group, ads in programs of other area festivals that lead up to the dates of Lansing events, ads in specialty magazines/papers (focused in southeast and west Michigan), and placement in Multi-festival guides.

Michigan State University Community Music School \$2,420

To promote Community Music School through mailings for Music Education to band/orchestra directors and Music Therapy and Summer Music Camp Sessions to band/orchestra directors as well as current and prospective out-of-county campers.

Michigan State University Museum \$6,000

To design and print 15,000 copies of "At the Museum" spring and fall Calendars 12,000 of which will be distributed out of county to the following: alumni, prospective students, educators, libraries, galleries, realtors/recruiters and historical societies.

Michigan Women's Historical Center and Hall of Fame \$4,890

To promote the Michigan Women's Historical Center and Hall of Fame through statewide distribution of 5,000 single-panel rack cards at statewide Visitor Centers and speaking engagements; 1,800 quarterly fliers, and 3,600 Newsletters to members statewide; advertising in the Greater Lansing Visitors Guide, Girl Scout Publications, and the Michigan History Museum Magazine.

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

To promote the Michigan Women's Hall of Fame Celebration Weekend, a weekend of events at the Michigan Women's Historical Center and Hall of Fame. The free event will be hosted on a weekend and include events located throughout the city that include women's history, guest speakers, and events for the entire family. Promotion will be completed through the website, social media, newsletter/fliers, and radio.

Old Town Commercial Association \$8,200

To promote Old Town's Festival of the Moon & Sun and Oktoberfest through both radio and print promotions. This will include 80 radio promotions of a minute in length for the Festival of the Sun & Moon, and 96 radio promotions, also a minute in length, for Oktoberfest. The radio promotions for both Festival of the Sun & Moon and Oktoberfest will be through the stations: 94.1, 92.2, and 106.1 FM. These promotions will reach out-of-county audiences. 300 posters and 4,000 postcards will be created for the Festival of the Sun & Moon placed in ten out-of-county Michigan wineries and breweries. Promotion for Oktoberfest will include 300 posters and 3,000 postcards sent to seven out-of-county Michigan breweries.

R.E. Olds Transportation Museum \$2,870

To promote Car Capital Auto Show through direct mailing of previous and potential attendees; distribution of 4,400 posters and flyers across the Greater Lansing area, Grand Rapids, Traverse City and Kalamazoo at local businesses; advertising in Cruis'news, a car magazine/newsletter; purchasing one billboard ad placed in either Clinton County along 1-96 Eastbound or at Metro Grand Rapids along 1-96 Eastbound depending on availability; purchasing 30 radio spots to promote in the Greater Lansing and Jackson areas on 92.9 FM; purchasing Facebook Ads page promotions targeted to audiences in Grand Rapids and Traverse City.

R.E. Olds Transportation Museum \$500

To promote the R.E. Olds Transportation Museum via a Facebook "like" campaign focusing on increasing visibility of the Museum's main Facebook page targeting out-of-county users in Kalamazoo, Jackson and Grand Rapids.

Summer Solstice Jazz Festival \$5,100

To promote the 2014 Summer Solstice Jazz Festival by purchasing underwriting on Michigan Public Radio for 24 announcements over three-week period from May 25 – June 21, and purchasing online advertising through MLive news group, focusing on out-of-county markets (Jackson, Ann Arbor, Battle Creek, and Owosso).

Williamston Theatre \$5,191

To promote 2013-14 Williamston Theatre theatrical productions through the design, printing and distribution of 20,000 Brochures for the 2014 – 2015 Theatre Season to MDOT Welcome Centers.

Williamston Theatre \$1,500

*To purchase Facebook advertising targeting out-of-county patrons to promote the summer production, *The Big Bang*, which will run for one month prior to the production.*