

For the ***Ingham County Hotel/Motel Funds for Arts and Tourism***, we are happy to award \$124,776.04 in funding to individual artists, educators and administrators in the Greater Lansing region. Here are the 18 recipients of the 2017 Ingham County Hotel/Motel Funds for Arts and Tourism:

Fenner Conservancy will promote the 2017 Apple Butter Festival and 2018 Maple Syrup Festival, as well as run a general campaign by utilizing digital and social media platforms of MLive and Facebook in Shiawasee, Ionia, Livingston, Jackson, & Genesee counties June 2017-December 2017 with additional Festival campaigns during the months preceding each festival.

Award: \$13000

Michigan Women's Historical Center & Hall of Fame will promote the organization's move to its new facility to the Meridian Mall in Okemos and monthly family drop-in activities through radio ads reaching Ann Arbor, Flint, and Grand Rapids, as well as print and Facebook campaigns targeted to users outside of Ingham County.

Award: \$6890.04

Wharton Center will promote a touring Broadway production in the 2017-18 season with direct mail postcards and online digital advertising in Shiawasee, Kent, Eaton, Washtenaw, Livingston, Jackson, Genesee and Oakland counties; via outdoor billboards in Eaton, Washtenaw, Livingston, Jackson, Genesee and Oakland counties; as well as in print advertising and online in West Michigan's Revue Magazine.

Award: \$10500

Impression 5 Science Center will leverage its new water exhibit (Flow) and a fall/winter traveling exhibit using a combination of radio sponsorship, outdoor digital billboards, and targeted Facebook ads throughout key out-of-county regions including Ann Arbor, Grand Rapids, and Jackson to maximize brand impressions, establish greater awareness, and increase overall out-of-county visitor attendance during low attendance months.

Award: \$10500

Center Park Productions will be marketing the Common Ground Music Festival to out-of-county visitors using billboards, radio advertisements, and targeted Facebook ads reaching Grand Rapids, Detroit, Ann Arbor, Jackson, Kalamazoo, Flint and Saginaw.

Award: \$10000

The East Lansing Art festival will promote the 54th annual festival throughout Michigan via radio and TV underwriting state wide; printed brochure flyers and postcards to art-focused markets statewide and nationally; print ads and editorial in a Michigan Travel guide, Grand Rapids Revue, and Detroit Metro Times; and online listings and social media targeting out-of-county markets.

Award: \$10000

The Old Town Commercial Association will promote their several festivals throughout the year with the placement of ads in both print and digital ads targeting Kalamazoo and Grand Rapids markets. They will be highlighting each of their festivals on all of their social media outlets and promoting each festival on radio stations reaching audiences outside of the tri-county area.

Award: \$10000

The Lansing Symphony Orchestra will promote 2017 performances through specific marketing for their “Pops Series,” including renewal and acquisition of subscribers & ticket buyers. They will be updating their website design and maximizing SEO. They will be utilizing social media advertising and advertising on MI Radio & CMU.

Award: \$8000

All-of-us Express Children’s Theatre will utilize Facebook ads, setting up parameters specific to a location, demographic, area of interest and behavior of their target market. They will measure results of each ad and make adjustments as needed throughout the campaigns.

Award: \$960

The Summer Solstice Jazz Festival out-of-county marketing tactics will include radio underwriting announcements reaching jazz and blues listeners in the area of the state south of Grand Rapids and Southeast Michigan. They will also secure print ads in jazz-related print publications.

Award: \$4944

REO Town Commercial Association will promote Lansing Beer Fest, REO Town Art Attack, and the REO Town Thrift Store Gala via Facebook advertising and print ads in Grand Rapids, Ann Arbor, and the intermediate areas.

Award: \$3200

Michigan Institute for Contemporary Art will promote Lansing JazzFest and Michigan BluesFest outside Ingham County through purchased print and digital ads in specialty magazines and multi-festival guides—distributed both statewide and nationally; by using targeted digital and social media ads; and by using handouts and program ads at out-state festivals that lead up to the dates of their Lansing events.

Award: \$8000

The Williamston Theatre will promote its six productions occurring during the grant period through production-specific underwriting radio campaigns. This out-of-county tactic will be supported by additional wider promotional efforts including direct mail of postcards and brochures, e-mail campaigns, and keeping a full stock of season brochures at all fourteen MDOT welcome centers and other theatres across the state.

Award: \$7200

Lansing Art Gallery will promote the series of 2017-18 exhibitions through printing and mailing exhibition calendars, brochures, and postcards to MDOT and Michigan Arts Centers; online and print advertising with Michigan Art Guide; out-of-county radio sponsorship; and deploy video/content marketing to Grand Rapids arts.

Award: \$8000

The MSU Science Festival will utilize Facebook advertising, targeting the I-96 corridor from Grand Rapids to Detroit and other major metropolitan areas. They will design, develop, produce, and implement a 30-second promotional video to be used in a wide array of marketing spots including TV, cinema, and social media advertisements.

Award: \$5000

The East Lansing Film Festival will promote the film festival by sponsoring Michigan Radio; designing and mailing out 2,000 postcards to the film society members, film schools and libraries. They will promote the Lake Michigan Film Competition that occurs during the film festival by advertising with Film Freeway, the festival submission program; and advertise with film schools in Michigan, Indiana, Illinois and Wisconsin.

Award: \$1750

The Jazz Alliance of Mid-Michigan will design, produce, and distribute print and digital posters, save-the-date postcards, a 4 color tri-fold brochure describing workshops, concert, and registration process; place targeted social media posts; underwrite jazz programming on public radio; and run print ads in entertainment publications in Grand Rapids and Detroit Metro Times.

Award: \$5000

The MSU Museum will promote upcoming exhibits and events to out-of-county visitors by distributing the "At the Museum Calendar" to MDOT Welcome Centers across Michigan, hotels and motels within a two hour driving distance of the Museum, direct mailings, and MSU campus units.

Award: \$1832