**Impression 5 Science Center**

**Project:** As a year-round attraction, Impression 5 Science Center will leverage its upcoming traveling exhibit, Amazing Dinosaurs, along with a general branding and awareness campaign using a combination of radio sponsorship and targeted Facebook ads throughout key regions in Michigan, including Grand Rapids, Kalamazoo, Saginaw, Bay City, and Detroit, as well as families outside a 3-hour radius of Lansing to capitalize on those most likely to stay overnight.

**Award:** $12,500.00

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**East Lansing Art Festival**

**Project:** The E.L. Art Festival will promote the 55th annual festival through the following out-of-county marketing tactics: Michigan Public Radio & TV underwriting state wide; distribute printed brochure flyers and postcards to arts focused markets statewide & nationally; print ads & editorial in a Michigan Travel guide, Grand Rapids Revue and Detroit Metro Times. Digital online listings & digital social media ads/posts will also target out-of-county attendees.

**Award:** $12,500.00

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**Wharton Center for Performing Arts**

**Project:** Wharton Center intends to promote Disney’s The Lion King through the following out-of-county marketing tactics: print ads placed in thee GLCVB Visitors Guide; Revue Magazine; Between The Lines; and in Michigan editions of the New York Times; as well as online digital ad placements and social media promoted posts, along with Michigan radio sponsorships; and via direct-mail postcards as well as promotions with partners in Jackson and local attractions.

**Award:** $12,500.00

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**Summer Solstice Jazz Festival**

**Project:** The Summer Solstice Jazz Festival (SSJF) will be promoted to target counties; Ingham, Eaton, Clinton, Washtenaw, Jackson and Kent through underwriting and web-streaming on Michigan Radio stations, WKAR, WMJS and Blue Lake Public Radio. The SSJF will also be promoted on facebook and Instagram both OOC and locally.

**Award:** $7,810.00

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**R.E Olds Transportation Museum**

**Project:** The REOTM will promote visitor attendance through the following out-of-county marketing tactics: Placement of 3,000 brochures in southeast Mich., including Detroit, & through Facebook boosts in Grand Rapids and Detroit. The REOTM will promote Car Capital Show through the following out-of-county marketing tactics: a 1/2 ad in Cruisnews; Facebook boosts in Detroit, Grand Rapids and Ann Arbor; mailing & distribution of flyers, posters & yard signs in Jackson, Grand Rapids, Detroit, Traverse City, Kalamazoo & Ann Arbor.

**Award:** $3,984.27

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**Common Ground Music Festival**

**Project:** Center Park Productions will be marketing the Common Ground Music Festival to out-of-county visitors via the following promotional tools: Billboards, Radio Advertisements, and Targeted Facebook, Instagram, and Twitter Ads. Placement of these tools will reach Grand Rapids, Detroit, Ann Arbor, Jackson, Kalamazoo, Flint and Saginaw.

**Award:** $7,500.00
**Potter Park Zoological Society**  
**Project:** The Potter Park Zoological Society will promote the 2018 season in the Livingston, Jackson and Genesee County markets through a targeted Facebook advertising campaign in both regions. Facebook was selected as the primary method because it allows for narrow geo targeting and the ability to effectively track the results of this endeavor. The proposed campaign would cost $800 per month per market from May-September 2018 with a total cost of $12,000.  
**Award:** $9,000.00

**Old Town Commercial Association**  
**Project:** The OTCA expects to promote ScrapFest, Oktoberfest and the Lumberjack Festival through the placement of a print ad in the magazine and a digital ad in the e-newsletter of Revue, which targets the Kalamazoo/Grand Rapids/Southeastern Michigan markets. We also plan to heavily promote (boost) a series of ads highlighting each of our festivals on social media with the help of MLive. In addition, we will promote each festival on radio stations that reach audiences outside of the tri-county area.  
**Award:** $9,375.00

**The Cracked Pot Studio Tour**  
**Project:** The Cracked Pot Studio Tour will promote with the following out-of-county marketing tactics: placement of ads in trade magazines, printing, mailing, distributing event postcards to tristate art festivals and NCECA registration packets, statewide placement of brochures at art centers, art guilds, art museums, coffee shops, libraries and farmers markets, Michigan Radio, M-Live targeted digital ads, targeted Facebook boosts and emails to art-associated organizations.  
**Award:** $3,791.25

**Cameo King**  
**Project:** One Love Global will promote the 2018 Statewide Grit, Glam, & Guts Conference through the following marketing tactics: Facebook video promotions, text campaign, printing of event postcards, email marketing campaign, and pop up tours, to high schools, youth organizations and a teen promotional team.  
**Award:** $1,875.00

**East Lansing Film Festival**  
**Project:** The East Lansing Film Festival will be a sponsor of Michigan Radio; will take out ads in the Michigan Daily, the Ann Arbor News, the Grand Rapids Times; take out Google ads. Will distribute the poster and the program to the major cities in Michigan.  
**Award:** $2,025.00

**Williamston Theatre**  
**Project:** The Williamston Theatre will promote its productions to a state-wide audience with the placement of Special Attraction signs at Exit 117, two billboards in the Grand Rapids area and WUOM Campaigns. This out-of-county tactic will be supported by additional promotional efforts including mailing postcards and brochures, e-mail campaigns, and stocking the fourteen MDOT welcome centers and other theatres across the state with season brochures.  
**Award:** $6,207.50
REO Town Commercial Association  
**Project:** The REO Town Commercial Association will promote the 2018 Lansing Beer Fest, Three Stacks Music Festival, REO Town Art Attack, and Nightmare Off Elm Street as well as the 2019 Art & Craft Beer Fest and REO Town Thrift Store Gala through aggressive social media marketing in Grand Rapids, Ann Arbor, Battle Creek, and the surround areas.  

**Award:** $3,250.00

Michigan Institute for Contemporary Art  
**Project:** MICA will promote Lansing JazzFest and Michigan BluesFest beyond Ingham County by: ads (print and web) in specialty magazines and multi-festival guides with Michigan to national distribution; targeted digital delivery of ads via mLive Media; purchased boosts/ads in Facebook; radio ads (on-air & online listening) during Jazz/Blues shows; use print and digital media with outstate distribution; ads in programs for out-state festivals before ours.  

**Award:** $6,250.00

Eli & Edythe Broad Art Museum, MSU  
**Project:** Advertisements will be placed in select regional mainstream and art publications; social media advertisements targeting Michigan and arts-curious audiences will be activated; postcards and invitations will be dispatched to individuals and institutions across the region; and an innovative electronic tracking system initiated, along with staff training to engage visitors on site.  

**Award:** $6,233.50

Lansing Symphony Association, Inc.  
**Project:** The LSO will use ICHM funds to support marketing and advertising to out-of-county (OOC) individuals. From May 1, 2018 through April 30, 2019, LSO will invest in paid social media, digital marketing, radio advertisements and direct-mail print materials to promote LSO programming and performances to OOC audiences. This promotional period includes season subscription marketing and marketing for at least eight concerts within the season program.  

**Award:** $6,250.00

Michigan Women's Historical Center & Hall of Fame  
**Project:** Michigan Women's Foundation will promote the museum as a destination and its planned name change through the following out-of-county tactics: a comprehensive online media strategy performed by Mlive Media group which will use Facebook and Mlive ads targeted to users in the Flint, Ann Arbor and Battle Creek regions; and, two additional month-long Facebook and Instagram ads targeted to users in Detroit, Grand Rapids, and Flint DMAs.  

**Award:** $3,710.00

**Total 2018 Awards:** $114,761.52