

**INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM
2018 FUNDING PLAN**

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

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

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 the 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

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

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

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

