

INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM

2020 FUNDING PLAN

All-Of-Us Express Children's Theatre

Project: All-of-us Express Children's Theatre will promote our four Mainstage productions through the following out-of-county marketing tactics: increased Facebook and Instagram ads targeting a 90-mile radius; online mLive advertising targeting Grand Rapids, Ann Arbor, Lansing, and Flint; City Pulse advertising; and billboards along I-96 and 127.

Award: \$4,978.56

Capital City Film Festival

Project: The Capital City Film Festival will promote the 2021 festival season through the following out-of-county marketing tactics across Southern Michigan including Detroit, Ann Arbor, Flint, Grand Rapids, and Kalamazoo: radio airplay on Michigan Radio (100+ mentions), Facebook and Instagram advertisements, two billboards in Southeast Michigan, and print materials distribution.

Award: \$10,000

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, Google and Twitter Ads.

Award: \$8,300

Impression 5 Science Center

Project: In a robust effort to strengthen Impression 5 Science Center's position as a regional family attraction throughout Michigan, we propose launching 10-month campaign including radio sponsorship and Facebook/Instagram advertising. Both radio and social campaigns would include brand awareness components, as well as leverage a traveling exhibit, Mystery of the Mayan Medallion, to provide out-of-county visitors a one-of-a-kind hands-on science experience.

Award: \$12,500

Lansing 5:01

Project: Lansing 5:01 will promote their largest event of 2020 to out-of-county young people, ages 19-45, to excite and compel them to attend Dam Jam. Targeting will be towards individuals in metropolitan areas around the state, including Ann Arbor, Detroit, Grand Rapids, Kalamazoo, Midland, Mount Pleasant, and Traverse City. Lansing 5:01 will serve digital display ads and social media targeting this audience.

Award: \$8,300

Lansing Art Gallery

Project: Lansing Art Gallery & Education Center will promote ARTpath 2020 through the following out-of-county marketing tactics: MLIVE Michigan's Best Spotlight Mini Series; Michigan Art Guide: statewide online and print advertising; Michigan Public Radio: sponsorship/advertising; and ARTpath 2020 brochure statewide mailing/printing.

Award: \$12,500

Lansing Symphony Orchestra

Project: LSO will use ICHM funds to support marketing and advertising to out-of-county (OOC) individuals. From May 1, 2020 through April 30, 2021, 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: \$10,268

Michigan Institute for Contemporary Art

Project: MICA promotion of the Michigan JazzFest & BluesFest via out-of-county marketing: Website – utilize as online festival brochure ; Social Media – boost posts in metropolitan areas & Jazz or Blues festivals prior to MICA ; Partnerships – enhance partnerships: hotels, motels, other festivals ; Poster Delivery – enhance with partnerships ; Billboard – in conjunction with large festivals ; Print, TV, Radio media – capitalize on distribution areas.

Award: \$6,250

MSU Broad Art Museum

Project: The MSU Broad intends to increase out-of-county attendance through a campaign around the lead exhibition InterStates of Mind, tapping into Lansing's significant ties to the automobile industry, using two tactics that focus on ad delivery when individuals are most focused on the impact of the automobile—when they're driving. This campaign features a consistent Michigan Radio sponsorship and rotating digital billboards in the Detroit/Ann Arbor network.

Award: \$8,300

MSU Science Festival

Project: The MSU Science Festival will promote Ingham County events through the following out of county marketing tactics: ads (print, on-air, and web); Facebook advertising campaign targeting the I-96 corridor from Grand Rapids to Detroit and other metropolitan areas of Flint, Kalamazoo, Saginaw/Bay City; billboards on I-96; and print and electronic flyers and program booklets distributed to schools, community centers, libraries, and statewide partners.

Award: \$8,300

Nokomis Cultural Learning Center

Project: Nokomis Cultural Heritage Center would like to contract Able Eyes to make a 360° Virtual Tour of our building. This would include being marketed as an Able Eyes Accessible Site on their website and elsewhere.

Award: \$900

Old Town Commercial Association

Project: The OTCA expects to promote these activities through the placement of targeted ads to visitors that have previously shown an interest in related activities. We also plan to heavily promote (boost) a series of ads highlighting our events on social media with the help of MLive. In addition, we will promote the festivals on radio stations that reach audiences outside of the tri-county area.

Award: \$10,900

R.E. Olds Transportation Museum

Project: REOTM will promote attendance through the following OOC marketing tactics: Printing & distribution of brochures at MDOT centers, natl vehicle shows & at auto & history related museums nationwide; Online ad impressions in GR & AA; FB boosts in Chicago, Det & Ft Wayne. REOTM will promote Car Capital through the following: a 1/2 page ad in Cruis'news; FB boosts in Chicago, GR, TC and Det; mailing & distribution of flyers, posters & yard signs Statewide.

Award: \$1,830

REO Town Commercial Association

Project: Our organization, the REO Town Commercial Association, will promote the 2020 Lansing Beer Fest, REO Town Art Attack, Lansing Bourbon Fest and Nightmare Off Elm Street as well as the 2021 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: \$3,984

Wharton Center

Project: Wharton Center intends to promote Disney's Aida through the following out-of-county marketing tactics: print ads placed in the GLCVB Visitors Guide; Revue Magazine; and Between The Lines; as well as online digital ad placements on specific website and OTT platforms and social media promoted posts, along with Michigan radio sponsorships; as well as promotions with partners in Jackson and local attractions.

Award: \$12,500

Williamston Theatre

Project: The Williamston Theatre will promote its productions to a state-wide audience through comprehensive Facebook campaigns, a WUOM Campaign for each of its six productions, and Special Attraction signs at Exit 117 on I-96. This out-of-county tactic will be supported by additional promotional efforts including mailing postcards and brochures, e-mail campaigns, and stocking the MDOT welcome centers and other theatres across the state with season brochures.

Award: \$6,000

Total 2020 Awards: \$125,860.56