

## **INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM**

### **FY23 FUNDING PLAN**

**REVISED 6/9/23**

#### **Against All Odds**

**Project:** The Michigan Chicken Wing Festival will be promoted in out-of-county markets using the following marketing strategies: 1 Billboard along the 127 South/I-94 corridor, I-96 Eastbound near Fowlerville, and counties within 100 miles of Ingham county. Print and distribute event flyers and posters at other festivals and concerts in Battle Creek, Ann Arbor, Eaton Rapids, and Grand Rapids. Social Media Ads and Cable TV & Radio Ads.

**Award: \$10,000**

#### **Capital City Film Festival**

**Project:** The Capital City Film Festival will promote the 2024 festival season through the following out-of-county marketing tactics across Southern Michigan including Detroit, Ann Arbor, Flint, Grand Rapids, and Kalamazoo: on-air messages on Michigan Radio (200+ mentions), Facebook and Instagram advertisements (50 unique ads), billboards in Southeast Michigan (2 boards), and print materials distribution (2,500 pieces).

**Award: \$10,000**

#### **East Lansing Art Festival**

**Project:** The East Lansing Art Festival will promote the 61st annual festival through the following out-of-county marketing tactics: ADAMS Outdoor Advertising, Sunshine Magazine, Michigan Public Radio underwriting state wide; print ads in the Michigan Festival, Events and Association's Michigan travel guide and Michigan Art Guide. Online listings and social media will also geo-target out-of-county markets.

**Award: \$10,000**

#### **Eli and Edythe Broad Art Museum at MSU**

**Project:** The MSU Broad Art Museum intends to increase out-of-county attendance around the museum's new, collection-focused space — The Center for Object Research and Engagement (The CORE) — an active educational site for visitors of all ages across mid-Michigan, and beyond. We will do this through geo-targeted social media advertising in key regions and a Michigan Radio sponsorship.

**Award: \$10,000**

#### **Grit, Glam and Guts**

**Project:** Grit, Glam, & Guts will promote Black Girl Day of Play through the following marketing tactics: Facebook advertising campaign, text campaign, 2d ads, email marketing campaign, Billboards, earned media (TV, Radio, Podcast, Print), and community (businesses, people, organizations) influencers.

**Award: \$10,000**

#### **Lansing 5:01**

**Project:** Lansing 5:01 will promote its largest community-focused event in 2023 to attract out-of-county young adults to highlight Lansing's vibrant entertainment scene, unique culture, and economic opportunity. By targeting individuals on social media and digital streaming platforms in metropolitan areas around the state, Lansing 5:01 will effectively reach its target audience and fans of the performing artists.

**Award: \$10,000**

**Lansing Art Gallery & Education Center**

**Project:** Lansing Art Gallery & Education Center will promote ArtPath 2023 through the following out-of-county marketing tactics: Custom-tailored holistic approach for a strategic launch, creation, and execution of social media marketing; Billboards, radio advertising including geo-fencing; targeted print ads in community newspapers, statewide ArtPath 2023 map mailing/printing; signage; and online series of targeted artist talk videos on social media.

**Award: \$10,000**

**Lansing Entertainment and Public Facilities Author**

**Project:** LEPFA will promote the 39th Silver Bells event through the following out-of-county marketing tactics: 3 billboards to be placed Clinton, Livingston, & Ionia counties; TV ads and digital streaming through VOD campaign using Comcast/Uverse/WOW/FOX 47 in Jackson/Livingston/Eaton counties; TV ads in Clinton, Eaton, Jackson Livingston & Hillsdale counties;

**Award: \$10,000**

**MSU Museum**

**Project:** The MSU Museum will promote the inaugural national Smithsonian exhibition "Knowing Nature: Stories of the Boreal Forest" through the following out-of-county marketing tactics: AdRoll retargeting advertising; META social media targeted advertising; statewide advertising via WKAR and WUOM; and printed advertising through programming schedules to be distributed to convention and visitors bureaus, hotels and select museums across Michigan.

**Award: \$10,000**

**Wharton Center for Performing Arts**

**Project:** Wharton Center intends to promote Moulin Rouge! The Musical with the following out-of-county marketing tactics: print advertisements placed in the Between the Lines newspaper and REVUE Magazine; Michigan Public Radio sponsorships; digital advertisements on specific websites and OTT platforms; promoted social media posts; and promotions with partners in Jackson and other local businesses.

**Award: \$10,000**

**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, Scooby-Doo!, Mansion Mayhem to provide out-of-county visitors a one-of-a-kind hands-on science experience.

**Award: \$8745**

**REACH Studio Art Center**

**Project:** REACH will promote its calendar of programs and events taking place throughout the year using the following out-of-county tactics: Digital billboards in the Greater Lansing region along travel corridors visible for 4 weeks each, publishing a virtual facility tour, and purchasing 30 regional radio station advertisement spots promoting annual events and general programming.

**Award: \$8705**

**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 and movie theater preview ads in family-friendly movies targeting a 90-mile radius.

**Award:**           **\$8,000**

**Williamston Theatre**

**Project:** The Williamston Theatre will promote its productions to a state-wide audience through comprehensive Facebook campaigns and a WUOM Campaign for each of its six productions. 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:**           **\$7962.51**

**Lansing Symphony Orchestra**

**Project:** LSO will use ICHM funds to support its marketing and advertising efforts for the 2023/2024 Season. From May 1, 2023, to April 30, 2024, LSO will invest in digital, print, outdoor, radio, and social media marketing strategies to promote LSO programming and performances, reaching both Ingham County and OOC residents. This promotional period includes season subscription marketing and marketing for at least twenty concerts within the season program.

**Award:**           **\$7745**

**Michigan Institute for Contemporary Art**

**Project:** MICA will use the following out-of-county marketing tactics to attract visitors to Ingham County by partnering with Lansing hotels to visitor stays, place ads statewide on social media, distribute printed materials including brochures and posters (gas stations, grocery stores, rest areas), purchase of email lists, utilize radio and TV interviews (WLNS), and place billboards in Lansing, Ann Arbor/Detroit, and Grand Rapids/Kalamazoo markets.

**Award:**           **\$6245.43**

**INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM  
FY22 FUNDING PLAN**

**Against All Odds**

**Project:** The Michigan Chicken Wing Festival will be promoted in out-of-county markets using the following marketing strategies: 1 Billboard along the 127 South/I-94 corridors and 1 Bboard on the I-96 Eastbound near Fowlerville. At other festivals and concerts, print and distribute event flyers and posters in Battle Creek, Ann Arbor, Eaton Rapids, and Grand Rapids. Social Media Ads and Cable TV & Radio Ads on stations within a 100-mile radius of Lansing.

**Award:**           **\$10,000**

**All of the Above Hip Hop Academy**

**Project:** All of the Above Hip Hop Academy will promote Cap City through the following out-of-county marketing tactics: 1-2 Sponsored Instagram/Facebook posts with high profile guests; Running Facebook and Instagram campaigns to engage dancers in MI, OH, IL, IN, and WI throughout July. Organizing street teams to distribute flyers and posters at regional breaking events; Running radio spots on Power 96.5 throughout July.

**Award:**           **\$3,300**

**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; City Pulse advertising; and advertising in show programs for community theatres in a 90-mile radius.

**Award:** \$7,720.30

**Capital City Film Festival**

**Project:** The Capital City Film Festival will promote the 2023 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 (200+ mentions), Facebook and Instagram advertisements (50 unique ads), billboards in Southeast Michigan (2 boards), and print materials distribution (2,500 pieces).

**Award:** \$10,000

**Downtown Lansing Inc.**

**Project:** DLI markets our activities through a diverse mix of marketing tactics designed to reach a variety of ages and socio-economic statuses that make up our community. Posters are hung in traditional locations but also at Peckham and Boys & Girls Club locations, etc. TV ads are run 1 week leading up to the event, along with digital ads through the City and LCC parking ramps & campuses. Neighborhood newsletters reach residents and social media is key.

**Award:** \$6,500

**East Lansing Art Festival**

**Project:** The East Lansing Art Festival will promote the 60th annual festival through the following out-of-county marketing tactics: ADAMS Outdoor Advertising, Michigan Public Radio underwriting state wide; print ads & editorial in the Michigan Festival, Events and Association's Michigan travel guide and Michigan Art Guide. Online listings and social media will also geo-target out-of-county markets.

**Award:** \$10,000

**Eli and Edythe Broad Art Museum at MSU**

**Project:** The MSU Broad Art Museum intends to increase out-of-county attendance around the unique architecture of the museum and its tenth anniversary celebration, a massive arts milestone for Michigan State University and for our communities in Greater Lansing. We will do this through geo-targeted social media advertising in key regions and a Michigan Radio sponsorship.

**Award:** \$10,000

**Grit, Glam, & Guts**

**Project:** Grit, Glam, & Guts will promote Black Girl Day of Play through the following marketing tactics: Facebook advertising campaign, text campaign, 2d ads, email marketing campaign, earned media (TV, Radio, Podcast, Print), and community (businesses, people, organizations) influencers.

**Award:** \$4,500

**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, Thomas and Friends, to provide out-of-county visitors a one-of-a-kind hands-on science experience.

**Award:** \$10,000

**Lacor Consultants/Old Town Commercial Association**

**Project:** With the grant creating a target marketing campaign to bring attention to the unique historic area of town, we will be able to show how the past and present converge in a thriving robust town where those from in and out of town are comfortable coming to visit. This would be divided among video production, social media buys, new logo production, tv spots, billboards, and digital ads.

**Award: \$6,500**

**Lansing 5:01**

**Project:** Lansing 5:01 will promote their largest event of 2022 to out-of-county young people, ages 18-45, to excite and compel them to attend the annual Dam Jam Music Festival. Targeting will be towards individuals in metropolitan areas around the state, including Ann Arbor, Detroit, Grand Rapids, Kalamazoo, Mount Pleasant, and more. Lansing 5:01 will use social media targeting and digital audio streaming services to reach this audience and fans of the artists

**Award: \$9,500**

**Lansing Art Gallery & Education Center**

**Project:** Lansing Art Gallery & Education Center will promote ArtPath 2022 through the following out-of-county marketing tactics: Custom-tailored holistic approach for a strategic launch, creation, and execution of social media marketing; Bill Boards, radio advertising including geo fencing; targeted print ads in community newspapers, statewide ArtPath 2022 map mailing/printing; signage; and online series of targeted artist talk videos on social media.

**Award: \$10,000**

**Lansing Entertainment and Public Facilities Authority (LEPFA)**

**Project:** LEPFA will promote the 38th Silver Bells event through the following out-of-county marketing tactics: 3 billboards to be placed Clinton, Livingston, & Ionia counties; TV ads and digital impression campaign using Comcast/Uverse/WOW/FOX 47 in Jackson/Livingston/Eaton counties; TV ads in Clinton, Eaton, Jackson Livingston & Hillsdale counties;

**Award: \$6,000**

**Lansing Symphony Association, Inc.**

**Project:** LSO will use ICHM funds to support its marketing and advertising efforts for the 2022/2023 Season. From May 1, 2022, to April 30, 2023, LSO will invest in digital, print, outdoor, radio, and social media marketing strategies to promote LSO programming and performances, reaching both Ingham County and OOC residents. This promotional period includes season subscription marketing and marketing for at least fifteen concerts within the season program.

**Award: \$9,000**

**Michigan Institute for Contemporary Art**

**Project:** MICA will use the following out-of-county marketing tactics to attract visitors to Ingham County by distributing complimentary ticket bundles given to Lansing hotels for distribution to visitors, place ads on social media(Facebook, Twitter, Instagram), distribute printed materials including brochures and posters (gas stations, grocery stores, rest areas if approved.), purchase of email lists, radio(WLNZ) and TV interviews (WLNS), and more.

**Award: \$5,000**

**Nokomis Cultural**

**Heritage Center**

**Project:** We will redesign and update our trifold brochure and print 5000 copies to distribute to the Michigan DOT Welcome Centers and other venues

We will purchase two quarter page ads in the Michigan History Magazine to advertise special events

**Award: \$2,900**

**Peppermint Creek Theatre Company**

**Project:** Peppermint Creek Theatre Company will promote their 2022-23 season of six productions to audience members in Eaton, Clinton, Jackson, Shiawassee, and Livingston counties who have an interest in attending live shows through heavy social and digital buy advertising.

**Award: \$7,500**

**R E Olds Museum**

**Project:** REOTM will provide M-DOT with over 1,500 brochures to distribute to the 80 or so Visitor Centers around the state. REOTM will use Facebook Boosts for the Museum for 90 days of the summer season. REOTM will use Facebook Boosts for the Car Show for 30 days before the show.

REOTM will enter into a marketing contract with WLNS to cover multiple ads over multiple media types managed by them. REOTM will mail out and distribute over 1,500 Car Show flyers.

**Award: \$2,500**

**REACH Studio Art Center**

**Project:** REACH will promote its calendar of programs and events taking place throughout the year using the following out-of-county tactics: one 8-foot poster in the Lansing Mall visible for 52 weeks, 3000 fullcolor trifold brochures to be designed, printed, and placed in 2-3 MDOT Welcome Centers and area hotels/motels, twice-a-month (24) social media ads highlighting drop-in activities, and 15 regional radio station advertisement spots promoting annual events

**Award: \$9,500**

**REO Town Commercial Association**

**Project:** Our organization, the REO Town Commercial Association, will promote the 2022 Lansing Beer Fest, Juneteenth Celebration, Love Yourself Pride Festival, Lansing Bourbon Fest and Nightmare Off Elm Street as well as the 2023 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: \$6,000**

**The Cracked Pot**

**Studio Tour**

**Project:** The CPST will maximize best practices marketing tactics: Promotion before, during, and after the Tour including news outlets, media interviews, email, direct mail, OOC displays, individual artist and arts organization promotions, brochures with statewide distribution including MDOT Welcome Centers, billboards, high traffic events such as farmers markets, the new "Cracked Pot Throw Down" competition, and advertising on digital and traditional media.

**Award: \$6,000**

**Wharton Center for Performing Arts**

**Project:** Wharton Center intends to promote TINA – The Tina Turner Musical with the following out-of-county marketing tactics: print advertisements placed in the Between the Lines newspaper and REVUE Magazine; Michigan Public Radio sponsorships; digital advertisements on specific websites and OTT platforms; promoted social media posts; and promotions with partners in Jackson and other local businesses.

**Award: \$10,000**

**Williamston Theatre**

**Project:** The Williamston Theatre will promote its productions to a state-wide audience through comprehensive Facebook/Instagram campaigns and a WUOM Campaign for each of its six productions. 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: \$9,000**

**Total 2022 Awards: \$171,420.30**

**INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM**

**FY21 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: \$5,000**

#### **East Lansing Art Festival**

**Project:** The East Lansing Art Festival will promote the 58th annual festival through the following out-of-county marketing tactics: ADAMS Outdoor Advertising, Michigan Public Radio underwriting state wide; print ads & editorial in the Michigan Festival, Events and Association's Michigan travel guide, Detroit Metro Times and Michigan Art Guide. Online listings and social media will also geo-target out-of-county markets.

**Award: \$10,000**

#### **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, Thomas and Friends, to provide out-of-county visitors a one-of-a-kind hands-on science experience.

**Award: \$9,000**

#### **Lansing 5:01**

**Project:** Lansing 5:01 will promote their largest event of 2021 to out-of-county young people, ages 18-45, to excite and compel them to attend the Annual Arts and Culture Festival. Targeting will be towards individuals in metropolitan areas around the state, including Ann Arbor, Detroit, Grand Rapids, Kalamazoo, Jackson, Midland, Mount Pleasant, and Traverse City. Lansing 5:01 will serve digital display ads and social media targeting to this audience.

**Award: \$9,000**

#### **Lansing Art Gallery**

**Project:** Lansing Art Gallery & Education Center will promote ArtPath 2021 through the following out-of-county marketing tactics: Custom-tailored holistic approach for a strategic launch, creation, and execution of social media marketing ambassador program via MConnexions; Michigan Art Guide; statewide ArtPath 2021 map mailing/printing; signage; and online series of targeted artist talk videos on social media.

**Award: \$6,000**

#### **Lansing Symphony Orchestra**

**Project:** LSO will use ICHM funds to support its marketing and advertising efforts. Beginning in May 2021 to April 30, 2022, LSO will invest in paid social media, digital marketing, radio advertisements, and direct-mail print materials to promote LSO programming and performances, reaching both Ingham County and OOC residents. This promotional period includes season subscription marketing and marketing for at least nine concerts within the season program.

**Award: \$4,623.07**

**Michigan Institute for Contemporary Art**

**Project:** MICA will use the following out-of-county marketing tactics to attract visitors to Ingham County: complimentary ticket bundles given to hotels for distribution to visitors, placed ads on social media, printed materials including brochures and posters, purchase of email lists, radio and TV interviews, and more. This will assist our organization in maintaining our brand and regaining attendance numbers in the wake of COVID-19.

**Award:           \$4,000**

**MSU Broad Art Museum**

**Project:** The MSU Broad intends to increase out-of-county attendance around its 10 year anniversary celebration, a massive arts milestone for Michigan State University and for our communities in Greater Lansing. We will do this through geo-targeted social media advertising in key regions and a Michigan Radio sponsorship.

**Award:           \$5,500**

**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:           \$4,623.07**

**Wharton Center**

**Project:** Wharton Center intends to promote Disney's Frozen with the following out-of-county marketing tactics: print ads placed in REVUE Magazine and the Between The Lines newspaper; digital ad placements on specific websites and OTT platforms; promoted social media posts; Michigan Public Radio sponsorships; and promotions with partners in Jackson and other local businesses.

**Award:           \$6,000**

**Williamston Theatre**

**Project:** The Williamston Theatre will promote its productions to a state-wide audience through comprehensive Facebook campaigns and a WUOM Campaign for each of its four productions. This outof-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:           \$8,000**

**Total 2021 Awards: \$72,123.07**

**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**

**INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM  
2019 FUNDING PLAN**

**All of the Above Hip Hop Academy**

**Project:** Vision Success Marketing will promote Below the Stacks through the following out-of-county marketing tactics: content-driven promotional videos and graphics by way of social media targeting people 16-40 in Grand Rapids, Jackson, Ann Arbor and Detroit, MI: two week radio features in Grand Rapids and Jackson, MI, two week print features in Ann Arbor, MI, and cross-promotion with Bright Walls in Jackson, MI.

**Award:           \$6,875**

**All-of-us Express Children's Theatre (AECT)**

**Project:** All-of-us Express Children's Theatre will promote the four mainstage productions through the following out-of-county marketing tactics: Facebook ads targeting a 50-mile radius for a month leading up to each mainstage production; Instagram ads targeting a 50-mile radius for a month leading up to each mainstage production; and oneminute radio ad campaigns on MikeFM for a month leading up to each mainstage production.

**Award:           \$5,000**

**Capital City Film Festival**

**Project:** The Capital City Film Festival will promote the 2020 festival season through the following out-of-county marketing tactics: poster/flyer distribution in Grand Rapids, print and digital advertisements with Revue West Michigan, Michigan Radio sponsorship for airplay in the Ann Arbor and Detroit markets, billboard placement in Southeast Michigan, and Facebook ads targeting Grand Rapids, Detroit, and Ann Arbor areas.

**Award:           \$7,500**

**Center Park Productions**

**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:           \$9,375**

**City of East Lansing**

**Project:** The Summer Solstice Jazz Festival (SSJF) will be promoted to target counties; Ingham, Eaton, Clinton, Washtenaw and Jackson through underwriting and web-streaming on Michigan Radio stations and WKAR. The SSJF will also be promoted on Facebook and Instagram.

**Award:           \$5,705**

**Downtown Lansing inc.**

**Project:** DLI will promote the 35th Annual Silver Bells in the City through the following out-of-county marketing tactics:

four billboards to be placed in Livingston, Ionia, Gratiot and Shiawassee Counties along the I-69, I-96, and US-27 corridors, TV campaigns in Clinton, Eaton, Jackson & Hillsdale counties, Radio ads in Shiawassee, Gratiot, Ionia, Clinton, Eaton, Jackson, Calhoun & Hillsdale counties.

**Award: \$4,456.75**

**East Lansing Art Festival**

**Project:** The East Lansing Art festival will promote the 56th 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, Detroit Metro Times & with MFEA. Online listings and social media will also geo-target out-of county markets.

**Award: \$12,500**

**East Lansing Film Festival**

**Project:** Film festival: sponsoring Michigan radio, taking ads out in out of county newspapers, buying Google, Instagram and Facebook ads.

LMFC: taking ads out in college and film schools from Indiana, Wisconsin, Illinois and Michigan.

**Award: \$1,760**

**Eli and Edythe Broad Art Museum at Michigan State University**

**Project:** The Eli and Edythe Broad Art Museum intends to increase out-of-county attendance through a full year of brand storytelling that focuses on the organization as a dynamic Greater Lansing cultural destination using three tactics: geo-targeted social media advertising in key regions, promotional material delivered directly to overnight visitors through MSU's Conference Services, and a consistent Michigan Radio sponsorship.

**Award: \$6,875**

**Happendance, Inc.**

**Project:** Happendance will promote The INstitute of Dancers and DANCE Lansing through the production of videos that will air on YouTube via purchased advertising.

**Award: \$5,000**

**Impression 5 Science Center**

**Project:** As a year-round attraction for families, Impression 5 Science Center will leverage its new exhibit, SMASH: A

Nuclear Adventure, and a traveling exhibit, Ice Age Imperials, using a combination of radio sponsorship and targeted Facebook and Instagram ads to key regions in and around Michigan to focus on family visits that are more likely to result in overnight stays within our county.

**Award: \$12,500**

**Lansing Art Gallery & Education Center**

**Project:** Lansing Art Gallery & Education Center will promote ARTpath 2019 through the following out-of-county marketing tactics: MLive: ¼ page ad in Michigan's Best Weekly Print Wrap, Michigan's Best Sponsored Content + Video, and facebook ads; Michigan Art Guide: statewide online and print advertising; Michigan Public Radio: sponsorship/advertising; and ARTpath 2019 brochure statewide mailing/printing.

**Award:               \$9,375**

**Lansing Symphony Orchestra**

**Project:** The LSO will use ICHM funds to support marketing and advertising to out-of-county (OOC) individuals. From May 1, 2019 through April 30, 2020, 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:               \$6,875**

**Old Town Commercial Association**

**Project:** The OTCA expects to promote these activities through the placement of targeted ads delivered, via streaming services, to visitors that have previously shown an interest in related activities. 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:               \$6,875**

**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:               \$2,000.83**

**REO Town Commercial Association**

**Project:** Our organization, the REO Town Commercial Association, will promote the 2019 Lansing Beer Fest, Three Stacks Music Festival, REO Town Art Attack, and Nightmare Off Elm Street as well as the 2020 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:               \$4,875**

**The Cracked Pot Studio Tour**

**Project:** CP will promote the CP2019 tour OOC by the placement of ads in trade magazines,online festival sites,distributing event postcards to tri-state art festivals,placement of brochures in mid Mich,Michigan Radio underwriting, M-Live targeted digital ads,targeted FB boosting,emails to art associated

organizations, GL Festival and Event brochure and tour brochure placement at MDOT rest stops and regional art festivals, and out of county pre-tour showcases.

**Award:               \$2,612.50**

**Wharton Center for Performing Arts**

**Project:** Wharton Center intends to promote Disney's Aladdin 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:               \$6,875**

**Williamston Theatre**

**Project:** The Williamston Theatre will promote its productions to a state-wide audience through Facebook campaigns and a WUOM Campaign for each of its six productions, as well as 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, email campaigns, and stocking the fourteen MDOT welcome centers and other theatres across the state with season.

**Award:               \$12,000**

**Total 2019 Awards:                               \$129,035.08**

**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**

**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**

**INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM  
2017 FUNDING PLAN**

**Fenner Conservancy**

**Project:** Fenner Conservancy will promote the 2017 Apple Butter Festival, 2018 Maple Syrup Festival as well as run a general campaign by utilizing the digital/social media platforms of MLive and Facebook in Shiawasee, Ionia, Livingston, Jackson, & Genesee counties. This will be done through sponsor ad placement with Facebook and digital advertising on MLive June 2017-December 2017 with additional Festival campaigns during the months proceeding each festival.

**Award:           \$13000**

**Michigan Women's Historical Center & Hall of Fame**

**Project:** The Michigan Women's 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 the following out-of-county marketing tactics: a one week Michigan Radio campaign broadcast in the Ann Arbor, Flint, and Grand Rapids regions; a month-long Mlive ad campaign targeted to users outside of Ingham county; and a Facebook ad campaign targeted to users outside of Ingham county

**Award:           \$6890.04**

**Wharton Center for Performing Arts**

**Project:** Wharton Center will promote FINDING NEVERLAND with the following out-of-county marketing tactics: direct mail postcards and online digital advertising with MLive 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**

**Project:** 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/posts 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 (July - November).

**Award:           \$10500**

**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 Ads. Placement of these tools will reach Grand Rapids, Detroit, Ann Arbor, Jackson, Kalamazoo, Flint and Saginaw.

**Award:           \$10000**

### **East Lansing Art Festival**

**Project:** The East Lansing Art festival will promote the 54th annual festival through the following out-of-county marketing tactics: Michigan Public Radio and TV underwriting state wide; distribute printed brochure flyers and postcards to arts focused markets statewide and nationally; print ads and editorial in a Michigan Travel guide, Grand Rapids Revue, Detroit Metro Times. Online listings and social media will also target out-of county markets.

**Award:               \$10000**

### **Old Town Commercial Association**

**Project:** The OTCA expects to promote these activities through the placement of a print ad in the magazine and a digital ad in the e-newsletter of Revue, which targets the Kalamazoo/G.R. markets. We also plan to heavily promote (boost) a series of ads highlighting each of our festivals on all of our social media outlets. In addition, we will promote each festival on radio stations that reach a significant audience outside of the tri-county area,

**Award:               \$10000**

### **Lansing Symphony Association, Inc.**

**Project:** The LSO plans to promote the 2017 performances through the following OOC county marketing tactics:

- Pops Series specific marketing – this includes renewal and acquisition of pops series subscribers & ticket buyers.

Many first time attendees come through the pops series.

- Website & On-line Marketing – activities around this would include updating our website design and maximizing SEO. -Social media advertising and advertising on MI Radio & CMU

**Award:               \$8000**

### **All-of-us Express Children's Theatre**

**Project:** Through Facebook Ads we can set up parameters that will be specific to a location, demographic, area of interest and behavior of our target market. We will also be able to measure the results of each individual ad and make adjustments to and specific parameters as need throughout our campaigns.

**Award:               \$960**

### **Summer Solstice Jazz Festival**

**Project:** Out-of-county marketing tactics for the SSJF will include; WUOM radio underwriting announcements, (broadcast area spans the state south of Grand Rapids), WEMU radio underwriting announcements, (broadcast area spans Southeast Michigan, programming jazz and blues), secure 1 page of advertising for 4 issues in the West Michigan Jazz Society newsletter, secure 1 page of advertising for 4 issues in the Southeastern Michigan Jazz Association newsletter.

**Award:               \$4944**

### **Michigan Institute for Contemporary Art**

**Project:** MICA will promote Lansing JazzFest and Michigan BluesFest outside Ingham County by: purchasing ads (print and web) in specialty magazines and multi-festival guides with Michigan to national

distribution; using targeted digital delivery of ads via mLive Media and FaceBook or GoogleAds; and using handouts & program ads at out-state festivals that lead up to the dates of our Lansing events.

**Award: \$8000**

**REO Town Commercial Association**

**Project:** 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. Potential print publications include Revue, The Rapidian, Current, and The Ann.

**Award: \$3200**

**Williamston Theatre**

**Project:** The Williamston Theatre will promote its six productions occurring during the grant period through productionspecific underwriting campaigns on WUOM Michigan Radio. 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**

**Project:** Lansing Art Gallery will promote the series of 2017-18 exhibitions through the following out-of-county promotions: Printing/mailing of exhibition calendars, brochures, and postcards to MDOT and Michigan Arts Centers; online and print advertising with Michigan Art Guide; out-of-county radio sponsorship with Michigan Public Radio; and in conjunction with Michigan.com, deploy video/content marketing to Grand Rapids arts enthusiasts with geofencing.

**Award: \$8000**

**East Lansing Film Festival**

**Project:** 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. ELFF will promote the Lake Michigan Film Competition that occurs during the film festival by advertising with Film Freeway, the festival submission program; advertise with film schools in Michigan, Indiana, Illinois and Wisconsin.

**Award: \$1750**

**MSU Science Festival**

**Project:** The MSU Science Festival Ingham County events will utilize the following proposed out-of-county marketing tactics: social media marketing campaign utilizing Facebook advertising targeting the I-96 corridor from Grand Rapids to Detroit and other major metropolitan areas; 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**

**Project:** JAMM will design, produce, and distribute print and digital formats of posters, save-the-date postcards, a 4 color tri-fold brochure describing workshops, concert, and registration process; develop and implement targeted social media posts and boost the posts to targeted populations; underwrite jazz programming on WEMU, WCMU, WMUK Public Radio; and run print ads in entertainment publications (Grand Rapids Revue, Detroit Metro Times) and MLIVE.

**Award: \$5000**

**MSU Museum**

**Project:** 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**

**Total 2016 Awards: \$124,776.04**

## INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM 2016 FUNDING PLAN

## ALL-OF-US EXPRESS CHILDREN'S THEATRE

**Project:** AECT will create four separate Facebook Ad campaigns to target out-of-county show goers for our upcoming shows. Facebook Ads allow you to target a specific audience (mile radius, gender, age group, family activities, etc.) at an affordable price. Based on a 50-mile radius outside our venue, we could conceivably reach 620,000 people. Our estimated daily reach of 2,900 - 7,500 people would run for a month leading up to a particular event.

**Award: \$420.00**

# CAPITAL CITY FILM FESTIVAL

**Project:** The Capital City Film Festival will promote CCFF 2017 through the following out-of-county advertising tactics: targeted online Facebook ads to Traverse City residents, targeted online Twitter ads to Grand Rapids residents, and digital billboards in the Detroit region.

**Award:** \$3,250.00

**CENTER PARK PRODUCTIONS**

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 Ads. Placement of these tools will reach

Grand Rapids, Detroit, Ann Arbor, Jackson, Kalamazoo, Flint and Saginaw and outside the State of Michigan.

**Award: \$10,000.00**

#### **COMMUNITY CIRCLE PLAYERS/RIVERWALK THEATRE**

**Project:** In order to increase OOC visitors by 3%, RWT will work with Adams Outdoor to promote with 9 OOC Poster Billboards and 3 OOC Digital units for several weeks throughout the year. In addition, we will promote and track through website and Facebook with incentives for participation.

**Award: \$3,412.50**

#### **EAST LANSING ART FESTIVAL**

**Project:** The East Lansing Art Festival will promote the 53rd annual festival through the following out-of-county marketing tactics: Michigan and WCMU Public Radio and TV underwriting state wide; distribute printed brochure flyers and postcards to arts focused markets statewide and nationally; print ads and editorial in a Michigan Travel guide, Grand Rapids Revue, Detroit Metro Times. Online listings and social media will also target out-of county markets.

**Award: \$10,000.00**

#### **EAST LANSING FILM FESTIVAL**

**Project:** The East Lansing Film Festival will promote the film festival by sponsoring Michigan Radio; advertising with MLive and designing and mailing out 3,000 postcards to the film society members, film schools and libraries. ELFF will promote the Lake Michigan Film Competition that occurs during the film festival by advertising with Film Freeway, the festival submission program; advertise with film schools in Michigan, Indiana, Illinois and Wisconsin.

**Award: \$2,135.00**

#### **HAPPENDANCE**

**Project:** Happendance will promote its 2016 Performance and Educational Season through these OOC tactics: Sponsor a 4-week campaign on Michigan Radio; purchase program ads at 8 university dance department performances; place 2 ads with the Michigan Dance council in its newsletter; place a fullcolor ad in the Wharton Center's Curtain Call publication; place season brochures at 14 Michigan Visitor's Centers through MDOT; Boost 20 Facebook ads to OOC demographics

**Award: \$6,500**

#### **IMPRESSION 5 SCIENCE CENTER**

**Project:** Impression 5 Science Center will leverage its new exhibit (Throwing Things) and a traveling exhibit (Hot Wheels) using a combination of outdoor advertising throughout surrounding counties as well as a dynamic, geo-targeted Google Adwords campaign to maximize brand impressions, establish greater awareness in under-represented communities, and increase overall out-of-county visitor attendance during historically low attendance months (June - December).



**Award:           \$10,000**

**LANSING ART GALLERY**

**Project:**       Lansing Art Gallery will promote the series of 2016-17 exhibitions including summer public art exhibition through the following out-of-county promotions: Printing and mailing of exhibition calendars, brochures, and postcards to MDOT and Arts Councils/Centers throughout the state; online and print advertising with Michigan Art Guide; 9 “poster” billboards in Grand Rapids area; and web marketing targeted to online users in Grand Rapids market.

**Award:           \$5,590**

**LANSING SYMPHONY ASSOCIATION INC.**

**Project:**       The LSO will promote the orchestra’s 2016 concerts through the following out-of-county marketing tactics: design and printing of season brochures 1,500 of which will be direct mailed to out-of-county residents and distributed at Michigan Welcome Centers beyond Ingham County and the purchase of “program underwriting” (advertisements) on Michigan Radio and WCMU to promote specific concerts.

**Award:           \$6,500.00**

**MICHIGAN INSTITUTE FOR CONTEMPORARY ART**

**Project:**       For promotion of our three festivals: to purchase ads (print and web) in specialty magazines and multi-festival guides with Michigan to regional distribution; use targeted digital delivery of ads such as campaigns by mLive Media, and Facebook ads/event boosts; promote at out-state festivals that lead up to dates of ours in Lansing; and promote on specialty radio and TV stations in markets throughout Michigan and nearby states.

**Award:           \$6,500**

**MICHIGAN WOMEN'S HISTORICAL CENTER & HALL OF FAME**

**Project:**       The Michigan Women's Hall of Fame will place an ad in 3 consecutive issues of Michigan History Magazine; the Michigan Women's Hall of Fame will conduct a campaign with Michigan Radio (20 radio spots in one week); and the Michigan Women's Hall of Fame will conduct a one-month targeted impressions campaign with MLive.com.

**Award:           \$3,082.95**

**MICHIGAN STATE UNIVERSITY COMMUNITY MUSIC SCHOOL**

**Project:**       Promotional activities include a mailing to band and orchestra directors through the MSBOA mailing list and prospective students (previously enrolled campers) to promote our summer camp and weekly music education and therapy programs. Additionally, MSU Community Music School plans to place radio ads advertising its music education/therapy programming, Fall Open House (scheduled for September 2016), and summer camps.

**Award:           \$1,925.00**

#### **NOKOMIS NATIVE AMERICAN CULTURAL CENTER**

**Project:** Again the breakdown is as follows from the MDOT request. Clare Welcome Center: 200 Coldwater Welcome Center: 250 Dundee Welcome Center: 50 Iron Mountain Welcome Center: 100 Mackinaw City Welcome Center: 350 Monroe Welcome Center: 150 New Buffalo Welcome Center :300 Saint Ignace Welcome Center: 500 Detroit Welcome Center: 150 Total: 2,050 The rest will be given out at the Center and off site visits plus personal mailings.

**Award:** **\$245.00**

#### **OLD TOWN COMMERCIAL ASSOCIATION**

**Project:** The OTCA will promote ScrapFest, Oktoberfest, and Festival of the Moon and Sun through geographically targeted social and digital advertisements as well as advertising on out of county billboards and radio stations.

**Award:** **\$3,876.15**

#### **POTTER PARK ZOOLOGICAL SOCIETY**

**Project:** Potter Park Zoological Society will promote the 2016 zoo season in the Grand Rapids and Ann Arbor 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 \$1000 per month in each of the markets from May - September 2016 with a total cost of \$10,000.

**Award:** **\$6,500**

#### **R.E. OLDS TRANSPORTATION MUSEUM**

**Project:** The R.E. Olds Transportation Museum will promote visitor attendance by printing and distributing brochures to be placed at MDOT rest areas and service centers, national and regional specialty vehicle shows and events, and at other history and transportation related museums throughout the country.

**Award:** **\$1,320.80**

#### **SUMMER SOLSTICE JAZZ FESTIVAL**

**Project:** To promote the SSJF beyond Ingham County it will: secure underwriting announcements from WUOM radio, whose broadcast area spans the lower peninsula south of Grand Rapids; secure underwriting announcements from WEMU radio, whose broadcast area covers Southeast Michigan, and programs primarily jazz and blues; secure advertising in the West Michigan Jazz Society newsletter; secure advertising in the Southeastern Michigan Jazz Assoc. newsletter.

**Award:** **\$6,572.00**

**WHARTON CENTER FOR PERFORMING ARTS**

**Project:** Wharton Center will promote WICKED with the following out-of-county marketing tactics: online digital advertising with MLive in Shiawasee, Barry, Ionia, 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 Pridesource/Between the Lines and in Revue Magazine.

**Award:** **\$10,000.00**

**WILLIAMSTON THEATRE**

**Project:** The Williamston Theatre will promote its six productions occurring during the grant period through production-specific underwriting campaigns on WUOM Michigan Radio. 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:** **\$9,000.00**

**Total 2016 Awards:** **\$106,829.40**

**INGHAM COUNTY HOTEL/MOTEL FUNDS FOR ARTS AND TOURISM  
2015 FUNDING PLAN**

**CAPITAL CITY FILM FESTIVAL**

**Project:** The Capital City Film Festival will promote CCFF 2015 & CCFF 2016 through the following out-of-county marketing tactics: seven billboards to be placed along I-96 corridor in Fowlerville (westbound) and Portland/Grand Ledge (eastbound), and two print advertisements in the Ann Arbor Film Festival program book.

**Award:** **\$4,440**

**COMMUNITY CIRCLE PLAYERS/RIVERWALK THEATRE**

**Project:** In order to increase out of county visitors by 6% in 2015, Riverwalk Theatre will promote the organization to out of county areas with nine 10'x24' Posters (billboards) produced with Adams Outdoor® three, two-week cycles, and strategically placed in areas such as Fowlerville, Jackson, Hillsdale, Ithaca and Perry.

**Award:** **\$6,300**

**DOWNTOWN LANSING INC.**

**Project:** DLI will promote the 31st Silver Bells in the City through the following out-of-county marketing tactics: 5 billboards will be placed along the 1-96 and 1-69 corridors in Charlotte, Portland, Howell and 1Webberville for a 3 week campaign. (2 weeks funded by grant/Adams in-kind 1 week-value of \$4,000)

**Award:** **\$8,000**

### **EAST LANSING ART FESTIVAL**

Project: The East Lansing Art Festival will promote the 52nd festival through the following out-of-county marketing tactics: MI Public & WCMU radio and TV underwriting statewide; distribute printed brochure flyers and postcards to arts focused markets statewide and nationally; print ads and editorial in a Michigan travel guide and Detroit Metro Times Annual Manual. Online listings and social media will also target out-of-county markets.

Award: **\$11,500**

### **HAPPENDANCE**

Project: Happendance will produce 1,500 tri-fold, glossy brochures, outlining all performance and workshop events for the 2015-16 season. These will be distributed by MDOT through the 14 Visitor Centers statewide beginning July 1, 2015. Happendance will also design, print and mail 200 postcard invitations to the DANCE Lansing performances in August, 2014. These addresses belong to our list of out-of-town alumni, donors and friends of the organization.

Award: **\$501.05**

### **IMPRESSION 5 SCIENCE CENTER**

Project: Impression 5 intends to develop a multi-faceted approach to encourage new out-county visitors. The approach will include the production and distribution of day passes, group visit brochures, direct hotel marketing, and a collaborative billboard campaign strategically placed in areas such as Fowlerville, Jackson, Hillsdale, Ithaca and Perry.

Award: **\$10,000**

### **LANSING SYMPHONY ORCHESTRA**

Project: The Lansing Symphony Orchestra will promote the organization's 2015 concerts through the following out-of-county marketing tactics: design and printing of 1,500 season brochures which will be direct mailed to out of county residents and distributed at Michigan Welcome Centers beyond Ingham County and the purchase of "program underwriting" (advertisements) on Michigan Radio and WCMU to promote specific concerts.

Award: **\$11,500**

### **MICHIGAN INSTITUTE FOR CONTEMPORARY ART**

Project: MICA will promote three festivals by: purchase ads (print and web) in specialty magazines and multifestival guides with Michigan to national distribution; use targeted digital delivery of ads via mLive Media; use handouts & program ads at out-state festivals that lead up to dates of ours in Lansing; and promote on specialty radio and TV stations in markets throughout Michigan and nearby states.

Award: **\$6,900**

### **MSU COMMUNITY MUSIC SCHOOL**

Project: The MSU Community Music School will promote to out of county visitors through camp mailings sent to band and orchestra directors through the MSBOA mailing list as well as to currently enrolled students, prospective students, and previously enrolled students. Additionally, the Michigan State University Community Music School would place radio ads advertising summer programming, the Fall 2015 open house (to be held in September 2015) and fall programming enrollment opportunities.

Award: **\$5,000**

#### **MSU MUSEUM**

Project: The MSU Museum will promote to out of county visitors through Direct mail; point of information/point of sale; press kit; (coordinated e-blast and online companions) Michigan Science Teachers Association annual conference

Award: **\$6,000**

#### **OLD TOWN COMMERCIAL ASSOCIATION**

Project: Old Town Commercial Association will promote the Festival of Moon and Sun, Oktoberfest and ScrapFest via out-of-county marketing tactics: advertisements and ticket giveaways on radio stations that reach out of county, television advertisements on out-of-county stations. Printing and mailing of event information (postcards and/or posters) to Michigan wineries, breweries, distributors, galleries and artist events.

Award: **\$11,500**

#### **SUMMER SOLSTICE JAZZ FESTIVAL**

Project: To promote the event outside of Ingham County the SSJF will: Purchase underwriting announcements from Michigan Public Radio. WUOM's broadcast area reaches listeners in Detroit, Ann Arbor, Grand Rapids, Flint and Kalamazoo. Purchase underwriting announcements from WDET, a radio station with listeners from southeast Michigan, northwest Ohio and southwest Ontario. Purchase print ads in the Grand Rapids Press

Award: **\$5,100**

#### **WHARTON CENTER FOR PERFORMING ARTS**

Project: Wharton Center will promote THE PHANTOM OF THE OPERA with the following out-of-county marketing tactics: print advertisements in REVUE Magazine, an arts & entertainment publication distributed in West Michigan; in Between the Lines, a Gay print publication distributed in Detroit area; on MI Public Radio, to reach Grand Rapids, Kalamazoo, Ann Arbor and Flint; and online with MLive.com, with placement on Ann Arbor, Detroit, and Grand Rapids webpages.

Award: **\$11,000**

#### **WILLIAMSTON THEATRE**

Project: The Williamston Theatre will promote its six 2015 productions through production-specific underwriting campaigns on WUOM Michigan Radio. 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: **\$6,000**

**Total 2015 Awards: \$103,741.05**

**Total 2015 ICHM funds Available to Grant: \$103,741.05**