

## Ingham County Hotel/Motel Grant

### 2015 Grantee List

**Capital City Film Festival**     \$4,440

*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.*

**Community Circle Players/ Riverwalk Theatre**     \$6,300

*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.*

**Downtown Lansing, Inc.**     \$8,000

*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 Webberville for a 3 week campaign. (2 weeks funded by grant/Adams in-kind 1 week-value of \$4,000)*

**East Lansing Art Festival**     \$11,500

*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.*

**Happendance**     \$501.05

*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.*

**Impression 5 Science Center**     \$10,000

*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.*

**Lansing Symphony Orchestra**     \$11,500

*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.*

**Michigan Institute for Contemporary Art (MICA)**     \$6,900

*MICA will promote three festivals by: purchase ads (print and web) in specialty magazines and multi-festival 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.*

**MSU Community Music School**     \$5,000

*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.*

**MSU Museum**     \$6,000

*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.*

**Old Town Commercial Association**     \$11,500

*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.*

**Summer Solstice Jazz Festival**      \$5,100

*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.*

**Wharton Center for the Performing Arts**    \$11,000

*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.*

**Williamston Theatre**      \$6,000

*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.*