

Ingham County Hotel/Motel Grant

2016 Grantee List

All-Of-Us Express Children's Theatre \$420

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.

Capital City Film Festival \$3,250

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.

Center Park Productions \$10,000

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.

Community Circle Players/Riverwalk Theatre \$ 3,412.50

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.

East Lansing Art Festival \$10,000

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.

East Lansing Film Festival \$2,135

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.

Happendance \$6,500

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 full-color 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.

Impression 5 Science Center \$10,000

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).

Lansing Art Gallery \$5,590

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.

Lansing Symphony Association, Inc. \$6,500

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.

Michigan Institute for Contemporary Art \$6,500

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.

Michigan Women's Historical Center & Hall of Fame \$3,082.95

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.

Michigan State University Community Music School \$1,925

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.

Nokomis Native American Cultural Center \$245

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.

Old Town Commercial Association \$3,876.15

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.

Potter Park Zoological Society \$6,500

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.

R.E. Olds Transportation Museum \$1,320.80

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.

Summer Solstice Jazz Festival \$6,572

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.

Wharton Center for the Performing Arts \$10,000

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.

Williamston Theatre \$9,000

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.