

Hendricks County Convention and Visitors Bureau

P R E S S R E L E A S E

8 West Main Street, Danville, IN 46122 317.718.8750 www.TourHendricksCounty.com

- FOR IMMEDIATE RELEASE -

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FALL 2009 TED FUND RECIPIENTS ANNOUNCED AND PLANS FOR 2010 UNVEILED

DANVILLE, IN (January 11, 2010) – The Hendricks County Convention and Visitors Bureau recognized and awarded six agencies with funds from the Fall 2009 Tourism, Enhancement and Development (TED) Fund for the purpose of promoting and encouraging tourism enhancement and development in Hendricks County. The HCCVB allotted \$20,000 of their 2009 budget for this program, and granted 50% of that this cycle.

Applications were received and reviewed by an independent grant selection committee consisting of Hendricks County Tourism Commission members, representatives of the Hendricks County lodging community, HCCVB staff members, local tourism experts and representatives from local corporate businesses. Recommendations were made to the Hendricks County Tourism Commission for approval. The following agencies and businesses received this award:

- Danville Public Library – \$2,000 for the promotion of a new 2-day event, the First Annual Film Festival of Hendricks County, to be held April 23-24, 2010.
- Get REAL Inc. – \$1,705 for the promotion of a new event, B SMRT & Get REAL!, to be held on April 24, 2010.
- Hendricks County Antique Tractor and Machinery Association – \$1,795 for expanding their advertising to a national level for the Antique Power and Engine Show, to be held on June 5-6, 2010.

- Hendricks County Arts Council – \$1,250 for the promotion of the expansion of their event, ArtsGo!, from one day to two days. The event will be held on April 23-24, 2010.
- The Parks Foundation of Hendricks County – \$2500 for the promotion of a festival celebrating the dedication of a historic iron bridge at McCloud Nature Park, to be held May 1, 2010.
- The Town of Danville Parks and Recreation Department – \$750 for the development and distribution of a promotional brochure highlighting their rental facilities along with regional advertising for the facilities to the bridal market.

“We are very pleased with the success of our second cycle of the TED Fund Campaign,” said Sarah McMillen, Marketing Coordinator for the HCCVB. “There was a tremendous increase in interest from our initial cycle and we hope to see this trend continue with our campaign in 2010,” commented McMillen.

With the success of this program, the HCCVB will expand to total dollars to \$30,000 in 2010. “It has been very exciting to watch the development and expansion of tourism product here in Hendricks County,” said Jaime Bohler Smith, Associate Director. “We hope that with continued assistance from the HCCVB other events, products, attractions and other promotions will continue to make Hendricks County a quality destination for visitors and a great place to live for our residents,” said Smith.

The spring 2010 cycle for the TED Fund will open on March 1st. Applications and instructions are currently available for review in the Press Room on TourHendricksCounty.com. The HCCVB will again conduct information sessions for the program and those will be Thursday, April 8th and Tuesday, April 13th. The deadline for the spring cycle is April 30th and grants will be awarded the week of June 1st. For more information on the TED Fund, contact Sarah McMillen, Marketing Coordinator for the HCCVB at 718-8750 or email Sarah@TourHendricksCounty.com.

The Hendricks County Tourism Commission d/b/a the Hendricks County Convention and Visitors Bureau attracts visitors to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life. Find us on Facebook by searching Hendricks County Convention and Visitors Bureau and become a fan for event updates and reminders, contest info and much more. For more information visit the website at www.TourHendricksCounty.com, or call 317-718-8750.

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