

TourHendricksCounty.com Website Policy

Visitors Center Policy

Only Visitors Center businesses physically located in Hendricks County are eligible to purchase listings. All Visitors Center businesses that directly promote to visitors and are part of the Hendricks County tourism industry will receive a free basic listing on the appropriate page as deemed by the CVB staff. The free basic listing includes: Business Name, 1 of 4 Target Group Designations, Street Address, and Local Phone Number. They may then purchase an enhanced listing at the cost of \$100. The enhanced listing includes everything from the basic listing plus: Website Link, Logo, Up to 4 of 4 Target Group Designations, Toll Free Phone Number, Business Hours, and 75 Word Description. They may also purchase up to 3 photos at the cost of \$50 per photo. In-Trade donations are available, see payment policy details.

Restaurant Policy

Due to the large quantity of restaurants in the county, the following criteria must be met for inclusion on the website.

1. No Fast Food Chains, No Exceptions
2. Chains are allowed if they are sit down and/or offer a bar (For example, Olive Garden and Bob Evans)
3. Take Out Places Can Be Included if they offer sit down, full service (i.e. Asia Wok, El Torro)

Only restaurants physically located in Hendricks County are eligible to purchase listings. All restaurants may purchase a basic listing at the cost of \$25. The \$25 basic listing includes: Business Name, Street Address, Local Phone, 1 of 8 Business Types, Price Range, and Business Hours. They may also purchase an enhanced listing at the cost of \$100. The enhanced listing includes everything from the basic listing plus: Website Link, Logo, Toll Free Phone Number, 75 Word Description, Up to 4 of 8 Business Types, and if they have Private Group Dining available. They may also purchase up to 3 photos at the cost of \$50 per photo. In-Trade donations are available, see payment policy details.

Lodging Policy

Only Lodging Facilities located in Hendricks County are eligible to purchase listings. All Lodging Facilities that directly promote to visitors and are part of the Hendricks County tourism industry will receive a free basic listing on the appropriate page as deemed by the CVB staff. This free listing includes: Business Name, 1 of 3 Business Type Designations, Street Address, Local Phone, and Website Link. They may also purchase an enhanced listing at the cost of \$100. The enhanced listing includes everything from the basic listing plus: Logo, Toll Free Phone Number, 75 Word Description, if they have Meeting Room Facilities, representation on OReillyRacewayPark.com (Value: \$200 annually), inclusion in the HCCVB's Indianapolis International Airport advertising (Value: \$830 annually), and inclusion on VisitIndiana.com and the Indiana Travel Guide on years that it is published (Value: \$360 annually). They may also purchase up to 3 photos at the cost of \$50 per photo.

Golf Policy

Only Golf Courses located in Hendricks County are eligible to purchase listings. All Golf Courses that directly promote to visitors and are part of the Hendricks County tourism industry will receive a free basic listing on the appropriate page as deemed by the CVB staff. The free listing includes: Business Name, Street Address and Local Phone Number. They may also purchase an enhanced listing at the cost of \$100. The enhanced listing includes everything from the basic listing plus: Website Link, Logo, Toll Free Phone Number, 75 Word Description, and if they have Meeting Room Facilities. They may also purchase up to 3 photos at the cost of \$50 per photo. In-Trade donations are available, see payment policy details.

Shopping Policy

Due to the large quantity of shops in the county, the following criteria must be met for inclusion on the website.

1. The only shops that will be included in our website will be specialty shops, antique shops, farmers markets, shopping malls, etc.
2. No Retail Chains, No Exceptions.

Only Shops located in Hendricks County are eligible to purchase listings. The shops must be a specialty shop and cannot be a chain. All shops may purchase a basic listing at the cost of \$25. The \$25 basic listing includes: Business Name, Street Address, Local Phone, and Business Hours. They may then purchase an enhanced listing at the cost of \$100. The enhanced listing includes everything from the basic listing plus: Website Link, Logo, Up to 5 of 5 Target Group Designations, Toll Free Phone Number, and 75 Word Description. They may also purchase up to 3 photos at the cost of \$50 per photo. In-Trade donations are available, see payment policy details.

Community Resource Policy

Only community organizations physically located in Hendricks County are eligible to purchase listings. All community organizations may purchase a basic listing at the cost of \$25. The \$25 basic listing includes: Business Name, Street Address, Local Phone, 1 of 10 Business Types, and a website link. They may also purchase up to 3 photos at the cost of \$50 per photo.

Payment Plans

The payments per each listing will be in annual terms. The listing will be terminated one year to this date unless the client resigns a contract. These listings will be available quarterly. The quarters will begin on the dates as follows; July 1, October 1, January 1, and April 1. If the client starts on a date other than the beginning date of each quarter they will pay a prorated rate per day until the beginning of the next quarter. The next quarter will then be considered their start date and their listing will be terminated one year to that date. The prorated rate for a listing of \$100 will be \$.27 per day, a listing of \$50 will be \$.14 per day, and a listing of \$25 will be \$.07 per day.

In-Trade plans are available to Visitors Center and golf facilities to upgrade their listings and Shopping and Dining facilities to have a basic or upgraded listing. The in-trade agreements must be a minimum of

\$50 and be valid for 1 year. Although basic listings for Shopping and Dining facilities are \$25, the in-trade value of this will be \$50 and all values past this amount will then become 1:1. Items that will be included in the in-trade plans include gift certificates and other products that are previously approved by the HCCVB staff. The in-trade agreement must be sent to the HCCVB at the same time that your regular payment would be submitted unless otherwise approved by the HCCVB.

Changing Pictures and Menus

The client can update their picture(s) once per quarter with no additional charge. The update of the three pictures must occur at the same time during each quarter. Any additional update would be a \$10 fee per photo.

The business can update their menu once per quarter with no additional charge. Any additional update would be a \$10 fee.