

PRESS RELEASE

Hendricks County Convention and Visitors Bureau
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- FOR IMMEDIATE RELEASE -

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FALL 2010 TED FUND RECIPIENTS ANNOUNCED

DANVILLE, IN (December 21, 2010) – The Hendricks County Convention and Visitor Bureau (HCCVB) recognized and awarded nine agencies with funds from the Fall 2010 Tourism, Enhancement and Development (TED) Fund for the purpose of promoting and encouraging tourism enhancement and development in Hendricks County at the recent meeting of the Hendricks County Tourism Commission. The HCCVB allotted \$30,000.00 of their 2010 budget for this program, and granted the remaining \$17,906.68 funds in this fall cycle. The increase in funding is from the un-granted funds in the 2010 spring cycle where the HCCVB did not receive enough requests from qualified applicants to meet the \$15,000.00 allocation.

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:

- Brownsburg Challenger Learning Center – \$452.50 for the development of a corporate marketing program.
- Chateau Thomas Winery – \$2,500.00 for marketing enhancements to their Music on the Veranda, summer outdoor music series.

- Friends of the Hendricks County Historical Museum – \$1,491.00 for the restoration of the Civil War room in partnership with the Civil War Heritage days in June 2011.
- GearUp LLC – \$2,500.00 for the development of and marketing of a countywide bicycle trail system.
- Get REAL Inc. – \$1958.73 for marketing their annual Get Real event to out-of-town visitors.
- Hendricks County 4-H Ag Fair Association, Inc. – \$2,000.00 for enhancements to their website.
- Hendricks County Arts Council – \$2,004.45 for enhancements to their 2011 ArtsGo! event.
- John Force Racing, LLC – \$2,500.00 for the September 2011 NHRA Open House.
- Town of Plainfield - \$2,500.00 for a Feasibility study regarding the historic Plainfield Diner.

“We were very pleased with the caliber of applications this cycle,” said Jaime Bohler Smith, associate director. “We are starting to see a significant increase in tourism projects and marketing to visitors from our industry partners, which is the goal of this program. We are excited to be making improvements toward that goal,” she added.

The spring 2011 cycle for the TED Fund will open on March 1st. Applications and instructions will be available for review in the Press Room on TourHendricksCounty.com by the first of February. For more information on the TED Fund, contact Sarah McMillen, Tourism Marketing Manager 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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