



2023 Tourism Gives Support Program

Hamilton County Tourism gives operating grants that provide funds to tourism-focused organizations, the arts, events and festivals.

Smaller operating grant levels in each category focus on emerging products that have greater local impact than tourism impact but contribute to overall quality of place. Larger grants in each category support organizations that significantly impact tourism in the county. Grants are available from \$250 to \$10,000, depending on the category where your organization best fits.

NEW in 2023: Areas of focus!

Hamilton County Tourism's grant program will be more focused beginning in 2023. HCT would like grant applicants to focus on these areas as a requirement to receive an award.

Using this [one page](#) form, using the key areas of focus, explain your grant project idea.

Areas of Grants Focus

Arts: Hamilton County Tourism celebrates the community as a place to experience the arts, in all forms, and throughout the county. Grants may support everything from new public art to public programming.

Diversity, Equity, Access, Inclusion (DEAI): Hamilton County Tourism welcomes peoples of all races, ethnicities, abilities, gender identities and sexual orientation. HCT encourages organizations that produce public programs to explore how they might better represent DEAI in those programs.

Environment: Environmental sustainability is vital to Hamilton County Tourism. Grants will be considered for new environmental practices at events that draw visitors, implementation of action items that support education and action, outdoor programs that raise awareness about the topic and new ideas that innovate and inspire.

Seasonality: Hamilton County sees a decline in visitation in colder months, in late summer, late fall and early spring and encourages innovative ideas on how to attract visitors during these periods.

Spark Grant: Have a fun new idea that you think visitors would enjoy?! Tell us about it!

Requirements to receive financial support from Hamilton County Tourism:

- Must be a non-profit that has some interest in attracting out-of-area visitors.
- [Complete this white paper](#), to explain your program, area of focus and budget request.
- Add your visitor-focused events to the [online Hamilton County Tourism calendar](#).
- Conduct periodic check-ins with Sarah Buckner, Assistant Director of Community Engagement (e.g. email updates, in person meetings, PR Power Hour, etc.)
- Engage socially with @VisitHamiltonCo if your organization has a digital presence (HCT's links to: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)).
- Include a link to [VisitHamiltonCounty.com](#) on your website (if the HCT funding level allows).

Hamilton County Tourism, Inc.

37 East Main Street
Carmel, IN 46032

317.848.3181

[VisitHamiltonCounty.com](#)

- **No support can be given without returning a signed version of this letter of agreement form AND the organizational W9 form by the identified deadline.**

Funding Levels (maximum gift amount listed next to organization type):

Special Tourism Event Opportunity, up to \$1,000

Start-up funding for unique or new opportunities with long-term potential.

Arts Districts, up to \$2,500

Community designated arts organizations that provide regular public programming on a community-wide scale. Not included are fundraising events.

Event Makers/Downtown Neighborhood Associations, up to \$2,500

Designated organizations that create events in downtown areas and are scaled by size of community or maturity of the sponsoring organization.

Festivals (10,000+ in attendance), up to \$3,000

Festivals are short-term in nature and must appeal to a wide variety of audiences, including out-of-area visitors. School or faith-related festivals do not qualify.

Event Makers, up to \$5,000

City organizations that host a series of community events to activate their parks or communities and are widely promoted with medium-to-large capacity.

Community Asset Development Organizations, up to \$5,000

Organizations that support place making through community revitalization, enhancements or targeted installations such as public art, historic walks, etc.

Nonprofit Tourism-Related Small Organizations, up to \$1,000

Contributing nonprofits that have consistent operating hours, help tell a story of a community to visitors and have regular special programs. Small organizations have a budget of \$100,000 or less.

Nonprofit Tourism-Related Large Organizations, up to \$10,000

Iconic nonprofits that have regular operating hours, can prove they attract regional audiences and are tourism-friendly or support a culture that is tourism focused.

Sports organizational grants are managed by the Hamilton County Sports Authority and have similar qualification levels and other parameters. Visit [HamiltonCountySports.com](https://www.hamiltoncountysports.com) for further details.

To be eligible, all applications must be completed by April 28, 2022. Once the funding is announced, all paperwork must be submitted by May 31, 2022. If funds remain, Hamilton County Tourism will consider a fall grant cycle.

Hamilton County Tourism, Inc.

37 East Main Street
Carmel, IN 46032

317.848.3181

Visit [HamiltonCounty.com](https://www.hamiltoncountytourism.com)