



Grant Proposal Application

(Please type)

- This application with all attachments must be received by **4:00 pm** on or before **September 4th, 2019**.
- You are required to make **9 color copies** of the entire grant packet for your application to be considered complete.
- **Incomplete applications will be considered ineligible.**

Date Submitting Grant Application (mm/dd/yyyy):	September 4, 2019
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ORGANIZATION INFORMATION

Organization Name:	Discover Downtown Franklin
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Federal ID Number:	20-1302553
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Organization is:	<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> Other
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Address:	396 Branigin Blvd.
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City:	Franklin	State:	IN	Zip:	46131
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Contact Person:	Emily Snyder
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Title:	Executive Director	Email:	Director@DiscoverDowntownFranklin.com
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Phone Number:	317-346-1258	Fax Number:	317-736-5310
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Organization Mission (Limited to 300 words)

Create and promotes community tradition, encourages a healthy economic atmosphere, and strives to maintain the unique historic character to central Indiana.

PROJECT INFORMATION

Project Name: Alley Activation

Start & End Date (mm/dd/yyyy): 5/1/2020-6/1/2020

Project is (please select only one):

☐ New

☒ Existing

Project Theme (please select only one):

☐ Agriculture

☒ Arts & Culture

☐ Civic & Community Development

☐ Historic Preservation

☐ Tourism

☐ Business Support

☐ Workforce Development

☐ Increased Organizational Capacity

Estimated number of people in the City of Franklin to be impacted by this specific project over the next 12 months:

7,000

Summary of the proposed project (Limited to 700 words)

Discover Downtown Franklin has met with representatives from all of the nonprofits eligible for these funds. As a group, the consensus is to apply for the funds for two specific requests. The first request is to use half of the funds (\$11,038.26) towards the Holiday Lighting festival. The second request is to use the other half of the funds (\$11,038.25) towards the alley activation as a part of Ethos Celebration of the Arts in 2020.

The funds that were awarded to Discover Downtown Franklin for alley activation and Ethos Celebration of the Arts last year were a critical part of getting this inaugural event off to a great start. Two pedestrian alleys were still transformed into welcoming, usable spaces. The feedback from the community and the businesses near these two alleys has been phenomenal. However, one of the alleys that was part of the original plan had a timing issue due to renovation plans to one of the buildings necessary to complete the work. The property owner of 40 ½ E. Jefferson Street has applied to the Franklin Development Corporation for a façade grant and has included the alley facing façade (Elk's alley) in their renovation plans. This led to an unanticipated change of plans for Discover Downtown Franklin. The funds were still spent on a pedestrian alley activation, they were just transferred to the east/west alley next to Benjamin's Coffeehouse. The alleys activations are still in progress in the Benjamin's and Artcraft alleys. In both alleys, planters have been added. There is a sculpture that has been purchased and will be installed off one of the buildings on the south side of the Artcraft alley. A mural is being painted on both walls of the Benjamin's alley. The grant previously approved for this project by the Johnson County Community Foundation covered the cost of the mural painting and in the Benjamin's alley and the sculpture in the Artcraft alley. Bistro tables have been added to the Benjamin's alley for public use. The Benjamin's alley is being done in a Japanese style, in order to honor our almost 60-year sister city relationship with Kuji, Japan. It will also honor the high number of Japanese companies that have chosen to locate and invest in Franklin. Additional work will be done to both the Artcraft and Benjamin's alleys, thanks to the City's generous award of the economic development fees in 2018. Still to come are lighting elements, an arch/entryway, and potentially music in the Artcraft alley (budget dependent).

The work on 40 ½ E. Jefferson Street is planned to be completed in the fall of 2019, which would allow for the adjoining alley to be activated in the Spring and Summer of 2020. Discover Downtown Franklin would like to complete the originally intended alley activation of the Elk's alley with these additional requested funds. Once again, planters will be installed and art will be introduced into the Elk's alley. Discover Downtown Franklin intends to create a safe and vibrant space, which would increase the use of them. The activation may include lights, planters, seating, and shade sails. As we found out from the Artcraft and Benjamin's alley activations, the exact scope of the project cannot be determined until all property owners have been consulted and the logistics of the alley are taken into consideration.

Art is an essential part to every downtown. An investment in the arts can go a long way toward keeping the community on the forefront of the creative economy. There is a constant need in the community for creative art. With this in mind, Discover Downtown Franklin has successfully completed its first art fair, called "Ethos Celebration of the Arts" on Saturday, August 24th, 2019.

The City of Franklin continues to work on an application to make Franklin a Statewide Cultural District Designation. This would mean that Franklin would have a designated cultural arts and entertainment district. If they are approved for this designation, art would play an integral part in downtown Franklin.

Along with the art fair, this will also be done in time to showcase the alley improvements to one additional alley. Alley activation is essential to the downtown community. Alleys, which are typically underused, can contribute up to 50 percent of additional public space to a city. There is potential to produce a vibrant secondary public space which would help stimulate public life and enhance function for pedestrians. By using the existing space, we can change the experience of the city without losing spaces needed for businesses. Also, a safe alley encourages exploration of the city with a more comfortable atmosphere for pedestrians.

During Ethos Celebration of the Arts, Discover Downtown Franklin will continue to include and grow interaction with the downtown businesses. There will be live music and art demonstrations throughout participating businesses. That way, the downtown businesses are a part of the fair and attendees are able to shop and dine in their establishment. Including the local businesses is essential. In the past year, 20 businesses have come to Downtown Franklin because of the sense of community, the festivals, and the number of people that come downtown each weekend. Feedback from downtown businesses after the inaugural art festival was extremely positive. Many reported having their best sales days and increased exposure to new customers and are very excited to participate again next year.

Ethos and the alley activation projects positively impact the economic development on downtown Franklin. The art fair will again bring artists from across the state as well as several out of state artists. It will also bring in thousands of consumers during the day. The fair will bring in the festival goers that are always eager to support Downtown Franklin. It will also increase the out of county attendance. It will bring people from not only outside of the county, but from all over the state of Indiana. The fair will also bring attendees from different demographic and socioeconomic statuses.

We will continue to collaborate with local organizations for the Art Fair as well as for the alley activation including: Franklin Chamber of Commerce, Franklin Heritage Inc., City of Franklin, Franklin Parks and Recreation, and the Johnson County Museum. We will also seek knowledge from Johnson County Community Foundation because of the resources they have from doing public art. Discover Downtown Franklin is also in the process of writing a grant from the Johnson County Community Foundation and Festival Country Indiana. Along with local grants, we will ask for community sponsorships.

The other project in need of a financial contribution is the annual **Holiday Lighting** festival. This festival has been a tradition for over 60 years in Downtown Franklin. The lights have recently been converted to all LED, and this year all of the white lights were left in the trees surrounding the Courthouse Square. Because the trees continue to grow, the lights that were left on the trees need to be removed and replaced this year before the next Holiday Lighting festival. Many of them need to be replaced due to wear and tear. Many of the colored light spheres that hang from the large trees on Courthouse Lawn were damaged in a wind storm last year and have to be replaced as well. The City of Franklin has generously agreed to assist with the labor intensive installation of lights this year. The cost of the labor will be reduced, but the cost of replacing such a large number of lights will outweigh these savings. Last year was the first year since Discover Downtown Franklin took over the organization of the event that new lights were not added to the display. It has always been the goal to add some new element to the festival each year. This event is made possible each year by generous community sponsorship dollars. By awarding these dollars, some of the sponsorship dollars donated this year can go towards the new lighting element.

Keeping the tradition of the Holiday Lighting festival alive and vibrant in downtown is important to community members, but it is also a boost to downtown businesses during the holiday season. Many businesses participate in the event and even support the event through sponsorship dollars. There are so many community partners necessary to make this event possible. The Parks Department handles all of the logistics of the day and sponsors many of the family activities around the square. The Chamber of Commerce organizes the parade, the Johnson County Museum hosts Mr. and Mrs. Claus and a Christmas Tree decorating contest, the Artcraft shows holiday movies all month, the Symphonic Council organizes all of the choral performances throughout the day, the Franklin School Corporation, Johnson County Library, Purdue Extension, and many others participate in the festivities throughout the day.

How do you plan to specifically measure the success of this project?

Discover Downtown Franklin plans to measure the success of these projects from the number of artists who participate, the number of people who attend the art fair and the Holiday Lighting, the feedback and sales from the downtown businesses, and the community by in through sponsorships.

FINANCIAL INFORMATION

(ETHOS – Alley Activation)

Amount requested from the Franklin EDC:	\$11,038.25
Estimated total cost of the project:	\$33,450
Percentage of the project to be funded by the Franklin EDC:	33%
A complete budget for this particular project (ETHOS) showing income and expenses:	

Ethos Expenses		Ethos Income	
Prize Money for Art Festival	\$3,000	Artists' Booth Fees	\$6,250
Judges for Art Contest	\$900	Food Vendor's Booth Fees	\$1,000
ZAPP	\$1,000	Merchandise	\$400
Band/Orchestras	\$5,000	Canvas Clash	\$3,500
Street Musicians	\$2,000	Fundraiser TBD	\$5,000
Port O Lets	\$550	Economic Development Funds	\$11,038
Advertising	\$1,000		
Supplies	\$3,000		
Art Installation	\$5,000		
Alley Activation	\$11,038		
Total:	\$33,488		\$27,188

Other Funding Sources

Funding Source	Total Request from Source	Amount Contributed from Source/Status
Indiana Arts Commission Grant	\$5,000	Pending
Sponsorships	\$5,000	Pending
Festival Country Grant	\$2,000	Pending
Total Other Funding Sources: \$12,000		

**FINANCIAL INFORMATION
(HOLIDAY LIGHTING)**

Amount requested from the Franklin EDC:	\$11,038.26
Estimated total cost of the project:	\$32,000
Percentage of the project to be funded by the Franklin EDC:	35%

A complete budget for this particular project (HOLIDAY LIGHTING) showing income and expenses:

Holiday Lighting Expenses		Holiday Lighting Income	
Primary Grounds	\$10,000	JCCF Endowment Interest	\$6,000
Julie's Johns	\$1,200	Sponsorships	\$11,000
Snowflakes (Light Poles)	\$600	Economic Development Funds	\$11,038
Carriage Rides	\$1,500		
Daily Journal	\$1,500		
Flyers	\$250		
Santa Post Cards	\$250		
Sponsorship Letters Postage	\$600		
Santa Post Card Postage	\$600		
Marketing	\$500		
New Lights	\$11,038		
Total:	\$28,038		\$28,038

Other Funding Sources

Funding Source	Total Request from Source	Amount Contributed from Source/Status
Labor provided by the City of Franklin		

Total Other Funding Sources: \$0

Future Funding: What are the plans for future funding of this project (If Applicable)? Summarize a specific plan for project sustainability (Limited to 700 words).

Ethos: The future funding of this project will be from revenue from the fair, grants, and sponsorships. The revenue generated from the art fair will mainly be used for the next art fair. This revenue will come from the artists' booth fees, food vendor's fees, and sold merchandise. Discover Downtown Franklin will also apply for state grants. We will use other funding sources besides the Franklin Economic Development Commission. This is the third and final pedestrian alley in downtown and we do not anticipate requesting any additional funds for downtown alley activation in the near future. With the designation of downtown as a cultural district, there will be an ongoing need for programming funding to keep art a priority in downtown. Other funding sources will continue to be researched and pursued as projects are identified.

Holiday Lighting: The endowment at the Johnson County Community Foundation produces approximately \$6,000 each year to help cover the ongoing costs associated with the general maintenance and upkeep of the existing lighting display. Sponsorships continue to be the other main source of funding for this event. With the help of the City to reduce the labor cost associated with putting up and taking down the lights, there will be a considerable cost savings this year and moving forward. Discover Downtown Franklin will continue to be resourceful and look for other funding sources when additional funds are needed in the future as lights need to be replaced.

Could you complete this project if the Franklin Economic Development Commission could not award 100% of the request?

☒ **Yes**

☐ **No**

If not, please explain: Discover Downtown Franklin would be able to complete the art fair and alley activation project if we were not awarded 100% of the request. It would be a scaled back version of the alley activation but the festival would continue as planned. The Holiday Lighting has continued for over 60 years. This festival would also continue, but the lighting display would not grow again this year and other sources of funding for replacement of the damaged and aging lights would have to be sought.

Organization's Fiscal Year (ex. month / year): From 1/2019 to 12/2019

Does your organization have an annual outside audit? ☐ **Yes** ☒ **No**

If no, please explain:

Discover Downtown Franklin is not required to have an outside audit by the State Board of Accounts.

How do you plan to recognize the Franklin Economic Development Commission if you are awarded funding?

Discover Downtown Franklin will use signage, event marketing, and social media to recognize the Franklin Economic Development Commission. A small plaque will be placed in the pedestrian alleys recognizing all of the sponsors. The City of Franklin will also be listed on any promotional material for Ethos and the Holiday Lighting festival.

Grant Application Certification

Grant Applicant hereby certifies that it was established to promote economic development. The Grant Applicant hereby certifies that it does not discriminate on the basis of race, national origin, religion, gender, gender preference, age, or disability ("non-discrimination factors") in its policies, practices, services, or standards for participation in its projects; except to the extent any such project lawfully provides services to a limited segment of the population based on such non-discrimination factors. It is expressly understood and agreed that the Franklin Economic Development Commission is not a joint participant in, nor provider of, any of the Grant Applicant's projects or services. The Franklin Economic Development Commission's role in the Grant Applicant's services is limited solely to making grants and assuring that grants are administered in accordance with the terms of the approved application. The Grant Applicant represents and warrants that it will use all granted funds in accordance with applicable laws. Grant Applicant agrees to indemnify, and hold the City of Franklin and Franklin Economic Development Commission blameless in any liability imposed based on any conduct or omission occurring in connection with a project or service of Grant Applicant for which the City of Franklin has provided a grant.

Print Name: EMILY R. SNYDER	Print Name:
Signature: Emily R. Snyder	Signature:
Title: EXECUTIVE DIRECTOR	Title:
Date: 9/16/19	Date:

Important Note: Please be sure your proposal contains all the information outlined in the application guidelines, including but not limited to the following attachments:

- ┆ List of current staff members (both paid and volunteer)
- ┆ List of current board members (names, addresses, titles/offices)
- ┆ IRS determination letter (if not already on file at the Franklin Economic Development Commission)
- ┆ Other relevant supporting materials, including appropriate letters of support from partner institutions
- ┆ The organization's overall budget showing income and expenses
- ┆ Most recent annual report or financial statements
- ┆ Letters of agreement from collaborating organizations (if applicable)







MARKET

WALK

First Friday Kokomo





2019 Discover Downtown Franklin Board of Directors

Joe Kelly

Kelly Promotional Products
107 S. Water St.
Franklin, IN 46131
Cell: (317) 615-0682
joe@kellypromotionalproducts.com

Krista Linke, *President*

City of Franklin, Community Development Dept.
70 E. Monroe Street
Franklin, IN 46131
Work: (317) 346-1250
klinke@franklin.in.gov

Jacob Sappenfield

Main Source Bank
597 Banta Street
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Work: (317) 738-4000
jwsappenfield@mainsourcebank.com

Stephanie Wagner, *Treasurer*

First Merchants Bank
1250 N. Emerson Ave.
Greenwood, IN 46143
Cell: (317) 750-5860
swagner@firstmerchants.com

Robin Betts, *Vice President*

Franklin Community Schools
998 Grizzly Cub Dr.
Franklin, IN 46131
Work: (317) 346-8707
bettsrp@franklinschools.org

Rosie Chambers

Franklin Chamber of Commerce
120 E. Jefferson St.
Franklin, IN 46131
Work: (317) 736-6334

Holly Johnston

Franklin Parks and Recreation Department
396 Branigin Boulevard
Franklin, IN 46131
Work: (317) 346-1198
hjohnston@franklin.in.gov

Rhoni Oliver, *Secretary*

City of Franklin, Community Development Dept.
70 E. Monroe St.
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roliver@franklin.in.gov

Rob Shilts

Franklin Heritage, Inc.
57 N. Main Street
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Work: (317) 736-6823
indianashilts@gmail.com

Carolyn Williams

Retired
980 N. Hopewell Road
Franklin, IN 46131
Home: (317) 736-8080
hopewell1859@centurylink.net

Marty Williams

Retired
980 N. Hopewell Road
Franklin, IN 46131
Hopewell1859@centurylink.net



Discover Downtown Franklin Staff

Emily Snyder, *Executive Director*

70 E. Monroe St.

Franklin, IN 46131

Work: (317) 346-1258

Director@discoverdowntownfranklin.com

Anna Kocken, *Part Time Marketing*

1867 Red Oak Drive

Franklin, IN 46131

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JUN 04 2006

DISCOVER DOWNTOWN FRANKLIN INC
C/O BRUCE KLEINSCHMIDT
1802 N. ILLINOIS STREET
INDIANAPOLIS, IN 46202

Employer Identification Number:
20-1392553
DLN:
17053124002016
Contact Person:
ROGER W VANCE ID# 31173
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 11, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2009

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

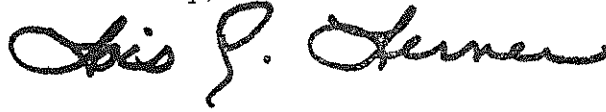
Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

DISCOVER DOWNTOWN FRANKLIN INC

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in dark ink, appearing to read "Lois G. Lerner". The signature is fluid and cursive, with the first name "Lois" being more prominent and the last name "Lerner" following in a similar style.

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension

DDF 2019 Budget	
INCOME	
Design Committee	\$1,000.00
Planter Program	\$3,200.00
Operational Sponsors	\$15,000.00
Economic Development Fee	\$5,000.00
Fall Festival Income	\$350.00
Farmers Market Income	\$4,000.00
RDC Farmers Market (port-o-lets)	\$1,500.00
Holiday Open House	\$500.00
Holiday Lighting	\$35,000.00
Hops & Vines	\$25,000.00
Merchandise Sales	\$500.00
Ethos Celebration of the Arts	\$40,000.00
Strawberries on the Square	\$20,000.00
Winter Market	\$2,500.00
Income Total:	\$153,550.00
EXPENSES	
Planter Program	\$2,000.00
Payroll - Director	\$38,000.00
Payroll - Assistant	\$4,500.00
Advertising/Promotional	\$1,500.00
Annual Meeting	\$200.00
Business Relations - Welcome	\$1,000.00
Dues and Subscriptions	\$1,500.00
Insurance	\$1,000.00
Legal and Professional Fees	\$500.00
Office/General Admin Expenses	\$1,000.00
Cell Phone Stipend	\$600.00
Professional Development (Training)	\$1,500.00
Website & Facebook	\$400.00
Love Local Supplies	\$500.00
Fall Festival Expenses	\$750.00
Farmers Market Expenses	\$2,500.00
Holiday Lighting Expense	\$35,000.00
Holiday Open House Expenses	\$500.00
Hops & Vines (Band/Breweries/Supplies)	\$15,000.00
Merchandise Expenses	\$3,000.00
Ethos Celebration of the Arts	\$35,000.00
Strawberries on the Square Expenses	\$5,000.00
Branding	\$1,600.00
Winter Market Supplies	\$1,000.00
Total Expenses:	\$153,550.00



September 5, 2019

Economic Development Commission
70 E. Monroe St.
Franklin, IN 46131

To Whom It May Concern:

The Franklin Development Corporation supports Discover Downtown Franklin in their pursuit of the Economic Development Fee Grant. The funds will be used in part for a pedestrian alley activation initiative as part of a yearly art festival in downtown Franklin, and to replenish the funding needed to carry on the Holiday Lighting festival.

Discover Downtown Franklin strives to bring attention to downtown Franklin through several events throughout the year. Discover Downtown Franklin brings more than 7,000 people into downtown Franklin for each festival. Festivals attract residents and tourists who will also support downtown businesses such as restaurants, lodging, and retail. Art is an essential part to every downtown and an investment in the arts can keep the community on the forefront of the creative economy. With this grant, and community support, an art fair and alley activation project, and Holiday Lighting festival, will enhance the experiences of Franklin residents and visitors.

The proposal is a collaborative effort that addresses the vision for economic development and promotion for downtown Franklin. The Franklin Development Corporation is committed to partnering once again with Discover Downtown Franklin to continue to bring visitors and consumers into downtown Franklin.

On behalf of the Franklin Development Corporation, I submit this letter in support of the Economic Development Commission grant to fund an art fair which will bring a new, creative vitality to the City of Franklin.

Thank you for the consideration for this grant request.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Minton", is written over a horizontal line.

Kim Minton, President
Franklin Development Corporation



September 5, 2019

Economic Development Commission
70 E. Monroe St.
Franklin, IN 46131

To Whom It May Concern:

The Franklin Chamber of Commerce supports Discover Downtown Franklin in their pursuit of the Economic Development Fee Grant. The funds will be used in part for a pedestrian alley activation initiative as part of a yearly art festival in downtown Franklin, and to replenish the funding needed to carry on the Holiday Lighting Festival.

Discover Downtown Franklin strives to bring attention to downtown Franklin through several events throughout the year. Discover Downtown Franklin brings more than 7,000 people into downtown Franklin for each festival. Festivals attract residents and tourists who will also support downtown businesses such as restaurants, lodging, and retail. Art is an essential part to every downtown and an investment in the arts can keep the community on the forefront of the creative economy. With this grant, and community support, an art fair and alley activation project, and Holiday Lighting Festival, will enhance the experiences of Franklin residents and visitors.

The proposal is a collaborative effort that addresses the vision for economic development and promotion for downtown Franklin. The Franklin Chamber of Commerce is committed to partnering once again with Discover Downtown Franklin to continue to bring visitors and consumers into downtown Franklin.

On behalf of the Franklin Chamber of Commerce, I submit this letter in support of the Economic Development Commission grant to fund an art fair which will bring a new, creative vitality to the City of Franklin.

Thank you for the consideration for this grant request.

Sincerely,

Rosie Chambers

Executive Director

Franklin Chamber of Commerce



September 5, 2019

Economic Development Commission
70 E. Monroe St.
Franklin, IN 46131

To Whom It May Concern:

The Johnson County Development Corporation supports Discover Downtown Franklin in their pursuit of the Economic Development Fee Grant. The funds will be used in part for a pedestrian alley activation initiative as part of a yearly art festival in downtown Franklin, and to replenish the funding needed to carry on the Holiday Lighting festival.

Discover Downtown Franklin strives to bring attention to downtown Franklin through several events throughout the year. Discover Downtown Franklin brings more than 7,000 people into downtown Franklin for each festival. Festivals attract residents and tourists who will also support downtown businesses such as restaurants, lodging, and retail. Art is an essential part to every downtown and an investment in the arts can keep the community on the forefront of the creative economy. With this grant, and community support, an art fair and alley activation project, and Holiday Lighting festival, will enhance the experiences of Franklin residents and visitors.

The proposal is a collaborative effort that addresses the vision for economic development and promotion for downtown Franklin. The Johnson County Development Corporation is committed to partnering once again with Discover Downtown Franklin to continue to bring visitors and consumers into downtown Franklin.

On behalf of the Johnson County Development Corporation, I submit this letter in support of the Economic Development Commission grant to fund an art fair which will bring a new, creative vitality to the City of Franklin.

Thank you for the consideration for this grant request.

Sincerely,

A handwritten signature in blue ink that reads "Dana Monson".

Dana Monson

Executive Director

Johnson County Development Corporation



The Historic
ARTCRAFT
Theatre



BOARD OF DIRECTORS

Mike Hill, *President*
Jennifer Shireman,
Vice President
Mary Foreman, *Secretary*
Shawn Kummer,
Past President

Martin Bielawski
Darrell DuSold
Amanda Eck
Katherine Elmer
Janette Koon
Dan Planker
Harold Sisson
Stephanie Sutt
Alicia Tisdale

STAFF

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franklinheritage.org
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• Director of Marketing
and Media Engagement
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franklinheritage.org
Jaime Shilts
• Director of Events
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• Financial Administrator
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franklinheritage.org
George Chimples
• Office Administrator
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franklinheritage.org
Kelsie Mitchell
• Madison Street Salvage
shop manager
salvage@
franklinheritage.org

FRANKLIN HERITAGE, INC.

THE HISTORIC ARTCRAFT THEATRE • MADISON STREET SALVAGE

57 N. Main St., Franklin, IN 46131 • (317) 736-6823

September 5, 2019

Economic Development Commission
70 E. Monroe St.
Franklin, IN 46131

To Whom It May Concern:

Franklin Heritage Inc. supports Discover Downtown Franklin in their pursuit of the Economic Development Fee Grant. The funds will be used in part for a pedestrian alley activation initiative as part of a yearly art festival in downtown Franklin, and to replenish the funding needed to carry on the Holiday Lighting festival. An example of how these funds would be used can be seen in our recent Ethos Art Festival. The alley between the Artcraft and Greeks was enhanced with large colorful planters that add a more animated feel to the pedestrian alley. The Artcraft also featured three unique Japanese films with the new Arts Ethos festival to honor our sister city of Kuji, Japan.

Discover Downtown Franklin strives to bring attention to downtown Franklin through several events throughout the year. Discover Downtown Franklin brings more than 7,000 people into downtown Franklin for each festival. Festivals attract residents and tourists who will also support downtown businesses such as restaurants, lodging, and retail. Art is an essential part to every downtown and an investment in the arts can keep the community on the forefront of the creative economy. With this grant, and community support, an art fair and alley activation project, and the Holiday Lighting festival, will enhance the experiences of Franklin residents and visitors.

The proposal is a collaborative effort that addresses the vision for economic development and promotion for downtown Franklin. Franklin Heritage is committed to partnering once again with Discover Downtown Franklin to continue to bring visitors and consumers into downtown Franklin.

On behalf of the Franklin Heritage, I submit this letter in support of the Economic Development Commission grant to fund an art fair which will bring a new, creative vitality to the City of Franklin.

Thank you for the consideration for this grant request.

Sincerely,

Rob Shilts
Executive Director
Franklin Heritage, Inc.

