



## Grant Proposal Application

(Please type)

- This application with all attachments must be received by **4:00 pm** on or before **July 8th, 2020**.
- 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):		07/07/20	
<b>ORGANIZATION INFORMATION</b>			
<b>Organization Name:</b>		DISCOVER DOWNTOWN FRANKLIN	
<b>Federal ID Number:</b> 20-1392553			
<b>Organization is:</b>		<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> Other	
Address: 70 East Monroe Street			
City: Franklin		State: IN	Zip: 46131
<b>Contact Person:</b>		Jessica Giles	
Title: Executive Director		Email: director@discoverdowntownfranklin.com	
Phone Number: 317-346-1258		Fax Number: 317-736-5310	
<b>Organization Mission (Limited to 300 words)</b>			
<p>To create and promote community traditions, encourage a healthy economic atmosphere, and strive to maintain the unique historic character of central Indiana.</p>			

**PROJECT INFORMATION****Project Name:** The Local Business Marketing Campaign**Start & End Date (mm/dd/yyyy):** 08/01/2020**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:**

~200 downtown business owners and associated employees

**Summary of the proposed project (Limited to 700 words)**

In recent months, Discover Downtown Franklin has witnessed the uncertainty and hardships that our local business owners have faced as a result of the COVID-19 pandemic. The stay-at-home orders, although geared toward the health of the overall public, gave the businesses few other options than to close their doors and battle economic deterioration.

As these orders are slowly lifting, we want to make these business owners and their employees our priority through marketing and promotional strategy. Specifically, we plan to utilize several billboards directly off of I-65, extremely close to the Franklin exit, to support the re-opening of our businesses and town. We also intend to reach out to local newspapers and radio stations, as well as advertisements via social media.

The messages on each individual medium will encourage those driving past, listening on the radio, or scrolling through social media to visit our downtown area to "Support Small"; it will convey the message that our city will provide them with wonderful foods, shops, and activities for all.



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

Discover Downtown Franklin hosts Quarterly Business Meetings, in which downtown business owners are invited to attend. We would create a survey too distribute prior to the meeting in reference to consumer acknowledgement of the billboard and other advertisement strategies, as well as open to floor to discuss the various promotional techniques at the meeting itself.

**FINANCIAL INFORMATION**

<b>Amount requested from the Franklin EDC:</b>	\$12,000
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<b>Estimated total cost of the project:</b>	\$12,000
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<b>Percentage of the project to be funded by the Franklin EDC:</b>	100%
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**A complete budget for this particular project showing income and expenses:**

The billboards (2) require a 3-month commitment of \$900/month and \$1,000/month, respectively. The cost to produce the vinyl and install it is \$1,250 each. We would also like to pay our graphic designer \$500 total for the project.

After speaking with JR Promotions about pricing, they did mention that they would throw in a free month on one of their digital boards in close proximity to the Franklin exit. This is a \$1,000-\$1,200 value that would be built into the advertisement package. Total, the cost of the billboards is around \$9,000.

The remaining \$3,000 will go toward radio, paper, and online advertisement. These funds will wholesomely be placed in the Discover Business Fund, an account exclusively for (and accumulated by) our local businesses.

**Other Funding Sources**

Funding Source	Total Request from Source	Amount Contributed from Source/Status

**Total Other Funding Sources:**

**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).

This is a project designed specifically to combat the adverse economic state for our local businesses in a post-pandemic setting. As of right now, we do not plan to continue this project after the three-month time period.

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

Yes

☒ No

If not, please explain:

The pricing is outside of our current capabilities.

**Organization's Fiscal Year (ex. month / year):** From January to December

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

If no, please explain:

An annual outside audit is not required by the state for our organization.

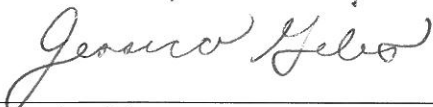
**How do you plan to recognize the Franklin Economic Development Commission if you are awarded funding?**

We plan to recognize the EDC through our social media channels and website.

#### **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: Jessica Giles	Print Name:
Signature: 	Signature:
Title: Executive Director	Title:
Date: 7-7-20	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)



During the unprecedented threat of COVID-19, the City of Franklin's local businesses have faced tremendous hardship. Complying with Governor Holcomb's Executive Orders led many business owners to close their doors, which resulted in uncertainty and economic disintegration. As the State of Indiana slowly reopens, members of the community are searching for ways to once again assist our small businesses. Discover Downtown Franklin feels that we are approaching a time where it is acceptable to promote visitation and tourism once again. We, as an organization propose a marketing campaign project, specifically dedicated to our downtown businesses and the re-opening of Franklin. This marketing campaign would advantageously use advertisement billboards along I-65, along with other common modes of advertisement, including radio, social media, and the newspaper.

The advertising potential for the billboards has a proven track record. A local downtown merchant utilized this advertising medium last year and referenced its success. A number of first-time customers informed the shop owner that they specifically learned of her business through the billboard message. This project is intended to build upon that success.

The two billboards of interest are located along I-65 North at mile markers 90.88 and 89.97, respectively, both extraordinarily close to the City of Franklin's exit. Located to the west of the highway, the billboard proximity to northbound traffic is ideal. Discover Downtown Franklin, along with the collaboration of other local nonprofit organizations, wants the billboard to convey a simple, positive message referencing that downtown Franklin is open for business.

Pricing was acquired from JR Promotions. Each billboard is a three-month commitment, costing \$900-\$1,000 per month. There is an additional cost to produce and install the vinyl, of which is \$1,250. Lastly, we plan to compensate the graphic designer a fee of \$500. For a three-month commitment (projected August 2020 – October 2020), this comes out to ~\$8,700 for both billboards. Additionally, JR Promotions has offered to throw in a one-month free slot on a digital board in close proximity to the Franklin exit. This particular marketing material is priced at a value between \$1,000 and \$1,200. We are applying for a total of \$12,000 – the remaining ~\$3,300 that is not designated to billboard costs would go toward the print, radio, and online advertisements.

The primary objectives of the billboard installations and other media coverage relates to Discover Downtown Franklin's desire – accompanied by the Franklin Chamber of Commerce, Festival Country, Franklin Heritage, Inc., and the Franklin Development Corporation – to build back up our businesses post-pandemic. The messages of the billboards will remain simple: "Charming Franklin has re-opened," or "Shop Local." The close proximity of the billboards to one another is a marketing strategy; our hope is that the repeated billboard (its message varied slightly) will increase the impact of the message, drawing more people to visit. Furthermore, spreading the message over multiple platforms will only improve interaction rates. As for the number of individuals to be positively impacted within the City of Franklin, we not only account for the downtown retail and restaurant establishment owners (~50) and associated employees (~150), but the projected ripples of stimulated business out into the rest of the community as well.

Concerning the responsibilities and organization of the project, I, as the Executive Director, would carry out the conversation between JR Promotions and Discover Downtown Franklin, locate a graphic designer, and contact local radio stations. Our social media coordinator, Anna Kocken, would promote and share the billboard content and locations on our social media channels. Anna would also organize the online promotions and newspaper advertisement. We plan to evaluate this project through surveying business owners and opening business owner discussions through Discover Downtown Franklin's Quarterly Business Meetings. Quarterly Business Meetings allow downtown owners to collect updates on downtown happenings. Through the survey and conversation, we can specifically ask about customer references toward the differing advertisement strategies.

Discover Downtown Franklin feels the success of this project stems from a steady increase in downtown traffic and exposure of I-65 travelers to the option of stopping in Franklin. The marking campaign is structured in direct conjunction with the negative impact of COVID-19. While there is the option of sustaining or reinvigorating the billboards due to the JR Promotion offer of holding onto the graphics, the general goal of guiding travelers to Franklin is a one-time project in response to the COVID-19 pandemic.

As mentioned previously, there are several other organizations supporting Discover Downtown Franklin, and more specifically the billboard project itself. The Franklin Chamber of Commerce, a 501 (c) 6 organization, feels that this is a creative way to support their member businesses in the downtown area. Franklin Heritage, Inc. understands that the billboard installation can directly affect both the Artcraft Theatre and Madison Street Salvage visitation. Similarly, Festival Country predicts an increase in Visitor Center attendees. These organizations have also been impacted by COVID-19 – whether it be movie cancellations, event postponements, or the closing of doors in general. We feel that the billboard project, made possible by this grant, will wholesomely benefit our community.



**2020 Discover Downtown Franklin Board of Directors**  
*Updated June 24th, 2020*

**Joe Kelly, *President***

Work Address:  
Kelly Promotional Products  
107 S. Water St.  
Franklin, IN 46131  
Work: (317) 736-8206  
Cell: (317) 615-0682  
[joe@kellypromotionalproducts.com](mailto:joe@kellypromotionalproducts.com)  
Term Expires: 12-31-2021  
(Promotion, Organization)

**Anna Kocken, *Social Media Coordinator***

[info@discoverdowntownfranklin.com](mailto:info@discoverdowntownfranklin.com)  
[anna.kocken1214@gmail.com](mailto:anna.kocken1214@gmail.com)  
Cell: (317) 294-8817

**Krista Linke, *Past-President***

Work Address:  
City of Franklin, Community Development Dept.  
70 E. Monroe Street  
Franklin, IN 46131  
Work: (317) 346-1250  
Cell: (317) 225-2940  
Home: (812) 314-4742  
[klinke@franklin.in.gov](mailto:klinke@franklin.in.gov)  
Term Expires: 12-31-2021  
(Promotion, Design, Economic Vitality, Organization)

**Jacob Sappenfield**

Work Address:  
MainSource Bank  
597 Banta Street  
Franklin, IN 46131  
Work: (317) 738-4000  
Cell: (317) 409-9027  
[jwsappenfield@mainsourcebank.com](mailto:jwsappenfield@mainsourcebank.com)  
Term Expires: 12-31-2022  
(Organization)

**Stephanie Wagner, *Treasurer***

Work Address:  
Johnson County Community Foundation  
398 S. Main St.  
Franklin, IN 46131  
Cell: (317) 750-5860  
[swagner@firstmerchants.com](mailto:swagner@firstmerchants.com)  
Term Expires: 12-31-2021  
(Promotion, Organization)

**Carolyn Williams**

Home Address:  
980 N. Hopewell Road  
Franklin, IN 46131  
Home: (317) 736-8080  
Cell: (317) 459-7784  
[hopewell1859@centurylink.net](mailto:hopewell1859@centurylink.net)  
Term Expires: 12-31-2021  
(Promotion, Economic Vitality,)

**Marty Williams**

Home Address:  
980 N. Hopewell Road  
Franklin, IN 46131  
Home: (317) 736-8080  
Cell: (317) 850-6474  
[hopewell1859@centurylink.net](mailto:hopewell1859@centurylink.net)  
Term Expires: 12-31-2021  
(Promotion, Design)

**Executive Director: Jess Giles**

Work Address:  
70 E. Monroe St.  
Franklin, IN 46131  
Work: (317) 346-1258  
Cell: (317) 432-8703  
[director@discoverdowntownfranklin.com](mailto:director@discoverdowntownfranklin.com)  
(Promotion, Design, Economic Vitality, Organization)





**Robin Betts, *Vice President***

Community & Public Relations Specialist

Work Address:

998 Grizzly Cub Dr.

Franklin, IN 46131

Work: (317) 346-8707

Cell: (317) 446-1673

[bettsrp@franklinschools.org](mailto:bettsrp@franklinschools.org)

Term Expires: 12-31-2021

*(Promotion)*

**Rob Shilts**

Work Address:

Franklin Heritage, Inc.

57 N. Main Street

Franklin, IN 46131

Work: (317) 736-6823

Cell: (317) 250-4182

[indianashilts@gmail.com](mailto:indianashilts@gmail.com)

Term Expires: 12-31-2022

*(Design)*

**Rosie Chambers, *Secretary***

Work Address:

Franklin Chamber of Commerce

120 E. Jefferson St.

Franklin, In 46131

Work: (317) 736-6334

Cell: (317) 501-0546

Term Expires: 12-31-2021

[rchambers@franklincoc.org](mailto:rchambers@franklincoc.org)

*(Promotion, Economic Vitality)*

Executive Director: Jessica Giles

Social Media Coordinator: Anna Kocken

Promotion Committee:

- Anya McConnell
- David Pfeiffer
- Jamie Shilts
- Robin Betts
- Keri Hart
- Kristen Grills
- Lindsey Cageny
- Franklin Public Library
- Toni Breeden
- Linda Norton
- Marty & Carolyn Williams
- Discover Downtown Franklin
- Joe Kelly
- Jenny Mowrey
- Krista Linke
- Kerri Faulkner Hartwell
- Polly Jones
- Tara Payne
- Heather Tallman
- Stephanie Wagner
- Dana Monson

Economic Vitality Committee

- Bobbi Wittemore
- Christy Norton
- Debi Pierson
- Kerri Faulkner Hartwell
- Kim Henderson
- Krista Linke
- Carolyn Williams
- Heather Tallman
- Mitzi Christian
- Rosie Chambers
- Julie Stewart
- Dana Monson

Board Members:

- Stephanie Wagner
- Krista Linke
- Joe Kelly
- Carolyn Williams
- Marty Williams
- Jacob Sappenfield
- Rosie Chambers
- Rob Shilts
- Robin Betts

Organization Committee

- Krista Linke
- Joe Kelly
- Rosie Chambers
- Robin Betts
- Stephanie Wagner

Design Committee

- Danny Causey
- Rob Shilts
- Patrick Tisdale
- Krista Linke
- Dana Monson
- Marty Williams

### 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: <b>\$153,550.00</b>	

#### 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: <b>\$153,550.00</b>	



# Discover Downtown Franklin, Inc.

## PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
Design Income	960.00
Planter Program	320.00
<b>Total Design Income</b>	<b>1,280.00</b>
Holiday Lighting - Bulb Sales Income	250.00
Holiday Open House	1,273.50
Love Local	820.00
Organization Income	
Donations	590.00
Interest Income	24.54
Operational Sponsors	15,029.60
<b>Total Organization Income</b>	<b>15,644.14</b>
Promotions Income	
Ethos Celebration of the Arts	28,367.28
Farmers' Market Income	8,970.29
Holiday Lighting Income	30,322.26
Hops and Vines	27,484.00
Merchandise Income	1,175.00
Strawberries on the Square Inc.	34,391.01
Winter Market	3,322.00
<b>Total Promotions Income</b>	<b>134,031.84</b>
Services	795.00
Vintage Festival	5,485.25
<b>Total Income</b>	<b>\$159,579.73</b>
<b>GROSS PROFIT</b>	<b>\$159,579.73</b>
Expenses	
Exec. Director Payroll Expenses	38,340.19
Asst. director Payroll Expenses	4,380.00
<b>Total Exec. Director Payroll Expenses</b>	<b>42,720.19</b>
General Event Expenses	2,260.89
Community Exchange	65.08
Ethos Celebration of the Arts	33,058.24
Fall Vintage Festival	70.00
Farmers' Market Expense	1,172.33
Franklin College Family Weekend	59.92
General DDF Merchandise Expense	1,607.00
Holiday Lighting Expense	36,422.28
Holiday Open House	1,874.89
Hops & Vines	12,950.10
Love local campaign	1,325.69

# Discover Downtown Franklin, Inc.

## PROFIT AND LOSS

January - December 2019

	TOTAL
Strawberries on the Square Exp.	7,029.71
Winter Market Supplies	808.50
<b>Total General Event Expenses</b>	<b>98,704.63</b>
Organizational Expenses	
Advertising/Promotional	3,970.50
Annual Meeting	88.18
Bank Fees	45.20
Business Relations	1,106.72
Dues & subscriptions	1,085.91
flowers	135.00
Insurance	1,587.00
Legal & Professional Fees	222.50
Office/General Administrative Expenses	28.50
Professional Development	159.00
Supplies & Materials	1,228.25
Website & Face Book Expense	513.88
<b>Total Organizational Expenses</b>	<b>10,170.64</b>
Payroll Taxes	3,104.48
Supplies & Materials	824.17
<b>Total Expenses</b>	<b>\$155,524.11</b>
<b>NET OPERATING INCOME</b>	<b>\$4,055.62</b>
<b>NET INCOME</b>	<b>\$4,055.62</b>



## JUST SOUTH OF INDY

Franklin Economic Development Commission  
Franklin, IN

Dear Franklin Economic Development Commission members,

Festival Country Indiana, the official tourism agency for Johnson County, wholeheartedly supports Discover Downtown Franklin's efforts to obtain grant funding for a billboard campaign. The campaign would be designed to get motorists to stop in downtown Franklin and spend their money in this time when such spending could be the very thing that helps our businesses survive.

Festival Country recently paid to have INDOT "Visitor Center" signs installed on northbound and southbound I-65 at the Franklin exit, and we added the Visitor Center to the city's way finding signs. That, combined with Discover Downtown Franklin's billboards, is likely to encourage motorists to view Franklin as a destination worth visiting for shopping, dining and attractions.

In the short time our Visitor Center has been open in downtown Franklin, we have talked to several visitors who said they decided to check out Franklin and were impressed enough to think about moving to Franklin.

A grant to Discover Downtown Franklin could have immediate benefits, and could also lead to people becoming repeat visitors and perhaps even homeowners or business investors.

Sincerely,

A handwritten signature in blue ink that reads "Kenneth Kosky".

Kenneth Kosky  
Executive Director, Festival Country Indian



July 6, 2020

Economic Development Commission  
70 East Monroe Street  
Franklin, IN 46131

To Whom It May Concern:

The Franklin Development Corporation writing to acknowledge our support of Discover Downtown Franklin's efforts toward the Billboard Project and application for funding through the Economic Development Commission Fee Grant. We, too understand the tumultuous reality brought upon local business owners by the COVID-19 pandemic, and feel that a marketing campaign designed to stimulate our community's economy would be especially beneficial at this time.

As organizations closely associated with the City of Franklin business community, both Discover Downtown Franklin and ourselves, the Franklin Development Corporation, are confident that a simplified, attractive message conveyed on several billboards along I-65 could draw in a rate of tourism lost and not so easily replenished since the occurrence of the virus.

Furthermore, we feel that many of our members will either directly or indirectly prosper from the ripple effect of consumerism that will stimulate the steady re-opening of Franklin, restoring our identity as a central Indiana destination.

We wholeheartedly support Discover Downtown Franklin in their application for the Economic Development Commission Grant in relation to billboard and advertisement funding. Thank you for your time and consideration.

Sincerely,



Krista Linke, Director

July 6, 2020

Economic Development Commission  
70 East Monroe Street  
Franklin, IN 46131

To Whom It May Concern:

Franklin Heritage, Inc. is writing to acknowledge our support of Discover Downtown Franklin's ventures toward the Billboard Project and application for funding through the Economic Development Commission Fee Grant. We, too understand the tumultuous reality brought upon local business owners by the COVID-19 pandemic, and feel that a marketing campaign designed to stimulate our community's economy would be beneficial.

As organizations closely associated with the City of Franklin business community, both Discover Downtown Franklin and ourselves, Franklin Heritage and the Historic Artcraft Theatre, are confident that a simplified, attractive message conveyed on several billboards along I-65 could draw in a rate of tourism lost and not so easily replenished since the occurrence of the virus.

Furthermore, an influx of visitors could directly improve attendance at both the Artcraft Theatre and Madison Street Salvage. The billboards are another key piece in letting others know that we are ready for business and are part of the steady re-opening of Franklin, restoring our identity as a central Indiana destination.

We wholeheartedly support Discover Downtown Franklin in their application for the Economic Development Commission Grant in relation to billboard and advertisement funding.

Thank you for your time and consideration,

Rob Shilts,  
Executive Director,  
Franklin Heritage, Inc.



July 6, 2020

Economic Development Commission  
70 E Monroe Street  
Franklin, IN 46131

To Whom It May Concern:

The Franklin Chamber of Commerce is proud to collaborate with Discover Downtown Franklin to pursue the Economic Development Fee Grant. Shortly after businesses and restaurants were ordered to close or severely restrict business operations due to the COVID-19 crisis, a task force was created to help with re-opening our economy. Representatives from the Chamber, Discover Downtown Franklin and the City of Franklin met numerous times to strategize ways to promote the downtown's eventual re-opening.

A marketing campaign was created which includes a social media campaign and the "Franklin Hearts" posters and t-shirts that are seen throughout the city. The group also hopes to include billboard advertising to introduce travelers to our city and remind residents to support local businesses. The billboard is a key piece to the campaign, but the cost prevented the group from moving forward with the project. This grant would be instrumental in funding billboard rental fees.

The Chamber and Discover Downtown Franklin are committed to economic growth and quality of life for the Franklin community. A billboard will attract residents and tourists who will visit local businesses such as restaurants, lodging, and retail. By strengthening our downtown businesses, all of Franklin will be supported in this marketing campaign. A city with a healthy downtown is the vital to a strong community.

On behalf of the Franklin Chamber of Commerce, I enthusiastically submit this letter in support of Discover Downtown Franklin's pursuit of the Economic Development Commission grant to fund a billboard which is a key piece in the re-opening campaign for downtown Franklin.

Thank you for your consideration,

Rosie Chambers, executive director  
Franklin Chamber of Commerce





July 9, 2020

Economic Development Commission  
70 East Monroe Street  
Franklin, IN 46131

To whom it may concern,

Every community aspires to achieve success, but each defines it differently. As the Johnson County chamber of commerce and economic development organization, it is our job to help businesses and community partners overcome obstacles toward success, driving growth and opportunity. This among many other reasons is why we support the billboard project as led by our community partners at Discover Downtown Franklin.

Tourism is a critical component to economic development. According to Festival Country, Indiana and Certec, tourism annually contributes \$255 million to the Johnson County economy and supports 2,291 jobs. Franklin small businesses greatly benefit from this impact because the City of Franklin is the hub of Johnson County tourism and a Central Indiana tourism destination.

But the pandemic shutdown had a chilling effect on an otherwise hot economy. Results from economic impact surveys conducted by Aspire Johnson County over the last three months showed that over half of our County's businesses lost *at least* half of their weekly revenue. As businesses reopen from a months-long closure and consumers begin to venture out, we believe a marketing campaign to help drive dollars (literally) into town will benefit the economy.

We support our partners at Discover Downtown Franklin in this pursuit to stimulate the local economy. We urge you to help jumpstart these efforts through the Economic Development Commission Fee Grant.

Ever onward,

Christian Maslowski  
President & CEO

## Discover Downtown Franklin

Advertiser: Discover Downtown Franklin

Account Executive: Frank Stricker

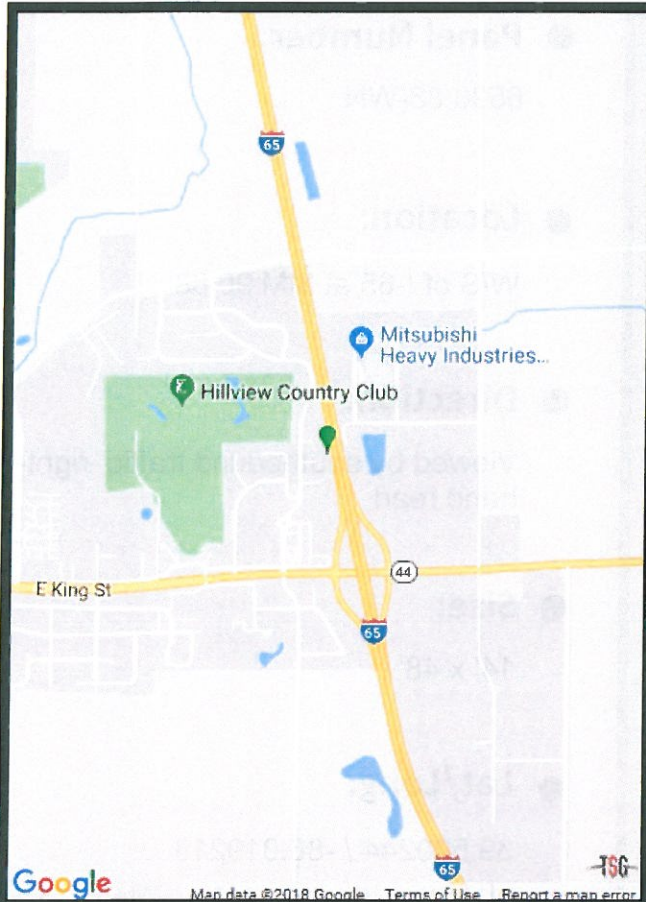
### SPOT PROPOSAL

Panel	City	Panel Description	Rate Per Month	DEC	Size	Start Date	End Date	# of Months	Production/ Installation	Media Cost
<b>Bulletin</b>										
<b>Indiana</b>										
6589.97-WN	Franklin	W/S of I-65 at MM 89.97	\$900.00	-	14' x 48'	08/01/2020	10/31/2020	3	\$1,250.00	\$2,700.00
6590.88-WN	Franklin	W/S of I-65 at MM 90.88	\$1,000.00	-	14' x 48'	08/01/2020	10/31/2020	3	\$1,250.00	\$3,000.00
<b>Total Faces: 2</b>										
<b>Total Investment</b>										<b>\$5,700.00</b>

All rates quoted are in NET dollars. Applicable taxes are additional.  
 Space has not been held. This proposal is only valid for 10 days.  
 6/26/2020

# JR PROMOTIONS LLC

## OUTDOOR ADVERTISING



● **Panel Number:**

6589.97-WN

● **Location:**

W/S of I-65 at MM 89.97

● **Direction:**

Viewed by southbound traffic, right-hand read

● **Size:**

14' x 48'

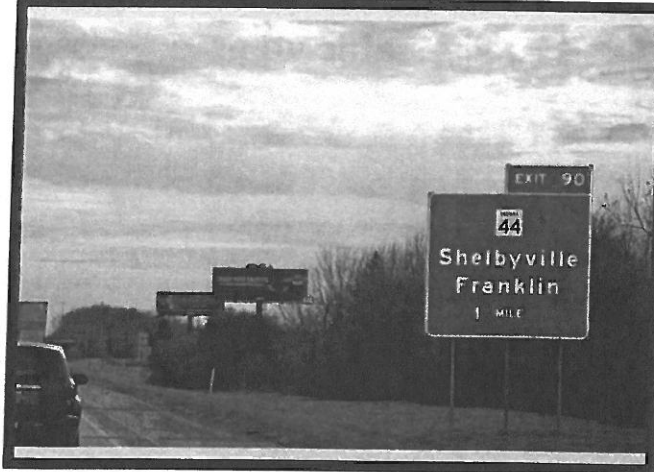
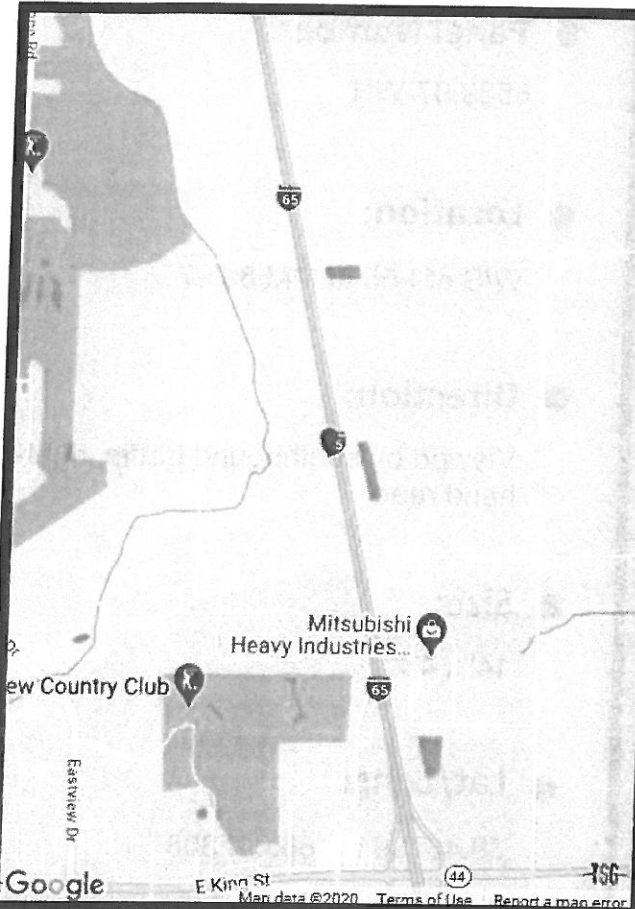
● **Lat/Long:**

39.487991 / -86.015808

● **Daily Traffic Volume: ~38080**

# JR PROMOTIONS LLC

## OUTDOOR ADVERTISING



● **Panel Number:**

6590.88-WN

● **Location:**

W/S of I-65 at MM 90.88

● **Direction:**

Viewed by southbound traffic, right-hand read

● **Size:**

14' x 48'

● **Lat/Long:**

39.500244 / -86.019218

● **Daily Traffic Volume: ~38080**