



Grant Proposal Application

(Please type)

- This application with all attachments must be received by **4:00 pm** on or before **May 2, 2025**.
- **Incomplete applications will be considered ineligible.**

Date Submitting Grant Application (mm/dd/yyyy):		05/02/2025	
ORGANIZATION INFORMATION			
Organization Name:		FRANKLIN HERITAGE, INC.	
Federal ID Number: 31-1109732			
Organization is:		<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> Other
Address: 48 E Madison St			
City: Franklin		State: IN	Zip: 46131
Contact Person:		George Chimples	
Title: Director of Development and Film		Email: george@franklinheritage.org	
Phone Number: 317-736-6823		Fax Number: n/a	
Organization Mission (Limited to 300 words)			
<p>Franklin Heritage Inc.'s mission statement is "preserving the past for our future." FHI fulfills this statement by working towards the preservation of the City of Franklin's historic architecture, educating the public regarding historic preservation, and restoring and operating The Historic Artcraft Theatre and Madison Street Salvage. FHI is also committed to Franklin's economic growth, by drawing visitors to downtown Franklin through the operation of the Artcraft and Madison Street Salvage, and encouraging patrons to visit other Franklin and Johnson County businesses.</p>			
PROJECT INFORMATION			
Project Name:		2026 Live Event Series at the Artcraft	
Start & End Date (mm/dd/yyyy):		01/01/2026 – 4/30/2026	

Project is (please select only one):		
<input checked="" type="checkbox"/> New		<input type="checkbox"/> Existing
Project Theme (please select only one):		
<input type="checkbox"/> Agriculture	<input checked="" type="checkbox"/> Arts & Culture	<input type="checkbox"/> Civic & Community Development
<input type="checkbox"/> Historic Preservation	<input type="checkbox"/> Tourism	<input type="checkbox"/> Business Support
<input type="checkbox"/> Workforce Development	<input type="checkbox"/> Increased Organizational Capacity	
Estimated number of people in the <u>City of Franklin</u> to be impacted by this specific project over the next 12 months:		
1,600 – 2,400 guests at the Artcraft, plus additional economic impacts described below.		
Summary of the proposed project (Limited to 700 words)		
<p>The Artcraft Live Event Series will be an eight show (minimum) series running from January to April of 2026. The shows will be scheduled for ‘off’ days/nights, in order to draw visitors to downtown Franklin when they may not otherwise venture out. The acts will be booked with a focus on live music and comedy, and associated other live performances such as magicians, variety acts, podcast recordings and others. The series will try to target many different audiences, through varied performance options, with a focus on original acts. The shows will be produced to appeal to different age groups, with performers working in a variety of genres, and a commitment to affordable pricing for Artcraft patrons.</p> <p>The Live Event Series has three main goals: to draw visitors to downtown Franklin on during otherwise less busy times, to provide affordable entertainment options, and to help support Hoosier artists. Additional benefits will be building the reputation of the Artcraft as a mixed-use venue (as opposed to solely a cinema), as well as helping to garner support for the Artcraft’s planned stage and auditorium renovation. By producing these events in the winter and spring months, when there is less activity in Franklin, FHI hopes that the Artcraft will stimulate spending in the local economy. According to a 2023 study from Americans for the Arts and the Indy Arts Council, arts event attendees in Marion County spend an average of around \$38 on dining, transportation, and other expenses, aside from the ticket price, with visitors from outside the county spending nearly \$50. Similar numbers can be estimated for Johnson County, meaning that a show could bring thousands of dollars of extra income to area businesses on a given day or night. Roughly one third of the Artcraft’s audiences are from outside Johnson County. A 250-person show could bring 80-90 people to downtown Franklin. With support from community partners such as the EDC, Festival Country Indiana and First Financial Bank, FHI intends to keep the ticket prices low relative to the cost of these event tickets in other communities. FHI has a proven track record of providing movie tickets and concessions far below what is market standard, and will continue this with its live event pricing. Finally, FHI intends to book a majority of Hoosier-based artists, confirming Franklin’s support for independent, local creatives. Erin Ludwig of Crossroads Promotions will be assisting with the booking of these artists.</p> <p>While the Artcraft hosts different times of live events throughout the year, the majority are theater rentals from outside organizations. The number of live shows produced by Franklin Heritage itself average less than five a year, and are irregularly timed. As a result, patrons and prospective visitors to the Artcraft do not think of the theater as a space for live music, comedy, and live shows. By producing a consistently timed, and widely appealing live event series, the Artcraft will become known for live music and similar events, just as it is known for its successful classic movie series. The long-term vision is for the Artcraft stage to be restored to the mixed-use space it was originally built to be in the time of vaudeville variety shows. This will require a substantial investment, but can be justified by proving the viability of live performance at The Historic Artcraft Theatre.</p>		

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

The number one indicator of success will be the overall attendance at the live series events. FHI is also keenly interested in collecting economic data from neighboring restaurants, shops and community partners to compare times when the Artcraft is active versus times when the Artcraft is dark. Getting precise data related to live shows has been difficult due to the irregular timing of live events at the Artcraft. Additionally, feedback will also be solicited from event attendees to better understand the types of events Artcraft patrons would like to see in the future, as well as their overall satisfaction with the events themselves.

FINANCIAL INFORMATION

Amount requested from the Franklin EDC:	\$25,000.00
Estimated total cost of the project:	\$40,000 – \$50,000
Percentage of the project to be funded by the Franklin EDC:	Between 40 – 50%
A complete budget for this particular project showing income and expenses:	

Booking fees: range from \$2,000 - \$10,000 + 10% booker's fee per show

Sound and light: \$1,000 - \$3,000 per show

Marketing (incl. print, social, radio): \$1,250 per show

FHI wages: \$350 - \$800 per show

Other expenses: Performer riders (meals, food and drink, lodging): varies; ticket fees: ~ 7- 9% of ticket value

Estimated costs per show: \$5,000 - \$6,000

Total estimated budget: \$40,000 – \$50,000

Other Funding Sources

Funding Source	Total Request from Source	Amount Contributed from Source/Status
Festival Country Tourism grant	\$5,000	Pending request
First Financial Foundation grant	\$7,000	Pending request

Total Other Funding Sources: \$12,000

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).

If the series is successful, Franklin Heritage intends to expand its offerings to include regular live performances. Building the audience for these performances is best done through regular, consistently-scheduled events, training audiences to expect live music and other acts at The Historic Artcraft Theatre. Additionally, while Franklin Heritage has robust marketing strategies, word-of-mouth is one of the most valuable and reliable means of expanding audiences. The more regularly FHI hosts live acts at the theatre, the more the audiences will grow.

Franklin Heritage has a successful sponsorship program for its classic movie series and other programming. Sponsorships sustain operations at the theatre, allowing event tickets and concessions prices to remain low for all patrons, while keeping operations financially viable. However, the long lead time on the sponsorship timing makes it difficult to add programming on short notice. Sponsorships auctioned at the February fundraising event help fund operations through the beginning of March of the following year. This event series was not available for potential sponsors this past February, which is why FHI is requesting financial support from the EDC and other community partners for this program. Once the live series has been established as a success, it will be much easier to solicit sponsorships from private individuals and local businesses, akin to FHI's other offerings, going forward.

Additionally, this program is meant to showcase Franklin's strength in its hospitality. As other cities in the region are expanding their multi-use venue capacities, it is important that Franklin continues to lead as one of the most entertaining and welcoming cities in central Indiana. The Historic Artcraft Theatre is able to host large crowds with its 600+ person seating capacity, all year round. With FHI serving as a non-profit committed to the growth and economic health of the City of Franklin, the Artcraft is well positioned to help Franklin maintain its reputation as an entertainment destination, while also helping to diversify the offerings available at the theatre.

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

☐ Yes

☒ No

If not, please explain:

Without EDC funding, Franklin Heritage can attempt to produce this series, albeit with a much more truncated schedule and scope. The amount of funding FHI receives for the series will help determine what acts are available to book for the budget. Without advance funding, FHI must be more modest in its goals for the program.

Organization's Fiscal Year (ex. month / year): From 01/2025 to 12/31/2025

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

If no, please explain:


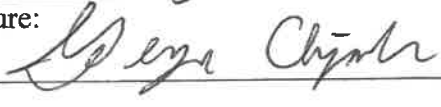
The Franklin Heritage Board of Directors does not currently require an outside audit. Board members and FHI's financial committee monitor all of FHI's finances on a monthly basis.

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

The Artcraft Live Event Series will be marketed as much as possible to attract visitors from outside of Johnson County. The EDC will be included in as much as the marketing material as possible, including all print and digital media. Additionally, part of the appeal of the Artcraft is the sense of community fostered by in-person introductions welcoming the audience to the show. The EDC would be acknowledged and thanked personally before each show in the series.

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: Rob Shilts	Print Name: George Chimples
Signature: 	Signature: 
Title: Executive Director	Title: Director of Development and Film
Date: MAY 2, 2025	Date: 5/2/2025

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 renderings or descriptions of the project if available and appropriate.
- ☐ The organization's overall budget showing income and expenses
- ☐ Most recent annual report or financial statements
- ☐ Letters of agreement from collaborating organizations (if applicable)

2025 Franklin Heritage, Inc. List of Employees

Anderson, Scott – Donation Pickup and Delivery Specialist
Madison Street Salvage

Armuth, Gregory – Salvage Shop Manager
Madison Street Salvage

Blair, Steve – Projectionist
The Historic Artcraft Theatre

Bratton, Meredith – Events Assistant
The Historic Artcraft Theatre

Chimples, George – Director of Film and Fundraising
FHI/The Historic Artcraft Theatre

Chung, Chris – Runner
FHI

Faris, Glenn – History and Preservation Coordinator
FHI

Guerrettaz, Beth – Director of Finance
FHI

Hamilton, Christine - Director of Madison Street Salvage
Madison Street Salvage

Henthorne, Kelly – Events Assistant
The Historic Artcraft Theatre

Indyk, Wayne – Projectionist
The Historic Artcraft Theatre

Moss, Kim – Will Call Office Administrator and Customer Service, Volunteer Coordinator
The Historic Artcraft Theatre

Potter, Gregory – Shop Assistant
Madison Street Salvage

Shilts, Jaime – Director of Events
FHI/The Historic Artcraft Theatre

Shilts, Rob – Executive Director
FHI

Windisch, Dave – Director of Marketing
FHI/The Historic Artcraft Theatre

Wright, William – Projectionist
The Historic Artcraft Theatre

FHI also uses a number of volunteers to assist with the operation of The Historic Artcraft Theatre, Madison Street Salvage and other FHI-related volunteer opportunities. This volunteer pool is over 100 individuals.

2025 Franklin Heritage, Inc. Board of Directors

1. Jessica Giles (1/18/2023)

Home Address:

1001 Maple Street
Franklin, Indiana 46131
Cell: (317) 474-5511

jessiergiles@gmail.com

1st 2 year Term Expires: (12/31/25)

2nd 2 year Term Expires: (12/31/27)

3rd 2 year Term Expires: (12/31/29)

Committee(s):

2. John Mehling (1/17/2024)

Home Address:

2424 Willow Lakes East Blvd.
Greenwood, IN 46143
Cell: (317) 766-1035

mehlman67@gmail.com

1st 2 year Term Expires: (12/31/26)

2nd 2 year Term Expires: (12/31/28)

3rd 2 year Term Expires: (12/31/30)

Committee(s):

3. Krista Linke (1/19/22), VP

Business Address:

70 East Monroe Street
Franklin, IN 46131
Cell: 317-225-2940

klinke@franklin.in.gov

1st 3 year Term Expires: (12/31/25)

2nd 3 year Term Expires: (12/31/28)

Committee(s):

4. Janette Koon (2/20/19)

Business Address:

399 N. Madison Ave
Greenwood, IN 46142
Business: 317-887-1764
Cell: 317-442-7927

jkoon399@gmail.com

1st 2 year Term Expires: (12/31/21)

2nd 2 year Term Expires: (12/31/23)

3rd 2 year Term Expires: (12/31/25)

Committee(s):

5. Andrew Weller (9/18/2019), Pres.

Home Address:

740 Boulder Road
Indianapolis, IN 46217
Cell: (567) 242-8961

booksandviewsblog@gmail.com

1st 2 year Term Expires: (12/31/21)

2nd 2 year Term Expires: (12/31/23)

3rd 2 year Term Expires: (12/31/25)

Committee(s):

6. Betsy DuSold (1/15/2020),

Home Address:

1100 East Adams Drive
Franklin, IN 46131
Cell: (317) 494-9269

dbdusold@aol.com

1st 3 year Term Expires: (12/31/23)

2nd 3 year Term Expires: (12/31/26)

Committee(s):

7. Delvan Roehling (1/17/2024), Treasurer

Home Address:

7528 Kilbarron Court.
Indianapolis, IN 46217
Cell: (317) 366-2597

delvan@comcast.net

1st 3 year Term Expires: (12/31/27)

2nd 3 year Term Expires: (12/31/30)

Committee(s):

8. Greg Quagliara (9/16/2020)

Home Address:

368 Yandes St.
Franklin, IN 46131
Cell: (317) 560-2469

gquagliara@hotmail.com

1st 3 year Term Expires: (12/31/23)

2nd 3 year Term Expires: (12/31/26)

Committee(s):

9. Wendy Shuler (9/16/2020), Secy.

Home Address:

249 W. Madison St.

Franklin, IN 46131

Cell: (317) 416-6732

wendyatfc@gmail.com

1st 3 year Term Expires: (12/31/23)

2nd 3 year Term Expires: (12/31/26)

Committee(s):

10. Jacob Sappenfield (1/19/2022)

Home Address:

30 Carrollwood Court

Franklin, IN. 46131

Cell: 317-409-9027

jacob.sappenfield@bankatfirst.com

1st 3 year Term Expires: (12/31/25)

2nd 3 year Term Expires: (12/31/28)

Committee(s):

11. Terry George (1/17/2024)

Home Address:

300 Kentucky St.

Franklin, IN 46131

Cell: (317) 626-8629

tgeorge51@att.net

1st 3 year Term Expires: (12/31/26)

2nd 3 year Term Expires: (12/31/28)

Committee(s):

12. Dave Purk (1/17/2024)

Home Address:

1001 E Jefferson St

Franklin, IN 46131

Cell: (317) 258-5357

purkdavid@gmail.com

1st 3 year Term Expires: (12/31/27)

2nd 3 year Term Expires: (12/31/30)

Committee(s):

13. Roxi Morris (2/21/2024)

Home Address:

5801 East New York Street

Indianapolis, IN 46219

Cell: (317) 412-6500

roxi.n.morris@gmail.com

1st 3 year Term Expires: (12/31/27)

2nd 3 year Term Expires: (12/31/30)

Committee(s):

Internal Revenue Service
District Director

Department of the Treasury

P.O. Box 2508
Cincinnati, OH 45201

Date: May 15, 1991

Person to Contact:

Sarah Varnum

Telephone Number:

513-684-3957

Refer Reply to:

EP/EO, Room 4010

Employer Identification Number:

31-1109732

Franklin Heritage, Inc.

P.O. Box 624

Franklin, IN 46131

Dear Sir or Madam:

This is in response to your request for affirmation of your exempt status.

Our records indicate that by a determination letter issued on June 12, 1986, you were recognized as exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code of 1986. That letter is still in effect.

You are classified as an organization that is not a private foundation within the meaning of section 509(a) of the Code because you are an organization described in section 509(a)(2).

The classification was based on the assumption that your operations would continue as stated in the application. If your sources of support, or your purposes, character, or method of operations have changed, please let us know so we can consider the effect of the change on your exempt status and foundation status.

As of January 1, 1984, you are liable for taxes under Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Franklin Heritage, Inc.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, you may contact us at the address or telephone number shown in the heading of this letter.

Sincerely yours,


Harold M. Browning
District Director

Budget Overview_Budget_FY25_P&L working copy__Report

Franklin Heritage, Inc

January 1-December 31, 2025

ACCOUNT NAME	JAN 2025 - MAR 2025	APR 2025 - JUN 2025	JUL 2025 - SEP 2025	OCT 2025 - DEC 2025	TOTAL
Income					
4000 FHI - Contributions - Unrestricted	20,000.01	20,000.01	20,000.01	19,999.97	80,000.00
4005 FHI - Contributions RESTRICTED	6,249.99	6,249.99	6,249.99	6,250.03	25,000.00
4030 FHI - Membership Dues	20,000.01	20,000.01	20,000.01	19,999.97	80,000.00
4050 ARTCRAFT - Merchandise	6,999.99	6,999.99	6,999.99	7,000.03	28,000.00
4070 ARTCRAFT - Concessions	60,216.24	60,216.24	60,216.24	60,216.28	240,865.00
4080 ARTCRAFT - Tickets	53,875.20	53,875.20	53,875.20	53,875.20	215,500.80
4085 ARTCRAFT - Live Shows	5,075.00	23,180.00	1,725.00	0.00	29,980.00
4090 ARTCRAFT - Sponsorships	144,865.00	8,700.00	3,250.00	1,000.00	157,815.00
4095 Sponsorship Party Tickets	11,400.00	0.00	0.00	0.00	11,400.00
4100 ARTCRAFT - Theatre Rental	5,750.01	5,750.01	5,750.01	5,749.97	23,000.00
4110 ARTCRAFT - Gaming Proceeds	6,249.99	6,249.99	6,249.99	6,250.03	25,000.00
4130 ARTCRAFT - Field Trips	7,500.00	7,500.00	7,500.00	7,500.00	30,000.00
4135 hotel rental income	5,100.00	5,100.00	5,100.00	5,100.00	20,400.00
4150 FHI - Home Tour/Garden Tour	0.00	0.00	21,050.00	0.00	21,050.00
4180 FHI - Grants	15,000.00	15,000.00	15,000.00	15,000.00	60,000.00
4190 salvage workshop	249.99	249.99	249.99	250.03	1,000.00
4205 FHI Sale of Furniture/Antiques	58,749.99	58,749.99	58,749.99	58,750.03	235,000.00
4210 FHI - Miscellaneous	125.01	125.01	125.01	124.97	500.00
Billable Expense Income	0.00	175.00	0.00	0.00	175.00
Total for Income	427,406.43	298,121.43	292,091.43	267,066.51	\$1,284,685.80
Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00
Gross Profit	427,406.43	298,121.43	292,091.43	267,066.51	\$1,284,685.80
Expenses					
2325 Postage & Mailing	140.46	214.09	402.48	146.00	903.03
5050 Mileage Reimbursement	750.00	750.00	750.00	750.00	3,000.00
5070 Staff Hotel and Air	0.00	1,296.96	4,314.08	0.00	5,611.04
5200 Staff Meetings, Seminars, Registration Cost	800.01	800.01	800.01	799.97	3,200.00
5210 Meals & Entertainment	875.01	875.01	875.01	874.97	3,500.00
5220 Payroll Processing Fees	875.01	875.01	875.01	874.97	3,500.00
5225 Salaries & Wages	157,278.24	157,278.24	157,278.24	157,278.28	629,113.00
5230 membership expenses	750.00	750.00	750.00	750.00	3,000.00
5235 reimburse outside rental ticket sales	3,750.00	3,750.00	3,750.00	3,750.00	15,000.00
5250 Office Expenses	2,000.01	2,000.01	2,000.01	1,999.97	8,000.00
5300 Dues & Subscriptions	624.99	624.99	624.99	625.03	2,500.00
5325 Copier Rental	1,625.01	1,625.01	1,625.01	1,624.97	6,500.00
5400 Website & IT Costs	5,724.00	3,336.00	3,336.00	3,336.00	15,732.00
5410 Donor & Tktng. Software	10,125.00	10,125.00	10,125.00	10,125.00	40,500.00
5450 Donations & Contributions	1,374.99	1,374.99	1,374.99	1,375.03	5,500.00
5525 49 E Madison Green Room Utilities	750.00	750.00	750.00	750.00	3,000.00
5530 48 E Madison Hotel Utilities	999.99	999.99	999.99	1,000.03	4,000.00
5535 350 E Madison St-Utilities	2,250.00	2,250.00	2,250.00	2,250.00	9,000.00
5550 Telephone	450.00	450.00	450.00	450.00	1,800.00
5600 Cell Phone	2,640.00	2,640.00	2,640.00	2,640.00	10,560.00
5700 Insurance - Director & Officer	0.00	2,450.00	0.00	0.00	2,450.00
5701 Insurance - Truck	600.00	600.00	600.00	600.00	2,400.00
5750 Insurance - Workers Comp	0.00	3,500.00	977.00	0.00	4,477.00
5800 Insurance - Liability	0.00	24,500.03	0.00	0.00	24,500.03
5820 Repair & Maintenance - 49 E Madison	249.99	249.99	249.99	250.03	1,000.00
5830 Repair & Maintenance - 48 E Madison	1,178.16	1,178.16	1,178.16	1,178.10	4,712.58
5840 Repair & Maintenance - 350 E Madison	3,249.99	3,249.99	3,249.99	3,250.03	13,000.00
5850 Cleaning and Cleaning Supplies	1,674.99	1,674.99	1,674.99	1,675.03	6,700.00
5925 Repair & Maintenance-Artcraft	15,000.00	15,000.00	15,000.00	15,000.00	60,000.00
5929 Lucuma Remodel - ART	75.00	75.00	75.00	75.00	300.00
5930 Decorations for Artcraft	50.01	50.01	50.01	49.97	200.00

Budget Overview_Budget_FY25_P&L working copy__Report

Franklin Heritage, Inc
January 1-December 31, 2025

ACCOUNT NAME	JAN 2025 - MAR 2025	APR 2025 - JUN 2025	JUL 2025 - SEP 2025	OCT 2025 - DEC 2025	TOTAL
5935 Supplies & Materials/Workshops	87.51	87.51	87.51	87.47	350.00
5975 Truck Operating Cost	1,250.01	1,250.01	1,250.01	1,249.97	5,000.00
6000 Legal, Consulting & Professional Fees	15,000.00	15,000.00	15,000.00	15,000.00	60,000.00
6050 Utilities - ART - Electric	3,999.99	3,999.99	3,999.99	4,000.03	16,000.00
6100 Utilities - ART - Gas	725.01	725.01	725.01	724.97	2,900.00
6150 Utilities - ART - Water	750.00	750.00	750.00	750.00	3,000.00
6200 Utilities - ART - Sewage	375.00	375.00	375.00	375.00	1,500.00
6250 Utilities - ART - Trash	1,500.00	1,300.00	1,200.00	1,200.00	5,200.00
6300 Memorials & Flowers	75.00	75.00	75.00	75.00	300.00
6700 Programs, tkts., outside printing	1,500.00	1,500.00	1,500.00	1,500.00	6,000.00
6705 Sr. Series brochures/programs/tickets	50.00	100.00	50.00	0.00	200.00
6725 Hospitality	750.00	750.00	750.00	750.00	3,000.00
6750 Bank Charges	67.50	67.50	67.50	67.50	
6740 401K Service Charges	350.01	350.01	350.01	349.97	1,400.00
Total for 6750 Bank Charges	417.51	417.51	417.51	417.47	\$1,670.00
6775 Credit Card Merchant Fees	4,500.00	4,500.00	4,500.00	4,500.00	18,000.00
6850 Taxes & Licenses	324.99	324.99	324.99	325.03	1,300.00
6860 Employer Soc. Security	8,250.00	8,250.00	8,250.00	8,250.00	33,000.00
6870 Employer Medicare	1,937.49	1,937.49	1,937.49	1,937.53	7,750.00
6875 State Unemployment	425.01	425.01	425.01	424.97	1,700.00
6950 Interest	1,875.00	1,875.00	1,875.00	1,875.00	7,500.00
7050 Artcraft - Merchandise Cost	4,500.00	4,500.00	4,500.00	4,500.00	18,000.00
7100 Artcraft - Concession Cost	17,499.99	17,499.99	17,499.99	17,500.03	70,000.00
7150 Artcraft - Movie Rental Fees	20,000.01	20,000.01	20,000.01	19,999.97	80,000.00
7160 Artcraft-Movie DVDS	1,850.01	1,850.01	1,850.01	1,849.97	7,400.00
7210 Artcraft - Event Booking Fees	2,499.99	2,499.99	2,499.99	2,500.03	10,000.00
7225 Artcraft - Fundraising	7,500.00	7,500.00	7,500.00	7,500.00	30,000.00
7250 Artcraft - Theatre Workers	750.00	750.00	750.00	750.00	3,000.00
7300 Artcraft - Film Shipping Cost	4,374.99	4,374.99	4,374.99	4,375.03	17,500.00
7350 Artcraft - Advertising Newspaper, Radio, Facebook	5,750.01	5,750.01	5,750.01	5,749.97	23,000.00
7355 Adv/Promotional Salvage	174.99	174.99	174.99	175.03	700.00
7360 Artcraft - Costumes	0.00	0.00	0.00	0.00	0.00
7365 Movie Prizes	50.01	50.01	50.01	49.97	200.00
7400 FHI - Development	750.00	750.00	750.00	750.00	3,000.00
7420 FHI Antique Merchandise	13,749.99	13,749.99	13,749.99	13,750.03	55,000.00
7430 Salvage - Office and Administrative	1,749.99	1,749.99	1,749.99	1,750.03	7,000.00
7450 FHI - Home & Garden Tour Cost	0.00	3,000.00	3,000.00	0.00	6,000.00
QuickBooks Payments Fees	262.50	262.50	262.50	262.50	1,050.00
Square Fees	180.00	180.00	180.00	180.00	720.00
Total for Expenses	341,295.86	373,578.48	347,160.96	338,563.38	\$1,400,598.68
Net Operating Income	86,110.57	-75,457.05	-55,069.53	-71,496.87	-\$115,912.88
Other Income					
4220 Interest Earned	3,750.00	3,750.00	3,750.00	3,750.00	15,000.00
Total for Other Income	3,750.00	3,750.00	3,750.00	3,750.00	\$15,000.00
Other Expenses					
5650 Depreciation	12,745.92	12,745.92	12,745.92	4,248.64	42,486.40
6800 Miscellaneous	0.00	0.00	0.00	0.00	0.00
Reconciliation Discrepancies	0.00	0.00	0.00	0.00	0.00
Total for Other Expenses	12,745.92	12,745.92	12,745.92	4,248.64	\$42,486.40
Net Other Income	-8,995.92	-8,995.92	-8,995.92	-498.64	-\$27,486.40
Net Income	77,114.65	-84,452.97	-64,065.45	-71,995.51	-\$143,399.28

To the Franklin Economic Development Commission,

In 2012, I was given the opportunity and good graces to start a music program from scratch, and was able to witness firsthand the economic and community impact that a steady Friday night scheduled performance brought about. After about a year of consistent promotions, word-of-mouth, and quality live music, (as well as highlighting the great food and service), we began serving customers who were coming in from far and wide, who would not likely have set foot in Franklin otherwise, nor the Grill Bar (pre-facelift) specifically. We had a significant boom in food and drink output, inventory ordered, staff hired, increased visibility and a newly-minted reputation as a music-loving town (notice by NUVO was a biggie, along with being featured on the Cheeseburger Trail, and a couple of news features). It was notable, seeing new faces daily, in a place that once had been a locals-only dive. I've no doubt that this was primarily achieved by word-of-mouth through a widespread and tight-knit musical community, and dedicated social media event posts. It changed everything! Many great performances and packed intimate shows later, Covid ended all that.

I feel strongly that given a chance and through consistency and dedication, and willingness to take a few ups and downs as we navigate a new program, The Artcraft will become well-known for cultivating a welcoming spot for original artists, and there will be just another great reason for people to come downtown. Weeknights are rough but again, consistency is our friend there. It will allow a budget that is far more flexible than weekends and we can potentially get acts that we'd not be able to touch on a weekend financially. We can all see that every midsize to large city in the donut counties have built performance spaces, so it stands to reason there's money being made. With that, here is some data to consider:

Per NIVA- National Independent Venue Association, Feb.7, 2025

"Independent stages are the beating heart of communities nationwide. They fuel jobs, culture and connection." There is currently an online NIVA survey (deadline March 5) to determine the "State of Live", with results to be published in June 2025.

Illustrate Magazine, 9/9/2024, The Impact of Music Festivals on Local Economics: Boosting Business and Community Engagement

"Music festivals are powerful economic drivers for host cities and regions. The influx of visitors and their spending can lead to substantial economic impacts, including job creation and increased revenue for local businesses.

Key Economic Impacts:

Tourism and Spending: Festivals attract tourists who spend money on accommodations, food, transportation and other services. This boost in consumer spending benefits local businesses including hotels, restaurants and shops.

Job Creation: Music festivals create temporary and permanent job opportunities ranging from event staff and security personnel to vendors and local artisans.

Infrastructure Investment: To accommodate an influx of visitors, cities often invest in infrastructure improvements such as transportation, sanitation and public safety. These investments can enhance overall quality of life for residents.

Key Social & Cultural Impacts:

Community pride and identity

Cultural exchange by attracting a diverse audience.

Support for the arts.

Through these social and cultural contributions, music festivals enrich the cultural fabric of the host communities.

Key Long-Term Impacts:

Increased tourism: can establish a city or region as a popular destination, attracting repeat visitors and encouraging new tourism opportunities.

Business growth

Community development enhancing livability and attracting new residents and businesses."

IndyStar Oct. 18, 2023

Report: Indianapolis' nonprofit arts and culture sector generates \$524M economic impact. Between May 2022 and June 2023, Americans for the Arts and the IndyArts Council measured the arts impact on organizational and audience spending, household income, and tax revenue to produce the Arts and Economic Prosperity 6 economic and social impact study. Highlights from the report:

- Local residents received \$342.7M in personal income from the Indianapolis sector's economic activity, which also generated \$108M in tax revenues to local, state and the federal government.
- The economic impact of organizations' and audience spending supported almost 7500 jobs.
- On average, a person spent \$36.72 per event on related dining, transportation, parking and other expenses, not including cost of admission or food and drinks purchased on site. Patrons traveling from outside of the county spent \$47.24 on average.
- More than 90% of those who attended events said the activity or venue inspired a sense of pride in the neighborhood or community. More than 80% said the venues are important pillars for the community and that they would feel a sense of loss if the activity or venue wasn't available.

Fourth Economy article, Aug. 23, 2023

Paraphrased; Dates for Taylor Swift's "The Eras" tour put cities chosen as stops on the receiving end of the "Taylor Effect": a projected economic impact of \$5B over all tour stops, a sum greater than the economies of more than 35 countries worldwide.

Oxford Economics, a global economic forecasting and analysis firm, suggests the impact of concerts and the live entertainment industry in the US is over \$130B, accounting for 913,000 jobs, \$42.2B in wages, and \$17.5B in fiscal impact captured by governments ranging from the federal government to municipalities.

With Franklin cultivating the Arts District branding, it makes sense for the city to support an independent music scene.

Thanks again for the review of the grant, and for your time and consideration.

Best regards,
Erin Ludwig
Crossroads Promotions



JUST SOUTH OF INDY

April 30, 2025

Dear Franklin Economic Development Commission members,

Festival Country Indiana, the official tourism agency for Johnson County, is excited to support the grant funding application for Franklin Heritage, Inc. to jumpstart their efforts to host live events at The Historic Artcraft Theatre in addition to their film schedule.

Funding from the EDC would help with the investment Franklin Heritage, Inc. would need to make to upgrade the sound and light system at the Artcraft and to book unique entertainment.

The Artcraft is a huge economic driver in downtown Franklin and serves both residents and visitors. Additional live entertainment would further their reach. Festival Country supports their efforts wholeheartedly.

Sincerely,

A handwritten signature in black ink, appearing to read "Kenneth Kosky".

Kenneth Kosky
Executive Director, Festival Country Indiana