

2012 Mid Year Report: Including a 2011 Overview

Hendricks County Tourism Commission
d/b/a The Hendricks County Convention and Visitors Bureau



HENDRICKS
COUNTY

CONVENTION & VISITORS BUREAU

July 2012

8 West Main Street, Danville, Indiana 46122
317-718-8750 800-321-9666 fax: 317-718-9913

TourHendricksCounty.com



The Hendricks County Tourism Commission d/b/a the Hendricks County Convention and Visitors Bureau (HCCVB) has been diligently promoting our community as a destination while deepening the quality of life since our creation in 1998. Through 2011 and into the first quarter of 2012, we are excited to report some of our best months ever, and also provide you specific information on the benefits Hendricks County received during the 2012 Super Bowl held in February of this year.

In this Annual Report you will learn more about our marketing successes over the past 15-18 months. You will find many statistics telling our story. Tourism is still important business in Hendricks County, contributing \$192 million annually to the local economy. For every \$1.00 spent by our agency, there is a \$15.00 return on investment. 70% of that return stays right here in Hendricks County. We are pleased to continue encouraging economic development, increasing available jobs and improving the quality of life in our area.

The staff and the Commission remain committed to our success by remaining true to our vision and mission below:

Our Vision Statement: The Hendricks County Tourism Commission will be a regional leader in tourism and economic development through creative marketing, product development and short- and long-term planning.

Our Mission Statement: The Hendricks County Tourism Commission attracts visitors to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life.



Doris Martin with the Pittsboro One Room Schoolhouse

Travel predictions for 2011 were improving, with TripAdvisor reporting that “Americans appear eager to pack their bags in the coming year, as 36 percent plan to spend more on leisure travel in 2011 than 2010, while 42 percent expect to spend the same amount. Ninety percent plan to take two or more leisure trips next year -- a slight increase on the 89 percent who said they have done so in 2010.”

For 2012 the same source announced that traveling for cultural experiences is on the rise (42% in 2012 vs. 38% in 2011), and that “Despite the current economic climate, 31 percent anticipate they will spend more on leisure travel this year, while 49 percent expect to spend the same amount as they did in 2011.” Another encouraging statistic is that 90% of respondents are planning to take two or more leisure trips next year, and 24% are planning five or more getaways.



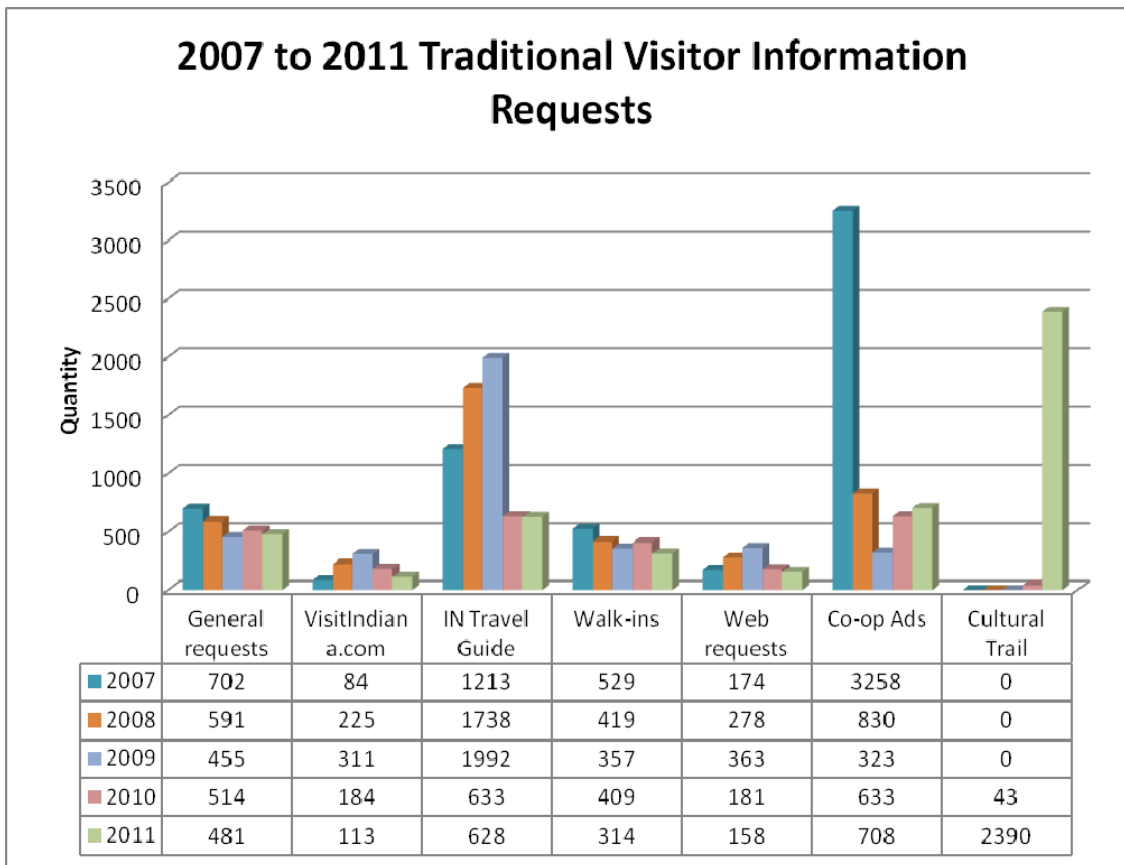
Thank you for reviewing the enclosed information. Please be sure to review the Appendix section that highlights our budget expenses comparatively since the year 2000 and a report that reviews the Innkeeper’s Tax collections since 1998. If you have any questions, please contact us at 317-718-8750.

STATISTICS AND MEASUREMENTS

We are pleased to report that in 2011, the Hendricks County CVB experienced record innkeeper’s tax collection in nine of the 12 months of the year. So far, in 2012, we’ve seen record collections in every month January through May.

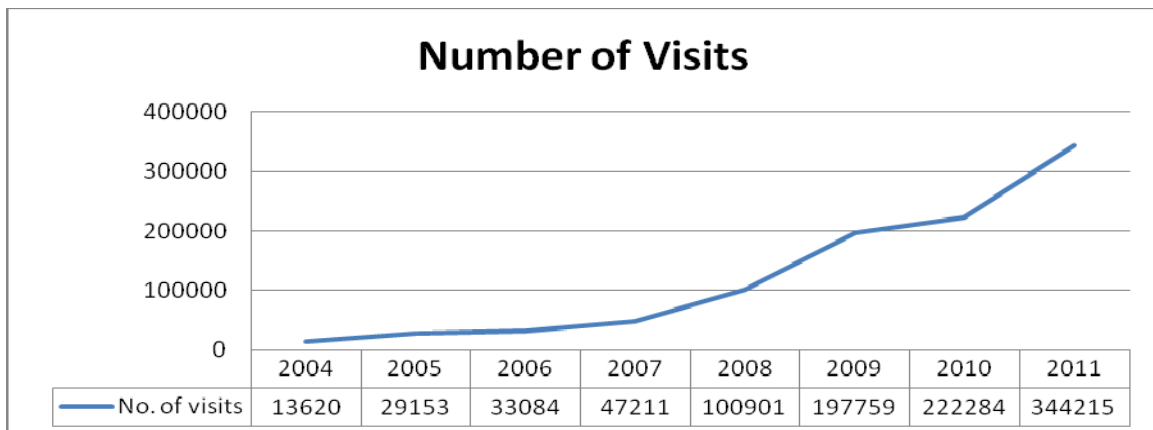
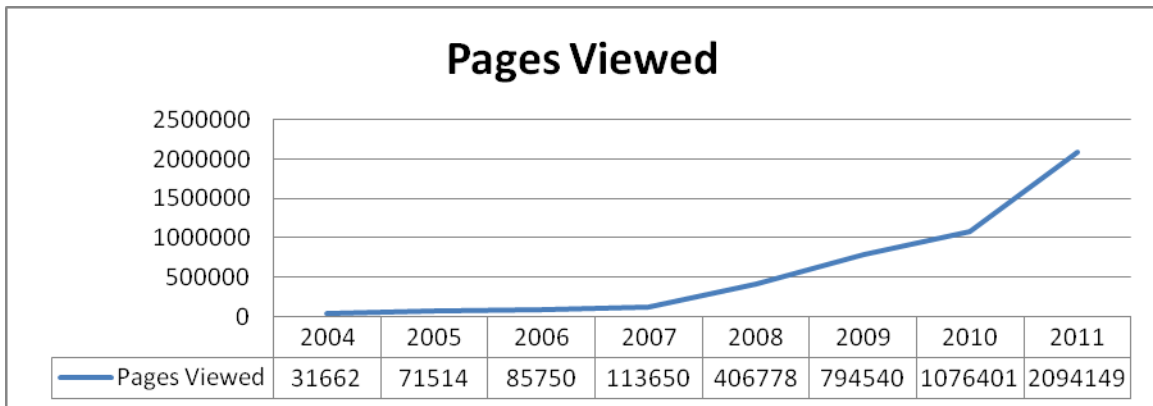
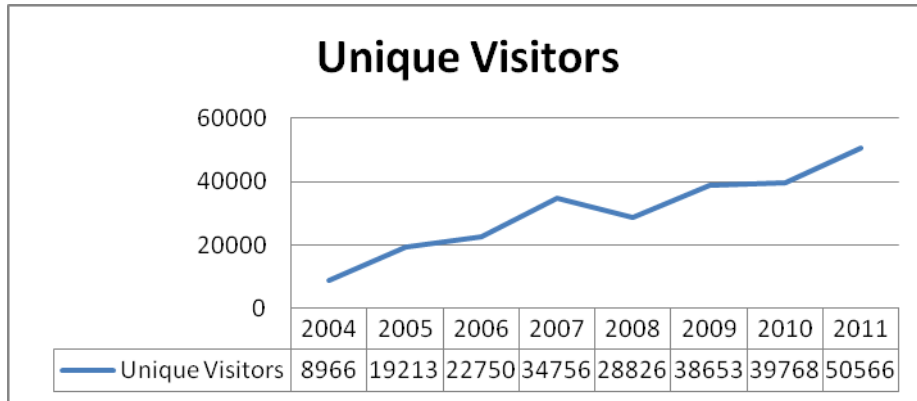
Since 2003, we have been tracking some specific statistics to measure the success of the Hendricks County Convention and Visitors Bureau. In 2011, and continuing in 2012, we are seeing a slight decline in the number of requests for information traditionally; such as phone calls, walk-ins and reader response. However, we are seeing a steep increase in the amount of traffic we are getting from new media channels such as our website, Facebook and Twitter.

In the chart below, you will see the previous five years of traditional visitor information requests. The variances can be mostly attributed to products that were offered or that the HCCVB sold during those calendar years.



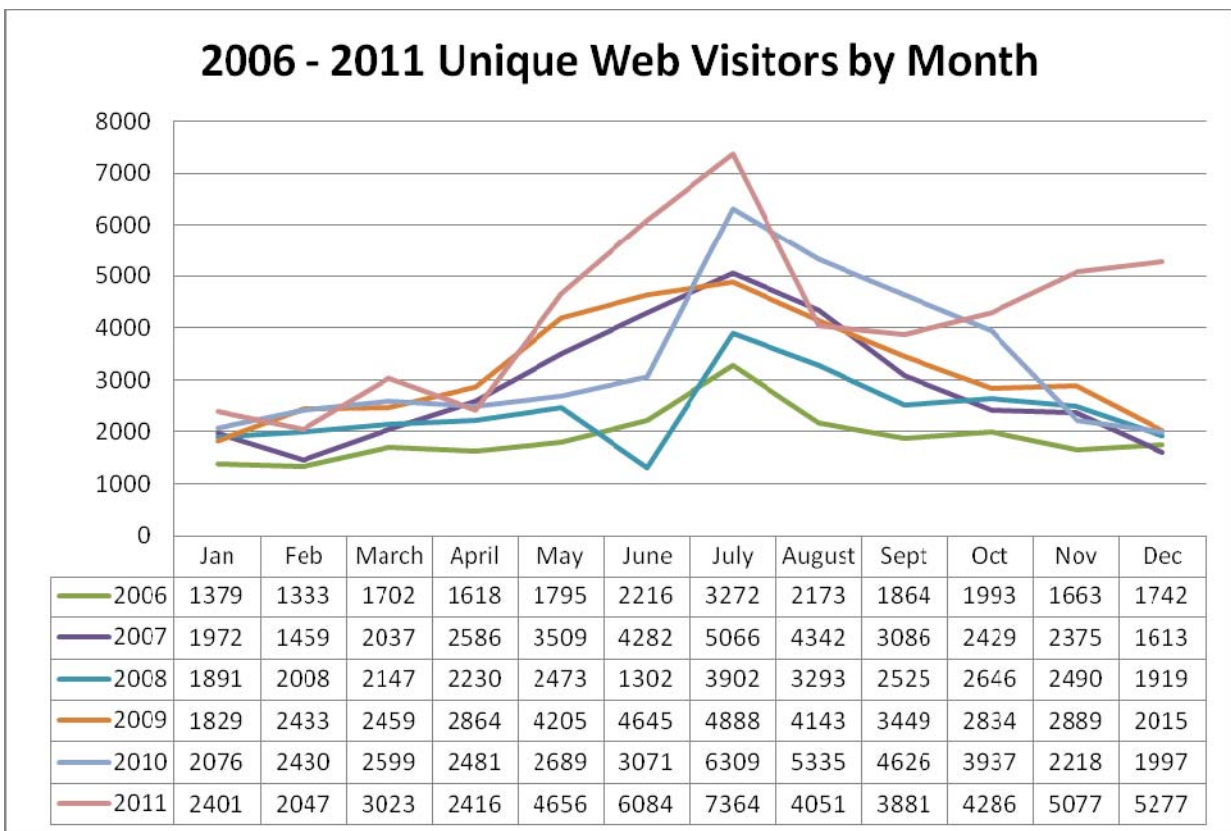
TourHendricksCounty.com

The online presence of the destination marketing organization for the county continues to be the single most effective marketing tool for the Hendricks County CVB. The three graphs below showcase the significant increases in unique visitors, number of visits, and number of page views to our site in just 2011.



It is important to note that our web statistics for 2012 have already surpassed the total numbers for 2011. This is attributed in part to our role in the hosting of the 2012 Super Bowl, but we are also seeing record numbers since that time due to the increased online presence we have on Facebook, Twitter and with our blog, All Access Hendricks County.

Another interesting item of note is the graph below depicting the web traffic by month. For the past two years we have invested into a holiday campaign to encourage visitors and residents to spend their discretionary holiday income in Hendricks County. You will see the line below for 2011, shows a visible uptick in November and December for the first time. We are confident that this measureable result translates to additional sales for retailers during that time, as well as additional sales tax dollars into the county general fund. This spending also continues to support wages and jobs not only in the hospitality sector.



THE BLOG

All Access Hendricks County launched November 1, 2011 and since that time has consistently been the most viewed and visited portion of our website. Over 70% of the posts on the blog show up in the first page of Google search engine results, which places our destination above other nearby and similar destinations when travelers are searching for a destination in central Indiana, a destination with family fun, one with arts and culture or one with outdoor recreation.

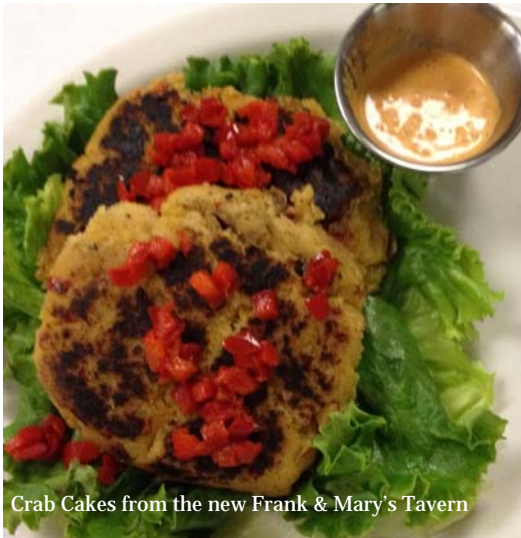
The blog houses user-generated content, meaning that members of our community write about their experiences and then share them online for potential visitors to review. Our most popular posts since the inception of the blog have been food related – which supports the fact that all travelers to a community partake in one activity that is always the same; local dining. An expert from a recent blog post is below. This was written by a member of our staff, Josh Duke, the Communications Manager.

The screenshot shows the top of a blog post on the 'All Access' website. The header features the text 'ALL ACCESS' in large white letters on a yellow background, with 'INSIDE INFORMATION ON HENDRICKS COUNTY' below it. To the right is a 'Your FastTrack to Fun' logo. Below the header is a navigation menu with links: HOME, TOURHENDRICKSCOUNTY.COM, CATEGORIES, TOWNS, LINKS, ABOUT, CONTACT, ABOUT OUR BLOGGERS, and FTC DISCLOSURE. The main content area shows the title 'New Frank & Mary's Tavern keeps catfish, adds fresh vision' and the author 'by Josh Duke on JUNE 19, 2012 in DINING, FAMILY, PITTSBORO'. The beginning of the text reads: 'I realize that what I'm about to write may draw the ire of many Hendricks County visitors and residents (especially in Pittsboro, Indiana). But here goes:'. To the right of the text is a 'SHARE IT!' section with social media sharing options: Tweet (1), Submit, Like (2 people like this. Be the first of your friends.), and a 'Share' button. A 'SUBSCRIBE' button is also visible at the bottom right of the post area.

For me, that was part of the problem. I'm not a seafood eater. Never have been; never will be.

But after we at the [Hendricks County Convention and Visitors Bureau](#) learned Frank & Mary's had new owners; we had to do our due diligence.

We heard some changes had been made, and some were very evident the moment we arrived. The interior and exterior of the old building at 21 E. Main St. on U.S. 136 in downtown Pittsboro had been spruced up. New attractive yellow awnings were the most visible of the exterior changes greeting guests at the front door.



Crab Cakes from the new Frank & Mary's Tavern

The restaurant has new paint on the walls, new tables, chairs, tablecloths and chalkboards. The old benches that so many families remember as they waited for a table are gone as are the curtains and the outdated checkout counter, replaced by an original stove that doubles as a hostess stand and nostalgic piece of the old Frank & Mary's.

The changes to the building mirror the changes to the menu and the overall vision of Frank & Mary's new owners, couples – Joe and Karen "Mimi" Boarini and Sean and Kelly McBride. They want to keep a little of the old Frank &

Mary's while infusing it with a fresh, new palate.

"We want to provide the community with those favorite dishes, while adding to the experience by going to a natural-foods approach," said Sean McBride, Frank & Mary's chef who was the former chef at Café Nora in Indianapolis. "We want to serve our customers with made-from-scratch dishes like we would serve our families at home."

So, they've kept some of the old recipes like the Herring family catfish recipe, but infused the menu with several made-to-order dishes that anyone who had been to the old Frank & Mary's would never expect.

How about a Po'Boy Hoagie with either butterfly shrimp or catfish nuggets and Zinger Roux sauce or a Berries and Balsamic Salad with mixed greens, seasonal berries, feta cheese, red onion rings, a berry vinaigrette dressing and your choice of grilled chicken or Genoa salami?

I'm becoming a fan.



Published June 19th, 2012 on TourHendricksCounty.com/blog

GROUP SALES

Hendricks County continues to position ourselves as an overnight destination for motorcoach groups, youth sports tournaments and small convention and meetings. In addition to working directly with meeting planners and tour operators, we pay close attention to consumers that are planning specialty events such as weddings, high school class reunions, small celebratory events and other gathering opportunities.



Girlfriend Getaways are becoming an increasingly popular market, especially for those traveling along the Rural Routes to Main Street Cultural Trail.

At left: Nomad Yarns in Plainfield

We have seen increased success with our group sales efforts. The chart below outlines the increase in specific leads we have sent lodging and event space in the county, as well information on services we've provided our clients during 2011.

	Lodging Leads	Attraction leads	Event space leads	Trade Show Leads	Bridal Leads	Cold Calls	Itineraries Planned	Site visits
2009	57	41	25	35	40	125	9	34
2010	97	116	16	408	327	365	30	54
2011	126	153	43	90	497	206	37	142

The leads we send do translate into overnight rooms booked and bureau services provided. The chart below details those two items specifically.

	Booked Room Nights	Bureau Services
2009	369	34
2010	893	51
2011	1462	112

To equate the rooms booked to economic impact, we know that for each room booked our average party is 2.8 visitors. Each of those visitors spends \$82.70(2) a night when in Hendricks County including moneys on the room, attractions, dining, and more.

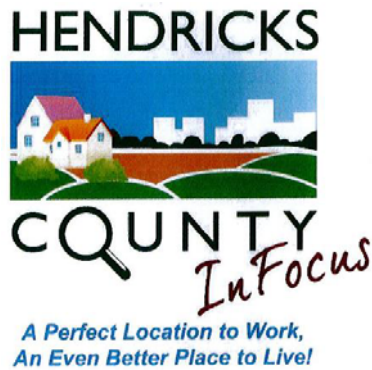
$$2.8 \text{ visitors} \times 1,462 \text{ room nights} = 4,094 \text{ person/room night}$$

$$4,094 \times \$82.70 \text{ per person spending} = \$338,573.88$$

These economic impact funds can be directly attributed to the effort of the Hendricks County Convention and Visitors Bureau by way of our 1.5 person sales staff.

COMMUNITY EVENTS & PROGRAMMING

In addition to the marketing, communications and sales efforts of the Hendricks County Convention and Visitors Bureau, we remain dedicated to enhancing the quality of life in Hendricks County. We've been producing and assisting with special community events for over nine years, including the five tent poles of our efforts including Breakfast of Champions, Hendricks County Night with the Indians, Taste of Hendricks County, Wings of Golf and the county map program. For 2011 and into 2012, the Hendricks County Convention and Visitors Bureau has made a cash investment into a far-reaching collaborative community program, identified as the Quality of Life Study for Hendricks County.



The Hendricks County CVB has invested \$15,000 so far into the program, in addition to the time and talent to help manage research programs and community sessions. We remain committed to the project. If we create communities where people want to live, you create a community people want to visit. If you have a place people want to visit, companies will invest. It's a cycle that we are all pieces of the whole.

Events like the annual Breakfast of Champions allows the Hendricks County Convention and Visitors Bureau to give back to the residents, therefore increasing the quality of life in their hometown.

At right: Major General R. Martin Umbarger address those assembled during the 2012 event.



THE 2012 SUPER BOWL

There is no doubt that Hendricks County reaped some significant benefit to being in such close proximity to the location of the 2012 NFL Super Bowl. Not only did we benefit from location, the Hendricks County CVB served in many roles to ensure that our communities and our locally owned businesses received their fair share of the monies spent during the event. Below is a chart outlining specific details for the month of February 2012 in regards to our hotel statistics.

Occupancy (%)	2012	
	Jan	Feb
This Year	46.3	56.4
Last Year	43.4	50.2
Percent Change	6.7	12.4

Average Daily Rate	2012	
	Jan	Feb
This Year	77.40	117.03
Last Year	67.00	72.52
Percent Change	15.5	61.4

Room Demand	2012	
	Jan	Feb
This Year	20,153	22,143
Last Year	18,902	19,717
Percent Change	6.6	12.3

Lodging Revenue	2012	
	Jan	Feb
This Year	1,559,874	2,591,366
Last Year	1,266,394	1,429,898
Percent Change	23.2	81.2

In addition to the increase in revenue directly to our locally owned businesses, the increase in tax revenues were across the board. Not only did the user fees such as innkeeper’s tax and food and beverage tax rise significantly, so did sales taxes, gasoline taxes, sin taxes, and more.

Hendricks County is poised from this effort to capitalize on the increased awareness of our community as a destination for visitors and corporations. The Hendricks County CVB worked hard to showcase our community with free shuttle service, extra welcome services at hotels, and assistance with the development of a super celebration site in Plainfield.



The Event Center at Serendipity & Metropolis during the 2012 Super Bowl

TOURISM COMMISSION MEMBERS & STAFF

The Hendricks County Tourism Commission is appointed by the Hendricks County Commissioners and members of the Plainfield Town Council, our largest municipality, as directed by state statute and local county ordinance. The 2012 Tourism Commission members are:

- Dick Thompson, Hendricks County Council **PRESIDENT**
- Michelle Sieradzki, Lucas Oil Raceway **VICE PRESIDENT/PRESIDENT-ELECT**
- Kent McPhail, Plainfield Town Council **TREASURER**
- Lance Angle, Metropolis Shopping Complex **SECRETARY**
- Lew White, Lew White Tours **PAST PRESIDENT**
- Lynne Fuller, F2 Inc.
- Greg Hole, West Chase Golf Club and Tomahawk Hills Golf Course
- Jennifer Smith, Staybridge Suites and Holiday Inn Express Plainfield
- Lee Tesdahl, Artistic Designs Gallery

The 2011 & 2012 Staff of the Hendricks County Convention and Visitors Bureau:

- | | |
|---------------------|----------------------------|
| Emory Lencke | Executive Director |
| Jaime Bohler Smith | Associate Director |
| Sarah McMillen | Tourism Marketing Manager |
| Josh Duke | Communications Manager |
| Becky Harris | Sales Manager |
| Tracy Whetstone | Community & Events Manager |
| Karen Eddy | Administrative Assistant |
| Kara Harlan | Project Assistant |
| Becky Moon | Office Assistant |
| Debby Rodney | Marketing Assistant |
| Shelby Rodney | 2011 Management Assistant |
| Tanya Gabrish | 2012 Management Assistant |
| Betty Ann Kessinger | Seasonal Assistance |





Historic Bridge at McCloud Nature Park, North Salem

For more information contact:
Hendricks County Convention and Visitors Bureau
8 West Main Street
Danville, Indiana 46122
317-718-8750 800-321-9666
TourHendricksCounty.com
TourHendricksCounty.com/blog
Info@TourHendricksCounty.com
Facebook.com/FastTrackToFun
Twitter: @FastTrackToFun

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Hendricks County Tourism Commission
Annual Report
 2000 thru 2011

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL	%
Revenue														
Revenue	493,573	511,195	518,045	440,309	452,987	1,006,917	893,500	1,863,811	807,087	2,421,925	1,848,590	1,643,520	12,901,457	100.0%
Expenses														
SALARIES	68,246	111,415	117,737	120,784	142,187	144,789	189,144	200,664	222,989	244,049	253,721	281,095	2,096,820	17.6%
BENEFITS	<u>9,535</u>	<u>17,649</u>	<u>21,750</u>	<u>18,179</u>	<u>29,952</u>	<u>33,939</u>	<u>48,929</u>	<u>53,771</u>	<u>57,675</u>	<u>67,804</u>	<u>71,418</u>	<u>73,412</u>	<u>504,013</u>	<u>4.2%</u>
SALARIES & BENEFITS	<u>77,780</u>	<u>129,065</u>	<u>139,487</u>	<u>138,963</u>	<u>172,139</u>	<u>178,728</u>	<u>238,073</u>	<u>254,435</u>	<u>280,664</u>	<u>311,853</u>	<u>325,139</u>	<u>354,507</u>	<u>2,600,834</u>	<u>21.8%</u>
MARKETING	276,299	158,468	258,796	256,678	273,090	291,942	473,866	610,526	686,972	584,490	794,268	785,601	5,450,996	45.6%
OFFICE SUPPLIES	11,597	14,654	20,347	14,176	12,158	16,397	22,147	23,289	17,130	20,605	17,918	28,465	218,883	1.8%
POSTAGE/SHIPPING	1,343	5,006	5,532	8,210	6,994	10,446	10,772	14,821	16,674	18,392	10,872	5,201	114,263	1.0%
PROFESSIONAL FEES	46,093	11,086	19,008	15,755	16,303	46,443	53,436	40,645	42,615	69,999	62,141	60,003	483,526	4.0%
BUILDING/LAND MORTGAGES	22,107	22,238	22,359	12,894	12,655	76,181	107,117	221,000	246,500	333,000	279,986	270,000	1,626,037	13.6%
FACILITIES MAINTENANCE	3,564	3,279	6,413	7,140	9,802	14,848	19,557	15,142	24,246	85,337	13,152	21,697	224,177	1.9%
UTILITIES	1,876	3,946	4,644	5,588	6,291	6,424	6,390	6,442	7,718	7,511	7,240	7,074	71,143	0.6%
TELEPHONE	8,035	11,455	10,867	8,923	8,431	8,460	8,865	8,805	4,493	7,800	8,020	7,698	101,853	0.9%
INSURANCE	2,464	1,599	3,991	3,404	3,639	4,425	4,339	6,416	5,242	5,377	7,940	6,885	55,721	0.5%
VEHICLES EXPENSES	1,270	5,834	7,265	12,611	9,583	10,592	12,344	14,440	15,972	9,780	11,273	15,676	126,640	1.1%
BUILDING FUND	163,369	8,526	139,965	29,378	30,537	30,401	0	0	0	0	0	0	402,176	3.4%
CAPITAL EXPENDITURES	111,260	13,270	13,718	0	0	0	30,472	0	8,948	9,111	0	0	186,779	1.6%
CONTINGENCY	<u>5,198</u>	<u>15,645</u>	<u>28,758</u>	<u>20,147</u>	<u>9,210</u>	<u>0</u>	<u>38,120</u>	<u>24,792</u>	<u>74,258</u>	<u>67,858</u>	<u>190</u>	<u>0</u>	<u>284,177</u>	<u>2.4%</u>
TOTAL EXPENSES	732,256	404,071	681,150	533,867	570,831	695,286	1,025,497	1,240,754	1,431,433	1,531,113	1,538,139	1,562,807	11,947,203	100.0%

1.5% Budget (County Portion) for 2011 was \$285,000 - Actual results \$301,954 & 2012 Budget is \$323,440.

INNKEEPER'S TAX COMPARISON - 1998 THROUGH 2011

7/4/2012 12:21

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>	
<u>1998</u>	(Monthly records per unit not available)												340,919	340,919
	<10>	<11>	<8>	<7>	<6>	<3>	<2>	<1>	<4>	<5>	<8>	<12>	Total	% Inc.
<u>1999</u>	21,809	21,225	27,081	28,652	33,780	36,201	38,797	40,453	34,996	34,877	24,530	20,582	362,983	22,064
YTD	21,809	43,034	70,115	98,767	132,547	168,748	207,545	247,998	282,994	317,871	342,401	362,983		6.5%
	<12>	<11>	<9>	<7>	<4>	<5>	<6>	<2>	<1>	<3>	<8>	<10>		
<u>2000</u>	19,949	28,138	31,803	38,198	43,278	41,636	41,631	54,202	57,883	45,316	33,792	28,779	464,605	101,622
YTD	19,949	48,087	79,890	118,088	161,366	203,002	244,633	298,835	356,718	402,034	435,826	464,605		28.0%
	<12>	<11>	<9>	<8>	<5>	<3>	<4>	<1>	<2>	<6>	<7>	<10>		
<u>2001</u>	25,230	28,983	33,286	35,123	46,787	52,539	50,008	58,636	57,038	46,172	36,206	29,389	499,396	34,791
YTD	25,230	54,212	87,498	122,621	169,408	221,947	271,955	330,591	387,629	433,801	470,007	499,396		7.5%
	<12>	<10>	<8>	<7>	<5>	<4>	<3>	<1>	<2>	<6>	<9>	<11>		
<u>2002</u>	26,921	32,263	36,563	39,619	50,650	52,096	52,315	60,495	54,431	47,798	32,755	30,426	516,332	16,936
YTD	26,921	59,184	95,747	135,366	186,016	238,112	290,427	350,922	405,353	453,151	485,906	516,332		3.4%
	<12>	<11>	<9>	<8>	<5>	<6>	<4>	<1>	<2>	<3>	<7>	<8>		
<u>2003</u>	26,414	30,236	35,893	36,971	51,228	50,019	53,813	64,677	58,065	55,916	37,232	35,270	535,734	19,402
YTD	26,414	56,650	92,543	129,514	180,742	230,761	284,574	349,251	407,316	463,232	500,464	535,734		3.8%
	<12>	<11>	<8>	<7>	<5>	<1>	<4>	<2>	<3>	<6>	<9>	<10>		
<u>2004</u>	31,525	35,076	42,028	48,335	57,486	71,046	62,571	67,221	62,668	55,260	41,703	38,516	613,435	77,701
YTD	31,525	66,601	108,629	156,964	214,450	285,496	348,067	415,288	477,956	533,216	574,919	613,435		14.5%
	<12>	<11>	<10>	<9>	<8>	<2>	<5>	<4>	<6>	<1>	<3>	<7>		
<u>2005</u>	35,093	42,617	50,141	55,811	60,654	80,144	69,189	76,143	66,569	101,045	76,317	62,436	776,159	162,724
YTD	35,093	77,710	127,851	183,662	244,316	324,460	393,649	469,792	536,361	637,406	713,723	776,159		26.5%
	<12>	<11>	<8>	<7>	<6>	<3>	<2>	<1>	<5>	<4>	<9>	<10>		
<u>2006</u>	68,005	76,499	94,999	104,584	112,093	124,297	126,694	137,046	114,833	119,580	92,887	77,639	1,249,156	472,997
YTD	68,005	144,504	239,503	344,087	456,180	580,477	707,171	844,217	959,050	1,078,630	1,171,517	1,249,156		60.9%
	<11>	<10>	<8>	<7>	<5>	<1>	<3>	<2>	<6>	<4>	<9>	<12>		
<u>2007</u>	84,783	89,448	109,356	113,992	143,608	161,088	150,780	152,035	132,715	146,395	100,988	81,942	1,467,130	217,974
YTD	84,783	174,231	283,587	397,579	541,187	702,275	853,055	1,005,090	1,137,805	1,284,200	1,385,188	1,467,130		17.4%
	<12>	<10>	<8>	<7>	<6>	<3>	<2>	<1>	<5>	<4>	<9>	<11>		
<u>2008</u>	92,789	100,836	119,746	130,426	146,466	151,063	161,796	166,602	148,917	150,742	106,576	96,191	1,572,150	105,020
YTD	92,789	193,625	313,371	443,797	590,263	741,326	903,122	1,069,724	1,218,641	1,369,383	1,475,959	1,572,150		7.2%
	<10>	<11>	<8>	<7>	<6>	<4>	<1>	<5>	<3>	<2>	<9>	<12>		
<u>2009</u>	86,878	83,603	102,845	112,900	129,703	127,313	138,727	127,034	127,408	134,769	96,974	80,777	1,348,931	-223,219
YTD	86,878	170,481	273,326	386,226	515,929	643,242	781,969	909,003	1,036,411	1,171,180	1,268,154	1,348,931		-14.2%
	<11>	<10>	<8>	<5>	<6>	<7>	<4>	<1>	<2>	<3>	<9>	<12>		
<u>2010</u>	85,350	94,514	115,308	145,055	143,491	137,728	146,790	157,446	149,033	148,128	107,150	86,195	1,516,188	167,257
YTD	85,350	179,864	295,172	440,227	583,718	721,446	868,236	1,025,682	1,174,715	1,322,843	1,429,993	1,516,188		12.4%
	<11>	<10>	<7>	<8>	<3>	<6>	<1>	<2>	<5>	<4>	<9>	<12>		
<u>2011</u>	97,618	107,491	133,104	130,384	163,003	150,281	164,891	164,863	159,392	161,566	128,155	97,518	1,658,266	142,078
YTD	97,618	205,109	338,213	468,597	631,600	781,881	946,772	1,111,635	1,271,027	1,432,593	1,560,748	1,658,266		9.4%