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## Hamilton County gets in on Super Bowl game plan

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CARMEL - The Super Bowl countdown clock is ticking and it won't be long before spillover crowds flood downtown Indianapolis and surrounding communities.

We all know the big game and the NFL Experience are the favored draw. But Hamilton County is also getting with the game plan, with super celebration locations and even plans for shuttle service.



Thousands of NFL fans are expected to fill Hamilton County hotels during Super Bowl weekend.

"We're super excited in Hamilton County and we're just trying to figure out how to roll out the red carpet," said Brenda Myer, Executive Director of Hamilton County's Convention and Visitors Bureau.

Now, with their guests in mind, Carmel, Fishers and Noblesville will transform into Super Celebration sites, using some of their most grand attractions as a draw.

"When you come back in the evening, or you're out in the morning before you go back downtown, we want to be able to help take care of people, because they don't have enough seats downtown and they know that," explained Myer.

Super Celebration sites are areas - within a 60 or so mile radius from downtown - that will provide official housing for NFL fans and guests while offering established restaurants and shopping or cultural amenities. In addition to basic requirements, a Super Celebration site must have an association willing to provide transportation. That means being able to transport visitors from one venue to another.

"The hope is, from some of these pivotal points, that you could take a shuttle downtown and be dropped off and picked up and those would be color-coded," Myers told Eyewitness News.

The plan also includes transportation to areas like Carmel's Arts and Design District.

"If you're at one of the hotels and you're not familiar with the area, that you could be taken over here to the Arts and Design District and grab dinner, or grab a drink and walk around," she said standing outside her office within the district.

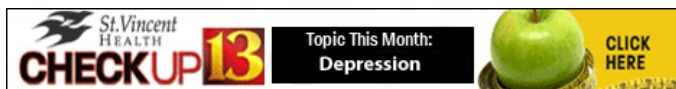
"I love it. I like how it's artsy and it's pretty and fun," said a passerby, Tricia Boone, who is visiting this weekend from Texas. She thinks Super Bowl fans are going to love the options.

"For sure. It's just like a friendly environment, fun to be around," added Boone.

The transportation plans are still in the works. Hamilton County says they're looking at several ideas, but there's one thing for certain.

"The one rule is we all want to provide free shuttle service," said Myers.

The Super Bowl Committee is still putting finishing touches on the grand transportation plan. But officials say "Park and Rides" will likely play an important role for visitors and Hoosiers wanting to get downtown to the festivities.



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