



GREENSBURG DECATUR COUNTY

2020 ANNUAL REPORT

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OUR MISSION

TO HIGHLIGHT WHAT MAKES
DECATUR COUNTY AN
EXTRAORDINARY PLACE TO LIVE,
WORK, AND VISIT.

The Decatur County Visitors Commission is dedicated to fulfilling its mission to promote and encourage the development and growth of the convention, visitor, and tourism industry in Decatur County.



*"Whether you're a lifelong resident,
a visitor just passing through,
or a manufacturer looking to relocate..."*

We're happy to have you here!"





2020 NOTE FROM THE PRESIDENT

Ryan Maddux, President of the Decatur County Visitors Commission

What more can be said about one of the most difficult years in our nation's history. Covid-19 changed everything.

The sickness and yes unfortunately the death have been hard to reconcile even in Decatur County. Our behaviors changed and we quickly learned new terms and actions—shelter-in-place, quarantine, social distancing, positivity rate, and mask-wearing. Zoom Meetings became our norm. School was shut down. Events were canceled.

But out of this adversity, we rose to meet the challenges. The usage for the Innkeeper's Tax (the overnight 5% tax that funds Decatur County Tourism) has strict guidelines for usage but we were able to infuse grants to our local hotels who were hit hard during the shelter-in-place. We partnered with our community stakeholders for two rounds of a very successful gift card project that again infused money into local businesses. While many festivals and special events were canceled, Tourism kept very busy strategically building an internal infrastructure that will better allow us to promote all the wonderful assets of our community.

We completed a remodel project of our office that gives it a modern and up-to-date atmosphere. We finalized a new brand and logo that has a more contemporary feel. But more than anything else, we launched a brand new cutting-edge website that will no doubt influence day-trippers, overnight visitors, and hopefully new residents to our community.

No one knows what a post-Covid-19 world will look like. While we hope that a switch will be turned on and everything turns back to normal, we are humble enough to know that won't be the case. Regardless, we at Decatur County Tourism will be ready for whatever comes our way. I am honored to work with a board of tourism commissioners that are open to big and small ideas alike. We have a passionate director and an ever-expanding marketing team whom all work around-the-clock making Decatur County-Greensburg the best small town community it can be.

Ryan Maddux



2020 YEAR IN REVIEW

Written by Philip Deiwert, Executive Director

"Plans should be ephemeral, so be prepared to move away from them."

- Anthony Bourdain

Like the rest of the world, 2020 forced the Decatur County Visitors Commission to reconsider previous plans and reassess priorities. Our mission is to promote tourism and bring visitors into the community to stay at our hotels, eat at our restaurants, and support local businesses, and Covid-19 forced us to take a hard look at whether that mission was appropriate during a global pandemic. One of our primary focuses is supporting the various festivals and events that take place annually in Decatur County and that bring so much joy and entertainment to so many residents and visitors alike, almost all of which were cancelled this year.

As it became evident how severely the pandemic would affect our hotel partners, our Board of Commissioners held an emergency meeting the first week of April and approved granting \$25,000 to support frontline employees at the six overnight lodging providers in Decatur County. We also worked together with our Stellar Partners on the Devoted 2 Decatur County gift card

program, spearheaded by the Greensburg-Decatur County Economic Development Corporation, which resulted in an immediate cash infusion of nearly \$120,000 to more than 50 participating locally owned restaurants and businesses.

We also continued to build internally--finalizing an overarching brand campaign and establishing our new logo, launching our new website, and remodeling the Visitor Center, both inside and out, with a gorgeous new custom sign created by a quickly growing southeast Indiana family business, Iron Timbers. All of which fulfill our goal to be more visible and more welcoming, to both residents and visitors alike, and positions us to be well-prepared to serve their needs once people are comfortable traveling and attending events again.

The Visitors Commission also developed an incredibly valuable ongoing partnership with the IUPUI School of Health & Human Sciences Tourism,

"Travel is about the gorgeous feeling of teetering in the unknown."

- Anthony Bourdain

Event, & Sport Management Department in 2020, working with undergraduate students in the Spring, Summer, and Fall semesters to conduct research into our community and surrounding markets, identify areas that can be highlighted to promote tourism, and even create comprehensive business plans for potential entrepreneurial opportunities that would enhance quality of life for residents and help attract visitors to our community. One of those students, Kennedy Weaver, who was part of the Summer semester class, and is now a Graduate Student in the program, joined our team and started as an intern with the Visitors Commission in October.

Even with Innkeepers Tax revenue reduced by nearly 30 percent in 2020, the Visitors Commission still invested \$173,862.80 in the community through our Grants program. We oversaw the completion of two major projects in the Spring of 2020--the Amphitheatre in Rebekah Park, done in partnership with the Decatur County Arts Council, and the Decatur County Park Disc Golf Course, done in partnership with Decatur County Parks & Recreation.

The Visitors Commission also made the first of five \$10,000 annual installments in support of the Decatur County Family YMCA's Capital Improvements Campaign. And supported a number of Community Enhancement projects,

such as WTRE's website redesign, All 4 One's Coffee Shop and Gathering Space, signage for Travis's Trail at the St. Mary's campus, book benches at the Greensburg-Decatur County Public Library, and an upcoming mural project with the Decatur County Arts Council.

Looking forward, our Board of Commissioners has committed \$60,000 from our Grants budget to help support festivals and special events and community enhancement projects in Decatur County in 2021. We are excited to have a contract to install a billboard on I-74 in March that will direct passers-by to downtown Greensburg to visit our Tower Tree. We continue to work with a new semester of IUPUI students. We are excited to continue working with our Stellar partners on projects that will enhance quality of life for Decatur County residents and help attract visitors. And we especially look forward to partnering with the Decatur County Arts Council and Parks & Recreation Department to book events and performances at the Amphitheatre in Rebekah Park once it is safe to do so.

Here's to a bigger and better 2021; a return to normalcy, hopefully soon, where we can all gather to celebrate together, and visit and explore parts unknown again!

Philip Deiwert

2020 BOARD MEMBERS



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KAREN CYMAN
VICE PRESIDENT

KUYHLIA HULSBOSCH

STEPHANIE HOEING
SECRETARY

DOMINQUE BANCROFT

DANIEL FAYETTE
TREASURER

2020 STAFF MEMBERS



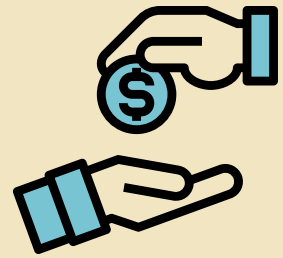
PHILIP DEIWERT
EXECUTIVE DIRECTOR

ERICA GUNN
MARKETING DIRECTOR

KENNEDY WEAVER
SALES & BUSINESS DEVELOPMENT INTERN



2020 SPECIAL EVENT GRANTS



NDHS HOLIDAY CLASSIC	\$2,400
COMMUNITY CHURCH SUMMER MOVIE SERIES	\$1,478
GIRLS INC. GALA	\$1,500
MAIN STREET WESTPORT TREE LIGHTING EVENT	\$500
MAIN STREET GREENSBURG HOLIDAY DECORATIONS	\$5,000
DECATUR COUNTY FAMILY YMCA TREE CITY ROLLING TOUR	\$2,500
POWER OF THE PAST	\$3,500
MAIN STREET WESTPORT FALL FESTIVAL	\$500
36TH ANNUAL TREE CITY 5K AND 10K RUN/WALK	\$750
TOTAL	\$18,128



2020 COMMUNITY ENHANCEMENT GRANTS



MSG STANDING LINE ITEM GRANT	\$12,000
PARKS & REC STANDING LINE ITEM GRANT	\$12,000
EDC STANDING LINE ITEM GRANT	\$12,000
STELLAR ANNUAL COMMITMENT	\$50,000
YMCA CAPITAL CAMPAIGN (\$50,000 TOTAL, \$10,000 ANNUALLY OVER 5 YEARS)	\$10,000
SEIBYC MARKETING OF THE CAMP	\$984.80
HOTELS COVID RESPONSE	\$25,000
DEVOTED 2 DECATUR COUNTY	\$5,000
ST. MARY'S TRAIL SIGNAGE	\$2,500
PUBLIC LIBRARY BOOK BENCHES	\$5,000
ARTS & CULTURAL COUNCIL MURAL PROJECT	\$10,000
WTRE WEBSITE REDESIGNED	\$5,000
REBEKAH PARK INCLUSION PARK	\$5,000
ARTS & CULTURAL COUNCIL PATRONICITY PROJECT	\$1,250

DIGITAL CONTENT



2020 WEBSITE LAUNCH

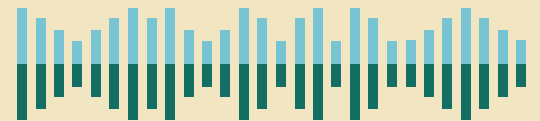
[VISITGREENSBURG.COM/PLAN/VISITOR-GUIDE](https://visitgreensburg.com/plan/visitor-guide)

Check out our brand new website and download the free VISITOR'S GUIDE



A monthly podcast telling stories about the people, places, and events that make Decatur County, Indiana unique.

[VISITGREENSBURG.COM/PODCAST](https://visitgreensburg.com/podcast)



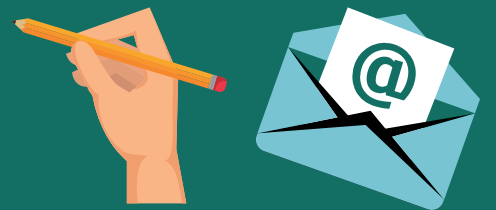
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BLOG & E-NEWSLETTER

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**GREENSBURG
DECATUR COUNTY**

