



Visit Greensburg Decatur County 2021 Annual Report



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GREENSBURG DECATUR COUNTY



We exist to make Decatur County a destination you'll want to visit more than once.



Decatur County will be regionally known as a playful, connected, growing, and diverse tourism destination.

2021 NOTE FROM THE PRESIDENT

Ryan Maddux, President of the Decatur County Visitors Commission



I recently read an article about Midwest rejuvenation in rural communities and the article concluded with, “It is much easier to attract new customers when you make your current customers happy. Improving quality of life for current residents...can be a driving force for the community renewal they so eagerly seek.”

On its surface, the Decatur County Visitors Commission exists “to promote and encourage the development and growth of the convention, visitor and tourism industry in Decatur County.” The sole funding source for the DCVC is a 5% innkeeper’s tax levied on overnight visitors.

But in the past several years, the DCVC has made a genuine concerted effort to look beyond that mindset and set our sights on loftier and bigger goals. Promoting, enhancing and creating more quality of life initiatives in Decatur County not only bring in visitors (both day trippers and overnighters) but also improve our community as a whole. And I’m happy to report that we are meeting and exceeding those objectives.

In 2021, the DCVD paid out over \$100,000 in grants for special events & festivals, and community enhancements. Navigating through the waves of the continued Covid-19 pandemic still proves challenging but we were able to contribute to many of the events and festivals that were back up and running in 2021—culminating in the Lee Greenwood concert—one of the biggest shows ever to take place in Greensburg. From our commitments to other community partners, the new murals around town, the development of Pirate Park, and other projects, DCVC allotted much time and resources to maintaining and generating positive quality of life initiatives in Decatur County that residents and visitors can both appreciate.

2021 NOTE FROM THE PRESIDENT

Ryan Maddux, President of the Decatur County Visitors Commission



As we continue to utilize and leverage our existing assets, while also keeping an eye on new and exiting projects, the DCVC is hopeful that 2022 can be our finest year yet. We look forward in celebrating our county's bicentennial with a host of events—both big and small—that showcase our rich history while also looking towards the future. I'm beyond appreciative of fellow board members who work in unison with one another for the common good. It goes without saying but we are fortunate to have a director who works tirelessly advocating and analyzing about what's best for Greensburg, Decatur County. Just as importantly we have a dynamic and experienced marketing and social media team that continues to put out award-worthy work.



**ALL IN ALL WE WILL CONTINUE, "TO MAKE
DECATUR COUNTY A DESTINATION YOU'LL
WANT TO VISIT MORE THAN ONCE."**

2021 YEAR IN REVIEW

Written by Philip Deiwert, Executive Director



After a 2020 that was almost unimaginably catastrophic for the tourism industry, we relished the beginning of a return to normalcy in 2021.

The Visitors Commission awarded grants to 25 events or organizations in 2021 for a total investment of \$144,200 back into the community, including long time staple annual events such as the Fall Festival, Power of the Past, and the Holiday Walk, as well as new ones such as the Girlfriend Bike Ride in St. Paul, Pickleball Tournaments at the YMCA, and the Lee Greenwood concert that was hosted by the GHS Chautauqua program. In addition to special events, we also invested in a number of community enhancement projects such as the murals that were done by Joshua Stout at the Armory and Nicole Ponsler at Tarouya, Tree City Brew Company, the Branch, and the rebranding project undertaken by the Greensburg Decatur County Chamber of Commerce.

It has been a busy and rewarding year. In January we were announced as finalists for the prestigious Indiana Destination Development Grant, which we applied for in partnership with the City of Greensburg for funding to aid in the construction of the Pirate Park pavilion, and ultimately we were thrilled to be awarded \$150,225 towards this ongoing project.

We continue to collaborate with the Mayor's Stellar Task Force, a group made up of partner community organizations, and 2021 saw the return of passenger train visits to downtown Greensburg, with an initial visit in May that went so well and that they felt so welcomed by that they returned in October, and plan additional visits in 2022. And we continued to see the results of the investment we made in our rebranding efforts, with a more identifiable logo, more visits to our website and social media sites, increased numbers of visitors stopping in the Visitor Center, and customers excited to purchase merchandise with our branding.

2021 YEAR IN REVIEW

Written by Philip Deiwert, Executive Director



And looking forward, we partnered with the City of Greensburg and the Decatur County Community Foundation, along with the support of a number of valued community sponsors, and Coordinator John Pratt, to begin planning for the Greensburg, Decatur County 2022 Bicentennial, a year round series of events--lectures, films, concerts, and a parade--that will commemorate the history and accomplishments of our community in what we truly anticipate will be "Our Greatest Celebration."

Funding for the Visitors Commission is provided entirely through a County Innkeeper's Tax, which is levied on all overnight visitors in Decatur County. These funds, which have strict guidelines for usage, are to be used for the promotion of tourism focused activities, striving to directly increase overnight lodging occupancy, or to create positive image building publicity for Greensburg and Decatur County. The Visitors Commission is made up of a seven-person Board with appointees designated by the Mayor of Greensburg, the Decatur County Commissioners, and the Decatur County Council. Board meetings are held on the third Thursday of each month at 12:30pm at the Visitor Center, which is located at 211 North Broadway Street in Greensburg. Those meetings are open to the public.



Philip Deiwert

**WE EXIST TO MAKE DECATUR COUNTY A
DESTINATION YOU'LL WANT TO VISIT
MORE THAN ONCE.**

MARKETING SNAPSHOT

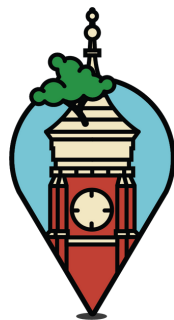
Written by Erica Gunn, Marketing Director



As I look back on 2021, I am amazed by what we accomplished at Visit Greensburg. In March 2021, we began advertising Visit Greensburg as a destination on an I-74 billboard between Indianapolis and Greensburg.

Our reach increased 50% on Facebook, as well as 59% on Instagram during 2021. The Make My Move Campaign in October was Visit Greensburg's most popular social media post, with search impressions coming to 1 million in 2021.

We wrapped up the last quarter planning and gaining sponsorship for the 2022 Greensburg Decatur County Bicentennial Celebration. This will be a fun and eventful celebration that will interest locals, as well as increase travel into Decatur County. I look forward to all the fun we have planned for Decatur County in 2022, and be sure to visit visitgreensburg.com/bicentennial to view the growing list of events planned for 2022.



Erica Gunn

**DECATUR COUNTY WILL BE REGIONALLY
KNOWN AS A PLAYFUL, CONNECTED,
GROWING, AND DIVERSE TOURISM
DESTINATION.**

2021 BOARD MEMBERS



RYAN MADDUX, PRESIDENT



KUYHLIA HULSBOSCH, VICE PRESIDENT



STEPHANIE HOEING, SECRETARY



DANIEL FAYETTE, TREASURER



DARREN COVINGTON



JOANN BURKHART



DOMINIQUE BANCROFT

2021 STAFF MEMBERS



**PHILIP DEIWERT
EXECUTIVE DIRECTOR**



**ERICA GUNN
MARKETING DIRECTOR**

2021 SPECIAL EVENTS GRANTS

NDHS CHARGER HOLIDAY CLASSIC	\$2,400
HIGHPOINT EVENTS - FALL FESTIVAL	\$2,200
CHOPPERS FOR COPPERS	\$750
TREE CITY FALL FESTIVAL	\$5000
MAIN STREET WESTPORT COVERED BRIDGE FESTIVAL	\$1,500
FALL FESTIVAL	\$750
MAIN STREET GREENSBURG HOLIDAY WALK	\$2,000
DECATUR COUNTY FAMILY YMCA TREE CITY ROLLING TOUR	\$750
POWER OF THE PAST	\$7,500
ST. PAUL FOUNDATION - GIRLFRIEND BIKE RIDE	\$600
HOOSIER TREE DOG ALLIANCE PKC LABOR DAY CLASSIC	\$1,750
DECATUR COUNTY 4-H SWINE SHOW	\$1,250
YMCA - 2021 PICKLEBALL TOURNAMENTS	\$2,500
SOUTHERN INDIANA DIRT DRAGS - RACE FOR CALEB	\$1,250
GHS CHAUTAUQUA CONCERTS	\$21,500
SPRING PHOTO CONTEST	\$1,500

2021 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
CHAMBER OF COMMERCE - LOGO/BRAND UPDATE	\$2,500
MAIN STREET WESTPORT SIGNAGE	\$2,500
TREE CITY BREWING COMPANY	\$5,000
MAYASARI TEMPEH - MARKETING/WEBSITE DESIGN	\$5,000
TOTAL	\$164,200

GET CONNECTED WITH US

WEBSITE

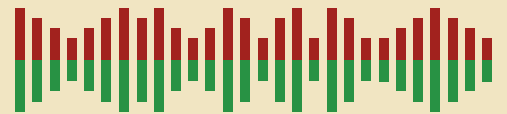
VISITGREENSBURG.COM/PLAN/VISITOR-GUIDE

Check out our 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



Tune in
to listen:

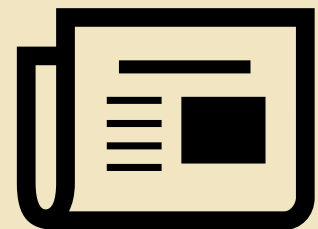


BEYOND THE TREE TOWER PODCAST

BLOG & E-NEWSLETTER

Staying up-to-date doesn't have to be time-consuming.

- For hassle-free updates, trends, and tips, sign up for our NEWSLETTER
- For local favorites, day trips and more check out our BLOG



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