



President's Letter

As president of the Board of Managers, we look back on a year of change, as well as tourism's increasingly positive force in Southern Indiana. The Convention & Tourism Bureau's Board of Managers has a tradition of community involvement and engagement. We take our oversight responsibilities seriously.

I would like to thank all members of the 2014 Board of Managers for their support of this organization, which impacts residents' quality of life, and helps give visitors a memorable experience.

The Clark-Floyd Counties Convention & Tourism Bureau began work on an aggressive plan to renew its goal and mission with a full year under the direction of Executive Director, Jim Epperson. That goal is to attract people from other areas to visit our destination, stay in our accommodations, and patronize our attractions and restaurants.

With the Louisville metro area's increasing economic activity, Southern Indiana is ripe for growth and increased visitation. I know the Board and Staff are eager to continue the sharing of our area to make their mark on the tourism landscape.

Mark Bliss
President, Board of Managers

Executive Director's Letter

With a full year at the helm of the Clark-Floyd Counties Convention & Tourism Board, I am as excited now as I was when I started in October 2013.

My 2014 goals were to meet as many tourism partners in our communities as possible and to put a structure and a team in place that will help us meet our tourism goals. I've succeeded in meeting many of you, and I have built the Bureau's structure into what I believe will help us define and improve upon our destination's niche in the regional tourism market.

We are continuing to define our destination's niche with the Board of Managers' guidance. With an outstanding destination like Louisville just across the river, we know that we have many opportunities to win over visitors. Our communities have interesting products and unique personalities. The challenge will be to package that creativity and potential into a story that will appeal to visitors. Our new team is ready to take that challenge and is working hard to build lasting stories.

Jim Epperson, CDME
Executive Director

2014 Board of Managers

Dr. James H. Becker

Appointed by: Clark County Commissioners
Term Expiration: January 15, 2015

Paul Kiger

Appointed by: Mayor of New Albany
Term Expiration: January 15, 2015

Umang Bhatt

Appointed by: Mayor of Jeffersonville
Term Expiration: January 15, 2015

Cindy Knopp

Appointed by: Town of Clarksville
Term Expiration: January 15, 2016

Mark M. Bliss

Appointed by: Mayor of New Albany
Term Expiration: January 15, 2016

Nancy Kraft*

Appointed by: Town of Clarksville
Term Expiration: January 15, 2016

Carlene Bottorff

Appointed by: Mayor of Jeffersonville
Term Expiration: January 15, 2016

Tony Singleton

Appointed by: Clark County Commissioners
Term Expiration: January 15, 2016

Rosalie Dowell

Appointed by: Floyd County Commissioners
Term Expiration: January 15, 2015

Susie Gahan

Appointed by Mayor of New Albany
Term Expiration: January 15, 2015

Charles E. Haire

Appointed by: Clark County Commissioners
Term Expiration: January 15, 2016

Greg Isgrigg*

Appointed by: Town of Clarksville
Term Expiration: January 15, 2016

Mike Kapfhammer

Appointed by: Mayor of Jeffersonville
Term Expiration: January 15, 2015

Bill Keeney

Appointed by: Floyd County Commissioners
Term Expiration: January 15, 2016

*Partial Term Served

Staff:

James L. Epperson, CDME, Executive Director

Jennifer Abbott, CDME, Director of Marketing

Kate Kane, Director of Sales

Luanne Mattson, Director of Communications

Linda Hughes, Operations Manager

Shirley Bell, Finance Manager

Regina Walker-Tekulve, Marketing Communications Assistant

Todd Read, Visitor Information Coordinator

John R. Vissing, Board Attorney

Bureau Staff

With a renewed focus on attracting regional and out-of-state visitors to Clark and Floyd Counties, the Bureau evaluated its structure and mission. We identified resources necessary to meet new, more aggressive goals. Management redefined job descriptions to better align with 21st century marketing and sales demands; subsequently, three new staff positions were added and filled during 2014.

In June, Kate Kane came aboard as Director of Sales to develop business from the travel trade, meeting planners and sports tournament organizers. Regina Walker-Tekulve also started as Marketing and Communications Assistant to meet the demands of online and offline content generation. Jennifer Abbott's role as Director of Marketing was reshaped once new hires were in place to focus on paid advertising, sponsorships, and visitor services. Luanne Mattson joined the Bureau as Director of Communications. Her responsibilities include publications, generating media coverage and community relations. Todd Read was hired as the Visitor Information Coordinator in December working under Abbott to improve our face-to-face engagement with visitors.

Establishing a Partner Network

In 2014, the Bureau established the Southern Indiana Tourism Coalition (SITC), whose purpose is to bring partners together to share ideas and information, help our partners become effective members of the destination team, and strengthen communication among the tourism industry and the Bureau.

Meetings were held on the first Wednesday of every even-numbered month. On average, 25 partners attended each of the meetings.

Marketing Channels

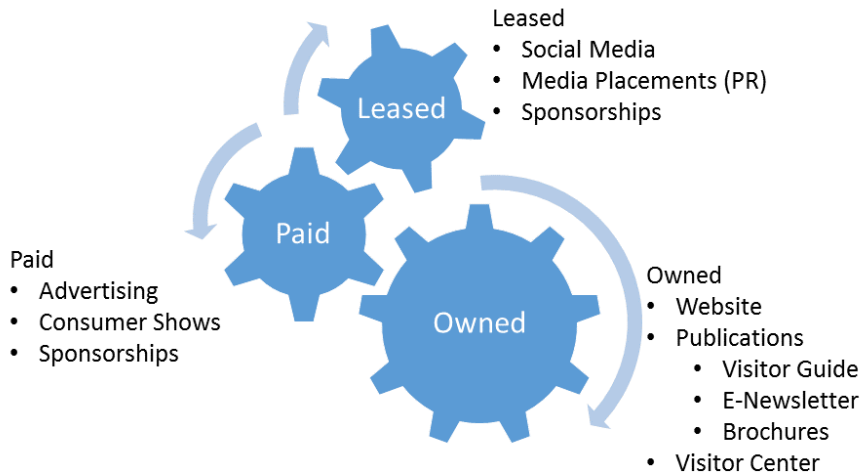
In 2014, the Bureau marketed Clark and Floyd Counties as a destination through owned, paid, and leased content channels.

These channels are defined as:

- Owned content channels: the Bureau owns both the platform and controls the content that is distributed on it
- Paid content channels: the Bureau controls the content and message, but does not own the channel
- Leased content channels: platforms that are neither owned or controlled by the Bureau

We used these channels to distribute our messages to audiences in targeted geographic markets. The CTB took a coordinated approach across these channels to begin to tell our story consistently. Examples of each are included in the graphic that follows:

Marketing Messages



We used owned, paid, and leased channels to market to segments we identified as having the most potential for Southern Indiana. Those segments are: individual leisure market, group tour leisure market, sports tourism and meetings market. A discussion of our activities follows.

Market Segments: Individual Leisure Market

Owned Channels

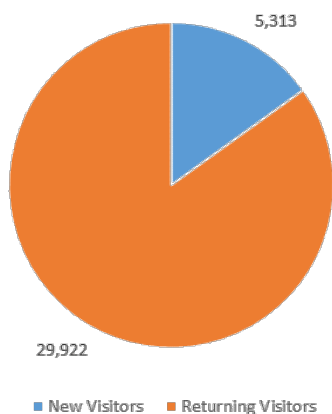


Website

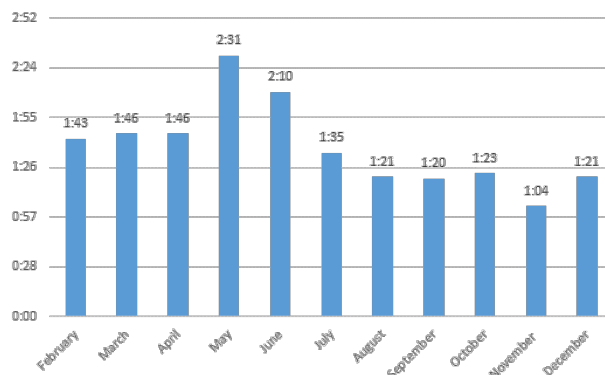
In February 2014, the Bureau began tracking web stats including users (unique visitors to the site), sessions (the number of visits to the website), percentage of new sessions (new visits to the site), and average session duration (how long an average person stays on the site). These statistics will be used as benchmark data. *Note:* We did not graph monthly sessions

since they are proportional to users.

New vs. Returning Visitors



Average Session Duration



The Marketing and Communications teams worked with our web design company to improve our website. This ongoing process has many variables that we continue to monitor and improve upon using best practices in our industry.

Overall 2014 Website Statistics

Users	35,235
Sessions	41,490
Average Time on site	1:33
New Sessions	84.92%

Publications

Visitor Guide

The Bureau’s annual visitors guide was produced in cooperation with the News and Tribune newspaper. The 32-page, full-color magazine was distributed locally and at state welcome and visitor centers and was mailed out to those who inquired by phone. It includes listings for attractions, events and lodging along with display advertisements.

Newsletters

In June we incorporated themes in our monthly consumer e-newsletters and included attractions, events and dining suggestions based on them. The themes were developed to spark interest in Southern Indiana travel. The newsletters were designed to whet visitors’ appetite for information. We included links in each article to drive traffic to our website, social media sites, and our partners’ websites.

August's Artsy Attractions



Loch Ness Monster - one of many garden sculptures
 Hidden Mill Nursery & Sculpture Garden in Utica

It's August and that means it's still summer! Forget school sup-
 while. Catch these Clark & Floyd county attractions we've han-
 you, before summer slips away.

August

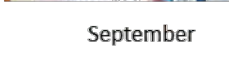


October in Clark & Floyd Counties

Ready for the holiday season?
 Making holidays memorable

Are you prepared to welcome November and December?
 The holidays will soon be here! To help you slow down and
 enjoy the busy season, we're sharing our favorite
 Pinterest recipes for fall harvest favorites and holiday
 goodies. We hope you'll try one or more of them and
 include our unique Clark and Floyd attractions as
 ingredients for memorable Southern Indiana holidays.

So, bon appetit, enjoy, and make some tasty memories!



September

Join Our Mailing List!

Southern Indiana
 Tourism News

Recipes for the
 visitors
 Social Edition!

Ready for the holiday season?
 Making holidays memorable

Are you prepared to welcome November and December?
 The holidays will soon be here! To help you slow down and
 enjoy the busy season, we're sharing our favorite
 Pinterest recipes for fall harvest favorites and holiday
 goodies. We hope you'll try one or more of them and
 include our unique Clark and Floyd attractions as
 ingredients for memorable Southern Indiana holidays.

So, bon appetit, enjoy, and make some tasty memories!

Starlight, Starlight
 Family farms, rural charm

Take a drive to beautiful Starlight, In

October/November

Seasons Greetings from
 Clark & Floyd Co. Convention & Tourism Bureau

Charlestown, Indiana light displays

Whether you long for a quiet country getaway or bustling urban scene during the
 holidays, we invite you to rediscover the winter wonderment found in our Southern
 Indiana Ohio River cities and towns this time of year.

Many of our popular attractions, hotels and B&B's, restaurants and entertainment
 venues have created one-of-a-kind holiday events and razzle-dazzle New Year's
 Eve celebration packages. We made some phone calls, sent out a few emails, put
 together this list for you and enjoyed it so much, we thought you would, too.

December

Brochures

At the beginning of 2014, the Bureau developed a lure brochure and contracted with companies to distribute copies throughout Indiana and the Louisville area. It also developed a brochure of events for the Centennial Festival of Riverboats. The Centennial brochure was designed to inform visitors about all events Clark and Floyd Counties had to offer during the Belle of Louisville's 100th birthday celebration.

Visitor Information Center

More than 6,000 visitors stopped in to the Southern Indiana Visitor Center for information on attractions, lodging, restaurants, and more. The center, located at 305 Southern Indiana Avenue, had merchandise sales of more than \$6,000.

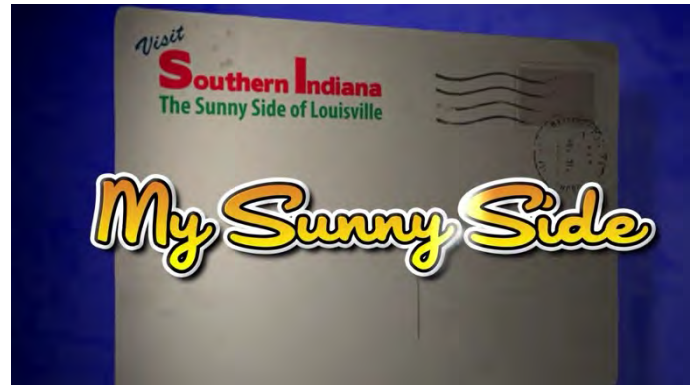
Paid Channels: Advertising

In 2014, the Bureau focused on advertising opportunities that included a digital component. This allows the Bureau to gather better marketing data and insights. Advertising venues included print publications, Google ad words, online video campaigns, and e-newsletters.

We placed ads in a number of publications in 2014. Both print and digital components were included in every ad we placed in 2014. The digital components help us track performance and will help us gain insight for future ad-buying decisions.

- Advertising
 - 15 print ads targeted leisure travelers throughout the year
 - Ads ran in *AAA Home & Away*, Indiana edition, *Evansville Living*, *Indianapolis Monthly*, as well as in travel inserts in Indiana and Kentucky newspapers, the State of Indiana's Official Travel Guide and the Louisville CVB's official Visitor Guide
 - Combined circulation for all media was more than 5 million
- Leads generated
 - 500 leads were generated through advertisements placed in AAA publications and in the Indiana State Travel Guide

The Bureau launched "My Sunny Side," a new advertising campaign in spring which continued throughout 2014. The campaign focused on stories woven throughout the community and included video, print and digital ad components. A special emphasis was placed on the attractions and the people who serve visitors there that make Clark and Floyd Counties special.



Released in April, the first six videos featured: Derby Dinner Playhouse, Falls of the Ohio, Howard Steamboat Museum, Huber Orchard & Winery, Joe Huber Family Farm & Restaurant and Schimpff's Confectionery. The next four themed videos, released in September, featured: arts and culture, craft breweries and wineries, New Albany dining, and Jeffersonville riverfront dining.

Clark Floyd

Home **Videos** Playlists Channels Discussion About 

Uploads



My Sunny Side - Schimpffs Confectionery

8 months ago • 125 views

An up close look at Schimpff's Confectionery in Jeffersonville, IN. Find out why Southern Indiana is their Sunny Side.



My Sunny Side - Falls of the Ohio State Park

8 months ago • 247 views

On the banks of the Ohio River in Clarksville, Indiana is The Falls Of The Ohio State Park. Explore the fossil beds from the Devonian period and see how The Falls Of The Ohio can be...



My Sunny Side - Howard Steamboat Museum

8 months ago • 51 views

Take a trip back in time to an age when Steamboats ruled the inland waterways of America. See why the Howard Steamboat Museum is such an important attraction for Southern...



My Sunny Side - Derby Dinner Playhouse

8 months ago • 181 views

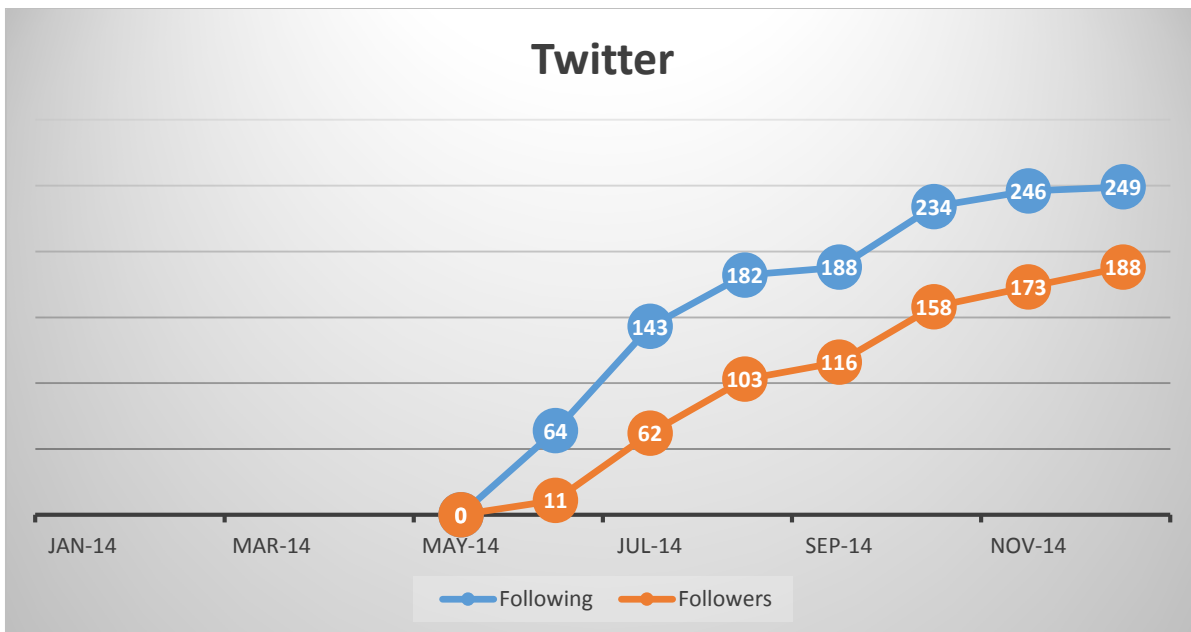
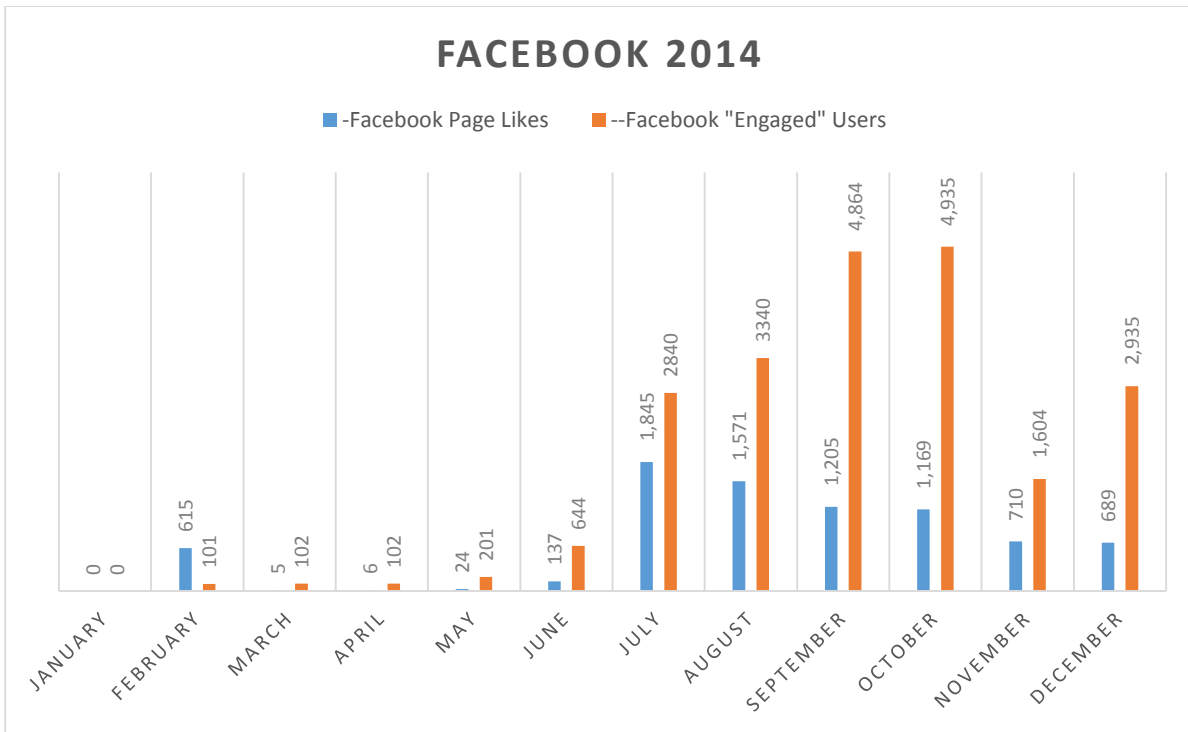
Located in Clarksville, IN is Derby Dinner Playhouse. Opened in 1974, Derby Dinner Playhouse is the only dinner theater in Louisville and Southern Indiana area. See why locals...

The Bureau also placed ads on various web sites targeting a multi-state region referring visitors to our website. Placements included popular sites like www.weather.com and more niche-focused websites pertaining to parenting, culinary, and other interests. Pro Media Group coordinated these ads with the Marketing and Communications team's input. We used keywords tested and targeted to help drive users to our website. We reviewed the list regularly to achieve maximum efficiency. As a result, we made changes to the Sunny Side website tabs and text to closer align the search terms with those consumers used.

Leased Channels

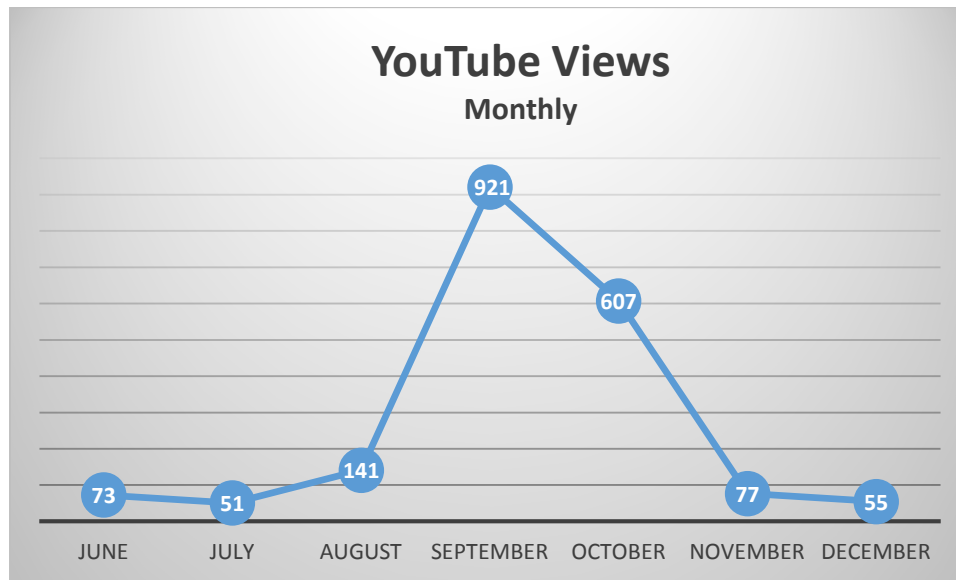
Prior to 2014, the Bureau only dabbled in social media. With so many travelers using a multitude of online channels to be inspired and plan trips, we have recognized that social media is a necessary component of our marketing efforts. We established Twitter and Pinterest profiles, and we upped our game on Facebook to include paid exposure opportunities. We also used YouTube in our video advertising campaigns and shared them on social media sites for cross marketing purposes.

Social Media



YouTube

Ads developed for paid marketing channels were repurposed and used in our social media efforts. The videos we developed were shared on our website, our partners' websites, as well as on social media platforms. The videos received more than 1,900 total views in 2014.



Media Relations

The Bureau communicated with journalists to extend its brand message. Working mainly through existing relationships, the Bureau generated more than 25 articles, briefs, or other media placements about travel to our area. A sampling media placements includes: *The Courier-Journal* (metro Louisville), *Heartland Boating* (Illinois), *Inside Indiana Business* (northern Indiana), *Small Market Meetings*, *The News & Tribune* (southern Indiana/metro Louisville), and the *Herald-Times* (Bloomington, Ind.).

Overall, more than 300 stories about our area's tourism assets were published in local, regional, and national markets. These articles reached audiences of more than 300 million readers. Written both with and without the assistance of the Bureau, the advertising value of these placements, were the Bureau to pay for each of these stories generated, would be the equivalent of more than \$500,000*.

Press generated as a direct result of the Bureau's assistance was valued at nearly \$10,000. While this number may seem small, it is important to keep in mind that measurement of media relations activities was first established in 2014. Because of staff changes, proactive pitching and media tracking did not begin in earnest until the second half of 2014.

*Ad equivalency values are not an exact measure; they are shown for benchmarking purposes only. No multipliers are used when calculating these figures. For an explanation of these figures, please contact the Director of Communications.

Group Leisure Market

Leisure group tour marketing became more targeted in 2014. The primary emphasis was on senior groups, but Bureau staff members also followed new markets that may prove lucrative. We strengthened relationships with existing tour operator clients and developed new markets including faith-based, bank and alumni travel and multi-generational tours.

Jennifer Abbott attended marketplaces and travel shows in the beginning of 2014; Kate Kane then attended these shows at the end of the year when she took over as director of sales. At the marketplaces, Bureau staff met face to face with tour operators and group tour leaders. These shows are a way to build and strengthen relationships with tour organizers who may be interested in coming to Clark and Floyd Counties.

Marketplaces included:

- American Bus Association
- Heartland Travel Showcase
- Select Traveler
- Great Day! Tours Group Leader Showcase
- Lakefront Lines Holiday Show

Shows and sales calls conducted throughout 2014 generated leads for potential groups to visit Clark and Floyd Counties. The Bureau tracked the leads to determine the future economic impact these groups could have on Southern Indiana's tourism industry and the economy overall.

Tour Operator and Group Tour Leader 2014 Activity



Familiarizing Group Tour Planners with Southern Indiana

In 2014, the Bureau hosted a familiarization tour for tour planners during the Centennial Festival of Riverboats. The two-day, one-night tour throughout Clark and Floyd Counties ended with a brunch cruise aboard the Spirit of Peoria on the last day of the festival. This festival was a great “hook” to capture group tour operators’ attention. Nine participants from Ohio, Tennessee, Indiana, and Kentucky took part in the tour, which made seven stops at attractions in New Albany, Clarksville, and Jeffersonville. The tour culminated in a brunch cruise aboard the Spirit of Peoria. Participants had the opportunity to “taste test” the area’s offerings and to see how easily accessible it is.

Group Tour Product Development

One of the director of sales’ tasks is to grow the Group Tour market. When Kate Kane came aboard in 2014, she introduced herself to tourism partners in an effort to build and strengthen partnerships with local hotels, attractions, and restaurants. Since she was new to the Bureau, she took the opportunity to redefine and reeducate partners about the Bureau’s role in selling the destination as a package. Working together, the CTB and its partners can enhance our area’s reputation as a group-friendly destination.

Kane developed two programs to increase partners’ awareness of the potential for the group tour market. These programs are design to build upon products that would appeal to group tour leaders and increase the number of overnight stays in our destination. Group tour leaders will want to visit our area and incorporate our attractions and amenities into their tours.

Motorcoach 101

Motorcoach 101 drills down into the basics of the group tour market. It informs our partners about who clients are, what they look for, and how to market to them. The program will establish a good foundation for the group tour market. It brings partners together to network and collaborate to develop new ideas on group-friendly amenities. Several of these meetings will be scheduled for 2015.

Our first Motorcoach 101 meeting was held in December, with nine partners attending. The Louisville CVB joined us to promote the area as a regional destination. It was important for our partners to see how working with Louisville can help bring more business to our area.

Southern Indiana Hotel Network

Southern Indiana Hotel Network was developed to bring local hotels together and strategize about how to help our community increase overnight stays. The Network will meet a minimum of three times per year.

Six hoteliers participated in the first meeting. They discussed the direction our counties needed to go to be successful. A question & answer session was held discussing the counties' role in the group tour, sports and small meeting market or SMERF markets.

Sports Tourism

Together, Clark and Floyd Counties have a critical mass of impressive sports facilities that we can market if municipal partners work together through us. In 2014, the Bureau hosted a meeting with Clark and Floyd Counties' parks and recreation management teams to begin a dialogue. That was the first step toward gaining a foothold in that market.

Kate Kane, director of sales, attended the National Association of Sports Commissions Market Segment Meeting in Chicago and Sports Indiana's educational workshop, "Becoming a Sports-Friendly Community" in Indianapolis.

These activities are the beginning stages of building a viable sports tourism program that will capitalize on the counties' impressive sports facilities.

Meetings Market

The Bureau has not proactively marketed new business in the past because of limited staffing. Most services provided have been a result of calls to our office. While providing these labor intensive services can provide goodwill, the Bureau made the decision to spend its limited time on markets that would have greater potential for generating overnight stays. Instead, CTB staff members will work closely with tourism partners and members of the business community to assist them in bringing more meetings to our destination.

Conclusion

Under new leadership, the Clark-Floyd Counties Convention & Tourism Bureau has made dramatic changes in marketing Southern Indiana. We began to redefine and retarget our efforts. These changes are reflected in nearly every activity the Bureau undertakes.

In essence, the Bureau is changing:

- What we sell
- Who we target
- How we reach those targeted audiences
- When we communicate our messages
- Where we focus our efforts

In 2014, we had more questions than answers. We undertook the difficult task of qualifying our market, define and quantify our audiences, and establish measurement systems that will guide our marketing efforts.

We set baseline measurements to help track effectiveness and guide future efforts. As we move forward, we will strive to increase our market share. We will have honest discussions to analyze our assets. This will help us capitalize on our strengths and minimize our weaknesses.

2014 Annual Report
Financial tables

2014 Operating Fund – 3% Tax		
<i>Income</i>	2013	2014
Clark County	\$891,367.55	\$919,199.14
Floyd County	\$126,430.86	\$135,515.59
Visitor Center Gift Shop	\$7,945.15	\$6,023.56
Interest from Checking & CDs	\$2,129.93	\$605.43
Other Income/Vending Machine Sales	\$697.00	\$965.15
Bridge Reconstruction (ROW Sale)	\$106,145.00	0
TOTAL INCOME	\$1,134,715.49	\$1,062,308.87
<i>Expenses</i>		
Marketing/Promotion/Advertising	\$457,292.88	\$267,000.84
Personnel Expenses	\$398,388.14	\$476,481.01
Bank Fees	\$536.64	\$592.39
Operating Overhead	\$132,810.43	\$205,278.84
TOTAL EXPENSES	\$989,028.09	\$949,343.08
NET INCOME	\$145,687.40	\$112,965.79

2014 Capital Development Fund – 1% Tax		
<i>Income</i>	2013	2014
Clark County	\$297,122.56	\$306,399.74
Floyd County	\$42,143.64	\$45,171.89
Interest	\$473.00	\$486.76
TOTAL INCOME	\$399,739.20	\$352,058.39
<i>Expenses</i>		
Clarksville 2008 Bond Issue (Falls Interpretive Center Exhibits) ¹	\$26,958.56	\$118,119.75
Clarksville 2011 Bond Issue	\$143,589.30	\$143,589.30
New Albany 2003 Bond Issue (Amphitheater) ²	\$59,779.97	\$0
TOTAL EXPENSES	\$230,327.83³	\$261,709.05

¹ Bond paid off early

² Bond paid off on schedule in 2013

³ Calculating error in 2013 Annual Report shown as \$229,327.83

2104 Bond Report – 1% Tax			
<i>Issuing Municipality: Town of Clarksville</i>			
Date of Issue: 12/23/2008	Amount \$200,000		
Annual Payment	\$26,958.56	Interest Rate: 5.75%	Maturity Date: 12/23/2018
Purpose	Falls of the Ohio Interpretive Center Exhibits		

Paid in Full 7/31/2014

Paid in Full 7/31/2014			
Date of Issue: 11/18/2011	Amount \$1,185,000		
Annual Payment	\$143,589.36	Interest Rate: 3.60%	Maturity date: 11/18/2021
Purpose	Jeffersonville RiverStage (\$300,000); New Albany Fire Museum (\$274,175); Clarksville History Museum (\$300,000); Falls of the Ohio Interpretive Center Exhibits (\$250,000); Carnegie Center (\$45,000)		



Southern Indiana, Clark-Floyd Counties Convention and Tourism Bureau

Administrative Offices: 315 Southern Indiana Ave., Jeffersonville, IN 47130

Visitor Center: 305 Southern Indiana Ave., Jeffersonville, IN 47130

(812) 282-6654

SunnySideOfLouisville.org