

Hear About

Hamilton County Tourism News

The return of Tenderloin Tuesdays

It's back. The tastiest trail of the summer, the [Tenderloin Trail](#), returns to Hamilton County restaurants through July 25. Not sure what to wear for Tenderloin Tuesday? Hamilton County Tourism has that covered, too. In a new partnership with Vardagan, a Fishers-based boutique known for their concert-style T-shirt designs, is designing special tenderloin T-shirts, which will be for sale at several participating restaurants.

Hamilton County Tourism is promoting the Tenderloin Trail with digital billboards and on air during WFBQ-FM 94.7's Bob & Tom Show. Q95 was at Dooley O'Tooles on July 11 between 11 a.m. and 1 p.m. where they gave away 145 tenderloins.

See the list of nearly 30 participating restaurants and get more details about Tenderloin Tuesdays at TenderloinTrail.com.



Volunteers needed for archery competition

Hamilton County will host its first national archery championship Aug. 2-6, and volunteers are needed to help as more than 1,000 athletes compete in the 133rd U.S. National Target Championships and the Junior Olympic Archery Development Program (JOAD) National Target Championships at Grand Park.

Hamilton County Sports Authority is looking for volunteers to help with field set-up, athlete check-in and score card calculations from July 30 through Aug. 7. No experience is necessary. [Click here](#) to find out more or to sign up to help.

To welcome these archers and help build excitement, Hamilton County Tourism is encouraging athletes to take pictures while preparing for the competition and use the hashtag #RoadtoGrandPark. HCT will be giving away prizes to the winners at check-in. When teams and their fans check in to their hotels, they'll also receive discount cards or local attractions. It's one more way that Hamilton County Sports Authority and Tourism is working to welcome visitors and encourage them to see all that Hamilton County has to offer.

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Pedal your way to deals this summer

Pedaling can pay off this summer thanks to a new promotion by Hamilton County Tourism and local businesses. It's called [Pedal Perks](#), and it encourages people to ditch their cars in exchange for their bikes. It's not only good exercise, but it's good for the bank account, too.

More than 20 restaurants and shops – all located near well-known Hamilton County trails and bike paths – are offering discounts for bikers. The promotion goes through October. Don't have a bike? Check out [Zagster](#), a bike-share program in Carmel and Westfield (and soon coming to Fishers).

Businesses interested in getting involved in the Pedal Perks, should contact [Sarah Buckner](#) at. [Click here](#) to find out more about the promotion, and see the discounts offered.



Arts & Economic Prosperity 5 Study

It's one of the most frequent business intelligence questions we get at Hamilton County Tourism, Inc.: *What's the economic impact of the arts in Hamilton County?*

Community leaders needed the data to write grants, understand return on investment and to guide them in investments. We wanted to know because we are curious.

Hamilton County Tourism, Inc. hoped to measure nonprofit arts impact five years ago when the Arts & Economics Prosperity 4 (AEP4) study, but we understood it was too early. When the opportunity to participate in AEP5 came around, we jumped at the chance.

The Arts & Economics Prosperity 5 (AEP5) study used 2015 organizational data and 2016 visitor data to demonstrate an astounding \$58.1 million economic impact by nonprofit arts organizations, supporting 1,921 jobs countywide in 2015.

Conducted by the nation's nonprofit, Americans for the Arts, AEP5 determines the economic impact of nonprofit arts and cultural organizations and their audiences. Tyler Brown, a graduate student from IU's School of Public and Environmental Affairs, worked throughout 2016 to lead a research team that canvassed every arts-related event in our community. Bradley Coffing of the Hamilton County Business Intelligence Center, a Hamilton County Economic Development Corporation/Hamilton County Tourism initiative, provided quality control supervision.

Our nonprofit partners worked closely with us and supported the efforts, including giving us access to their operational data. Only that data from organizations that directly related to arts and culture was included.

View an [infographic](#) and the complete [AEP5 study results](#). Individual organizations also can access a [calculator](#) to use and understand their own economic impact for grants writing.