

HAMILTON COUNTY, INDIANA

Tourism Works 2016

CELEBRATING 25 YEARS OF TOURISM



visit
hamilton
county
.com



2016 Hamilton County Tourism, Inc. Business & Marketing Plan

Record tourism growth in 2015 with an under supply of accommodations will make for another interesting year in Hamilton County. Grand Park's influence continues to grow, along with successful visitation patterns at key community attractions. Beginning in 2016, new or redeveloped indoor sports and expo product will come on line, bringing year-around tourism impact. A strong business climate continues to contribute to solid weekday transient and group bookings. All key performance indicators point to continued record growth and the ability to absorb the 10 percent in new rooms that will come on line in 2016. Much of the coming year will focus on cultivating big ideas to absorb the sizable growth in lodging rooms predicted to come on line by 2018.

2016 INFLUENCERS/CALENDAR IMPACTS:

- Hamilton County Tourism celebrates 25 years of growth in 2016
- Financial growth goal is projected to be a healthy 7%,
- It is estimated that approximately 40% of the weekends are already "sold out" due to major compression events
- The BMW Championship in September 2016
- Ongoing concerns remain over whether stateside black swan events could occur

- Major elections take place this year
- 2016 marks the 200th birthday of Indiana as a state, and Hamilton County Tourism serves as the official community coordinator for the county's celebration
- A new large indoor basketball facility and a new indoor soccer facility open at Grand Park in 2016; the Fuel Tank, formerly Forum ice rink, re-opens in 2016 with newly remodeled facilities
- HCT begins the second year of DMAI's DMAP four-year accreditation cycle
- HCT is focused on completing a 2025 vision plan

QUARTERLY KEYSTONE EVENTS

Quarter 1

- Bicentennial Kick-Off
- Jonathan Byrd's Fieldhouse at Grand Park Opens
- Hamilton County Tourism 25th Birthday Kick-Off
- Web Site Redesign Begins

Quarter 2

- County Economic Development Luncheon
- 2017 Budget and Planning Under Way
- Grand Park Event Center Opens
- 304 Additional Hotel Rooms On Line

Quarter 3

- 2017 Hotel Data Summit
- BMW Championship at Crooked Stick
- 2017 County Council Appropriations Review

Quarter 4

- Hamilton County Tourism Summit
- Bicentennial Torch Run
- Legacy Fund Evening of Philanthropy 25th Anniversary
- 2017 Budget Approved

Also opening Fishers Switch, Strawtown Koteewi Park amenities and Federal Hill Commons

2016 KEY DEPARTMENT GOALS:

Marketing will focus on driving visitation during low occupancy timeframes (primarily sporadic periods and fall/early winter) through creative targeted promotions. Niche focus areas will include ongoing food and trails promotions, along with celebration of Indiana's 2016 Bicentennial.

- New website build/launch will take place



- Destination advertising will include print/television/digital for quarters 3 & 4 to help support the softer travel seasons
- Digital advertising through a variety of channels
- Indiana Office of Tourism Development promotions
- Niche advertising to support food promotions and Tenderloin Tuesdays
- Ongoing emphasis in social media
- Continued expansion of media relations including a familiarization tour, in addition to targeted direct mail and ongoing relationship development including a Chicago and Meredith Publications desk side visits
- NPR food focus using Lafayette as a test program

Sports Group Sales will focus on positioning the organization's ability to help host events along with new facilities that will open in 2016, and how these support Hamilton County as one of the nation's premier competitive youth sports facilities.

- Continued emphasis on maintaining a comprehensive calendar of events for lodging influencers
- A new sports manager allows even better connection to local clubs to determine how HCSA can support them
- Ongoing emphasis on increasing visibility of the community through sales to NGBs, media relations, etc.
- Research projects to help organizations and communities measure the impact of sports tourism
- Continue relationships with hotels to identify periods where new events might work

Group Sales will focus on expansion of sales efforts to support new facilities that will come on line in late 2016 and into 2017 and create research to identify new potential group audiences to utilize those facilities.

- New sales coordinator added
- Restructured transportation incentive program
- Develop and lead an out-of-area sales blitz
- Encourage individual site visits by group and meeting planners
- Ongoing conference and face-to-face sales for the small meetings market

Community Development will focus on regional collaboration conversations, improving a newly defined Tourism Gives program and by providing ongoing community support through technical assistance and an expansion of the Hamilton County Business Intelligence



Center with a part-time intern to manage a major arts study. This department also will manage the 2016 Bicentennial Torch Relay.

- Streamline the processes for grant making
- Share valuable information on marketing, events through learning opportunities
- Host a successful bicentennial year of celebration through the relay but also by supporting our partner organizations in grants, technical assistance and promotions
- Support redevelopment project ideation for downtown Noblesville and Cicero
- Work with partner organizations on a workforce initiative
- Support communities through other means of technical assistance

Operations/Human Resources will focus on the large number of staff additions, enhanced professional development opportunities for staff, ongoing improvements to payables systems, development of a comprehensive technology plan.

- Onboard new staff members
- Refine bi-annual performance review program
- Explore creative opportunities for staff development
- Introduce new technologies to create more efficient workflow for staff (e.g. credit card processing, etc.)
- Refine and improve reporting to provide relevant data for staff to manage budgets
- Explore technologies to allow for efficiencies and improve communications opportunities
- Create a technology plan draft by year-end, for adoption in 2017

(Continued on back)



Enterprise/Visioning will focus on “what’s next” to sustain and grow tourism by taking information gleaned in the 2025 planning process as well as the results from the Destination NEXT survey to provide for big thinking.

- Support destination development opportunities
- Assist communities in connecting to the private sector through appropriate forums to talk about critical issues such as workforce and transit
- Explore talent needed to assist with financial visioning
- Explore talent needed to assist with space planning
- Provide technical assistance in creating evening experiences and place making enhancements

Visitor Experience is a newly defined area that will focus on development, enhancing the large-group experience as well as casual leisure visitor access to information and explore long-term options on how to contribute to visitor enhancements in the future.

- Create group guest welcome opportunities and implement
- Explore alternatives to Pinny as a way of getting out to where people gather
- Explore digital technology as a way of communicating way and place finding in welcome centers/locations
- Redefine the overall guest experience at every level

Nickel Plate Arts, managed by HCT through an operating agreement, will focus on increasing revenue to attain independence by 2018 and examine enhancements to its facilities as a way to support that goal.

- Reorganize staff to allow the director to do more friend raising and fund raising
- Look for more earned income opportunities through a reorganized calendar
- Create a facilities master plan for the Kincaid House and Nickel Plate Arts campus to support an expansion
- Hone in on opportunities that bring the greatest return on investment for time, talent and money

Business Intelligence Center, a collaboration with Hamilton County Economic Development, will continue mastery of the data to understand influencers.

- Participate in the 2016 Americans for the Arts Prosperity V study
- Complete the 2015-2016 Visitor Profile Study and produce a white paper of results
- Determine effective ways to study STR and nSights for Travel Reports to create efficient and timely reporting to marketing to activate campaigns for slow periods
- Complete Dashboard project for quick access to information



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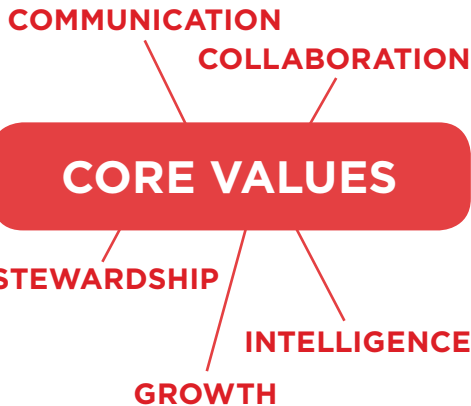
Tourism Works for Hamilton County



**Hamilton County
Tourism, Inc.**

promotes tourism growth

through strategic marketing,
hospitality and community
development initiatives.



How does TOURISM grow Hamilton County's economy?



Hotels collect a room
night tax...



...which funds
tourism development,
marketing and sales
efforts...



...causing people
to visit Hamilton
County...



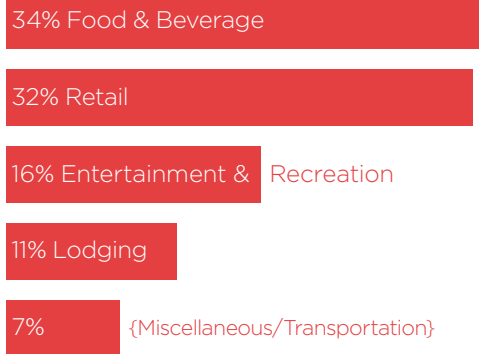
...and spend \$389
million annually in
local businesses.
That's a total
impact of \$641
million. **Up 4.8% YOY**

\$912



If visitors stopped coming to
Hamilton County, each
Household would have to pay
an additional **\$912 in state and
local taxes** to maintain the
same government services.

Where Visitors to Hamilton County Spend their Money



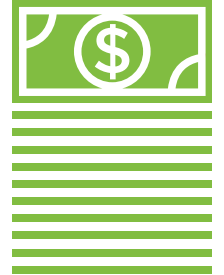
91 cents of every
tourism dollar **stays**
in Hamilton County.

Visitor Spending

**1,011%
Increase**

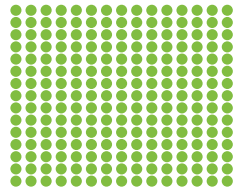


**1991:
\$35 Million**
(1991 Certec Report)



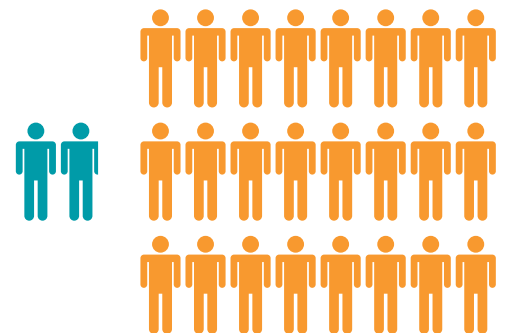
**2014:
\$389 Million**
(2014 Rockport Report)

1:



**+1,025%
Change in ROI**

ROI on advertising has
gone from **\$20:1 in 1991** to
\$225:1 in 2014



In **1991**, visitor spending
generated **1,000 full-time—
equivalent jobs**

Today, visitor spending
generates more than **12,880
full-time—equivalent jobs.**

*Source: "2014 Economic Impact of Tourism in Indiana" (December 2015) conducted by Rockport Analytics, an independent market and economic research firm utilizing 2014 data.

25 Years of Growth

Celebrating 
25*Years
of Tourism

1.

Revenue rose
737.3%

Hotel revenue has risen **737.3%** since **1993**.

Demand rose
325.1%

Hotel demand has risen **325.1%** since **1993**.

2.

3. Supply increased
324.9%

Hotel supply has increased **324.9%** since **1993**.

600
Businesses

Today, Hamilton County Tourism partners with over 600 businesses and organizations.

4.

5.

26
Employees

Hamilton County Tourism has grown from **1 staff member in 1991 to 26**, including Nickle Plate Arts, in **2016**.

\$7 Million
in Grants

To date, Hamilton County Tourism has **granted \$7,000,000** to communities and local non-profits.

6.

7.

400k
Website Sessions

Website traffic has increased from **145,000 sessions** for the first year of the first website to **400,000 sessions in 2015** for VisitHamiltonCounty.com.

Budget multiplied to
\$3.7 Million

The budget increased from **\$150,000 in 1991**, to **\$3,789,500 in 2015**.

8.

2016 Hamilton County Tourism, Inc. Board of Directors

Amy Ahlersmeyer
Ken Alexander
Jeffery Brown
Bob Dubois
Jeremy Geisendorff
John Hughey
Melody Jones

Emily Lovison
Gary Miller
Paul Munoz
Andrew Newport
Joyce Poole
Alaina Shonkwiler

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Lisa Hanni
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Andrea Huisden
Paul O'Connor
Robyn Paucker
Donna Prather

Christian Renner
Brenda Tolson
John Wechsler
Perry Williams
Randy Zentz

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