



GREENSBURG
DECATUR COUNTY

2024 Annual Report



211 North Broadway Street, Greensburg, Indiana 47240
www.visitgreensburg.com / 812-222-8733 / info@visitgreensburg.com

2024 YEAR IN REVIEW

2024 was another incredibly successful year for Visit Greensburg, with record high Innkeepers Tax collected in the amount of \$305,387.23. Visit Greensburg is funded entirely by a 5% Innkeepers Tax that is collected and remitted by all of the hotels, motels, the bed & breakfast, tourist cabins, and short term rentals such as AirBnB in Decatur County, and the mission of our organization is to promote the County and attract visitors who will invest dollars and grow our community.

The highlight of 2024 was astronomical, with the April 8 total eclipse that drew more than 10,000 unique visitors from all over the world into Decatur County. Thanks to the hard work and preparation of our City and County partners, including the EMA, EMS, DCMH, Fire, Police, Sheriff, Communications, our friends with Greensburg Power of the Past, volunteer extraordinaire Devin Morgan, and many others, we strategically and successfully hosted two large scale events at Pirate Park and the Fairgrounds that enabled thousands of visitors to experience our community and then safely and efficiently get home again after.

Another highlight was year two of our DecCo Summer Concert Series at Rebekah Park, that saw thousands of guests experience live music in a beautiful, updated outdoor setting, with local food truck vendors and beverages from Tree City Brewing. Visit Greensburg is already hard at work coordinating the third annual concert series, and if you're interested in being a partner and sponsoring this popular, rapidly growing event, please reach out at info@visitgreensburg.com as soon as possible so your business can be included in all the promotional material that will go out throughout the year.

My favorite part of this job has been the partnerships and collaborations we have undertaken with so many great, dedicated community organizations, all united to accomplish unique, creative ways to improve Greensburg and Decatur County. And this year was no exception, with the unveiling of the gorgeous Alleyway 1822, the final capstone legacy project of the 2022 Bicentennial celebration that was made possible thanks to the generous donations of many Decatur County businesses. I am grateful to Main Street Greensburg and the City of Greensburg for the hard work and additional investments it took to make that project a reality. And to local craftsmen Iron Timbers for taking our vision and designing and installing it in our historic Downtown District.

2024 YEAR IN REVIEW

Writing this Year In Review is the last thing I'll do as the Executive Director of Visit Greensburg, as I've resigned to accept a new job with Visit Hendricks County. I've been in this role for over six years and have loved making an impact in my hometown, always trying to make it the kind of place that I want to live and I hope others will want to visit. I am so grateful to my Board of Directors, who have always been supportive and who quickly got on board with the new direction I wanted to take the organization, focused more on community development and investing in quality of life initiatives such as the splash pad, amphitheater, disc golf course, and more; to all of our Stellar partners, Mayor Joshua Marsh, Allie Beck with Main Street, Amber Coyne with the City of Greensburg, Bryan Robbins with the EDC, Dawn Lowe with the Chamber, Tami Wenning with the Community Foundation, and Teresa Kovavich with Parks; and especially Erica Gunn, who has served as our Director of Marketing and has been an immensely vital part of all the successes we've had during my tenure at Visit Greensburg. I am incredibly proud of the work we have done, and of the fact that the organization is well-positioned to continue to build on the foundation now in place, and I know it will continue to do great things to make Greensburg and Decatur County a better place to live and a more attractive place to visit.

Best regards,

Philip Deiwert

Former Executive Director of Visit Greensburg

LETTER FROM THE PRESIDENT



Dear Friends and Visitors,

As we reflect on another remarkable year at Visit Greensburg, I am filled with gratitude for the community members, businesses, and visitors who have made our city and county a vibrant destination. This year was particularly special as we experienced many memorable moments.

One of the standout events of 2024 was undoubtedly the total solar eclipse on April 8. Our county was in the path of totality, drawing visitors not only from surrounding areas but from across the country and world. The excitement was palpable as families gathered, events were organized, and festivities filled the air with anticipation. The eclipse not only illuminated our skies but also shone a light on the attractiveness and Hoosier hospitality within our community.

Our annual Summer Concert Series at the Rebekah Park Amphitheatre continued to thrive, bringing music and joy to our community. The concerts represent our commitment to bring quality of life initiatives to our residents and visitors alike. With an eclectic lineup, the concerts aim to hit many musical genres and make for unforgettable summer nights.

We are also thrilled to announce the successful completion of the 1822 Bicentennial Alleyway Project, which has transformed a central part of our downtown into a vibrant community space. With beautifully designed art installations, flower beds and festive lighting, the alleyway has become a lively gathering place for both locals and visitors. This project exemplifies our commitment to enhancing the beauty and functionality of our county, ensuring that every corner is inviting and enjoyable.

As we look back on these accomplishments, it's clear that our mission to promote tourism and foster community pride remains strong. Thank you for your continued support, whether you live in Decatur County or are visiting from afar. We are excited about what lies ahead and hope to see you as we continue to celebrate the beauty, culture, and spirit of Decatur County.

With Warm Regards,
Ryan Maddux, President

MARKETING SNAPSHOT



VisitGreensburg.com has grown substantially in 2024, with 31,000 more active users, 364,000 new event views, and 46,000 new users. We are dedicated to keeping residents and visitors informed about events and the vibrant community we share, and are glad our website users have responded to what we post.

The 2024 reach of Visit Greensburg Facebook and Instagram increased by 133% from 2023. Both Facebook Visit Greensburg and DecCo Summer Concert Series saw remarkable growth. The June 15th DecCo Summer Concert with Friends of Fred Food Truck Festival was Visit Greensburg's most popular social media post. Our monthly newsletter also saw an increase of 5% in new subscriptions and email openings!

The 2024 Rebekah Park Amphitheater Summer Concert Series attracted up to 3,600 people to each of our FREE concerts. I'm excited about promoting all the amazing events planned for Decatur County in 2025!

Sincerely,
Erica Gunn, Marketing Director



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

2024 BOARD MEMBERS



RYAN MADDUX, PRESIDENT



ERIC ROWLES, VICE PRESIDENT



DARREN COVINGTON, SECRETARY



DANIEL FAYETTE, TREASURER



DOMINQUE BANCROFT



JOANN BURKHART



ZANE PAULSON

2024 STAFF MEMBERS



PHILIP DEIWERT
EXECUTIVE DIRECTOR



ERICA GUNN
MARKETING DIRECTOR

2024 CONCERT SERIES



DECATUR COUNTY
PARKS & REC



ARTS
& CULTURAL COUNCIL



GREENSBURG
DECATUR COUNTY

present



DecCo summer Concert Series

VIP
Seating

AT REBEKAH PARK AMPHITHEATER

Greensburg, Indiana

2024

SAT
JUNE 15 @ 5PM

MIDNIGHT RIDER

ALLMAN BROTHERS TRIBUTE BAND

Main Street Greensburg presents: *Friends of Fred Food Trucks*
opening act: 650 North

FRI
JUNE 28 @ 7PM

JOHNNY FOLSOM 4

JOHNNY CASH TRIBUTE BAND

opening act: Willie & Anita Feldman

FRI
JULY 19 @ 7PM

THURSTON HOWELL

YACHT ROCK, opening act: Kit Haymond

SAT
AUGUST 24 @ 7PM

GORDON BONHAM BLUES BAND

BLUES & BBQ NIGHT, opening act: Kit Haymond

SAT
OCTOBER 26 @ 7PM

REARVIEW

PEARL JAM TRIBUTE BAND

opening act: Matt Schuerman

REBEKAH PARK IS LOCATED AT 115 N COUNTY ROAD 80 NE, GREENSBURG, IN 47240
FOR MORE INFORMATION GO TO VISITGREENSBURG.COM

SPONSORED BY:



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NOLES
FAMILY DENTAL

Decatur County Memorial Hospital • Greensburg Power of the Past • Schutte Excavating
Area 812 Keller Williams • Standard Fertilizer • Maddux Moving Storage & Auction
Gilliland-Howe Funeral Home • Tree City Brew Co. • Main Street Greensburg





GREENSBURG
DECATUR COUNTY

MISSION

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

VISION

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



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