



**GREENSBURG
DECATUR COUNTY**

2025 ANNUAL REPORT



211 North Broadway Street, Greensburg, Indiana 47240
www.visitgreensburg.com / 812.222.8733 / info@visitgreensburg.com

2025 YEAR IN REVIEW



Since my start as Executive Director in March 2025, we have achieved a record total hotel revenue of \$326,000 in 2025. This significant growth is primarily fueled by an increase in visitors for wedding parties and youth sports, which have proven to be powerful economic drivers for our community. A key success has been the substantial improvement in weekend hotel occupancy, a segment that historically struggled. Visit Greensburg received \$33,350 in hotel revenue from youth sports stays during 2025.

In May, Visit Greensburg had a board retreat that helped define goals for the future. We collectively established four key priorities that will guide our efforts:

- Enhance the Visit Greensburg website.
- Market Decatur County as an appealing and budget-friendly wedding location.
- Expand and provide support for the Decatur County Youth Sports Complex.
- Increase group tours and travel.

Kate Acra was hired as the Marketing Director in June, and immediately began updating and improving our website. Visitgreensburg.com is the first stop for visitors planning a trip to Decatur County. We began to set Decatur County as a premier, yet affordable wedding destination. Wedding celebrations continue to fill hotels on the weekends, while youth sports tournaments and events have generated consistent hotel bookings and repeat visitation throughout the year.

With the help of sponsors, the 2025 DecCo Summer Concert Series was another success. The most popular concert was Fearless which drew a large crowd, even in the rain. We had a total of 6,000 people attend our concerts. We had the following concerts at Rebekah Park Amphitheater:

- Fearless: Taylor Swift Tribute
- Red NOT Chili Peppers: Red Hot Chili Peppers Tribute
- Family Tradition: Hank Williams Jr. Tribute
- Duke Tumatote and Brass to Mouth Horns
- Of Perception: The Doors Tribute

2025 YEAR IN REVIEW



The Tree City Fall Festival saw an increase of 5,000 visitors from 2024 to 2025. Both the Tree City Fall Festival, and the DecCo Summer Concert Series are excellent events, and drove many people from outside of Decatur County. The software we utilize to track events is invaluable for businesses and events.

Looking ahead in 2026, I plan to attend two bus tour marketplaces to advertise our community as a hotel stay during upcoming tours. The addition of organized bus tours will further strengthen this momentum by bringing in new group travelers that stay in our hotels, and increase Decatur County's local income. This will further help increase hotel stays, and expand our reach to new audiences. I look forward to what is to come in 2026!

Sincerely,

Erica Gunn
Executive Director, Visit Greensburg

2025 YEAR IN REVIEW



Dear Friends and Visitors,

As we look back on the past year at Visit Greensburg, we're grateful for the opportunity to continue sharing our community with visitors while strengthening what makes Greensburg/Decatur County such a special place to call home. It was a busy and rewarding year—one marked by change, progress and a shared commitment to welcoming people to experience all that our county has to offer.

This past year marked a period of transition for Visit Greensburg. Our longtime director, Philip Deiwert, moved on to new ventures, and we extend our sincere gratitude for his dedication and years of service to our community. At the same time, we were fortunate to seamlessly elevate our marketing director, Erica Gunn, into the role of Executive Director—allowing us to maintain continuity while continuing our strong mission and commitment to tourism in Decatur County. Additionally, former intern Kate Acra stepped into the role of Marketing Director and has done tremendous work branding our community's assets across social media, our website, and beyond.

With this organizational evolution, the timing was right to set a clear and focused course for Visit Greensburg's future. Our strategic outlook now centers on four core priorities: Website Development, Wedding Tourism, the Youth Sports Complex, and Group Travel. This three-year roadmap will guide our decision-making as we work to attract visitors to Decatur County. We are already seeing the results of this focus, with continued growth as a wedding destination—both within and beyond the county—and as a prime location for competitive youth sporting events.

None of this happens without strong partnerships and engaged community stakeholders. It truly takes a collective effort to make Greensburg and Decatur County a destination people are excited to visit and revisit. We are grateful for that support and collaboration, and we look forward to what lies ahead as we continue striving to position our community as a regionally recognized tourism destination.

Warm regards,
Ryan Maddux, President

2025 YEAR IN REVIEW



In May of 2025, I began my roll as Marketing Director at Visit Greensburg. Having started with Visit Greensburg as an intern, it has been an honor to grow into this role and continue telling Decatur County's story in a new capacity.

In 2025, visitgreensburg.com and [@visitgreensburg](https://www.instagram.com/visitgreensburg) saw exponential growth. The website had over 31,000 clicks and our Facebook and Instagram accounts had a combined 815,800 views. Visit Greensburg's Instagram profile visits increased by 112.2%, resonating with a new demographic. The October 6th Facebook post featuring the inside view of the courthouse tower was the year's highest viewed post with 26,425 views. These numbers reflect the growing interest in Decatur County and the success of our efforts to connect residents and visitors with all our community has to offer.

The 2025 DecCo Summer Concert Series attracted over 6,000 people to each of our concerts. As we look forward to 2026, the focus on marketing will be on promoting Decatur County as a wedding and team sports destination, and sharing all of the unique assets of this community with even more visitors.

Sincerely,
Kate Acra, 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



DOMINIQUE BANCROFT



JOANN BURKHART

ZANE PAULSON

2025 STAFF MEMBERS



ERICA GUNN
EXECUTIVE DIRECTOR



KATE ACRA
MARKETING DIRECTOR

STRATEGIC OUTLOOK



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.



4 CORE STRATEGIES

Website Development

Develop a web accuracy and transparency program to better communicate the work of the destination.

Youth Sports Complex

Grow Decatur County as an option for smaller youth competitive sports events.

Wedding Destination

Position Decatur County as an affordable and premiere wedding destination.

Group Travel

Make Decatur County an easy and affordable overnight option for group travel.

DECATUR COUNTY YOUTH SPORTS COMPLEX

DECATUR COUNTY YOUTH SPORTS COMPLEX 2025 RESULTS



DIAMOND RENTAL REVENUE



\$38,237.71

ANNUAL SPONSORSHIP INCOME



\$14,500

CONCESSION PROFIT



\$59,562.35

TOTAL ANNUAL PROFIT (YEAR 1)

\$112,300.66

PARK VISITS

THOSE TRAVELING MORE THAN 50 MILES

35,100 VISITS



TOTAL PARK VISITS
125,000+

HOTEL VISITS

2025 ALL COUNTY HOTEL ROOM DEMAND

9.3%



LOCAL HOTEL VISITS
8,700+

DIRECT SPENDING FROM VISITS

Direct spending in Decatur County from out-of-area visits to the park.

\$3.2 MILLION+



GREENSBURG
DECATUR COUNTY

211 N. BROADWAY ST. | GREENSBURG, IN 47240

PHONE: 812-222-8733 | INFO@VISITGREENSBURG.COM

2025 CONCERT SERIES



present



DecCo summer concert Series



AT REBEKAH PARK AMPHITHEATER

Greensburg, Indiana

2025

FRI JUNE 6 @ 6:30PM

FEARLESS

A TRIBUTE TO TAYLOR SWIFT

opening act: *Pressed in Black*

FRI JUNE 20 @ 7PM

RED NOT CHILI PEPPERS

RED HOT CHILI PEPPERS TRIBUTE

opening act: *Matt Schuerman*

FRI JULY 25 @ 7PM

FAMILY TRADITION

HANK WILLIAMS JR. TRIBUTE

opening act: *Tom Richardson & the Silverspurs*

SAT AUGUST 9 @ 7PM

DUKE TUMATOE AND BRASS TO MOUTH HORNS

opening act: *Kit Haymond*

SAT SEPTEMBER 6 @ 7PM

OF PERCEPTION

THE DOORS TRIBUTE

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



Rolfes, Garvey, Walker, Robbins • Maddux Moving Storage & Auction
Enneking Auto Body • Greensburg Power of the Past • Cobia Solar LLC.
Horseshoe Indianapolis Racing & Casino • Schutte Excavating
Dana Witkemper - State Farm Agent • Gilliland-Howe Funeral Home



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.



211 North Broadway Street,
Greensburg, Indiana 47240

812-222-8733

visitgreensburg.com

info@visitgreensburg.com

FOLLOW US
@VISITGREENSBURG

