

**WE
BELIEVE
IN HERE.**

 **2024 ELKHART COUNTY CVB
BUSINESS PLAN**

DECEMBER 2024 BOARD REPORT

Proudly prepared by





DIVERSIFY

ECCVB MARKETING, SALES & SERVICES STRATEGY

The objective of the ECCVB tourism marketing, sales & services strategy is to drive the destination brand awareness and visitor conversion among broader and more diverse target audiences that include the niche markets identified by Destination Think! There are three targeted strategies for the leisure travel market and three for the group travel market.

DIVERSIFY PILLAR GOAL

Diversify the destination visitor base to better integrate multiple generations and interests. We expect to achieve higher travel conversion and extend stays by increasing the county's brand awareness and aligning experiences with an expanded market.

DIVERSIFY PILLAR TARGET MARKETS OF FOCUS

- Arts and cultural heritage travel
- Outdoor recreation and adventure travel
- Visiting friends & relatives and pass-thru travel
- Group meeting and social/reunion travel
- Youth sports travel
- Group tour travel

WELL CRAFTED DESTINATION

Tactics

- Create and manage a content plan integrating website content, social media actions, paid media campaigns, eNewsletter initiatives, and digital content (January - December) - **Complete**
- Manage photo and video shoots highlighting Heritage Trail assets / activities (January - December) - **Complete**
- Produce and promote custom digital content focusing on storytelling of partners and highlighting Heritage Trail assets and experiences that focus on niche audiences (January - December) - **Complete**
- Produce and place print ads in publications targeting the external visitor and internal resident (January - December) - **Complete**
- Update, manage, and promote mobile passport programs (January - December) - **Complete**
- Refresh existing and create new trip ideas and itineraries aligning with niche audiences (January - December) - **Complete**
- Manage Google PPC ad campaign to promote the destination brand and its assets along the Heritage Trail across digital channels (January - December) - **Complete**
- Produce and distribute eNewsletters to promote Elkhart County assets (January - December) - **Complete (12)**
- Host travel journalists on FAM tours highlighting the postponed, destination brand (January - December) - **Complete (7)**
- Produce and distribute press releases and story pitches to local, regional, national and travel media (January - December) - **Complete (10)**
- Manage and promote a postponed, Champions campaign integrating blog, video, podcast and social media elements (January - December) - **Complete**
- Manage and promote a video campaign integrating partner brands with the Elkhart County Well Crafted brand (January - December) - **Not Complete (project postponed to 2025 and replaced with Instagram reels featuring various partners and interests)**
- Manage and promote a Well Crafted Elkhart County foodie campaign (January - December) - **Complete**
- Distribute Well Crafted promotional kits for regional and national travel journalists (April - June) - **Complete**
- Manage, distribute and promote a Roadtrippers campaign focused on the RV audience (April - December) - **Complete**

Metrics

- Track Deals mobile passport program participants, discount redemptions (January - December) - **Complete (792 Sign Ups; 21 Redemptions)**
- Track Well Crafted paid and organic digital promotions (January - December) - **Complete (Profile Performance Summary: Impressions 8,447,669; Engagement 24,691; Post Link Clicks 4,234; Video Views 242,783; Fans 27,365; Paid Performance Summary: Impressions 418,963; Engagements 143,039, Clicks 12,064, Cost Per Click .21)**
- Track Google PPC ad campaign promoting the destination brand and its assets along the Heritage Trail across digital channels (March, June, September, December) - **Complete (Engagement Metrics: Engaged Sessions 249,318; Engagement Rate 69%, Engagement Time 1:12; Conversion Rate 29.6%; Google Search Metrics: Clicks 25,108, Click Through Rate 22.74%; Average Cost Per Click .70)**
- Track qualified media inquiries, generating media placements in print, broadcast, online and blog through impressions and advertising value equivalents (January - December) - **Complete 1,312 placements; 4,460,511,534 reach; AVE \$41,259,725.93**
- Track Media website analytics (January - December) - **Complete (Views 1,343; Users 891)**
- Track RV website analytics (January - December) - **Complete (Views 28,762; Users 10,363; RV Tour Sheet download 1,693)**
- Track Users and Views of Leisure Itineraries (January - December) - **Complete (Views 9,783; Users 7,729)**
- Track Blog Post analytics (January - December) - **Complete (Top 5 Blog Posts: Well Crafted Trip, Halloween, Quilt Gardens locations, In-Home Amish Dining, Quilt Gardens Passport)**
- Track Well Crafted Champions campaign results (January - December) - **Complete (Post Performance Summary: Impressions 15,342; Engagement 1,092; Post Link Clicks 23; YouTube Video Views 33,612)**
- Track partner brand campaign results (January - December) - **Not Complete (0, project postponed, and dollars diverted)**

WELL CRAFTED DESTINATION (cont)

Metrics (cont)

- Track Elkhart County Restaurant Weeks campaign results (March) - **Complete (CTV Ads: 29k impressions; Facebook Ads: Impressions 104,080; Link Clicks 2,609; Cost Per Link Click \$0.42, Click Through Rate 2.51%; QR Code Scans 505; Website Views 11,627; Users 7638; Passport Sign Ups 729, Check-Ins 194, Total Redemptions (Check-Ins and Product Redemptions 331)**
- Track Well Crafted Elkhart County promotional kit campaign to regional and national travel journalists (April - December) - **Complete (37 kits distributed; 13 leads generated; 6 QR Code scans)**
- Track Roadtrippers campaign results focused on the RV audience (April - December) - **Complete (Engagement Rate 19.3%; Brand Awareness 79.5%, Cost Per Engagement \$3.26)**

HERITAGE TRAIL

Tactics

- Produce Heritage Trail maps (January) - **Complete**
- Promote Heritage Trail audio driving tour (January - December) - **Complete**
- Manage Heritage Trail wayfinding signage and inventory (January - December) - **Complete**

Metrics

- Track Heritage Trail audio driving tours distribution via CD, USB, and streaming (January - December) - **Complete (2,378)**
- Track Heritage Trail printed map distribution (January - December) - **Complete (7,700)**
- Track PDF downloads of Heritage Trail map (January - December) - **Complete (11,739)**
- Track Heritage Trail page website analytics (January - December) - **Complete (Views 50,283; Users 27,668)**

QUILT GARDENS ALONG THE HERITAGE TRAIL

Tactics

- Update and create copy for Quilt Gardens and Quilt Murals signs (January - April) - **Complete**
- Update creative concept for print and digital media (January - April) - **Complete**
- Confirm and maintain rack card distribution at Indiana Toll Road and Ohio Turnpike plazas (January - September) - **Complete**
- Produce and place ads in publications targeting the quilting and/or gardening market (January - December) - **Complete**
- Update and promote mobile Quilt Gardens passport program (January - December) - **Complete**
- Update partner brand management guide and promotion guidelines (April) - **Complete**
- Produce and distribute Quilt Gardens rack cards (May - September) - **Complete**

Metrics

- Track Quilt Gardens mobile passport program participants, check ins, prize pickup redemptions (January - December) - **Complete (Sign Ups 882; Check Ins 3,495; Prize Pickup redemptions 56)**
- Track rack card distribution (May - September) - **Complete (10,200)**
- Track qualified media inquiries, generating media placements in print, broadcast, online and blog through impressions and advertising value equivalents (January - December) - **Complete 1,312 placements; 4,460,511,534 reach; AVE \$41,259,725.93**
- Track PDF downloads of the Quilt Gardens map (January - December) - **Complete (11,739)**
- Track Quilt Gardens website analytics (January - December) - **Complete (Website Views 37,818; Users 14,877; Blog Views 11,315)**
- Track Facebook, X (Twitter), Instagram paid and organic analytics (June - September) - **Complete (Post Performance Summary: Impressions 57,914; Engagement 4,261; Post Link Clicks 101)**

ELKHART COUNTY AREA GUIDE

Tactics

- Develop and produce electronic version of 2024 Elkhart County Area Guide for digital distribution (January) - **Complete**
- Update creative concept for digital media (January - February) - **Complete**
- Oversee distribution of 150,000 printed copies of 2024 Elkhart County Area Guide (January - December) - **Complete**
- Confirm and maintain distribution at Indiana Toll Road and Ohio Turnpike plazas (January - December) - **Complete**
- Coordinate and collaborate design of 2025 Elkhart County Area Guide (April - June) - **Complete**
- Manage sales, content and production of the 2025 Elkhart County Area Guide (June - December) - **Complete**

Metrics

- Track distribution of 2024 Elkhart County Area Guide (January - December) - **Complete (96,742)**
- Track digital distribution of 2024 electronic version of Elkhart County Area Guide (January - December) - **Complete (4,279)**

ELKHART COUNTY EVENT CALENDAR

Tactics

- Develop, produce, and distribute event calendar direct mail postcard (January - March) - **Complete**
- Manage a digital campaign (January - December) - **Complete**

Metrics

- Track postcard distribution (April) - **Complete (12,000)**
- Track Event Calendar website analytics (January - December) - **Complete (Views 171,935 Users 55,380)**
- Track Facebook, X (Twitter), Instagram analytics (January - December) - **Complete (Impressions 78,256; Engagements 3,037, Post Link Clicks 269)**

VISITING FRIENDS AND RELATIVES (VFR)

Tactics

- Promote on social media channels (January - December) - **Complete**
- Update website landing page (February) - **Complete**

Metrics

- Track Locals website page analytics (January - December) - **Complete (Views 238, Users 98)**
- Track Facebook, X (Twitter), Instagram analytics (January - December) - **Complete (Impressions 27,315; Engagements 2,187, Post Link Clicks 69)**

INDIANA TRAVEL GUIDE & VISITINDIANA.COM

Tactics

- Develop and produce brochure lead generation ad and listing ads (January) - **Complete**

Metrics

- Track Elkhart County Area Guide requests received (January - December) - **Complete (3,527)**

DIVERSIFY

INDIANA FESTIVAL GUIDE

Tactics

- Produce and place full page ad (January) - **Complete**

NITDC INDIANA'S COOL NORTH REGIONAL PROMOTIONS CO-OP

Tactics

- Produce and place Toll Road Exit-by-Exit Guide ad (January - February) - **Complete**
- Produce and place Toll Road Exit-by-Exit Guide map ad (January - February) - **Complete**

DOWNTOWN ELKHART PROMOTIONS CO-OP

Tactics

- Manage a digital ad campaign and print materials promoting Downtown Elkhart assets and experiences (January - December) - **Complete**

Metrics

- Track Facebook and Instagram analytics (March, June, September, December) - **Complete (Facebook: 3.36M Impressions; 295K Engagements; 30,477 (+1,026 new) followers. | Instagram: 391K Impressions; 11,282 Engagements, 6,244 (+145 new) profiles. Reels: 35 reels; 2,512 Engagements; 4.25% Engagement Rate. Google Ads: 59,286 Clicks; .12 Average Cost Per Click; 2.04% Click Through Rate/ | Website: 58,890 New Users; 69,018 Visits; 3.74 Events Per Visit.)**

EXIT 92 PROMOTIONS CO-OP

Tactics

- Refine and develop messaging for I-80/90 Exit 92 assets (January - December) - **Complete**
- Confirm and maintain outdoor billboards along I-80/90 Toll Road (January - December) - **Complete**
- Confirm and maintain rack card distribution at Indiana Toll Road and Ohio Turnpike plazas (January - December) - **Complete**
- Update website pages (February) - **Complete**
- Confirm and place full page ad in University of Notre Dame Football Program (April) - **Complete**
- Promote I-80/90 Exit 92 and its high density of assets and experiences through in-app ads (April - December) - **Complete**

Metrics

- Track rack card distribution (January - December) - **Complete (25,000)**
- Track in-app ad impressions received (May - December) - **Complete (Impressions 2,448,462; Unique Impressions 198,407; Clicks 15,934)**
- Track website page analytics (January - December) - **Complete (Views 12,627, Users 10,331)**
- Track exposed visits received at Exit 92 hotels from in-app ad impressions (May - December) - **Complete (550)**

SMALL MEETINGS MARKET

Tactics

- Produce and place content in print and digital publications targeting small meeting and event planners searching for Midwest or Indiana destinations (January - December) - **Complete**
- Identify and promote relevant small meetings events to local and regional media (January - December) - **Complete**
- Provide services, information and assistance to meeting and event planners (January - December) - **Complete**
- Produce and distribute Meeting Planner Guide (January - December) - **Complete**
- Produce and distribute RV Rally Planner Guide (January - December) - **Complete**
- Update website pages (February) - **Complete**

Metrics

- Track Meetings website analytics (January - December) - **Complete (Views 4, 479; Users 1,231)**
- Track PDF downloads of Meeting Planner Guide (January - December) - **Complete (41)**
- Track PDF downloads of RV Rally Planner Guide (January - December) - **Complete (26)**
- Track meeting market contacts, leads, and RFPs (January - December) - **Complete (7)**

YOUTH SPORTS MARKET

Tactics

- Place print ad in publications targeting sports rights holders and sports event planners (January - December) - **Complete**
- Create and distribute press releases or story pitches to local, regional and travel media for the Elkhart County sports market (January - December) - **Complete (3)**
- Collaborate with Team Indiana on sporting event initiatives and promotions aligning with Elkhart County assets (January - December) - **Complete**
- Provide services, information, promotional assets, and assistance to sporting event organizers (January - December) - **Complete**

Metrics

- Track PDF downloads of Sports Facilities Profile Sheet (January - December) - **Complete (16)**
- Track unique page views to the Sports Information page (January - December) - **Complete (Views 776, Users 381)**

TRAVEL TRADE MARKET

Tactics

- Produce and place print and digital insertions in publications targeting tour operators and group planners (January - December) - **Complete**
- Conduct in-person FAM tours (January - December) - **Not Complete**
- Attend tradeshows targeting tour operators and group planners (January - December) - **Complete**
- Produce and distribute Travel Trade eNewsletters (January - December) - **Complete**
- Provide services, information and assistance to tour operators and group planners (January - December) - **Complete**
- Update and create group profiles and customized daytrip and overnight itineraries (January - December) - **Complete**

Metrics

- Track Travel Trade website analytics (January - December) - **Complete (Views 3,983, Users 2,072)**
- Track PDF downloads of Travel Trade profile sheet (January - December) - **Complete (15)**
- Track travel trade leads and appointments (January - December) - **Complete (105)**

ELKHART COUNTY DIGITAL PROMOTIONS METRICS

Paid Performance July - September (Quarter 3)

Amount Spent	Impressions	CPCon
\$745.87	131,531	11.30
Link Clicks	CPC (cost per link click)	CTR (link click-through rate)
3,001	.25	2.28%
Engagement	CPE	Video Views
74,949	.01	33,582

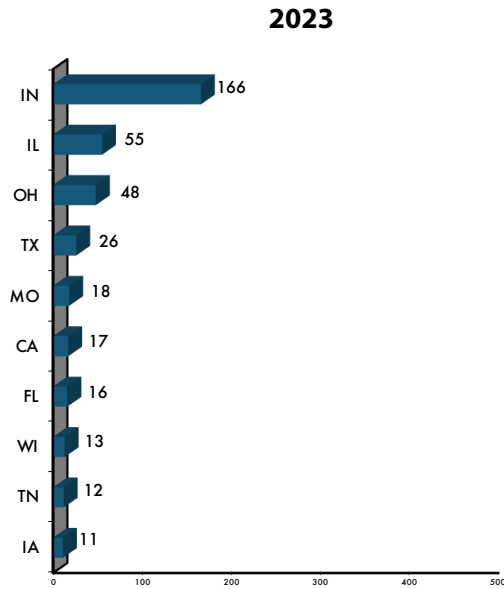
Digital Performance Analytics Resource: Q4 2024 WordStream Advertising Benchmark Report.

Social Activity Terms

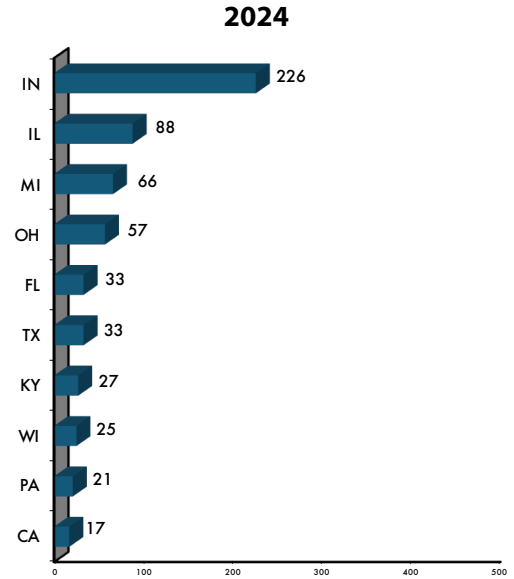
- Impressions: The number of times ads from the selected campaigns were displayed to a user during the reporting period
- CPM (Cost per Impression): The average cost per 1000 impressions across selected campaigns
- CPCon (Cost per Conversion): The Cost per Conversion or average cost for a single conversion across selected campaigns.
- Link Clicks: The total number of times users clicked on your ads driven by selected campaigns
- CPC (Cost per Link Click): The average cost per link click
- CTR (Link Click Through Rate: The percentage of times people saw your ad and performed a link click
- Engagement: The total number of engagements across Twitter, Facebook, Instagram, and LinkedIn
- CPE (Cost per Engagement): The average cost for a single engagement across selected campaigns
- Video Views: The total number of times a video was viewed, driven by selected campaigns. For Facebook and Instagram, the views are calculated based on the number of times your video played for at least 3 seconds, or for nearly its total length if it's shorter than 3 seconds

Area Guide Requests: Top 10 States - Quarter 4

October 1 through December 31



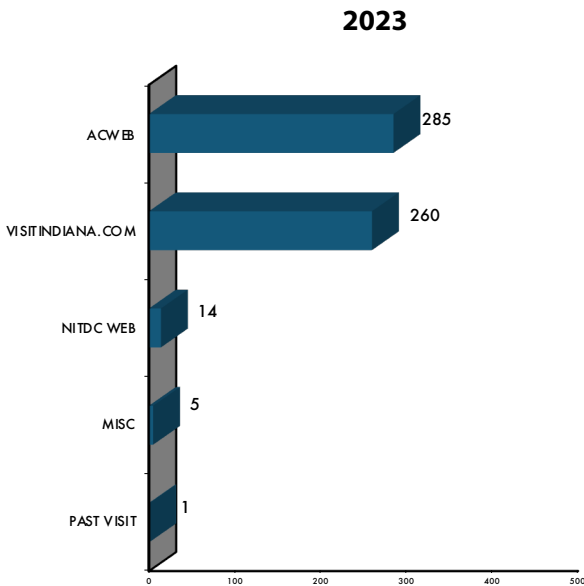
All States October - December 2023: 565



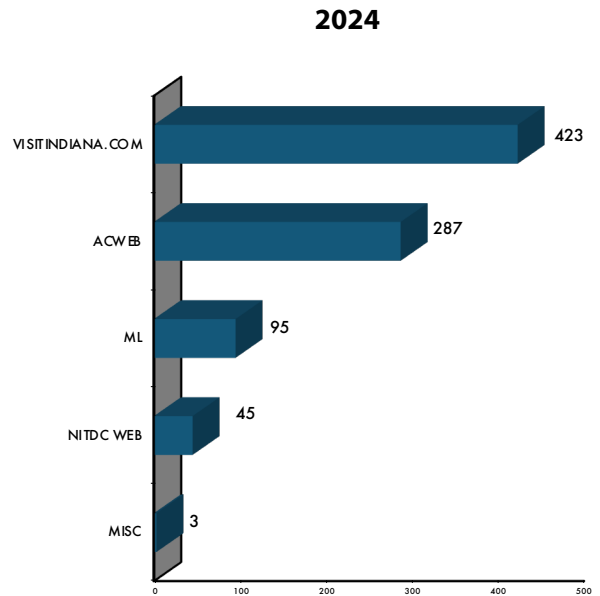
All States October - December 2024: 853

Area Guide Requests: Top Sources - Quarter 4

October 1 through December 31



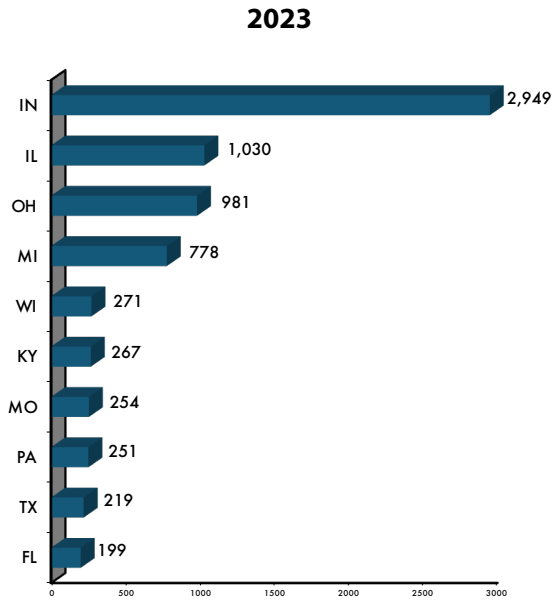
All Sources October - December, 2023: 565



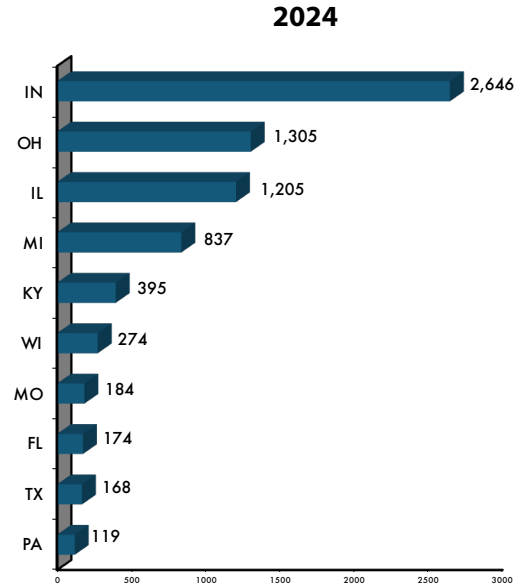
All Sources October - December, 2024: 853

Area Guide Requests: Top 10 States

January 1 through December 31



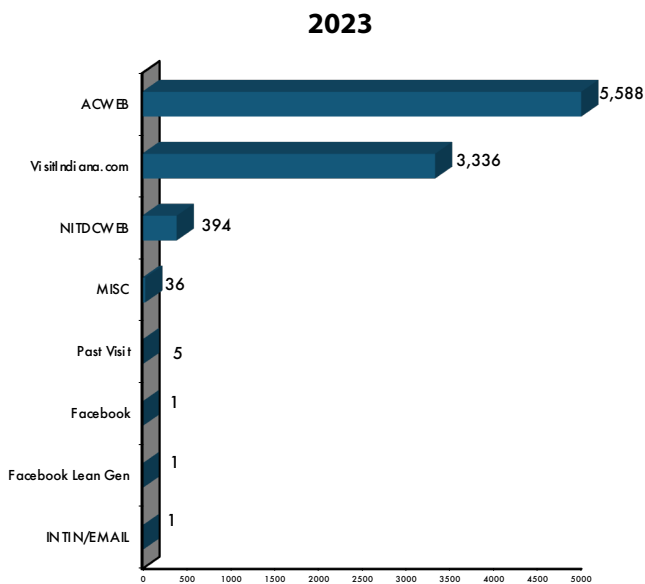
All States 2023: 9,362



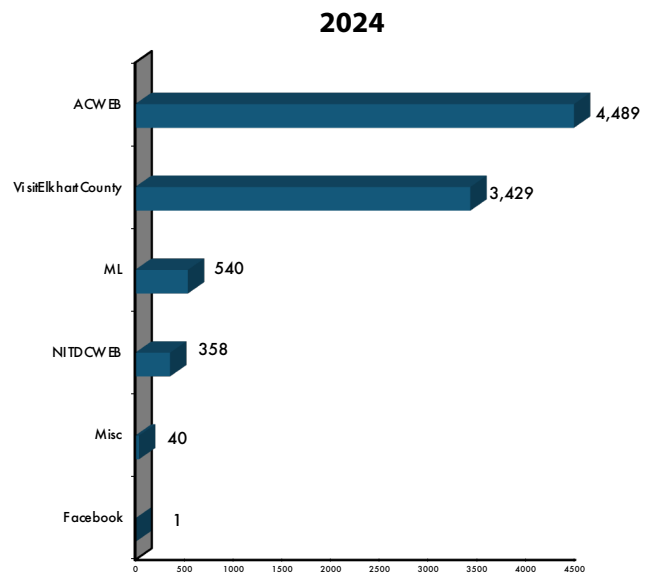
All States 2024: 8,859

Area Guide Requests: Top 10 Sources

January 1 through December 31



All Sources 2023: 9,362



All Sources 2024: 8,859

ELKHART COUNTY CVB INQUIRY & COLLATERAL DISTRIBUTION REPORT 2023 - 2024 COMPARISON								
	Oct-23	Oct-24	Nov-23	Nov-24	Dec-23	Dec-24	Qtr 4 2023	Qtr 4 2024
Total Visitor Information Requests	36,790	38,684	18,437	22,500	19,748	17,322	74,975	78,506
Total Direct Mail	10,254	11,351	9,831	10,670	9,660	11,153	29,745	33,174
Visitors To Center	1,383	764	1,277	417	332	301	2,992	1,482
Total Visitor Center Distribution	483	586	37	277	12	9	532	872
Total Bulk Distribution	2,075	2,550	1,050	2,330	0	850	3,125	5,730
Total Collateral Distributed	49,602	53,171	29,355	35,777	29,420	29,334	108,377	118,282



CURATE

ECCVB DESTINATION DEVELOPMENT STRATEGY

The objective of the ECCVB curate strategy is to actively engage in product and community development activities that support the organization's role as a Destination Architect. This strategy approach will assist existing and new partners with development and delivery of more engaging experiences that align with the Well Crafted destination brand and targeted audiences while being synergistic with existing assets.

CURATE PILLAR GOAL

Encourage, support and assist the development of more diverse and engaging experiences throughout the county and its communities. We expect to expand connections with the local RV industry to increase their awareness of opportunities within the Elkhart County tourism space.

CURATE PILLAR TARGET MARKETS OF FOCUS

- Event Support & Development
- Small Business Support
- Outdoor Recreation
- RV Industry Engagement
- Youth Sports Market Engagement
- Vibrant Communities Implementation

DESTINATION EXPERIENCE DEVELOPMENT

Tactics

- Continue outreach and activation of signature countywide experience aligning with Well Crafted and DNA niches (January - December) - **Complete**
- Research and develop countywide seasonal experiential art exhibitions activating and aligning with Well Crafted and DNA niches (January - December) - **Complete**
- Research and develop immersive and engaging experiences aligning with niche segmentations (January - December) - **Complete**
- Research and develop new interactive Visitor Center experience aligning with the Well Crafted destination brand (January - December) - **Complete**
- Develop a Well Crafted Champions campaign integrating blog, video, podcast and social media elements (January - March) - **Complete**
- Research and develop Elkhart County Well Crafted video campaign integrating partner brands (January - May) - **Not Complete, Research Complete, Timeline for Development shifted to 2025**
- Research and develop a Well Crafted Elkhart County foodie campaign (January - March) - **Complete**
- Develop Well Crafted promotional kits for regional and national travel journalists (January - March) - **Complete**

OUTDOOR RECREATION DEVELOPMENT

Tactics

- Research and develop outdoor experiences in collaboration with local stakeholder organizations (January - December) - **Complete**
- Facilitate discussions with park and trail stakeholders on amenity wayfinding signage (January - December) - **Complete (1)**
- Continue development and activation of countywide blueways experiences aligning with Well Crafted and DNA niches (January - December) - **Complete**

RV EXPERIENCE DEVELOPMENT

Tactics

- Develop an outreach strategy and facilitate discussions with RV industry stakeholders connecting RV travelers with Elkhart County assets (January - December) - **Complete**
- Develop a Roadtrippers influencer campaign for the RV family audience (January - December) - **Complete**

Metrics

- Meeting with RV industry stakeholders connecting RV travelers with Elkhart County assets (January - December) - **Complete (Renegade 1)**

VIBRANT COMMUNITIES

Tactics

- Manage and coordinate Vibrant Communities activities in cooperation with community partners (January - December) - **Complete (VC Speaker Series - 2; VC Org Group Mtg - 2; CNP Mtg/Trip - 2; Year of the Volunteer Campaign)**



BALANCE

ECCVB RESOURCE & MANAGEMENT STRATEGY

The objective of the ECCVB Balance strategy is to engage in research that informs and guides development and promotion investment. Research findings will help guide a balanced approach between tourism promotion and development.

BALANCE PILLAR GOAL

Balance the areas of focus of the ECCVB to optimize its potential and lead the visitor industry and communities. Operate as a fiscally responsible and highly performing destination organization through a highly effective team and leveraged partnerships.

BALANCE PILLAR TARGET MARKETS OF FOCUS

- Elkhart County Innkeeper Tax Commission Members
- ECCVB Board of Directors
- ECCVB Staff
- Industry suppliers / vendors
- Industry partners

DESTINATION RESEARCH

Tactics

- Develop research reporting parameters to stakeholders and partners (January - April) - **Complete**
- Facilitate Certec Economic Impact Study (January - December) - **Complete**
- Collect and report findings of STR data (January - December) - **Complete (64)**
- Analyze and communicate trends in Zartico reports (January - December) - **Complete**
- Analyze and communicate downtown hotel study findings (January - June) - **Complete (2: Elkhart & Goshen) - Complete**
- Combine insights from multiple data streams into an Executive Summary (January - December) - **Complete**
- Develop dynamic visualizations for up to four Elkhart County events (January, March, July, December) - **Complete**
- Research and perform a youth sports facility feasibility study (January - December) - **Complete**

FINANCIAL MANAGEMENT

Tactics

- Develop a sound 2024 line-item budget (January) - **Complete**
- Establish financial ratios and projections (January - December) - **Complete**
- Develop monthly financial reports and statements for the corporation (January - December) - **Complete**
- Perform all accounts receivable and payable for the corporation (January - December) - **Complete**
- Perform as the Commission's designated collections administrator for delinquencies (January - December) - **Complete**
- Develop monthly reports on collections activities and hotel occupancy trends (January - December) - **Complete**
- Complete all county, state and federal employee withholding obligations (January - December) - **Complete**
- Complete all grant financial requirements (January - December) - **Complete**
- Maintain a 95% collections rate of lodging tax receipts (January - December) - **Complete**
- Maintain a 95% collections rate of Elkhart County Area Guide contracts (January - December) - **Complete**

HUMAN RESOURCE MANAGEMENT

Tactics

- Keep current all personnel records for each employee (January - December) - **Complete**
- Work with all employees to assist with interpretation of benefit plans and filing procedures (January - December) - **Complete**
- Oversee and report all employee personal time off (January - December) - **Complete**
- Manage the corporate / employee SRA contribution plans (January - December) - **Complete**
- Research benefit plans that best meet employee's needs and corporation budgetary requirements (January - December) - **Complete**
- Distribute Employee Professional Development Survey (December) - **Complete**

VISITOR CENTER SERVICES

Tactics

- Provide friendly personal service in-person and digitally (January - December) - **Complete**
- Provide and distribute Elkhart County Area Guide, up-to-date local business brochures, maps, regional travel guides and other materials in an appealing Visitor Center (January - December) - **Complete**



ADVOCATE

ECCVB STAKEHOLDER & RESIDENT RELATIONS STRATEGY

The objective of the ECCVB is to build a better understanding of the tourism industry's contributions to economic vitality and resident quality of place.

ADVOCATE PILLAR GOAL

Build relationships and advocate on behalf of the ECCVB and the tourism industry ensuring the recognized role of tourism and its economic impact. Inform and advocate on the importance and value of tourism and the ECCVB's vital role as the leader and expert of the destination's tourism development and promotion.

ADVOCATE PILLAR TARGET MARKETS OF FOCUS

- Elkhart County Innkeeper Tax Commission Members
- ECCVB Board of Directors
- Elected and Appointed Officials
- Industry partners
- Trade associations
- Media
- Residents

ECCVB ADVOCACY

Tactics

- Communicate and collaborate ongoing promotion campaigns with partners (January - December) - **Complete**
- Assist event organizers to increase attendance and build their digital audience for re-targeting (January - December) - **Complete**
- Develop and implement an advocacy meeting plan connecting the Elkhart County Innkeeper Tax Commission and ECCVB Board of Directors with key stakeholders/elected representatives (January - December) - **Complete (5)**
- Distribute community Thank You Notes acknowledging Elkhart County partners, stakeholders and volunteer groups which support quality of place efforts (January - December) - **Complete**
- Facilitate meetings with Elkhart County stakeholders developing relationships and better understanding of partnership opportunities (January - December) - **Complete**
- Produce and distribute B2B eNewsletters (January - December) - **Complete (12)**
- Update and distribute key messages on the value of quality of place (January - December) - **Complete**
- Develop and implement a strategy engaging local stakeholders to integrate Well Crafted messaging (January - December) - **Complete**

PUBLIC RELATIONS

Tactics

- Develop and distribute key messages on the value of tourism and its economic impact on the destination (January - December) - **Complete (12)**
- Develop and implement public speaking training for ECCVB staff and stakeholders (January - December) - **Complete (1)**
- Attend regional and national media marketplace events representing the Elkhart County destination (January - December) - **Complete (2)**

ECCVB SPONSORSHIP PROGRAMS

Tactics

- Support community-based quality of place events consistent with the ECCVB Sponsorship Program, Area Guide Assistance Fund, and Community Support & Engagement programs (January - December) - **Complete**
- Develop increased participation in sponsorship program from traditionally underserved communities of Elkhart County (January - December) - **Complete**
- Evaluate, develop, and implement engagement tools and programs to assist ECCVB sponsorship partners in aligning with Elkhart County Well Crafted destination brand (January - December) - **Complete**
- Update sponsorship practices and internal guidelines as necessary (October - December) - **Complete**