

*DESTINATION MARKETING AND BUSINESS PLAN*²⁰²²

Visit
Evansville
INDIANA



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ABOUT VISIT EVANSVILLE

Mission

Visit Evansville promotes and develops visitor experiences in our city and area to achieve sustainable tourism economic growth.

Vision 2030

Visit Evansville's vision is to be the lead destination organization, which focuses on the best growth travel markets and supportive tourism development.

Brand Promise

To champion Evansville area visitor experiences.

Values

- Visionary & strategic
- Collaborative and partner/team supportive
- Customer and community-oriented
- Open and transparent
- Productive and accountable

Visit Evansville Board of Commissioners



Joseph Kiefer, II - President

Appointed by: Mayor
Term Ends: 12/31/2021

Evansville Teachers Credit Union
4401 Theater Drive, Evansville, Indiana 47715
(812) 431-2305
jkiefer@etfco.org



Wendy White

Appointed by: Mayor
Term Ends: 12/31/2021

Doubletree by Hilton
601 Walnut Street, Evansville, Indiana 47708
(816) 888-9250
wendywhite2@hilton.com



Mackenzie Black - Vice President

Appointed by: County Commissioners
Term Ends: 12/31/2021

Dunn Hospitality
300 SE Riverside Drive, Suite 100, Evansville, Indiana 47713
(812) 483-3298
mblack@dunnhospitality.com



Rita Patel

Appointed by: County Council
Term Ends: 12/31/2021

LaQuinta Inn & Suites
8015 E Division Street, Evansville, Indiana 47715
(812) 453-3518
ritahie@outlook.com



Alexis Berggren - Treasurer

Appointed by: County Commissioners
Term Ends: 12/31/2021

Old National Events Plaza
715 Locust Street, Evansville, Indiana 47708
(812) 437-8283
aberggren@oldnationaleventsplaza.com



Ali Hashemy

Appointed by: Mayor
Term Ends: 12/31/2021

Tropicana
421 NW Riverside Drive, Evansville, Indiana 47708
(812) 483-6515
ahashemy@tropevansville.com



Joshua Armstrong - Secretary

Appointed by: County Council
Term Ends: 12/31/2021

Downtown Evansville - Economic Improvement District
318 Main Street, Suite 401, Evansville, Indiana 47708
(812) 499-9173
josh@downtownevansville.com



G. Michael Schopmeyer

Legal Counsel

Kahn, Dees, Donovan, and Kahn, LLP
501 Main Street, Suite 305, Evansville, Indiana 47708
(812) 423-3183
mschopmeyer@kddk.com

EXECUTIVE LETTER

Now that we are emerging from the tourism/hospitality industry's worst two years due to the COVID-19 pandemic, Visit Evansville is eager and prepared to lead our industry into a brighter future.

The Visit Evansville 2022 destination marketing and business plan includes initiatives that will help assist Visit Evansville in growing our tourism economy in 2022 and beyond. A few highlights in our plan include:

- **10-Year Tourism Master Plan:** Visit Evansville has developed a 10-year Tourism Master Plan that will help lead the way in enhancing existing tourism and building new attractions for Evansville/Vanderburgh County.
- **3-Year Strategic Plan:** The Visit Evansville staff has developed a 3-year strategic plan that links the Tourism Master Plan with our Destination Marketing and Business Plan.
- **Visitors Center:** Due to our recent office relocation to the Fifth Third Center, we have closed the Visitor Center at the Pagoda. This year will be spent evaluating options as we seek new opportunities to leverage technology to create an enhanced visitor center experience.
- **Meetings and Conventions:** Our 2022 plan specifically targets industry shows that are appointment based whereby we will have one-on-one appointments with prospective clients who are in the pursuit of obtaining more RFPs. Our primary objective with these appointments is to meet with prospective convention clients whose profile fits ONEP.

The future of Evansville's hospitality industry remains very bright.

- **Convention Services:** After a two-year hiatus, we have reactivated this supportive effort to support returning meetings, conventions, sporting events, and special events.
- **Destination Marketing & Communications:** We will leverage existing resources to maintain our focus on the meetings and sports markets. However, the leisure travel segment will also be targeted, but only through various social media outlets.
- **Deaconess Sports Park:** The Deaconess Sports Park will receive a facelift in 2022, with synthetic infields replacing the clay infields. This enhancement will help us to attract more tournaments, and as a result, we plan to develop several of our own tournaments under the brand name *Double Play Sports* beginning in 2022.
- **Regional Economic Development:** Future construction projects that should have a positive impact on hotel occupancies are expected to begin towards the later part of 2022 and will continue into 2023 and beyond.

Visit Evansville is very excited about the new and unique opportunities 2022 will bring. The Visit Evansville team will continue to invest our sales and promotion budget into initiatives that will have a significant ROI for Evansville/Vanderburgh County tourism. We remain optimistic that the future of Evansville's tourism/hospitality industry remains very bright.

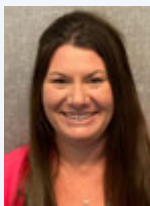


*Jim Wood, FCDME
President & CEO*

VISIT EVANSVILLE TEAM



Megan Heronemus
Director of Sales



Laura Peck
Senior Sales Manager



Morgan Locher
Sales Manager



Hailey Reynolds
Marketing & Communications Manager



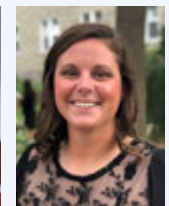
Angela Statz
Visitors Center Manager



Julia Pillow
Director of Administration



Tim Fulton
Evansville Sports Complex Director of Sports Facilities



Cate Simon
Evansville Sports Complex Program & Events Manager

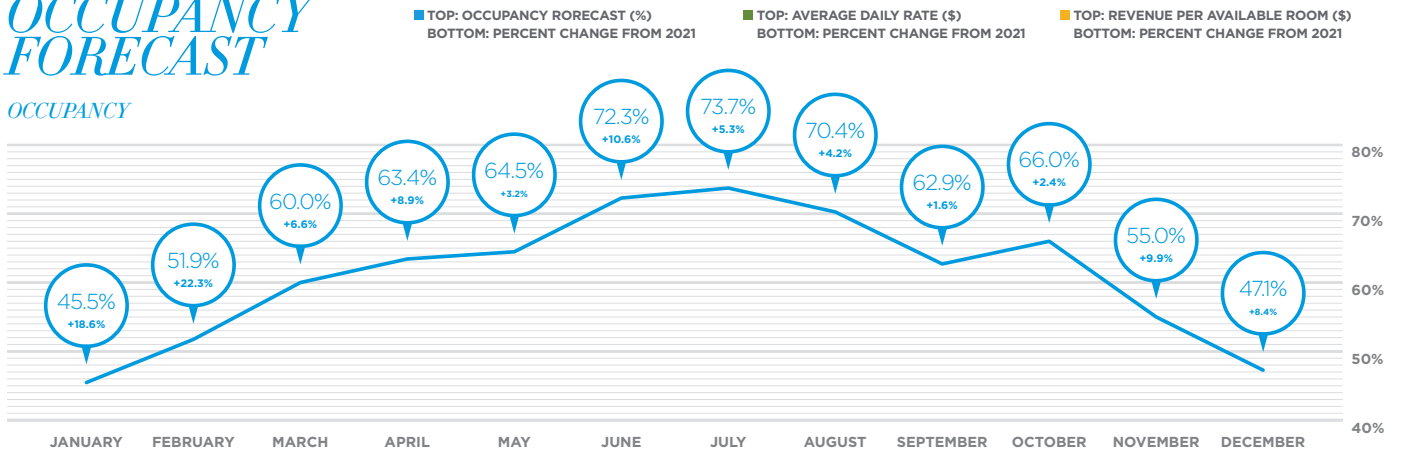
EVANSVILLE SPORTS COMPLEX TEAM

2022 FORECAST

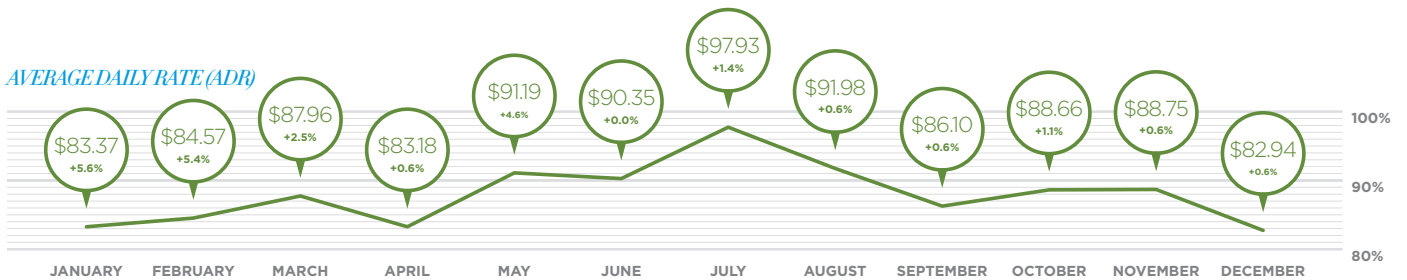
The following forecast, created by Smith Travel Research are 2022 monthly hotel occupancy projections, average room rate projections, and RevPar projections for Evansville/Vanderburgh County hotels. Our 2022 budget revenue is based on these projections.

OCCUPANCY FORECAST

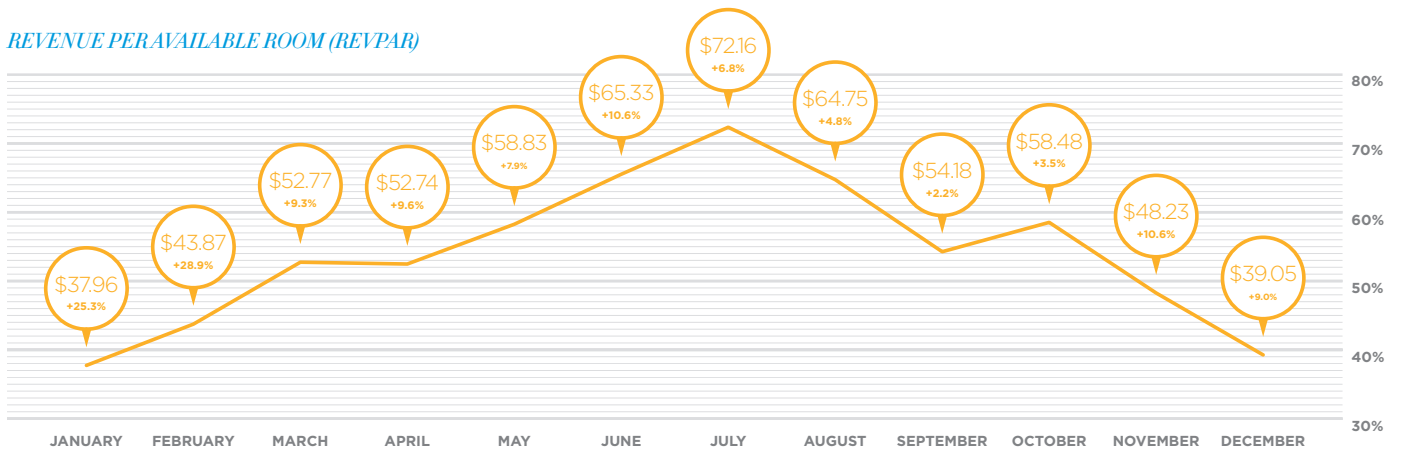
OCCUPANCY



AVERAGE DAILY RATE (ADR)



REVENUE PER AVAILABLE ROOM (REVPAR)



AVERAGE VISITOR'S SPEND	\$565.51 MEETING AND CONVENTION DELEGATE	3.25 days AVERAGE LENGTH OF STAY	\$163.00 LEISURE TRAVELER	1.5 days AVERAGE LENGTH OF STAY
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2022 BUDGET

INNKEEPERS DISTRIBUTION PERCENTAGES

The current Vanderburgh County Innkeeper's tax rate is set at 8%. The innkeeper's tax is collected on the rental of rooms and accommodations for periods less than 30 days. This is in addition to any other required taxes.

CONVENTION CENTER FUND

2.0%

This fund is specifically provided to the Convention Center to assist with operating costs, maintenance, and capital upgrades. Starting in 2022, this funding also supports the new Convention Incentive Plan, which was created to attract new convention business to the Convention Center and is used in partnership with Visit Evansville.

CONVENTION AND VISITOR PROMOTION FUND

2.5%

The Visit Evansville Promotion Fund is used for operations as well as advertising and promotion for Evansville/Vanderburgh County, including a portion that is set aside for the new Convention Incentive Plan. This Plan is used in conjunction with the Convention Center Incentive Plan, and it is specifically used for larger conventions that may not be appropriate for the Convention Center. This fund is used for venues such as The Ford Center, Vanderburgh County 4H Center, Evansville Sports Complex, and other locations that support large conventions or events.

TOURISM CAPITAL IMPROVEMENT FUND

3.5%

The Visit Evansville Tourism Capital Fund is used for investment in large scale capital projects that help promote and enhance tourism to Evansville and Vanderburgh County. Past investment projects include: Amazonia at Mesker Park Zoo and Botanic Garden, Evansville Sports Complex, the Evansville Pagoda, Reitz Home Museum, Willard Library, Deaconess Aquatic Center, Evansville Transportation Museum, LST 325, Evansville African American Museum, Koch Family Children's Museum of Evansville (cMoe), and the new Penguins of Patagonia at Mesker Park Zoo.

TOURISM CAPITAL IMPROVEMENT FUND REVENUE & OBLIGATIONS

Current Balance (August 2021)	\$4,866,092.00
Projected 2022 Revenue	\$2,270,260.00

2022 Budget Obligations

Deaconess Sports Park Bonds	\$1,125,000.00
Pagoda Maintenance	\$30,000.00
TOTAL	\$1,155,000.00

2022 BUDGET DETAIL

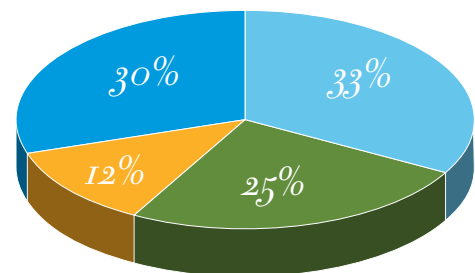
REVENUE

Innkeeper's	\$1,621,615.00
Casino	\$180,000.00
TOTAL	\$1,801,615.00

EXPENSES

Insurance	\$22,560.00
Postage/Freight	\$5,000.00
Travel/Mileage	\$97,495.00
Communications	\$15,300.00
Training & Education	\$2,500.00
Advertising	\$91,100.00
Contractual Services	\$150,981.00
Legal Services	\$29,634.00
Dues & Subscriptions	\$28,320.00
Public Relations	\$1,500.00
Convention Sales	\$143,425.00
Research	\$7,000.00
Sports Sales & Services	\$333,000.00
Community Relations	\$24,500.00
County Grant Match (Special Events)	—
Supplies	\$10,500.00
Office Equipment	\$1,000.00
Motor Vehicles	\$10,000.00
Personnel Expenses	\$827,800.00
TOTAL	\$1,801,615.00

REVENUE DISTRIBUTION



Administration	\$535,899.20
Sales	\$596,662.75
Sports	\$449,491.85
Marketing	\$219,561.20

MEET EVANSVILLE

It has never been more important to broaden our sales reach than now. The Visit Evansville sales team is committed to growth in vertical markets while remaining steadfast on primary market (association, corporate, and sports) expansion and success.

BUSINESS DEVELOPMENT / SALES TEAM



Megan Heronemus
Director of Sales

Concentration

Association, Franchise Owners, Multicultural Organizations, Direct Selling Organizations, Government, Multi-Tier Marketing Companies, Faith-Based Organizations, Healthcare, Organized Labor



Laura Peck
Senior Sales Manager

Concentration

Agri-tourism, Fraternal, Technology, Education, Heavy Equipment, Specialty/Hobby, Engineering, Scientific Organizations, Sports and Athletics



Morgan Locher
Sales Manager

Concentration

Auto Industry/Transportation, Energy/Utilities, Food and Beverage, Military, Group Travel, Real Estate, Building Industry/Construction, Environmental, Insurance, Reunion, Corporate, Financial, Legal, Pharmaceutical

[Currently Interviewing for Position]
Destination Services Manager

Concentration

Housing Bureau Liaison, Guest Services, Event Logistics, Collateral Material Management, Visit Evansville Promotional Material Management, FAM/Site Inspection Logistics

CURRENTLY
INTERVIEWING
FOR POSITION

GOAL #1

Increase the Old National Events Plaza convention bookings in 2022 and book 8-10 conventions for future years.

- Schedule quarterly events in regional feeder cities to develop new planner relationships and extend existing relationships
- Develop a multi-year contract incentive based, on the current incentive plan, to encourage multi-year bookings
- Monthly email blasts strategically targeting regional convention planners
- 20-30 joint Visit Evansville and Old National Events Plaza live and virtual appointments with regional and Midwest-based planners (CRM Reporting)
- Host Spring and Fall FAM (Familiarization Tours) inviting regional and Midwest planners to experience Evansville
- Visit Evansville and Old National Events Plaza marketing departments to partner to create virtual content and videos to be used by sales departments at tradeshow, conventions, sales appointments, social media, and other digital platforms

We've appreciated the strong partnership with Visit Evansville and their team. It has created a level of trust that allowed us to jointly navigate the pandemic and enjoy a 'win-win'. We are excited about coming back to Evansville this fall with another event. The mix of venues and attractions right along the Ohio River really make this city a regular for our groups.

Lane Velayo, CAE – CEO/Owner
Synergos Association Management Company

GOAL #2

Increase meetings and conventions in Evansville that are hosted outside of the convention center.

- Partner with Cvent to increase planner awareness of Evansville and the total number of RFPs received through Cvent tiered marketing opportunities
- Travel to 3-5 regional and national tradeshows annually to increase RFP obtainment, to increase contacts in the Visit Evansville database, and to develop relationships with new planners
- Host 2+ FAMs (Familiarization Tours) inviting regional and Midwest planners to experience Evansville
- Create a top 200 planner database with monthly communications, including live and virtual appointments, email blasts, progressive incentives, and destination-based familiarization amenities
- Take an active leadership role within state and regional organizations, such as Indiana Society of Association Executives (ISAE), Meeting Planners International (Indiana Chapter), and other event planner-based organizations, to increase brand awareness, planner relationships, and RFP obtainment

TARGET MARKETS

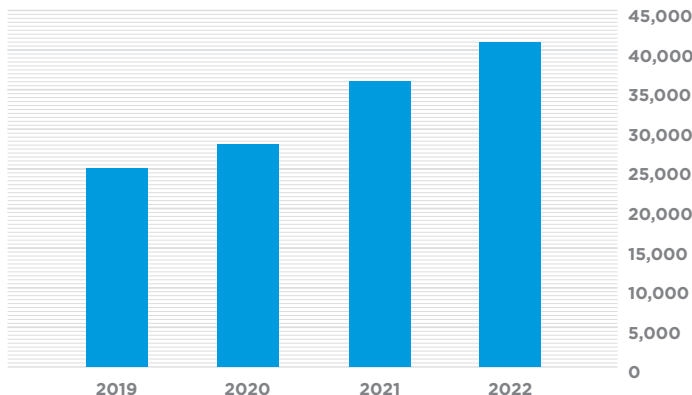


The Visit Evansville Sales Team focuses not only on state level rotational events, but also has set their horizons on regional and Midwestern events that will enhance our overall event portfolio.

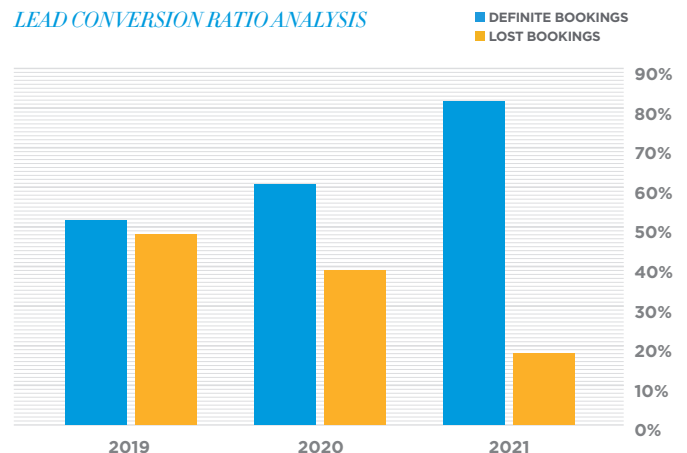
BOOKING REPORT

The annual room night booking report and the lead conversion ratio analysis show that the Visit Evansville Sales Team is focused on directional growth by increasing event bookings in Evansville's meeting, convention, and sports markets.

ANNUAL ROOM NIGHT BOOKING REPORT



LEAD CONVERSION RATIO ANALYSIS



GOAL #3

Increase relationships and awareness of Visit Evansville meetings goal with area hotel partners.

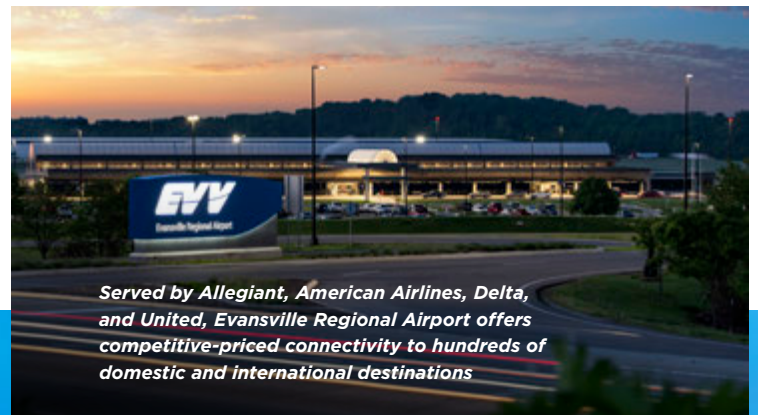
- Host monthly virtual meetings to strengthen communication lines with area hotels during post-pandemic recovery efforts, RFP status updates, upcoming event needs, and current promotions
- Visit 2-3 hotels monthly to tour the properties and meet with local/regional sales staff in order to further strengthen relationships
- Develop a mutually agreed upon post-event reporting system
- Develop in-room marketing collateral in order to drive return business, increase attendance to visitor attractions, and keep hoteliers current on area events
- Conduct a spring and fall FAM for Visit Evansville partners in order to gain awareness of area attractions and for staff education to become Evansville ambassadors
- Partner with hoteliers, stand alone banquet facilities, attractions, and the casino in effort to provide a progressive reunion package to drive bookings within the market
- Host quarterly reunion workshops (live and virtual) to promote Visit Evansville's assistance when planning military and family reunions

Connected to the Ford Center and Old National Events Plaza via skybridge, DoubleTree by Hilton is two blocks from the Children's Museum of Evansville and the USS LST Ship Memorial.

GOAL #4

Increase corporate meetings, conventions, and training sessions in Evansville.

- Develop a top 25 area corporations database to target planners and to drive meetings and conventions to stay local
- Book 15-20 monthly live and virtual appointments with area corporate planners to develop relationships in order to become top of mind when sourcing destinations for events
- Partner with Evansville Regional Economic Partnership (E-Rep) to develop opportunities with corporate planners, create market-based incentive plans, and strengthen relationships with local economic development agencies
- Work with area hoteliers to identify national corporations and their representatives traveling to Evansville in effort to market specific Visit Evansville incentives and welcome amenities to drive future growth



Served by Allegiant, American Airlines, Delta, and United, Evansville Regional Airport offers competitive-priced connectivity to hundreds of domestic and international destinations



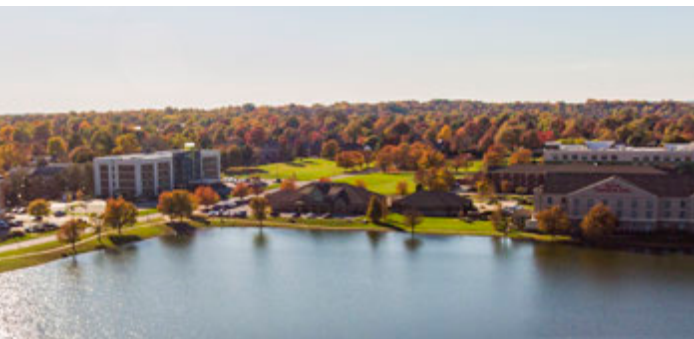


The 290,000 square foot Ford Center is a multi-purpose 11,000-seat arena.

GOAL #5

Expand focus on future growth in faith-based organizations and other vertical markets.

- Grass roots research in order to increase planner database
- Attend regional and national tradeshows targeting planners in various vertical markets in order to develop relationships, create brand awareness, and increase contacts within the Visit Evansville database
- Conduct a visitor profile study in order to plan for target marketing and focused database growth, and to drive future returns to Evansville
- Develop an annual target market-based promotion communications plan sent monthly with a strong "Book Now" call to action for each targeted market



The I69 interchange located on Evansville's eastside is home to eight hotel complexes with a total capacity of 1,181 rooms.

TRAVEL SCHEDULE

The Visit Evansville travel schedule is a snapshot of the sales team's development efforts that showcases the steadfast focus on tourism and economic impact growth. The overarching goal is to broaden awareness and develop new regional and Midwestern relationships.

1 JAN	American Bus Association	
2 FEB	Winter Sales Blitz: Maritz Global Travel - St. Louis	
3 MAR	Targeted Sales Calls: Indianapolis	
4 APR	Spring Sales Blitz: Maritz Global Travel - St. Louis Spring FAM Tour	
5 MAY	Sports ETA Symposium	
6 JUN	Targets Sales Calls: Louisville	
7 JUL	Destinations International Conferences Indiana Society of Association Executives Annual Conference	 
8 AUG	Connect Marketplace Kentucky Society of Association Executives Annual Conference	 
9 SEP	Small Market Meetings Your Military Reunion Connection	 
10 OCT	Sports Travel/Teams Fall FAM Tour	
11 NOV	MPI Great Lakes Education Summit	
12 DEC	US Sports Congress	

DESTINATION SERVICES

Destination Services serves as a vital arm of the organization. The focus is to provide exceptional customer service while enhancing client and visitor experiences while in Evansville.

Our organization, Indiana Dancers Association, Inc, looked for a location for the 71st National Square Dance Convention® in 2018 to be hosted June 2022. We looked at other, larger cities, to no avail. Our search for a location led us to Evansville. We found a fantastic combination of facilities with Old National Events Plaza, Ford Center, and connected Doubletree by Hilton combined with many surrounding hotels. We have been working with Visit Evansville for over 2 years now and could not be happier with our choice.

**John Cook, General Chairman
National Square Dance Convention**



National Square Dance Convention logo created in partnership with the Indiana Dancers Association by Visit Evansville as a service for the 2022 convention.

GOAL #1

Utilize Client Direct Program & Convention Services to provide support for meetings, conventions, sports, and special events.

- Offer a Digital Convention Services Kit that will familiarize planners with the services Visit Evansville can provide
- Generate 50 convention service leads to assist planners with acquiring information pertinent to hosting their meeting or convention
- Offer event planning for clients, including spouse programs and private off-property lunch or dinner options, supporting local Evansville businesses
- Design a "Show Me Your Badge" program where merchants can offer discounts to convention attendees wearing their show name badge
- Further develop a Citywide Banner Program where we dress the city to welcome select meetings, conventions, and sporting events to Evansville
- Provide promotional materials for convention delegates
- Maintain proactive relationships with our annual clients through phone and email
- Build relationships with new clients through active participation in site visits and helping with their on-site and off-site program(s)
- Be present during shows, supporting the needs of the Meeting Planner/Show Manager

GOAL #2

Provide planners with professional, experienced on-site registration and staffing support.

- Recruit and train qualified persons to provide effective show support
- Convention Services Manager to work directly with the Meeting or Event Planner to design a viable show support schedule
- Work with area contacts to continue to build a volunteer database of qualified personnel to assist with various Evansville Sport Corporation events

GOAL #3

Implement client events, familiarization trips, sponsorships, and special events.

- Create and implement event-specific opportunities for the sales team
- Assist the sales team with the trade show travel calendar and provide logistical assistance in ensuring the sales team has what they need while attending industry-related trade shows



Sauced serves Italian cuisine and is located in a converted historic home in Haynie's Corner Arts District.

GOAL #4

Identify Convention Services industry-related organizations and attend monthly and annual meetings.

- Participate in local meetings and become involved with committees when appropriate
- Attend industry-related training for Convention Services Managers

GOAL #5

Develop a Restaurant Reservation Program.

- Develop a staffed kiosk at Old National Events Plaza, Deaconess Sports Park, and Goebel Sports Park
- Through the continuation of the "Show Me Your Badge" program, additional customers will be driven to Evansville restaurants and attractions

NOTABLE 2022 EVENTS



**Ohio Valley Conference
Tournament Mens &
Womens Basketball**

DATES
March 2-6, 2022

ROOM NIGHTS
3,000

ECONOMIC IMPACT
\$1.5mil



**Professional Disc Golf
Association Amateur
World Championship**

DATES
June 18-25, 2022

ROOM NIGHTS
1,536

ECONOMIC IMPACT
\$536k



**National
Square Dance
Convention**

DATES
June 22-25, 2022

ROOM NIGHTS
3,800

ECONOMIC IMPACT
\$2.4mil



**USA Softball Girls
14UA National
Championship**

DATES
July 19-24, 2022

ROOM NIGHTS
3,900

ECONOMIC IMPACT
\$1.7mil



**National Beta Club,
Indiana State
Convention**

DATES
November 10-12, 2022

ROOM NIGHTS
335

ECONOMIC IMPACT
\$225k

PLAY EVANSVILLE

Sports Tourism has been Evansville's top market since the development of the Evansville Sports Complex and the Ford Center Arena. During the height of the pandemic in 2020, Evansville's Sports Market held steady and generated \$6.2 million in economic impact and 11,270 room nights.

GOAL #1

Continue the branding of Evansville as a Premier Sports Destination.

- Maintain memberships and partnerships with Sports ETA, Team Indiana, Play Easy, and Evansville Sports Corporation
- Schedule face-to-face appointments in Louisville, Indianapolis, St. Louis, and Nashville to develop relationships with various regional sports planners, rights holders, and tournament organizers
- Partner with local sports venues to create a shared planner database that encourages repeat bookings and drives new business development
- Increase awareness of sports and athletic events hosted in Evansville through social media, Visit Evansville's website, and other digital platforms



GOAL #2

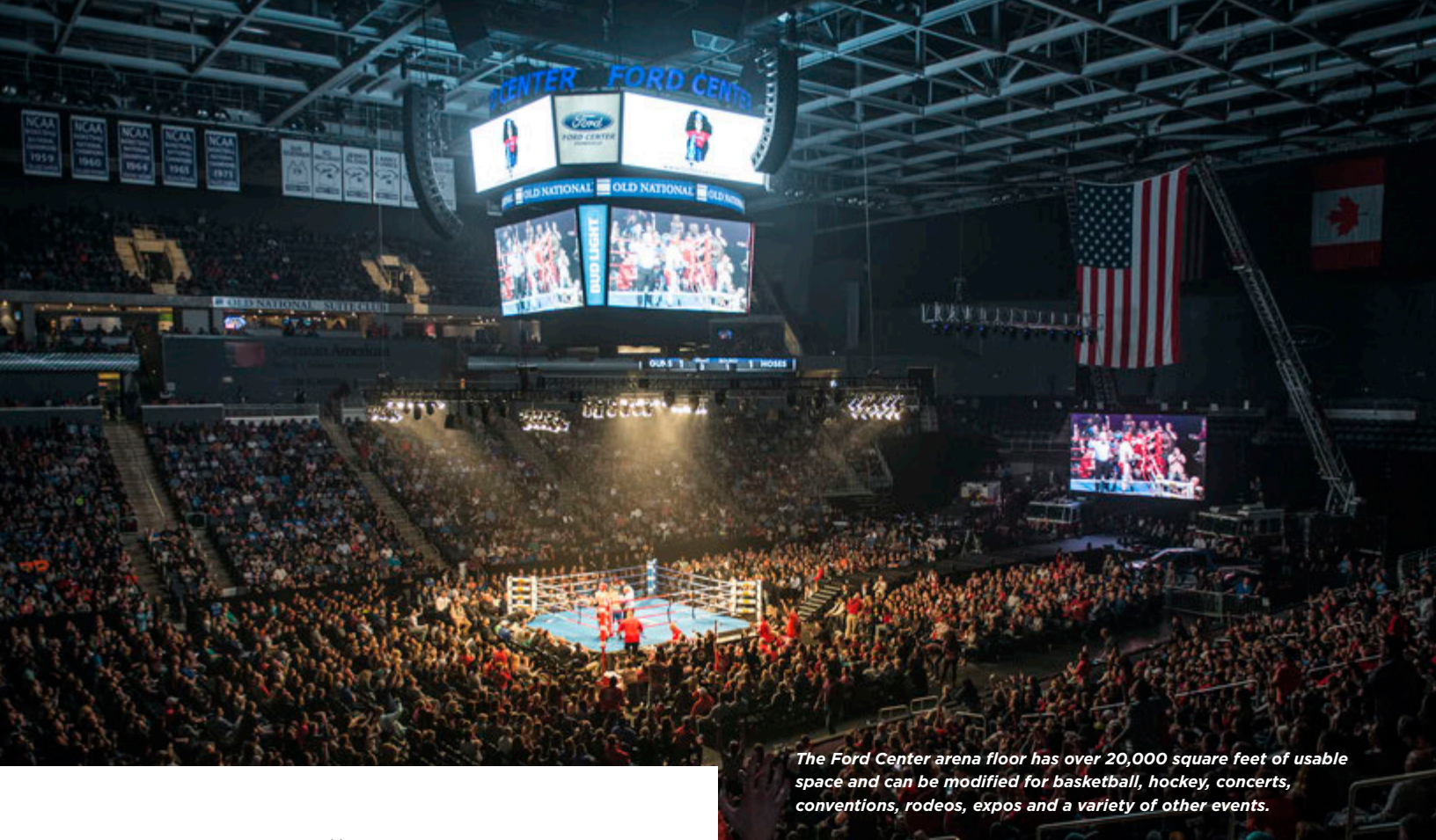
Increase the number and variety of sporting events at Evansville Sports Complex.

- Develop marketing content to increase awareness of the new enhancements at Deaconess Sports Park
- Create a database of premier softball and baseball planners
- Produce a library of current client testimonials to be used in targeted email blasts and future marketing efforts
- Increased sales efforts include: live and virtual meetings, face-to-face appointments, and site visits to grow the overall annual events at Deaconess Sports Park



Opening in Fall of 2021, Evansville's newest sports venue the Deaconess Aquatic Center is located in Garvin Park across from Historic Bosse Field.





The Ford Center arena floor has over 20,000 square feet of usable space and can be modified for basketball, hockey, concerts, conventions, rodeos, expos and a variety of other events.

GOAL #3

Increase the number and variety of sporting events held at Old National Events Plaza and the Ford Center.

- Develop a database of planners and event organizers to send quarterly email blasts and incentive program updates
- Identify and target new indoor sports tourism business by attending appointment-based industry shows, such as Sports ETA, Connect Sports, and TEAMS
- Increase the number of cheer and dance competitions at Old National Events Plaza through partnered sales efforts targeting regional and Midwest cheer and dance organizations
- Identify and target new indoor sports tourism business by attending Sports ETA, Connect Sports, and TEAMS

GOAL #4

Increase awareness of Visit Evansville's Sports Tourism role.

- Grow our relationships with Sports ETA, Team Indiana, and Play Easy Representative
- Continue our partnership with Evansville Sports Corporation in efforts to develop high profile events, such as the Ohio Valley Conference Men's and Women's Basketball Competitions, NCAA Elite Eight, Tough Mudder Events, etc.
- Further promote the Visit Evansville Sports Facilities Guide and Sports Destination Video to showcase Evansville's venues, attractions, and lodging options
- Conduct quarterly meetings with rights holders, hoteliers, and attractions to provide updates on sporting events in Evansville

The past three years we have chosen Evansville, Indiana as our host for our USSSA Great Lakes Nationals. The folks in Evansville have been awesome to work with. The CVB, Sports Tourism and parks we deal with are some of the best in the business. They treat our entire staff like royalty that week, which makes us feel truly appreciated. We enjoy Evansville so much that we have signed a new three-year extension to continue working with Evansville.

**Tim Foster - State Director
Indiana United States Specialty Sports Association (USSSA)**

EVANSVILLE SPORTS COMPLEX

Since its opening in 2015, Deaconess Sports Park has brought in over \$100 million in sports tourism economic development to Evansville/Vanderburgh County. This state-of-the-art facility continues to have a significant impact on our region's hotel occupancy. With its scheduled improvements, we expect to attract and host even more tournaments in the future.



DEACONESS SPORTS PARK

Synthetic Surface Upgrade

After refinancing the bonds at Deaconess Sports Park, we will be replacing all eight of the current infields with synthetic surfaces. One key to this project is installing mechanical drainage underneath the infield surfaces, which will result in increased playability on average days and provide a faster return to play in the event of rain. The project also includes using synthetic surfaces in the batting cages and bullpens, which will improve the cleanliness of our facility.



The addition of synthetic surfaces and infields will provide additional availability for baseball games with the increased base distance capability. For the first time, the infields will be capable of 13U baseball, typically one of the largest age divisions for most tournament organizers. This project will make our facility more attractive to tournament organizers such as GameDay USA and Perfect Game.

Development of In-house Tournaments — Double Play Sports!

The staff at Deaconess Sports Park will begin forming a series of in-house baseball and softball tournaments under the brand name **Double Play Sports**. Our team will completely operate these in-house tournaments which will provide us with greater control over all aspects of tournament operations. This new direction will allow the Evansville Sports Complex brand to grow into the future. These in-house tournaments will be added to the Deaconess Sports Park schedule over the next several seasons. They will include College Softball tournaments in the early spring and fall seasons, Fastpitch and Baseball tournaments during the spring, summer and fall seasons with increased regional and national level tournaments. Maintaining existing partnerships will remain an important part of our business model but adding these in-house tournaments will capture more income within the facilities and allow for increased control over event scheduling.

GOEBEL SPORTS PARK

New Events. More Events.

With the renewal of the management agreement of Goebel Soccer and Lacrosse Complex, the relationship between Evansville Sports Complex and the City of Evansville Parks and Recreation Department continues. With the improvements made in 2017-18, we continue to see increased annual facility usage. Many events were put on hold due to COVID-19 restrictions; however, several new events were scheduled for the 2020 season. In 2021, we hosted the first Field Archery event that we hope will lead to other events in the future.

In 2022, we will see the addition of College Lacrosse events in late February and March and additional high school lacrosse and soccer events in the spring and fall seasons. We are consistently looking for additional events and will continue to work with local soccer and lacrosse clubs to develop new offerings. We expect that some of the cancelled 2020 events will return in 2022.



BUSINESS DEVELOPMENT / SALES TEAM



Tim Fulton

Evansville Sports Complex
Director of Sports Facilities

Concentration

Sponsorship, Tournament Organization, Tournament Organizer Relations, Overall Operations, Facility Long Range Planning, Event Development



Cate Simon

Evansville Sports Complex
Sports Complex Program & Events Manager

Concentration

Administration, Human Resources, Marketing, Showcase Event Coordinator, Daily Operations, Facility Long Range Planning



The mission of the Evansville Sports Complex is to create enhanced visitor spending and economic impact to Evansville/Vanderburgh County by attracting state, regional, and national sporting events to the complex

Goebel Soccer Complex is becoming one of the premier soccer and lacrosse event destinations in the Tri-State area. Visit Evansville Sports and the Evansville Sports Corporation continue to pursue regional tournaments with a broad economic impact on Vanderburgh County.

TOUR EVANSVILLE

Tour Evansville was established as a new brand to the regional group tour motor market through the Midwest. The objective of this new brand is to strategically market Evansville/Vanderburgh County to the Domestic Motorcoach and National/International Fully Independent Traveler (FIT) markets. Visit Evansville is establishing a foothold within the riverboat tour market. The primary objective is to promote area attractions, hotels and festivals to drive stops by group motorcoach tours and riverboat cruise ships.

GOALS & STRATEGY

- Attract group motorcoach and national/international FIT
- Actively pursue national riverboat cruise companies in order to have frequent dockings at the former LST 325 docking site
- Partner with the City of Evansville in order to build an attractive docking package to promote and sell to riverboat cruise companies
- Partner with regional Destination Organizations to aggressively sell southwestern Indiana and its attractive touring locations
- Develop multiple city tours in partnership with the Vanderburgh County Historical Society, i.e. Historic Evansville Tours, Haunted Evansville, A Rockefeller-esque Christmas in Evansville
- Apply for available tourism grants to assist in promotion of Tour Evansville
- Attend group tour trade shows to build relationships with tour companies, grow our database for future marketing, and promote tourism growth in Evansville



GROUP TOUR SALES CALENDAR

We are targeting the following appointment-based shows to help grow our group motorcoach market.

JAN — Attend American Bus Association Marketplace



FEB — Attend Connect Travel Marketplace



MAR — Attend Indiana Tourism Conference in Indianapolis



APR — Connect with American Automobile Association regional offices.



NOV — National Tour Association



From the time we came to Evansville last year to tour the area in advance of our USS Manitowoc reunion, the Visit Evansville team was nothing short of awesome. The hospitality was impeccable. During our reunion, everyone was very pleased with our plans—thanks to the Visit Evansville staff for the assistance and information they provided! We definitely want to return for another reunion in the future. The City of Evansville is a gem and should be proud of what they have to offer!

Ken Bohanan & Pat Owen – Co-Chairs
USS Manitowoc Naval Association

TOUR EVANSVILLE ITINERARIES

Visit Evansville assists in enhancing the group travel experience by developing custom itineraries that are based on the team focus. From military, student, or history groups, we can create the perfect itinerary for you. More itineraires can be viewed at: VisitEvansville.com/itineraries.



Burdette Park is nestled within 140 acres on Evansville's westside.

NATURE

Looking for a place to connect with the great outdoors? Evansville has several parks and nature centers perfect for surrounding yourself with nature.

Wesselman Woods Nature Center: One of Indiana's last old-growth forests, providing habitat for a huge diversity of woodland species. The nature preserve includes indoor and outdoor exhibits, wildlife observation areas, multipurpose rooms, and a gift shop.

Howell Wetlands: A 35-acre urban wetland that showcases a diversity of habitats providing homes for beaver, waterfowl, turtles, frogs, and songbirds. Includes over two miles of hiking trails across marsh and cypress slough, wildflower and grassland prairie, oxbow lake, and a bottomland hardwood forest.

Burdette Park and Aquatic Center: Burdette Park is a 140-acre facility offering a wide variety of activities year-round. Features include the Aquatic Center with swimming and diving pool, water slides, bumper boats and spray park as well as playgrounds, shelter houses, miniature golf, batting cages, fishing lakes, hiking trails, basketball, and tennis courts.

HISTORY

From WWII to home plate, Evansville has a place for every kind of history buff.

Bosse Field: Currently home to the Evansville Otters, it was opened in 1915 and only Boston's Fenway Park (1912) and Chicago's Wrigley Field (1914) are older. The box office hit "A League of Their Own" was filmed here in 1992.

Angel Mounds State Historic Site: The chiefdom for the Middle Mississippian culture from 950 to 1450 A.D., it is nationally recognized as one of the best-preserved prehistoric Native American sites in the United States.

Evansville Museum of Arts, History, and Science: Home to art collections, sculptures and artifacts valued at \$10 million that date from the first century B.C. to the present.

LST 325 — WWII Landing Ship Tank: The last operational LST in existence, this ship was essential to WWII sea-to-land maneuvers on D-Day. Come meet a true hero and the heroic crew that leads the tours.

Evansville Wartime Museum: Evansville was the center of WWII production, and the museum is a tribute to that homefront legacy. Now home to the "Hoosier Spirit II," a P-47 fighter plane made in Evansville at Republic Aviation in 1945.



Evansville's P-47 Thunderbolt is Indiana's official state aircraft.

HOLIDAY

Step into a winter wonderland with Evansville's signature holiday spots that is sure to even make The Grinch believe in the season.

Reitz Home Museum Victorian Christmas: This museum is the brightest gem in Evansville's Victorian architecture crown. During the holiday, decorators adopt a room to spin their vision of a 20th century Christmas.

The Nutcracker: Evansville Ballet Theatre's annual holiday tradition features the Evansville Philharmonic Orchestra. The Nutcracker delights all ages.

Ritz's Fantasy of Lights: Drive a mile through Garvin Park park to enjoy 60 sparkling and festive seasonal displays that make this a favorite holiday tradition.

Thyme in the Kitchen Cooking Class: Cooking classes are an excellent choice for your next outing! Everything from the basics to exotic, classes last between approximately two hours.



Reitz Home Museum's Victorian Christmas lasts from Thanksgiving through New Year's Day.

FILM EVANSVILLE

In 2020, Visit Evansville formed the Evansville Film Commission. The mission of the Evansville Film Commission is to offer destination services to film production companies in location assistance, research, permitting, requests for talent, local business, and any other needs.

The goal is to make Evansville a film-friendly community. The newly created Film Evansville website offers all styles of services and information to ensure filming projects in Evansville are successful. The website also features hundreds of potential filming sights throughout Vanderburgh County.

Should the State of Indiana pass legislation offering film tax credits, our objective is to be positioned to immediately pursue film opportunities for Evansville. The diversity of Evansville, its location on the banks of the Ohio River, its charming Downtown, its various neighborhoods, and its surroundings offer a wide variety of locations that are appealing to many movie and television producers.

AWARD WINNERS

A) Reitz Home Museum is Evansville's only Victorian home situated in the heart of the city's downtown Historic Preservation District. **B) The LST 325** is the only fully-operational World War II landing ship tank. **C) Built in 1915, Historic Bosse Field** is the third oldest ballpark in the United States and was used during the filming of *A League Of Their Own* in 1992.

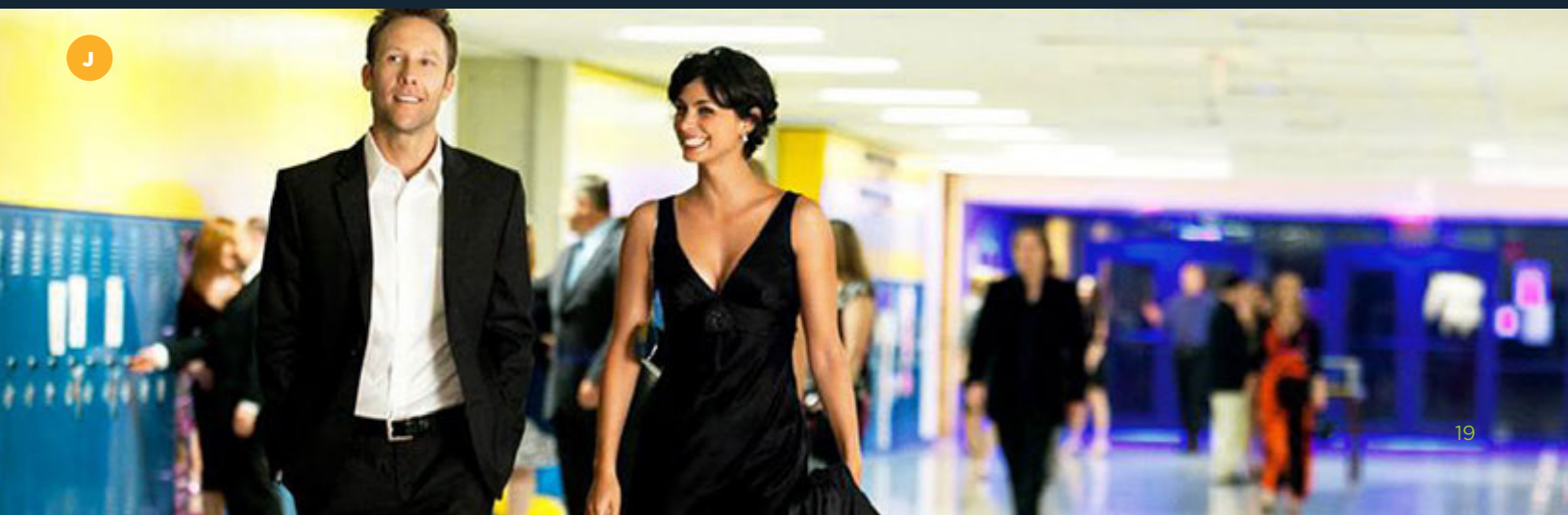
GOALS & STRATEGIES

- Maintain the Film Evansville location database
- Continue to market Evansville as a film-friendly destination
- Work closely with city partners on all film projects
- Increase visibility of Evansville as a film-friendly destination by attending film conventions

SHOW STOPPERS

D) Located at 619 Runnymede Avenue, this unique bungalow is known as the facade for the hit series *Roseanne*. E) When the *Connors* went to mass, viewers saw the outside of St. Boniface Catholic Church located at 418 N. Wabash Avenue on Evansville's westside. F) Filmed at Bosse Field in Garvin Park, this historic ballpark was the location for the 1943 All-American Girls Professional Baseball League championship game in 1992's *League of Their Own*. G) Evansville was the primary location for the mystery, thriller *Nun*. H) *The Borrowed Christmas* is a holiday family movie set in Evansville's Riverfront Historic district overlooking the Ohio River at 420 Southeast Riverside Drive. I) *Echo Rhyme* is a mob thriller set in Downtown Evansville. J) *Back in the Day* is written and directed by Newburgh native Michael Rosenbaum and was filmed throughout the Evansville region.





EXPLORE EVANSVILLE

GOAL #1

Develop Visiting Friends & Relatives (VFR) tourism opportunities.

GOAL #2

Promote outdoor recreation offerings throughout the region.

The Visit Evansville team will focus on the following categories to position Evansville, Indiana as a premier leisure travel destination.

GOAL #3

Showcase arts & culture events and neighborhood districts.

GOAL #4

Highlighting our diverse food & shopping experiences.

SO MUCH TO EXPLORE

A) Reitz Home Museum Thursday series Wine Down for the Weekend is held throughout the summer in the Riverfont Historic District. **B) Farm 57** hosts food trucks and artists every Wednesday on Evansville's north side. **C) Fiesta** is an annual event that celebrates Latin American countries and culture. **D) Haynie's Corner** and **Lincolnshire** neighborhoods both host **Front Porch Fest** events throughout the year. **E/F/G) Downtown Evansville's** newest attraction, **NoCo Park** is a curated weekly celebration of community and culinary culture. **H) The Westside Nut Club's Annual Fall Festival** is one of the largest street festivals in the country and is celebrating its 100th year. **I) Franklin Street Bazaar** is one of many neighborhood artist bazaars held throughout the region. **J) Myriad Brewery Company** is located in the historic McCurdy building in Downtown Evansville. **K) The Greyhound Bus Station** maintains its historic qualities and is home to the BRU Burger Bar. **L) Koch Family Children's Museum of Evansville** (cMoe) inspires learning through play and features indoor and outdoor exhibits year round. **M) The Joan Marchand Bridge** is a pedestrian-only bridge and is part of Evansville's ever-expanding Pigeon Creek Greenway Project.

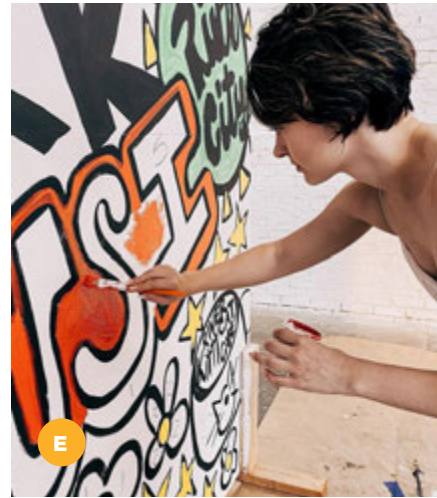




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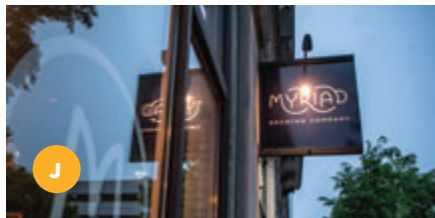
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G



H



J



L



I



K



M

This small Midwestern city was full of amazing places to eat and shop. I wish we would have had more time to explore this city and hope we can visit again so we can spend time exploring more of the indoor stops in Evansville too.

Greetings From Kelly — Travel Writer

DESTINATION MARKETING

The Visit Evansville Marketing Team plans to use a variety of tactics and strategies to diversify our digital marketing efforts in 2022. Efforts such as promoting local events, collaborating with our industry partners, and continuing to educate on the importance of a healthy tourism industry will strengthen the mission of Visit Evansville.

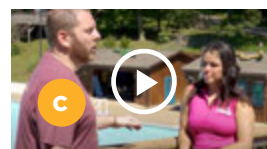
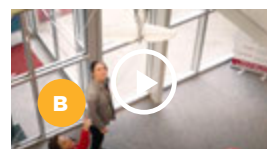
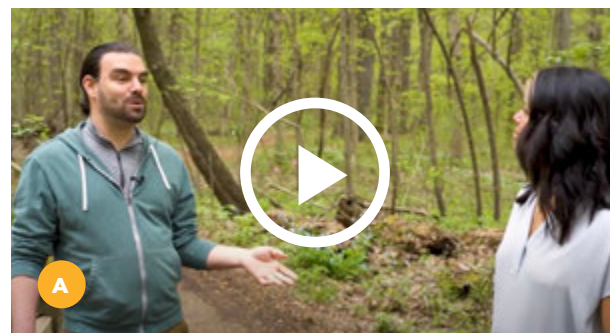
GOALS & STRATEGY

- Utilize retargeting/geotargeting with a relevant call-to-action to capture quality traffic
- Leverage blogs and accompanying digital content to show the diversity and uniqueness of our region
- Develop influencer relationships to assist with organic and paid traffic
- Incorporate Google Search ads program to assist with search traffic
- Continue to increase impressions and traffic through holistic marketing approach
- Work to strengthen relationships with neighborhood districts and promote relevant news to the Evansville/Vanderburgh County Community at large
- Conduct a visitor profile study in order to plan for target marketing and focused database growth, and to drive future returns to Evansville
- Create destination brand strategy to guide creative
- Develop multiyear tourism research program
- Create dedicated stakeholder communications plan
- Develop new local media strategy
- Begin adjacent county tourism partnership dialogue

EXPERIENCE EVANSVILLE VIDEO SERIES

The use of video when promoting the Evansville, Indiana attractions showed overwhelming success in 2021. In 2022, the Attraction Highlight Video series will help to promote local monthly events that are proven to make a difference in the local tourism industry.

- Mardi Gras Festival
- Downtown Evansville Wine Walk
- Franklin Street Bazaar
- Haynie's Corner First Fridays
- Fireworks on the Ohio
- Frog Follies
- West Side Nut Club Fall Festival
- Holiday Season In River City



- A)** Wesselman Woods with Zach Garcia, Associate Executive Director
- B)** Evansville Wartime Museum with Donna Bone, Board Member
- C)** Burdette Park and Aquatic Center with Zachary Wathen, Assistant Director

The Sunday Market is an annual bazaar that closes Cherry Street—between 2nd and 3rd Streets—and invites the community to the Historic Riverfront neighborhood for art, music, and food trucks.

WEBSITE & SOCIAL MEDIA

When marketing a special place like Evansville, the Visit Evansville team plans to utilize digital marketing tactics and dynamic imaging to highlight our eclectic and heartwarming nature. Three new website page additions will assist in increasing Evansville's awareness to both the community and the nation.

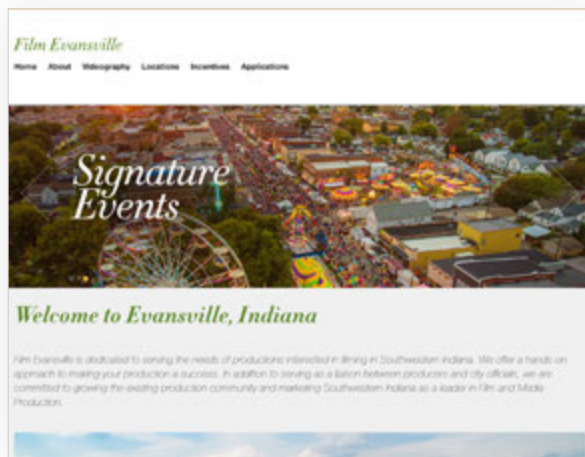
RECONVENE

The Reconvene microsite is utilized to promote monthly incentive packages to the meeting and event planner community.



FILM EVANSVILLE

Film Evansville has been built to target a new audience—producers, directors, and film and media studios.



EVANSVILLE ECLIPSE 2024

This microsite is dedicated to promoting the upcoming eclipse in 2024 to leisure travelers, event planners, and media.



COMMUNICATIONS SUPPORT SCHEDULE

ALL TARGET MARKETS

Each month, the Visit Evansville team will use a variety to digital tactics to communicate with industry partners to promote the exciting opportunities offered when they book with Visit Evansville.

- 1 JAN — Meet the Visit Evansville Sales Team 
- 2 FEB — Sales Targeted Market 
- 3 MAR — What Happens in a Visit Evansville Site Tour 
- 4 APR — State of the Tourism Industry 
- 5 MAY — Sales Targeted Market 
- 6 JUN — Sales Targeted Market 
- 7 JUL — Evansville Fact Sheet 
- 8 AUG — Client Testimonials 
- 9 SEP — Sales Targeted Market 
- 10 OCT — State of the Industry 
- 11 NOV — Thanksgiving Recipe Card 
- 12 DEC — Happy Holidays from Visit Evansville 

E is for Everyone

Through its Destination Marketing efforts, Visit Evansville will continue its support of the E is for Everyone initiative. E is for Everyone is an initiative driven by our community and highlights the unique personality of our region and all the exciting things it has to offer. It encourages residents and visitors to connect with someone or something new, find a unique way to contribute to the community, and celebrate together what makes our region great.



REGIONAL ECONOMIC IMPACT

Southwest Indiana is poised to launch several major economic development projects within the next 12-36 months. These projects are slated to have a significant impact on our region's hotel occupancy, which in turn will have an impact on our available hotel inventory for future meetings, conventions, and special events. Major economic development projects play an important role in the growth of our region. These projects also positively impact our hotel occupancies and hotel average room rate. Our strategy is to engage our hotel housing company to assist these projects by booking hotel rooms and sharing the economic benefits with multiple hotels throughout Vanderburgh County and the surrounding area.

420 MAIN STREET

Construction Timeline: 2021-2023

Following a planned 2021 demolition of existing buildings, the block at 4th and Main Streets will see the development of two new buildings containing approximately 130 apartments, ground floor retail and restaurant sites, Class A office space, 150 underground parking spaces, and a programmed public park to be known as CenterPoint Energy Square. Expect project completion in 2023.

About E-Rep

The Evansville Regional Economic Partnership (E-Rep) is a unified organization well positioned to advance the interests of businesses, fueling economic and community growth in the Evansville region. E-Rep has been proactive in unifying our region and its resources to support economic prosperity and growth.



MIDWEST FERTILIZER CORPORATION

Construction Timeline: 2023-2024

The proposed \$3 billion dollar plant is to be built on 220 acres in Mount Vernon, producing nitrogen fertilizer for farmers throughout the Midwest. Construction is scheduled to begin late in 2022 or early 2023. In addition to the permanent employment of about 185, construction of the Midwest Fertilizer plant will create about 2,500 construction-related jobs. We expect significant demand for hotel rooms during the construction phase of this project.



A.B. BROWN POWER PLANT

Construction Timeline: 2023-2024

Beginning in 2023, a new gas pipeline is scheduled to begin construction from Henderson, Kentucky to the A.B. Brown Power Plant located five miles southwest of Evansville. They are anticipating a large need of limited service and extended stay hotel rooms for construction and engineering staff. Their early projections are they will use 300-400 hotel rooms per night during the peak construction period.



INTERSTATE 69 OHIO RIVER CROSSING

Construction Timeline: 2024-2026

The Interstate 69 Ohio River Crossing is a proposed \$1.5 Billion dollar bridge project that will carry the planned Interstate 69 (I-69) extension over the Ohio River between Evansville, Indiana, and Henderson, Kentucky. The bridge and its approach roadways make up a portion of Segment 4 utility (SIU 4) of the I-69 corridor from Michigan to Texas. It will be built approximately three miles (4.8 km) upstream of the existing Bi-State Vietnam Gold Star Bridges carrying U.S. Route 41 (US 41), at a point just downstream from where the Green River flows into the Ohio. Construction is still a few years off but, we fully anticipate that during construction Evansville will see a surge in hotel room night demand associated with this project.



3 YEAR DESTINATION STRATEGIC PLAN 2022-2024

Our three-year Strategic Plan blends destination sales and marketing with tourism product development. Successful execution of this Plan launches Evansville/Vanderburgh County on an upward trajectory path to success!



OUR MISSION FOCUS

Drive Visitor Demand

Enhance the Visitor Experience

Communicate DMO Relevancy and Viability

OUR STRATEGIC GOALS

Increase Destination Promotion and Visitor Conversion

Facilitate Impactful Destination Development

Engage in Influential Tourism Advocacy and Stakeholder Relations

Affect Higher Organization Resources and Management

PRIORITY INITIATIVES

2022

Destination brand strategy to guide creative

2022 - 2024

Downtown waterfront redevelopment support

2022 - 2024

Dedicated stakeholder communications plan

2022

New funding resources investigation

2022 - 2024

Multiyear tourism research program

2022 - 2024

Tourism master plan priority projects execution

2022 - 2024

New local media strategy

2022 - 2024

Strategic Plan updates

2022 - 2023

Dedicated visiting friends & relatives (VFR) program development

2022

New experiential visitors center evaluation

2022 - 2023

Adjacent county tourism partnership dialogue

2022

Renewed Evansville Sports Corporation partnership

2022 - 2024

Targeted partner-based convention sales and promotion strategy

2022 - 2024

Advocacy support to a consistent destination-wide wayfinding/signage system and to tourism/hospitality labor needs

2022

CVB staffing and incentive plan review

2022 - 2024

Focused Evansville Sports Complex event programming

2022 - 2024

Enhanced destination online engagement strategy

OUR STRATEGIC RESULTS METRICS

- Number of city/county visitors and spending
- Transient accommodation occupancy and related performance statistics
- Volume of lodging tax receipts and growth
- Sports and leisure event/festival attendance growth
- Effective local and regional partnership development and leveraging value
- Visitor satisfaction rating indices
- Agreed-to tourism brand acceptance and usage





10 YEAR TOURISM MASTER PLAN ²⁰²⁰⁻²⁰³⁰

Visit Evansville unveiled its 10-Year Tourism and Destination Development Master Plan at its April 26th, 2021, Board of Commissioners meeting. The Master Plan, conducted by CSL, Int'l included a comprehensive evaluation of Vanderburgh County's assets and infrastructure. It also identifies opportunities in multiple sectors for projects and investments that could potentially elevate Evansville/Vanderburgh County as a top-tier visitor destination one day.



10 YEAR TOURISM MASTER PLAN

AMATEUR SPORTS 1-2 3-5 6-10

Deaconess Upgrades (Turf Fields)

Visit Evansville / Evansville Sports Corp / City of Evansville

Bond refinancing complete, continue to initiate improvements beginning November 2021



Deaconess Field Expansion

Visit Evansville / Evansville Sports Corp / City of Evansville

Letter of intent (LOI) executed, continue to finalize details of land purchase. Close by 12-31-2021



Retain site planner to provide specifications for field and amenity additions



Develop conceptual project budgets. Preliminary cost estimate is \$15 million



Identify funding sources. Seek Federal or State Grants upwards to \$10 million



Retain contractor to conduct work should adequate funding be secured



Indoor Athletic Training Facility

Visit Evansville / Private Developer / Evansville Sports Corp / City of Evansville

Continue to work with private entity to facilitate development of the proposed athlete training facility



Indoor Field House

Visit Evansville / Evansville Sports Corp / City of Evansville

Warrick County is exploring a Field House. Our project has been placed on the back burner for now



Develop a backup plan in the event the Warrick Field House project does not get off the ground



Conduct detailed market, site, and financial feasibility study as a contingency step at this time



Identify project funding sources. Possible Bond through the Tourism Capital Improvement (TCI) fund



Retain contractor to conduct work should the Warrick plan fail and funding has been secured



Goebel Sports Complex Improvements

Visit Evansville / Evansville Sports Corp / City of Evansville / Indiana Fire

Identify project funding sources. Work with city of Evansville for ARC money



Retain site planner to provide specifications for field and amenity enhancements



Sports Marketing Strategies

Visit Evansville / Evansville Sports Corp

Review / support the Indiana Sports Corp. Memorandum of Understanding (MOU) with Evansville Sports Corp (ESC) should the ESC board approve the merger



Revise the MOU between Visit Evansville & ESC to include room night goals and aspirational events



These types of investments can be transformational over the 10-year timeframe considered by the Plan. This Plan is designed to position Evansville and the surrounding region for growth in numerous (tourism-related) business sectors

John Kaatz — Principal, CSL, International

OUTDOOR RECREATION

1-2 3-5 6-10

Burdette Park Investment

Burdette Park / Visit Evansville / Outdoor Attraction Outfitters (potentially)

Work with Board to identify select projects	●		
Develop phased plan for attraction and amenity development	●		
Develop conceptual project budgets	●		
Support market research to test specific development initiatives	●		
Assist in select project fundraising, including potential for sponsorships	●	●	
Have one staff member and board member from Visit Evansville placed on the Burdette board	●	●	●
Retain contractor to conduct work		●	●

Wesselman Woods Investment

Wesselman Woods / Visit Evansville / Arts Council of Southwestern Indiana / Local Artists

Coordination of vision for Woods expansion between management and Visit Evansville	●		
Serve as advocates for future projects by the City of Evansville & Evansville Parks Department	●		

Bike Trails & Amenities

Visit Evansville / Evansville Trails Coalition / Local Businesses / Local Artists

Visit Evansville shall serve as an advocate for the bike trails County Commission is spearheading	●		
Develop marketing materials/social media approach for trails/outdoor amenities		●	
Expand event programming along existing and newly developed trailways		●	
County completes the planned Pigeon Creek Greenway Passage and rail to trail project		●	●

Mountain Biking Course

Visit Evansville / Evansville Trails Coalition / Angel Mounds / Other Relevant Property Owners

Visit Evansville shall serve as advocates for the mountain biking course	●	●	
Support the County Commission on their expanded mountain biking plans		●	

Leveraging Pigeon Creek

Visit Evansville / Evansville Trails Coalition / Evansville Department of Parks & Recreation / Outdoor Attraction Outfitters (potentially) / City of Evansville

Continue to promote Evansville's first "blueway"	●		
Reach out to potential private kayak/canoe/peddleboat operators and evaluate opportunities to bring them to market	●		
Enhance kayak/canoe launches		●	
Initiate preliminary/visionary planning for Mulzer Crushed Stone site		●	
Evaluate opportunities to redevelop Mulzer Crushed Stone site as an outdoor destination asset			●

10 YEAR TOURISM MASTER PLAN CONTINUED

CONVENTION INDUSTRY

1-2 3-5 6-10

Sales & Marketing

Visit Evansville / Old National Events Plaza

Continue to move forward with planned sales & marketing efforts	●
Review key metrics in 12 and 24 months to assess effectiveness of specific initiatives	●
Replace the vacant Convention Services position	●

Trend Forward Improvements

Visit Evansville / Old National Events Plaza / City of Evansville / County of Vanderburgh

Retain convention center architect to prepare a conceptual master plan for specific center investments	●
Work with City to evaluate option to occasionally close Locust Street to create outdoor event space	● ● ●
Develop conceptual project budgets and timelines	●
Identify funding sources for trend forward investments	●
Initiate improvements	●

Long-Term Old National Events Plaza Expansion

Visit Evansville / Old National Events Plaza / City of Evansville / County of Vanderburgh

Conduct feasibility study for future Old National Events Plaza (ONEP) expansion	●
If viable, identify project costs and funding sources	●
Retain architects to develop expansion plans	●

VISIT EVANSVILLE

1-2 3-5 6-10

Identify New Revenue Sources

Visit Evansville

Partner with Indiana Travel Association, Indiana CVBs, and Civitas in researching and possibly implementing a Tourism Improvement District (TID)	●
Work with elected officials and advisors to assemble approach to securing a 1.0% increase in innkeepers tax	●
Hire a lobbyist to assist w/ gaining political support for a 1% innkeepers tax increase	●
Evaluate the possibility of a car rental tax to be used for either promotion placed into the TIC fund	●

Revise Destination Marketing & Business Plan

Visit Evansville / Old National Events Plaza

Expand marketing initiatives in the 2022 Destination Marketing & Business Plan should added revenues materialize	●
Create a comprehensive package (hotel, building, incentive) for future ONEP convention business	●

New Visitor / Experience Center

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville / Other Agency Partners / Local Businesses / Local Artists

Close the Pagoda Visitor Information Center (VIC) by December 31, 2021	●
Purchase 3-4 travel information kiosks and place in high traffic areas	●
Evaluate the need for a permanent experiential VIC on Main Street	●

DOWNTOWN EVANSVILLE

Visit Evansville supports the following initiatives for Downtown Evansville and are strong advocates for the following plans that are under consideration

1-2 3-5 6-10

Riverfront Expansion

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville / Other Agency Partners (Army Corps of Engineers)

Retain physical planner to develop a detailed Master Plan for Riverfront expansion	●		
Develop detailed construction cost estimates	●		
Continue to fundraise for the project including state, federal, and foundation sources		●	●
Retain contractor to conduct work		●	●

Main Street to Old National Events Plaza Infill

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville / Arts Council of Southwestern Indiana / Black, indigenous and people of color (BIPOC) Community / Evansville African American Museum / Local Artists

Discuss with E-rep for development to help fund public/private partnerships	●		
Work with Arts Council of Southwestern Indiana to develop public art and/or busker trail along Main Street	●		
Retain urban planning and wayfinding firm(s) to develop signature pedestrian signage		●	

NoCo District

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville / Arts Council of Southwestern Indiana / Black, indigenous and people of color (BIPOC) Community / Evansville African American Museum / Local Artists

Become strong advocates of the District & the City in its efforts to grow the NoCo District	●	●	
Work with arts organizations on developing murals and street performer program in NoCo	●		
Work with BIPOC Community/Evansville African American Museum on projects that promote diversity and inclusion	●		
Support County discussions with Veterans Memorial Coliseum management regarding tenant agreement	●		
Retain venue planner to design new live music venue in NoCo		●	

Support West Franklin Business Improvement District

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville

Secure approval for West Franklin Street Business Improvement District (BID)	●		
Support and advocate for attraction of trend forward dining, bar, and entertainment establishments	●	●	

FESTIVALS

1-2 3-5 6-10

Major New Festival

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville / Existing Festival Management / Out-of-market Promoters / Local Event Facilities / Local Businesses

Assemble stakeholder group to explore concepts, budgets, funding sources, and implementation	●		
Three day festival with a target goal of 30,000 spectators consuming a minimum 1000 hotel room nights	●	●	
Issue an Request for Proposal (RFP) to interested event organizers	●	●	

Smaller Festival Concepts

Visit Evansville / City of Evansville / Economic Improvement District – Downtown Evansville / Nashville Songwriters Guild of Indiana / Out-of-market Promoters / Local Event Facilities / Local Businesses

Assemble stakeholder group to explore concepts, budgets, funding sources, and implantation	●	●	
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GLOSSARY

Not sure what it means?

This glossary will provide more background and detail on the marketing and business terms used through out the Strategic Plan.

Opening ceremonies to the USSSA Softball National Championships held at the Ford Center.

Advocacy

Proactive educational messaging on tourism importance and value

Brand

Functional and emotional attributes connection to a visitor destination/product experience expressed typically through a promise commitment

Business Development

Sales and services programming related to leisure, business, and group travel

Business Travel

Nondiscretionary corporate, incentive, meeting/conference, and social travel

Challenges

Current top opportunity and/or problem areas to be recognized and resolved

Conversion

Percentage of potential influenced visitors to arrive at a destination/place

CRM

Visit Evansville utilized customer relationship management (CRM) software that assists in the process organizing interactions with customers, typically using data analysis to study large amounts of information

Destination Development

Supply parameter covering tourism facility/venue and services experiential development, including programming and packaging as required

DMO

Destination marketing (or management) organization and also known as a convention & visitors bureau

Experience

Differentiated destination/visitor “buy” presence based on a community visitor promise and key messages, and typically expressed through brand identity creative

FAM

A familiarization trip (FAM) is a trip designed for travel advisors that includes traditional media, social media influencers, and bloggers to learn about a destination, a tourism operator, a hotel chain, and/or a tourism board

Group Travel

Meeting/convention, sports event, and group tour travel

Leisure Travel

Discretionary pleasure/vacation and visiting friends and relatives travel

Mission

Organization and/or economic sector primary purpose and expected results

Priority Initiatives

Intermediate/long term programs and/or projects to be seriously considered for execution given necessary available resources

Stakeholder/Partner Promise

Benefits value proposition to community and visitor industry proponents

Strategic Goal

Long-term qualitative statement to be achieved in concert with tactical and quantifiable objectives

Strategic Results

Measurable outcomes given relevant quantifiable metrics

Tourism

Inclusive visitor or travel industry nomenclature covering business, leisure, VFR, and personal travel segments

Values

Organization operating norms on how things are done philosophically and through best practices usage

VFR

Visiting friends and relatives market segment where persuasive communications engage current and/or past residents on the destination's attractions, events, and activities

Visitor Demand

Measurable level of visitor volume typically by number of persons or trips and related spending

Vision

Organization future aspirational role(s) and/or community/destination future outcome

Visitor Promise

Benefits value proposition to business, leisure/VFR, and personal travelers



Burdette Park located on Evansville's westside is home to one of the nations top BMX race courses.

*DESTINATION MARKETING AND BUSINESS PLAN*²⁰²²



401 SE Riverside Drive
Evansville, Indiana 47713
(800) 433-3025

VisitEvansville.com