



TOURISM MASTER PLAN

2024 Report

As we mark a year since launching the Tourism Master Plan, we celebrate accomplishments from the community, steps toward growing our music economy and building an accessible destination, as well as laying foundations to be the driving force in creating a rich, diverse, and inclusive destination experience.

Progress of Visit Fort Wayne's four 3-Year Strategic Priority Initiatives



5-10% COMPLETE

ACCESSIBILITY

- Hosted the inaugural Power of Tourism and Hospitality Awards Luncheon. Our 2024 theme focused on building an accessible destination
- Established a local taskforce (16 members), and identified a consultant to lead and guide the building of a community action plan



50% COMPLETE

SPORTS ENTITY

- Identified community needs through guidance by Gamechangers Consulting. Engaged more than 20 stakeholders
- Received four future NCAA events through partnership with: Allen County War Memorial Coliseum, Purdue Fort Wayne, Sycamore Hills Golf Club, and Great Midwest Athletic Conference



5-10% COMPLETE

MUSIC ECONOMY

- Established a local taskforce with more than 30 members, and will engage more community partners as we assess and build a community strategy
- Assessment and strategy work to kick off in 2025



15% COMPLETE

HOSPITALITY LABOR SHORTAGE

- Finalized survey for hospitality managers and employees to launch in 1Q 2025

Since the launch of the Tourism Master Plan on February 13, 2024:

15

Media
Placements

10

Community
Presentations

5

Letters of Support For
Community Projects

35+

Individual Meetings
with Plan Champions



Funds Raised

Through *Visit Fort Wayne's* efforts in advancing the development of Fort Wayne/Allen County as a growing destination, we raised:

\$376,000

in capital and event support funding for Fort Wayne/Allen County through the Indiana Bid Fund, including support to bid and host the USA BMX Hoosier National

\$283,000

through local organizations, foundations, and funds to support the Music Economy Assessment and Strategy

2024 Tourism Master Plan Champion Highlights:

- **98,000 people** welcomed at Parkview Field's Holiday Lights walk-thru display!
- Citilink received **\$10,987,062** in the Bipartisan Infrastructure Law to buy 12 "electric-hybrid" buses.
- **15 "I" Am Allen** sculptures added to Allen County's public art collection.
- **3** new Designated Outdoor Refreshment Areas (DORA) established in Fort Wayne and New Haven.
- **856,803 passengers** flew in and out of Fort Wayne International Airport with increased flight capacity and frequency.

Other highlights include:

- Completion of Allen County War Memorial Coliseum's future study.
- Announcements for developments along downtown Fort Wayne's riverfront with the Treeline District and Wedge Site development, and the Harvester Homecoming Museum and Fields of Grace Complex in New Haven.