



## Hendricks County Convention and Visitors Bureau, Inc. - Business Meeting Agenda

May 9th 2024 2:00pm - 3:30pm

Crawley Business Center, 8 W. Main St., Danville, IN 46122

### 1. Welcome

Julie Callis

2:00pm

#### a. Message from the CEO

 [Message from the CEO May 2024.pdf](#)

### 2. Minutes March 14, 2024

 [003 March NFP minutes.pdf](#)

### 3. Consent Agenda

#### a. Financials as of April 30, 2024

 [004 Apr NFP Balance Sheet Prev Year Comparison.pdf](#)

 [004 Apr NFP P&L Actual vs Full Year Budget.pdf](#)

#### b. Marketing and Business Development Board Report

 [05 MBD Report May 2024.pdf](#)

**c. Hotel Performance Charts**

 [03 MAR 2024 Monthly Hotel Performance Analytics Report.pdf](#)

 [02 FEB 2024 Monthly Hotel Performance Analytics Report.pdf](#)

**d. Destination Performance Dashboards**

 [Marketing\\_Performance\\_Snapshot \(Jan-Apr\).pdf](#)

 [Q1 Destination Performance Quarterly Dashboard.pdf](#)

**4. New Business**

a. **2023 Audit Presentation** Jaime Bohler Smith

b. **VHC 25th Anniversary Fund Donation Approval** Jaime Bohler Smith

 [HC Fairgrounds Request.pdf](#)

**5. Unfinished Business**

a. **Strategic Plan Update** Jaime Bohler Smith

i. **Resident Survey and Community Meetings**

ii. **Halo Study**

iii. **Destination Workbook and 1:1 Meetings**

**6. VHC Focus**

a. **Discussion: Resident Survey Questions** Jaime Bohler Smith  
What do you think we need more of in  
Hendricks County?

**7. Board Development**

**a. Innkeeper's Tax History and Trends**

Jaime Bohler Smith

**8. Comments and Questions**

**9. Adjournment**

**a. Next Business Meeting scheduled for July 11th at 2:00  
PM**

END  
3:30pm

# MEMO

**To:** HCCCVB, Inc. Board of Directors  
**From:** Jaime Bohler Smith, Executive Director/CEO  
**CC:** May 2024 meeting attendees  
**Date:** May 6, 2024  
**RE:** Message from the CEO – May 2024 Meeting

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Everyone:

Below please find a few things to know about the May 2024 meeting.

Our meeting will start with New Business this month, and we will have guests from CBiz CPAs in attendance to present our 2023 Annual Audit. The Finance Committee is meeting on May 7<sup>th</sup> to review the draft, and once they have reviewed the draft, it will be added to the agenda, and emailed directly to all members for review.

There is one approval on the agenda for another anniversary fund donation, this one being for the market analysis support for the Hendricks County Fairgrounds, also under new business.

Our VHC Focus section this month everyone will have the opportunity to participate in a few of the activities from the resident community meetings. Please come prepared to discuss the discussion question.

In Section 7 you will see our Board Development topic is Innkeeper's Tax History and Trends where the group will have the opportunity to review the history of our funding and learn about the current trends in our collections before we review our budget in July.

Please be sure to RSVP by LOGGING INTO BOARDABLE to ensure we have a quorum. The meeting is now published, and I look forward to seeing everyone this week. I hope you all plan to stay and join us for a small reception after the meeting to celebrate Sarah Ferguson's 16 years with VHC.

Best,  
Jaime Bohler Smith



Hendricks County Convention and Visitors Bureau, Inc. - Business Meeting

Thu Mar 14, 2024 2:00 PM - 3:30 PM EDT

## Attendance

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### Members

**Present:** Jennifer Smith, Julie Callis, Kasey Coler, Carissa Newton, Gary Everling

**Remote:** Marsha Stone

**Absent:** Brandynn Dixon-Turner, Caleb Brown, Erin Curry

**Guests:** Karen Eddy, Jaime Bohler Smith, Sarah Ferguson, Glenn Bowman, Nicole Lanum, Susan Rozzi

### 1. Welcome

The meeting was called to order at 2:03 PM by Julie Callis.

#### a. Message from the CEO

Jaime stated this section will be under welcome on the agenda each meeting to give a quick overview of things to expect on the agenda.

Jaime stated the staff attended the Indiana Tourism Conference in Evansville earlier this week. During the conference VHC won two awards; The Best Specialty Item for the McPhail blend coffee and Best New Experience for The Prewitt Restaurant and Lounge.

#### b. Introduction - Gary Everling

Jaime introduces and welcomes Gary Everling to the HCCVB, Inc. Board of Directors.

Gary stated he works at Hendricks Regional Health for the past 11 years and has been in the healthcare industry for 26 years. He currently is a member of the Plainfield Town Council. He initially got involved with the Town of Plainfield by being a member of the Plan Commission and Redevelopment Commission. He is thrilled to be part of this group and thanks everyone for the invitation.

Julie welcomed Gary and introduced herself. Then everyone in the room introduced themselves.

## 2. Consent Agenda

Kasey motioned to approve the Consent Agenda items listed. Carissa seconded the motion. Motion carried unanimously.

- a. Minutes January 11, 2024
- b. Financials as of February 29, 2024
- c. Marketing and Business Development Board Report
- d. Hotel Performance Charts
- e. Destination Performance Dashboards
- f. Approve Appendix B for contract extension with Rozzi & Associates
- g. Remove Mike Grabowski from HCCVB, Inc. Bank Accounts

## 3. VHC Focus

### a. Introduction to Destination Marketing

Our VP/CMO will explain Destination Marketing and the types of channels we use to market our destination including Digital / Print, Group Sales, Communications and PR.

Jaime explained VHC Focus is a new section on the 2024 agenda. Each meeting will focus on a different part of VHC.

Sarah presented and highlighted the markets we target explained each type of market. Prior to our campaigns we research on where to place our advertising and after the campaigns we have research that shows how we did in the advertising. The Marketing Committee will dig further into the details. Discussion was had.

#### i. Target Markets

#### ii. Customer Profiles

#### iii. KPIs

### b. Hendricks County Bicentennial Update

Sarah continued her presentation focusing on the Hendricks County Bicentennial. She explained how we support the Bicentennial and what programming we have done to help promote the event. VHC will support the Bicentennial committee how we can. Tracy and Josh are preparing for the kickoff that takes place later today for the year long celebration.

## 4. Unfinished Business

### a. Strategic Plan Update

Jaime referenced the Charting the Course timeline document where she noted the residents surveys will go out next week. The stakeholder survey will be sent to our stakeholders in April. She also went over the initial product observations SWOT analysis document and mentioned the items listed on the document. Discussion was had.

## **5. New Business**

### **a. HCCVB, Inc. Financial Procedures 2.0 Approval**

Jaime stated in November the full board approved several policy changes that have been implemented and have been incorporated into the policy and procedure document. The Finance Committee recommends two additional policies to the Board for approval. The two additional policies are; 1) Procurement and Purchasing Authorization and 2) Reserve Policy.

Julie asked for questions or comments. Marsha thanked Jaime and the team on these very solid policies.

Marsha motions to approve the Financial Procedures 2.0 document as written. Kasey seconded the motion. Motion carried unanimously.

### **b. VHC 25th Anniversary Fund Approval**

Jaime explained the criteria for the HCCVB, Inc. 25th Anniversary Destination Development Donation Program and how this anniversary fund will appear on the balance sheet. Jaime recommends this program to be approved by the Board. Discussion was had.

Jennifer motioned to approve the HCCVB, Inc. 25th Anniversary Destination Development Donation Program as written. Carissa seconded the motion. Motion carried unanimously.

### **i. Donation Approvals**

Jaime brought to the Board the first Hendricks County CVB, Inc. 25th Anniversary Destination Development Donation Program application for approval. This application is from Hues of Hendricks County. Hues of Hendricks County project will be creating five murals across Hendricks County. Jaime is recommending Hues of Hendricks County be awarded \$25,000.

Marsha motioned to approve Hues of Hendricks County application and award them \$25,000. Jennifer seconded the motion. Motion carried unanimously.

Kasey left the meeting at 3:05 PM.

Marsha left the meeting at 3:15 PM.

## **6. Board Development**

### **a. Tourism & Hospitality Assets in Hendricks County**

Jaime stated every meeting there will be discussion on topics such as this under Board Development on the agenda.

Jaime asked the members to go around the room and say what they would tell their guests to do in Hendricks County. Everyone mentioned a few places they would recommend to their guests.

#### **i. Destination Drivers**

Jaime stated these places are the primary factor of why people visit a specific location. Hendricks County has plenty of adventure/recreation, cuisine, events/festivals, shopping, cultural attractions, conferences and NHRA Nationals. We have the infrastructure and lodging to help support these places.

#### **ii. Needs vs. Wants**

Through our strategic plan, we will identify what is needed and wanted.

### **b. Discussion: Consider your business as an asset**

What are most important trends happening? What is most exciting? What keeps you up at night? Based on what we heard from everyone, how might this impact tourism?

Discussion was had. A few of the trends that were mentioned were entertainment, food and fun experiences. Security and retaining employees were mentioned for keeping people up at night. Solid infrastructure sets Hendricks County apart from other similar destinations.

## **7. Comments and Questions**

None.

## **8. Adjournment**

Jennifer motioned to adjourn the meeting. Gary seconded the motion. Motion carried. Meeting was adjourned at 3:59 PM.

### **a. Next Business Meeting scheduled for May 9, 2024 at 2:00 PM**

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Julie Callis, President of Board

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Marsha Wurster, Vice President of Board



**Hendricks County Convention and Visitors Bureau, Inc.**  
**Balance Sheet Prev Year Comparison**  
As of April 30, 2024

	Total		Change
	As of Apr 30, 2024	As of Apr 30, 2023 (PY)	
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Bank Accounts</b>			
1000 Checking/Savings	0.00	0.00	0.00
1001 VHC Main Checking	52,579.75	37,051.30	15,528.45
1020 VHC Money Market	4,004,402.34	3,354,480.36	649,921.98
<b>Total 1000 Checking/Savings</b>	<b>\$ 4,056,982.09</b>	<b>\$ 3,391,531.66</b>	<b>\$ 665,450.43</b>
<b>Total Bank Accounts</b>	<b>\$ 4,056,982.09</b>	<b>\$ 3,391,531.66</b>	<b>\$ 665,450.43</b>
<b>Accounts Receivable</b>			
1200 Accounts Receivable	45.00	0.00	45.00
<b>Total Accounts Receivable</b>	<b>\$ 45.00</b>	<b>\$ 0.00</b>	<b>\$ 45.00</b>
<b>Other Current Assets</b>			
1400 Other Current Assets	0.00	0.00	0.00
1401 Prepaid Expenses	23,824.83	34,524.00	-10,699.17
<b>Total 1400 Other Current Assets</b>	<b>\$ 23,824.83</b>	<b>\$ 34,524.00</b>	<b>-\$ 10,699.17</b>
<b>Total Other Current Assets</b>	<b>\$ 23,824.83</b>	<b>\$ 34,524.00</b>	<b>-\$ 10,699.17</b>
<b>Total Current Assets</b>	<b>\$ 4,080,851.92</b>	<b>\$ 3,426,055.66</b>	<b>\$ 654,796.26</b>
<b>Fixed Assets</b>			
1600 Fixed Assets	0.00	0.00	0.00
1610 Furniture & Equipment	26,313.00	26,313.00	0.00
1699 Accumulated Depreciation	-17,801.00	-13,596.00	-4,205.00
<b>Total 1600 Fixed Assets</b>	<b>\$ 8,512.00</b>	<b>\$ 12,717.00</b>	<b>-\$ 4,205.00</b>
<b>Total Fixed Assets</b>	<b>\$ 8,512.00</b>	<b>\$ 12,717.00</b>	<b>-\$ 4,205.00</b>
<b>Other Assets</b>			
1750 ROU Asset - Noncurrent	30,903.00	30,903.00	0.00
<b>Total Other Assets</b>	<b>\$ 30,903.00</b>	<b>\$ 30,903.00</b>	<b>\$ 0.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 4,120,266.92</b>	<b>\$ 3,469,675.66</b>	<b>\$ 650,591.26</b>
<b>LIABILITIES AND EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>			
2000 Accounts Payable	-720.00	-268.45	-451.55
<b>Total Accounts Payable</b>	<b>-\$ 720.00</b>	<b>-\$ 268.45</b>	<b>-\$ 451.55</b>
<b>Credit Cards</b>			
1800 Spend & Expense Credit Card	886.42	0.00	886.42
<b>Total Credit Cards</b>	<b>\$ 886.42</b>	<b>\$ 0.00</b>	<b>\$ 886.42</b>
<b>Other Current Liabilities</b>			
2100 Other Current Liabilities	0.00	0.00	0.00
2120 Salaries and Wages Payable	22,438.00	18,354.00	4,084.00
2130 Employment Taxes Payable	1,883.50	-2,009.50	3,893.00
2140 Accrued Sick/PTO	73,196.09	59,840.09	13,356.00
<b>Total 2100 Other Current Liabilities</b>	<b>\$ 97,517.59</b>	<b>\$ 76,184.59</b>	<b>\$ 21,333.00</b>
2150 ROU Liability Current	13,294.00	13,294.00	0.00
<b>Total Other Current Liabilities</b>	<b>\$ 110,811.59</b>	<b>\$ 89,478.59</b>	<b>\$ 21,333.00</b>
<b>Total Current Liabilities</b>	<b>\$ 110,978.01</b>	<b>\$ 89,210.14</b>	<b>\$ 21,767.87</b>
<b>Long-Term Liabilities</b>			
2500 Long Term Liabilities	0.00	0.00	0.00
2520 Auto Loan	0.00	0.39	-0.39
<b>Total 2500 Long Term Liabilities</b>	<b>\$ 0.00</b>	<b>\$ 0.39</b>	<b>-\$ 0.39</b>
2550 ROU Liability - Noncurrent	12,595.00	12,595.00	0.00
<b>Total Long-Term Liabilities</b>	<b>\$ 12,595.00</b>	<b>\$ 12,595.39</b>	<b>-\$ 0.39</b>
<b>Total Liabilities</b>	<b>\$ 123,573.01</b>	<b>\$ 101,805.53</b>	<b>\$ 21,767.48</b>
<b>Equity</b>			
3000 Unrestricted net assets	0.00	-35,582.00	35,582.00
32000 Retained Earnings	3,127,103.97	2,274,961.25	852,142.72
Net Revenue	869,589.94	1,128,490.88	-258,900.94
<b>Total Equity</b>	<b>\$ 3,996,693.91</b>	<b>\$ 3,367,870.13</b>	<b>\$ 628,823.78</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 4,120,266.92</b>	<b>\$ 3,469,675.66</b>	<b>\$ 650,591.26</b>

Wednesday, May 01, 2024 01:54:07 AM GMT-7 - Accrual Basis

# Visit Hendricks County

## P&L Actual YTD vs Full Year Budget

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
<b>Revenue</b>			
4000 Income			
4010 HCTC Contract Payment	1,536,585.76	2,617,800.00	58.70 %
4100 Grant Income	2,500.00	2,500.00	100.00 %
4110 Co-Op Advertising		0.00	
4500 Interest Earned - Bank	37,816.29	35,000.00	108.05 %
4600 Investment Income		0.00	
4700 Misc. Income	478.19	1,000.00	47.82 %
<b>Total 4000 Income</b>	<b>1,577,380.24</b>	<b>2,656,300.00</b>	<b>59.38 %</b>
<b>Total Revenue</b>	<b>\$1,577,380.24</b>	<b>\$2,656,300.00</b>	<b>59.38 %</b>
<b>GROSS PROFIT</b>	<b>\$1,577,380.24</b>	<b>\$2,656,300.00</b>	<b>59.38 %</b>
<b>Expenditures</b>			
5000 Program Expenses			
5001 Advertising, Traditional	15,669.77	50,000.00	31.34 %
5005 Advertising, Online	120,018.92	500,000.00	24.00 %
5010 Creative Services	39,387.50	135,000.00	29.18 %
5015 Website	21,978.63	212,000.00	10.37 %
5020 Printed Marketing Collateral	22,508.12	85,000.00	26.48 %
5025 Merchandise/Givaways	5,602.89	30,000.00	18.68 %
5030 Research	8,038.64	80,000.00	10.05 %
5035 Fulfillment	3,543.71	15,000.00	23.62 %
5040 Dues & Subscriptions	508.50	15,000.00	3.39 %
5045 Advocacy & Community Programming	16,026.19	50,500.00	31.74 %
5050 Travel and Client Development	2,120.88	12,500.00	16.97 %
5055 Trade Show Participation	1,028.73	22,500.00	4.57 %
5060 FAM Tours/Site Visits		10,000.00	
5065 Communications & Public Relatio	15,431.29	30,000.00	51.44 %
5070 Incentives	250.00	5,000.00	5.00 %
5075 Tourism Development	17,000.00	250,000.00	6.80 %
5080 Photography and Video	21,959.97	75,000.00	29.28 %
5085 Grant Expenses	44,000.00	45,500.00	96.70 %
<b>Total 5000 Program Expenses</b>	<b>355,073.74</b>	<b>1,623,000.00</b>	<b>21.88 %</b>
6100 Salaries and Wages			
6101 Full Time Salaries and Wages	196,005.96	603,310.00	32.49 %
6102 Part Time Salaries and Wages	4,942.50	16,640.00	29.70 %
6110 Temporary/Seasonal Hourly Wages		6,720.00	
6140 Bonuses		0.00	
6150 Overtime		0.00	
6155 Sick/PTO Pay		0.00	
6160 Payroll Taxes	13,203.66	47,000.00	28.09 %
<b>Total 6100 Salaries and Wages</b>	<b>214,152.12</b>	<b>673,670.00</b>	<b>31.79 %</b>
6200 Employee Benefits			

**Visit Hendricks County**  
**P&L Actual YTD vs Full Year Budget**  
 January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
6201 Medical, Vision, and Life Ins.	51,787.92	135,000.00	38.36 %
6202 Dental Insurance	-417.81	0.00	
6210 Health Savings Contributions	3,375.00	18,000.00	18.75 %
6215 401k Contributions	14,754.33	37,000.00	39.88 %
6230 Wellness Program	231.00	2,500.00	9.24 %
6235 Cell Phones Stipend	3,600.00	12,000.00	30.00 %
<b>Total 6200 Employee Benefits</b>	<b>73,330.44</b>	<b>204,500.00</b>	<b>35.86 %</b>
6500 Operations			
6501 Postage and Mailing	18.65	5,000.00	0.37 %
6505 Office Supplies	2,002.50	17,500.00	11.44 %
6510 IT Equipment & Software	6,456.35	50,000.00	12.91 %
6515 Equipment Lease	564.43	9,000.00	6.27 %
6520 Phone/Internet Expense	1,259.96	6,000.00	21.00 %
6530 Insurance	3,993.00	18,000.00	22.18 %
6540 Vehicle Maintenance & Repairs	305.67	5,000.00	6.11 %
6550 Gas/Mileage/Parking	1,931.06	18,750.00	10.30 %
6560 Personnel Training-Marketing	2,459.57	17,500.00	14.05 %
6570 Personnel Training-General	7,106.24	20,000.00	35.53 %
6600 Bank Service Charges	60.00	0.00	
<b>Total 6500 Operations</b>	<b>26,157.43</b>	<b>166,750.00</b>	<b>15.69 %</b>
6700 Professional Services			
6701 Accounting Services	13,910.89	25,000.00	55.64 %
6705 Legal	5,140.07	25,000.00	20.56 %
6710 IT Services	800.00	3,000.00	26.67 %
6720 HR & Wellness Counsel	3,000.00	3,000.00	100.00 %
6725 Consultants	2,432.33	60,000.00	4.05 %
6730 BOD Meeting Expense	-300.00	2,500.00	-12.00 %
6735 Talent Recruitment		2,500.00	
<b>Total 6700 Professional Services</b>	<b>24,983.29</b>	<b>121,000.00</b>	<b>20.65 %</b>
6800 Office Expenses			
6810 Parking Lot Lease	125.00	2,000.00	6.25 %
6820 Janitorial Services	1,710.00	7,500.00	22.80 %
6840 Repairs & Maintenance Supplies		1,000.00	
6850 Office Security System		1,000.00	
6860 Gas	1,099.07	5,000.00	21.98 %
6861 Electric	1,166.22	4,500.00	25.92 %
6862 Trash/Recycling	574.20	500.00	114.84 %
6863 Water/Sewer	280.24	1,000.00	28.02 %
<b>Total 6800 Office Expenses</b>	<b>4,954.73</b>	<b>22,500.00</b>	<b>22.02 %</b>
7000 Other Income and Expenses			
7020 Auto Lease Payment	2,353.52	7,200.00	32.69 %
<b>Total 7000 Other Income and Expenses</b>	<b>2,353.52</b>	<b>7,200.00</b>	<b>32.69 %</b>

# Visit Hendricks County

## P&L Actual YTD vs Full Year Budget

January - December 2024

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
<b>Total Expenditures</b>	<b>\$701,005.27</b>	<b>\$2,818,620.00</b>	<b>24.87 %</b>
NET OPERATING REVENUE	<b>\$876,374.97</b>	<b>\$ -162,320.00</b>	<b>-539.91 %</b>
NET REVENUE	<b>\$876,374.97</b>	<b>\$ -162,320.00</b>	<b>-539.91 %</b>

### **Destination Marketing**

- We had quite a couple of months in terms of media coverage due to the eclipse. It alone accounted for multiple articles in the Indy Star, which got pushed out into other regional and even Midwest publications. We even had another article in Forbes because of the eclipse, bringing our yearly total of Forbes articles up to three. Josh also hosted a travel writer from Ohio, who came in with her husband to experience and document the eclipse. We also had multiple Indianapolis TV stations do features about the Race to the Eclipse event, with Josh interviewed on behalf of VHC in all of them.
- As part of an updated SEO contract with Simpleview, we now receive search engine optimization recommendations and subsequent content creation. We have focused these services on our non-blog webpages which will provide our marketing team with additional help making sure content is enhanced on a continual basis. An example of this newly added content is our new Indianapolis Large Events landing page that will capitalize on search traffic for the region's most impactful events to encourage attendees to stay and play in Hendricks County.
- As an attempt to simplify processes and enhance personalization of our email marketing program, we have decided to switch from Delivra to Act-On. Act-On integrates directly with our Simpleview CRM providing streamlined data synchronization and enhanced features that will take our marketing initiatives to the next level.
- Facebook and Instagram are continuing to do well both paid and organically. We recently signed up to start using ManyChat, a DM Automation platform primarily for Instagram. The purpose of this platform is to make accessing our website easier for our followers who are interested in the information we are sharing. This should also help increase engagement. We have seen a great Click Through Rate so far.
- We hosted our second Shrpa Content Creator visit Hendricks County at the end of March. She visited several of our indoor attractions including, The Shops at Perry Crossing, LumberjAXE, X-Golf, The Rustic Attic, The Breadbasket Café & Bakery. We plan to incorporate the content she created onto our website, social channels, and print products.
- We are wrapping up our final round of edits on our 2024 Visitor Guide. We will be printing with Offset and hope to have the guide by May 2024.
- We launched our Lucas Oil Indianapolis Raceway Park niche marketing campaign with Williams Randall on April 1<sup>st</sup>, running through August 25<sup>th</sup>. This campaign includes Google Display ads, Snapchat, Reddit, Influencer advertising, and geofencing retargeting of those who have attended other racetracks in the Midwest. The campaign features the NHRA US Nationals and Oval Racing. The advertising will also be supported through efforts our marketing team will be placing internally on Facebook, Instagram, and TikTok as well as paid search engine marketing, placed by Simpleview.

### **Destination Sales**

- *Conferences, Meetings and Large Events*
  - The Indiana League of Municipal Clerks and Treasurers, Indiana Association for Home and Hospice Care, Shades of Blue, and Anime Crossroads hosted their events at the Embassy Suites while Geek Meet Indy, and the Indiana Guitar Show, Gem and Jewelry Show hosted their conferences at the Hendricks County Fairgrounds. They all had successful events and plan to return in 2025 and beyond. We provided each with numerous services including welcome bags and visitor guides, nametags and lanyards, giveaway items, event marketing via landing pages, blogs and digital ads, and event photography.

### **DMO Advocacy and Community Relations**

- As part of the Strategic plan, we are conducting resident surveys and focus groups. To help reach the community we bought a resident list from Data Axle with over 33,000 emails and over 51,000 physical addresses. Ball State sent an email to this list as a drip campaign so those who hadn't completed the survey could continue to receive reminders while Visit Hendricks County sent an email to residents who we have a previous relationship with. We also have printed postcards to be handed out to the community, placed digital ads, and have created a toolkit for our local community to use to help spread the word.
- We hosted our Bicentennial Kickoff event in March at the Lizton Lodge. Tracy did an amazing job of coordinating the event and Nate Crouch did an excellent job of putting together a video that you watched at your last meeting to get people excited. The event was a tremendous success as stakeholders raved about the experience and about the Lizton Lodge. We also continue to approve monthly events, project endorsements, and continue speaking engagements throughout the community to build awareness in addition to press releases and a monthly Bicentennial newsletter. Our next big projects are partnerships this summer with Hendricks County Rib-Fest and the Hendricks County 4-H Fair, which will have a Bicentennial theme.
- The entire staff prepared for the Total Solar Eclipse that took place on April 8<sup>th</sup>. We placed ads to build awareness of the Eclipse in Hendricks County as well as one of our signature events, Race to the Eclipse. We coordinated a drive-thru eclipse glasses drop at the Hendricks County 4H Fairgrounds as we were leading up to the event and had more than three hundred cards participation. We also distributed glasses throughout the community and at events, handing out over 45,000 pairs. The staff was also on hand to help with day of needs at Race to the Eclipse.
- As an organization, we would like to better tell the story about how we help local businesses. The Marketing and Sales Department have created an initiative that will enhance partner relationships. This program consists of a welcome packet for new partners and a tier-based benefit summary communication plan. As an example of the data we can provide, we will also supply a visitor profile using Datafy information to our partners. We kicked off this program in March when we met with Indianapolis Raceway Park and Laura Appleby Art Studio. The structure of this program will continue to evolve as new partner needs emerge.

### **DMO Resources and Administration**

- For the first time since 2018, VHC won not one but two Indiana Tourism Awards for work in 2023. We won for Best Specialty Item with the project we did to honor Kent McPhail with Timber City Coffee and for Best New Experience for our nomination of The Prewitt Restaurant & Lounge. While we don't do it for the recognition, it was good to see our team and partners rewarded for the demanding work we put in to make Hendricks County one of the top destinations in the state.
- Jaime and Stone have plans to meet with Hendricks County's Economic Development, Hendricks College Network, and the IU Indy hospitality school regarding his Indiana Tourism Association project, Workforce Blues: Aiding Hendricks County Hotels in Hiring, Training, and Retention. They will discuss plans for development and get the ball rolling on several actions items that came because of the hotel survey. Since presenting the project, he has received positive feedback and was able to connect with several individuals interested in partnering with us on a program.
- The Destination Performance Dashboard will now be updated on a quarterly basis. This will not only be a more efficient use of resources but will also allow for more in-depth analysis using both hotel and geolocation data. Along with this change, the internal Destination Analysis Brief has been enhanced to be useful to the Executive Director, Marketing Committee as well as the entire Marketing and Sales team.

- As everyone knows, Sarah Ferguson, our VP/Chief Marketing Office will be leaving and her last day is Friday, May 10<sup>th</sup>. She will be joining the tourism research team at SMARI after 16 years with VHC. Our staff is working through the needs to maintain our plans for the summer campaign in her absence and as we finalize our strategic plan we will look to replace the position in the fall.



Legend	
#	Record

### Hotel Performance Analytics Report

Hendricks County	March				YTD			
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	43,306	39,678	(3,628)	92%	110,794	106,721	(4,073)	96%
<b>Occupancy</b>	69	57	-11.1%	84%	60	54	-6.4%	89%
<b>Supply</b>	63,147	69,037	5,890	109%	183,330	197,609	14,279	108%
<b>Average Daily Rate (ADR)</b>	110	116 \$	6.05	105%	107	117 \$	9.31	109%
<b>Revenue Per Available Room (RevPAR)</b>	76	67 \$	(8.77)	88%	65	63 \$	(1.87)	97%
<b>Plainfield</b>								
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	33,876	30,726	(3,150)	91%	87,480	83,383	(4,097)	95%
<b>Occupancy</b>	72	61	-11.1%	85%	64	57	-7.1%	89%
<b>Supply</b>	46,903	50,282	3,379	107%	136,170	145,980	9,810	107%
<b>Average Daily Rate (ADR)</b>	109	115 \$	5.47	105%	106	115 \$	9.20	109%
<b>Revenue Per Available Room (RevPAR)</b>	79	70 \$	(8.81)	89%	68	66 \$	(2.30)	97%
<b>Brownsburg/Avon</b>								
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	9,238	8,952	(286)	97%	22,821	23,338	517	102%
<b>Occupancy</b>	58	48	-10.2%	82%	49	45	-4.1%	92%
<b>Supply</b>	15,934	18,755	2,821	118%	46,260	51,629	5,369	112%
<b>Average Daily Rate (ADR)</b>	115	121 \$	6.90	106%	113	122 \$	8.43	107%
<b>Revenue Per Available Room (RevPAR)</b>	66	58 \$	(8.44)	87%	56	55 \$	(0.86)	98%
<b>Indiana</b>								
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	1,666,136	1,624,440	(41,696)	97%	4,279,130	4,299,768	20,638	100%
<b>Occupancy</b>	57	55	-2.1%	96%	51	50	-0.3%	99%
<b>Supply</b>	2,912,946	2,946,457	33,511	101%	8,451,956	8,549,158	97,202	101%
<b>Average Daily Rate (ADR)</b>	107.57	114 \$	6.49	106%	104	113 \$	9.41	109%
<b>Revenue Per Available Room (RevPAR)</b>	62	63 \$	1.36	102%	52	57 \$	4.38	108%

**Note:** Records indicate highest level for reported month (or YTD average) using data from 2017 and beyond. Variance indicates the difference between the current year and the peak year. Percent to peak shows what percentage of peak levels was achieved. Still a record year in hotel demand, we refer to 2022 as peak. 📌 📌

Legend	
#	Record

### Hotel Performance Analytics Report

Hendricks County	February				YTD			
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	33,652	34,321	669	102%	67,488	67,041	(447)	99%
<b>Occupancy</b>	59	55	-4.0%	93%	56	52	-4.0%	93%
<b>Supply</b>	57,036	62,356	5,320	109%	120,183	128,572	8,389	107%
<b>Average Daily Rate (ADR)</b>	100	123	\$ 23.18	123%	105	117	\$ 11.39	111%
<b>Revenue Per Available Room (RevPAR)</b>	59	68	\$ 8.79	115%	59	61	\$ 1.71	103%
<b>Plainfield</b>								
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	27,004	27,215	211	101%	53,604	52,655	(949)	98%
<b>Occupancy</b>	64	60	-3.8%	94%	60	55	-5.0%	92%
<b>Supply</b>	42,364	45,416	3,052	107%	89,267	95,698	6,431	107%
<b>Average Daily Rate (ADR)</b>	99	122	\$ 22.83	123%	104	115	\$ 11.54	111%
<b>Revenue Per Available Room (RevPAR)</b>	63	73	\$ 9.90	116%	62	64	\$ 1.13	102%
<b>Brownsburg/Avon</b>								
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	6,502	7,106	604	109%	13,583	14,386	803	106%
<b>Occupancy</b>	45	42	-3.2%	93%	45	44	-1.0%	98%
<b>Supply</b>	14,392	16,940	2,548	118%	30,326	32,874	2,548	108%
<b>Average Daily Rate (ADR)</b>	105	128	\$ 23.29	122%	112	122	\$ 9.46	108%
<b>Revenue Per Available Room (RevPAR)</b>	47	54	\$ 6.38	113%	50	53	\$ 2.99	106%
<b>Indiana</b>								
	2022	2024	Variance	% to Peak	2022	2024	Variance	% to Peak
<b>Demand</b>	1,305,920	1,372,808	66,888	105%	2,611,742	2,674,616	62,874	102%
<b>Occupancy</b>	50	52	1.8%	104%	47	48	0.5%	101%
<b>Supply</b>	2,627,044	2,664,200	37,156	101%	5,535,588	5,609,014	73,426	101%
<b>Average Daily Rate (ADR)</b>	98.71	118	\$ 19.14	119%	101	112	\$ 11.29	111%
<b>Revenue Per Available Room (RevPAR)</b>	49	61	\$ 11.66	124%	48	54	\$ 5.89	112%

**Note:** Records indicate highest level for reported month (or YTD average) using data from 2017 and beyond. Variance indicates the difference between the current year and the peak year. Percent to peak shows what percentage of peak levels was achieved. Still a record year in hotel demand, we refer to 2022 as peak. 📌 📌

**How are we promoting brand awareness & website traffic?**

Source: Google Analytics 4

The number of website sessions and actions taken by users continues to grow year-over-year while engagement rate stays within a healthy range for travel and tourism websites. While organic search has generated the most traffic this year, paid social and paid search continue to encourage increased visitation to our website. Meanwhile, cross-network and paid search ads work to find the most qualified leads driven by our use of performance max campaigns. As we head into Spring, our seasonal and large event content is also gaining momentum. We expect to see this continue as Summer approaches.

**What channels generate the most traffic?**

**All Channels**

Sessions  
**315.0K**

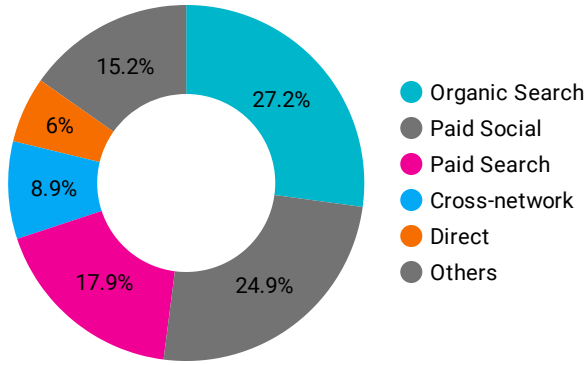
↑ 42.2%

Engagement rate  
**60.7%**

↓ -17.4%

Event count  
**2.2M**

↑ 36.6%



**What campaigns generate the most traffic?**

Session campaign	Sessions
1. large_events	35,820
2. boosted_blog	29,921
3. Seasonal Performance Max - SV	18,927
4. Meetings Performance Max - SV	6,820
5. Things to Do - SV	4,439
6. eclipse_general	4,374
7. weddings	4,230
8. 2024 - VHC - Weddings - YouTube	4,227
9. 2024 - VHC - NHRA - Display - Narrow	3,585
10. race_to_the_eclipse	3,097

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**How are we driving travel intent?**

Sources: Simpleview CRM, aRes, Delivra, Facebook, Instagram, X, LinkedIn, Pinterest, YouTube, TikTok

A steady rise in consumer engagement is clear from the year-on-year growth in travel intent metrics like newsletter subscriptions, social media followers, and ARES hotel bookings. These activities reflect a growing interest in investing time and money in our communities. It's worth noting that we saw a decline in travel guide requests due to a lost opportunity in print advertising. This has also impacted the total leisure lead count.

Total Leisure Leads

**2,752**  
(-5%)

Travel Guide Requests

**1,563**  
(-41%)

Visitor Newsletter Subscribers

**10,044**  
(+22%)

Social Media Followers

**38,842**  
(+18%)

aRes Hotel Bookings

**20**  
(+100%)

**How is the destination performing?**

Sources: STR

Hotels have operated at 12% above pre-pandemic demand YTD and have seen a 4% YoY decrease from 2022. This indicates solid hotel performance that is keeping close pace with the peak levels. Following the opening of multiple hotels throughout the county, both occupancy rate and RevPAR appear deflated. This affect will continue as demand catches up to supply.

Hotel Demand Index

**97%**

RevPAR Index

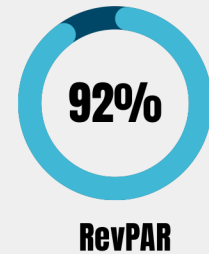
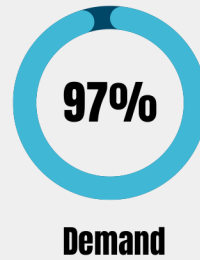
**92%**



YTD destination performance indexes through Q1 2024.

For more information about how we help Hendricks County small businesses, visit our partner website at

Note: Following the opening of multiple hotels throughout the county, both occupancy rate and RevPAR appear deflated.



## How did the destination perform?

Monthly pulse check on Hendricks County in terms of hotel demand, visitor spending and overall visitation.

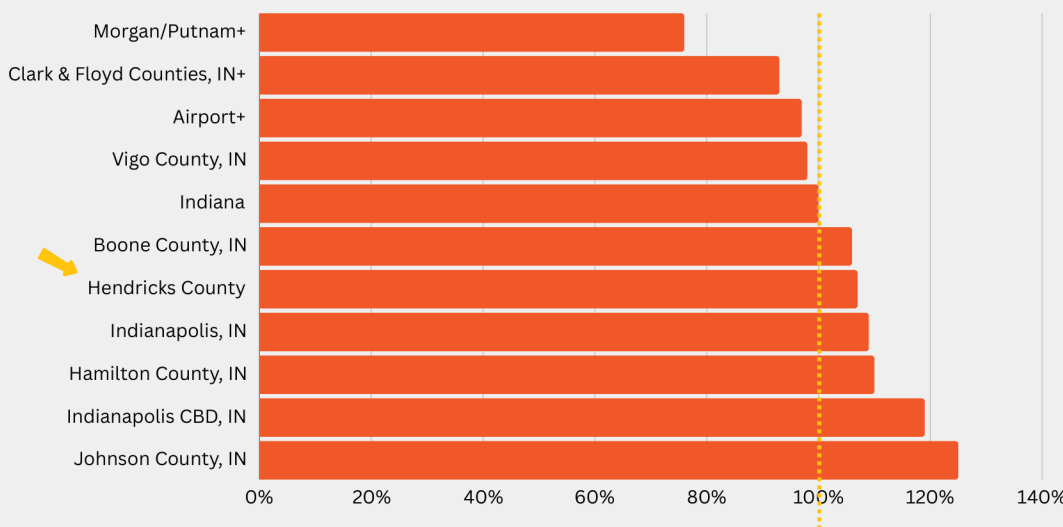
### Hendricks County Performance

- Hotel performance continues its path toward equilibrium as leisure, business and group travel normalize.
- A combination of youth sports, major sports events and niche tradeshow once again impacted local hotels.

### Regional Comparison

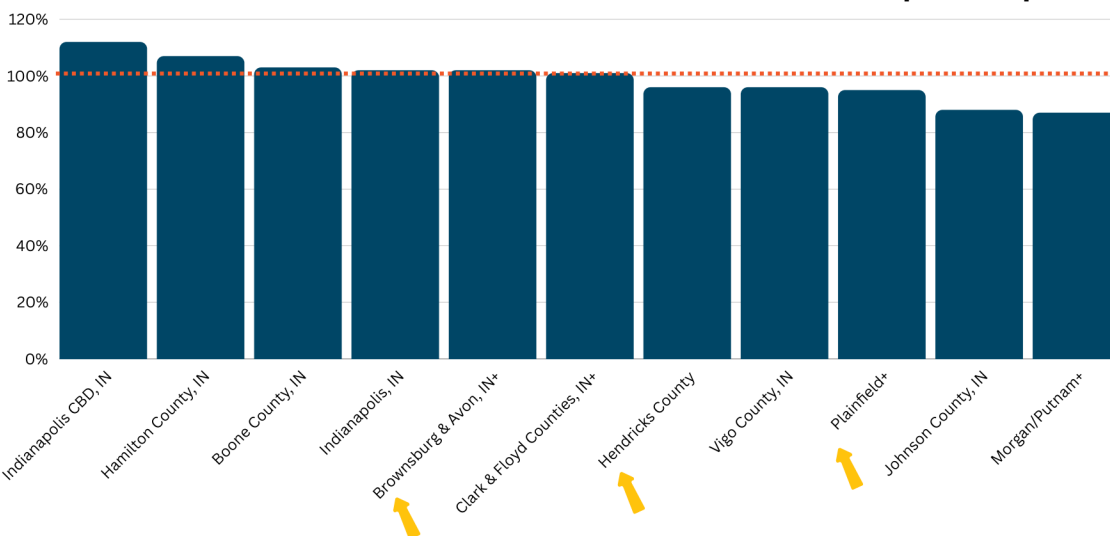
- The rebound of group travel is evident in the performance of Downtown Indianapolis hotels as demand experienced 2% YoY growth. Most other segments sold less rooms than 2022 YTD.
- While Johnson County occupancy appears higher than the statewide average, their demand tells a different story. The reason for the inflated OCC is a 10% decrease in supply.

## How did occupancy compare to Indiana averages?



- Hendricks County outperformed the state in occupancy rate as did many Central Indiana segments.
- Hendricks County occupancy (54%) was below U.S. average (58%). When adjusted for the recent room supply surge, it would have aligned with the national average.

## How does YTD demand compare to peak levels?



- Overall, the state of Indiana continues to perform well as all segments we monitor have come close to or exceeded demand levels set in 2022, year-to-date.
- Hotels have operated at 12% above pre-pandemic demand YTD and have seen a 4% YoY decrease from 2022. This indicates solid hotel performance that is keeping close pace with the peak levels.

# Hendricks County CVB, Inc. 25th Anniversary Destination Development Donation Program

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*APPROVAL REQUEST*

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**Project:** Market Analysis and/or Master Plan for Hendricks County 4-H Fairgrounds and Conference Complex in Danville

**Receiving organization:** Hendricks County 4-H Fairgrounds and Conference Complex Operations Committee

**Purpose of the Donation:** The donation will be used as part of funding for a market analysis to review needs for an additional building on site of the current fairgrounds. The facility is currently at capacity with dates and cannot host any additional events nor do they have the ability to host some of our signature events as they get larger. There is also a need for an additional building for certain aspects of the county fair. A market analysis will help the fairgrounds operations committee make the best decision based on facts regarding appropriate usage of the facility and any expansion over the next 10 to 20 years.

**Requested Donation Amount:** \$25,000

**Requesting Staff/Member:** Jaime Bohler Smith

**Date:** 05/06/2024

**Meeting Date Presented:** May 9, 2024 [Check one:  Agenda  Consent  E Vote]

**Approval Granted:** [Check one:  Approved  Denied]

Comments (if any): \_\_\_\_\_