

INDIANAPOLIS STORY ANGLES

SOMETHING IS HAPPENING IN INDY

Indy

With over \$2 billion in tourism-related developments, and a record-breaking year for tourism, Indy is trending as America's best mid-sized city.



WELCOME TO THE INDY ERA

As the final North American stop for Taylor Swift's Eras Tour, Indy will welcome 200,000+ Swifties to Lucas Oil Stadium November 1-3 for a three-day celebration of the world's most impactful musical talent. From Taylor-made parties at Indy's top attractions and venues to Eras-themed Ash & Elm Cider cans and curated restaurant menus, Indy is all in for Taylor. Expect unique activations across the city as Indy goes big to help fans get the most out of their Indy Eras experience.

PUBLIC PLACES WITH A PURPOSE BICENTENNIAL UNITY PLAZA

Located just north of Gainbridge Fieldhouse (home to the Indiana Pacers), the new \$30 million Bicentennial Unity Plaza features a community basketball court that converts into a seasonal ice rink. Community-based public programming and public art installations provide a vibrant gathering space for entertainment.



AMERICA'S NEWEST RIVER CITY

For the past decade, Indy has worked underground to redirect the tunnel system to make the river that runs right through downtown Indy recreationally clean. Simultaneously, 58 miles of the White River are undergoing one of the country's largest river redevelopment plans, allowing visitors and residents to enjoy new water recreational activities through companies like Frank's Paddlesports Livery.



MOTOR SPEEDWAY MUSEUM MAKEOVER

Experience the "The Greatest Spectacle in Racing" any day of the year at the newly renovated IMS Museum, opening in April 2025. This \$89 million investment is the first renovation in nearly 40 years and will add a new 6,000-sq.-ft. mezzanine level with interactive, educational exhibits and experiences for race fans.

Get more information and start planning at [VISITINDY.com](https://www.visitindy.com)

IF YOU KNOW, YOU KNOW

INDY'S FEVER IS RISING

As a city with a thriving sports scene, the women of the Indiana Fever are changing the trajectory of the WNBA. The Fever are the most-watched team nationwide and have topped all attendance records for home and away games with record-setting ticket sales. The future is bright with franchise cornerstones Aliyah Boston, Caitlin Clark, and Kelsey Mitchell. With the WNBA All-Star Game coming in July 2025, the city is red hot for the Fever.



A CENTENNIAL CELEBRATION

New exhibits will greet visitors as they celebrate the world's largest children's museum turning 100. The Children's Museum of Indianapolis was founded in a small carriage house and has grown to become a nationally ranked destination and *USA Today's* "#1 Children's Museum in the U.S." From a "Mickey Mouse Clubhouse" exhibit to a bilingual "Story Vault" display, families can explore exhibits that celebrate new and old.



INDY IS A CYCLING CITY

Indy is home to the world-renowned Indianapolis Cultural Trail which showcases \$2 million in public art and connects Indy's neighborhoods. A recent expansion encompasses Indiana Avenue, Indy's historically Black cultural district that includes the Madam Walker Legacy Center, and the south street corridor connecting to Lucas Oil Stadium. With 850 bikes and 50 hop-on hop-off stations, exploring Indy on two wheels is easy.



HOTELS: FIVE HOTELS IN FIVE YEARS IN A FIVE-MILE RADIUS

- #1: InterContinental Hotel, 170 rooms (anticipated opening: Fall 2024)
- #2: Kimpton Hotel, 130 rooms (anticipated opening: 2026)
- #3: Signia by Hilton, 800 rooms (anticipated opening: Fall 2026)
- #4: Shinola, 170 rooms (anticipated opening: 2027)
- #5: 21c Museum Hotel, 150 rooms (anticipated opening: 2028)

CALENDAR PREVIEW

NOVEMBER

Taylor Swift (3 Nights)

DECEMBER

Big Ten Football Championship Weekend

FEBRUARY

WWE Royal Rumble

NFL Combine

MARCH

Big Ten Women's Basketball Tournament

Big Ten Men's Basketball Tournament

MAY

109th Running of the Indy 500

JULY

WNBA All-Star Game



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