

# Community:

Perspectives on  
Relevance and Growth





# Welcome

**VISIT** HENDRICKS  
COUNTY



# Agenda

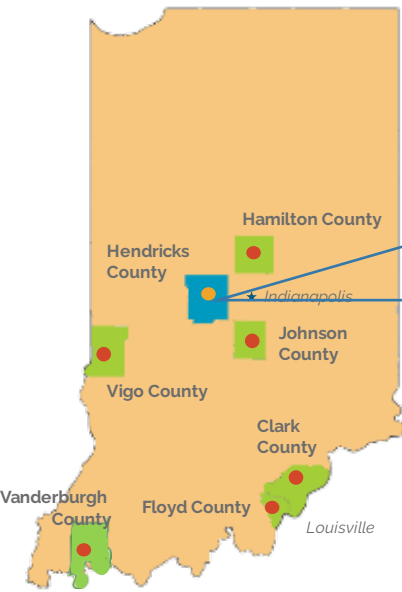
1. Welcome & Expectations
- 2. Participant Introductions**
3. Destination Assessment
4. Destination Relevancy
5. Takeaways
6. Questions & Answers



- Name
- Company/Organization

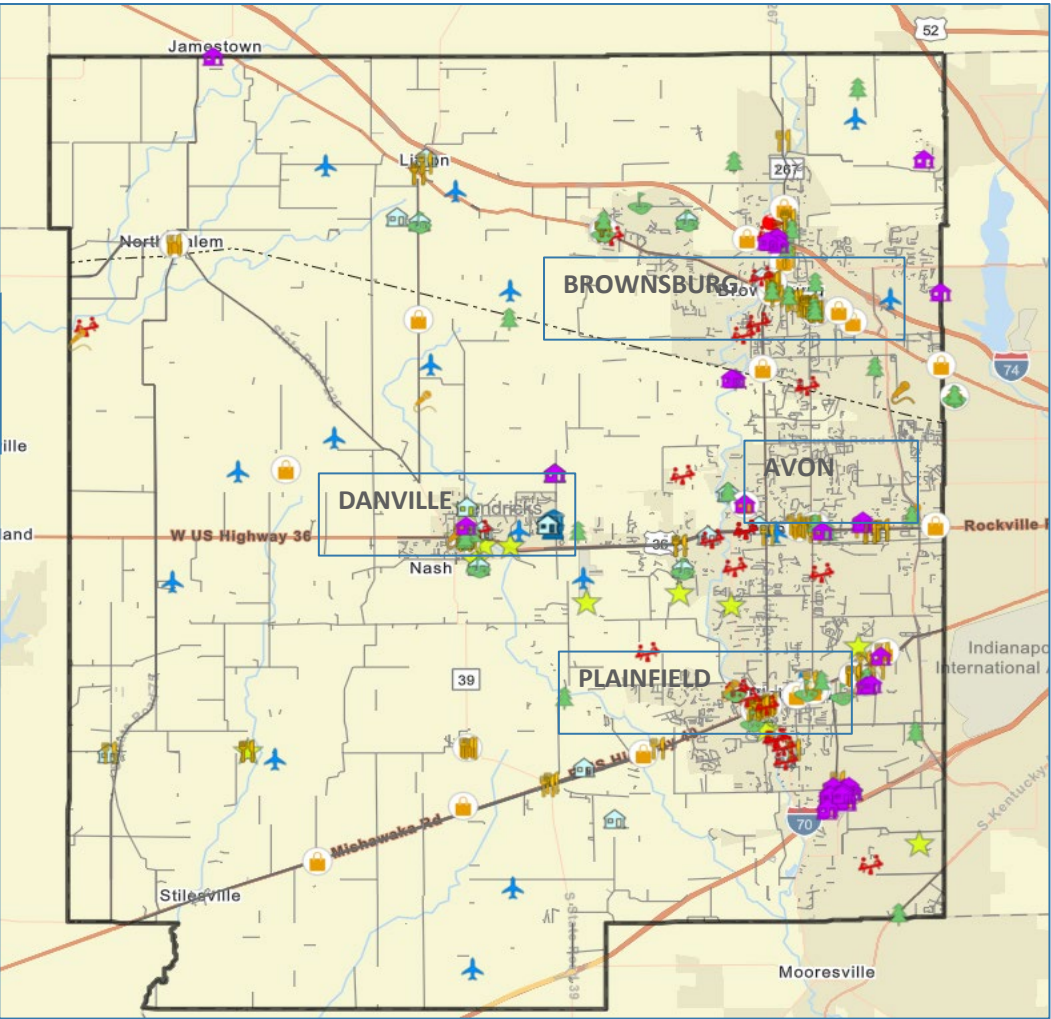
# Destination Assessment

## Assessed Destinations



## HOSPITALITY INFRASTRUCTURE

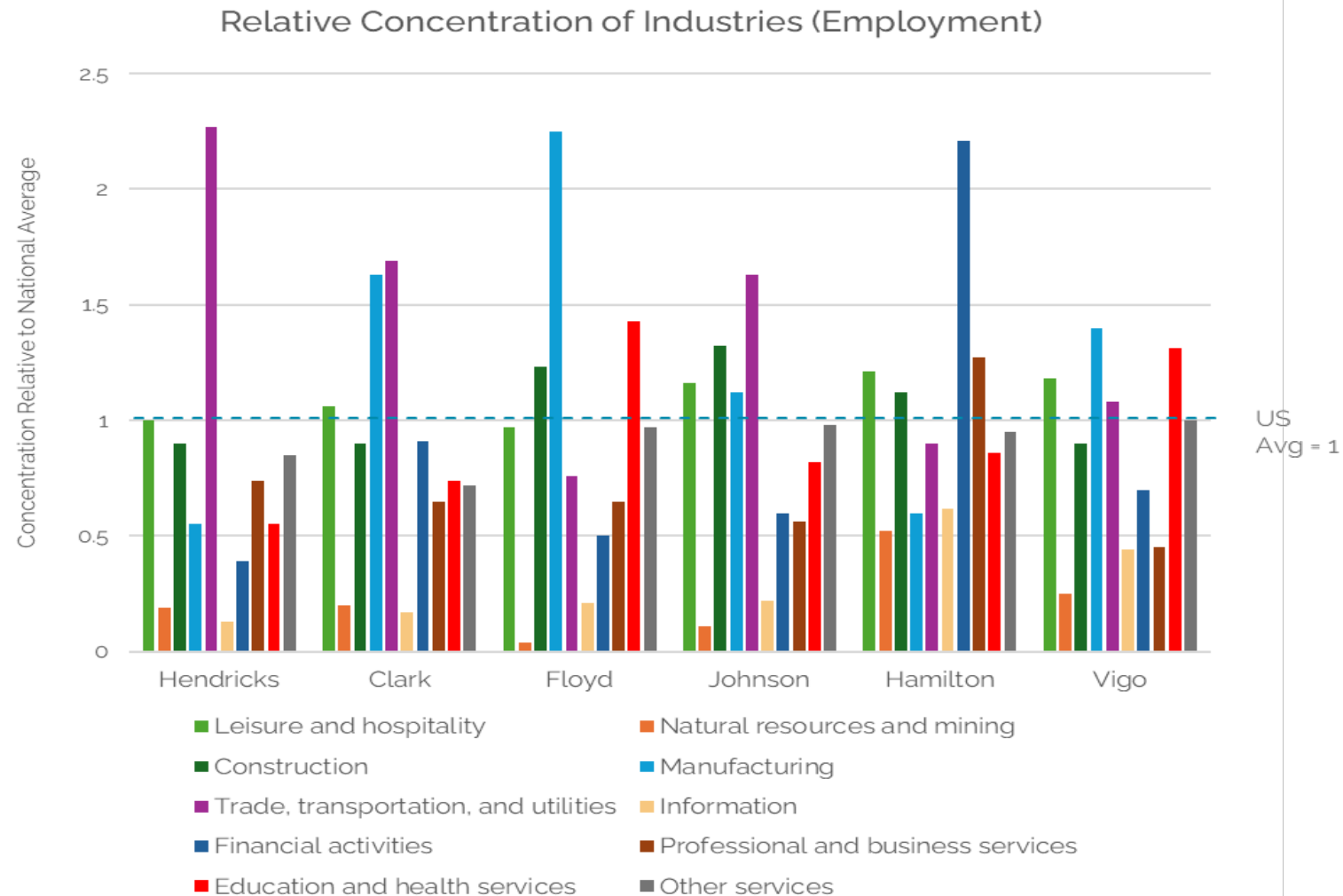
- |                  |                            |                |
|------------------|----------------------------|----------------|
| Lodging          | Restaurants                | Venues         |
| Shopping area    | Historic Sites             | Meeting spaces |
| Parks and trails | Golf and sports facilities | Fairgrounds    |
| Attractions      | Museums                    |                |



Source: Clarity of Place, Visit Hendricks County



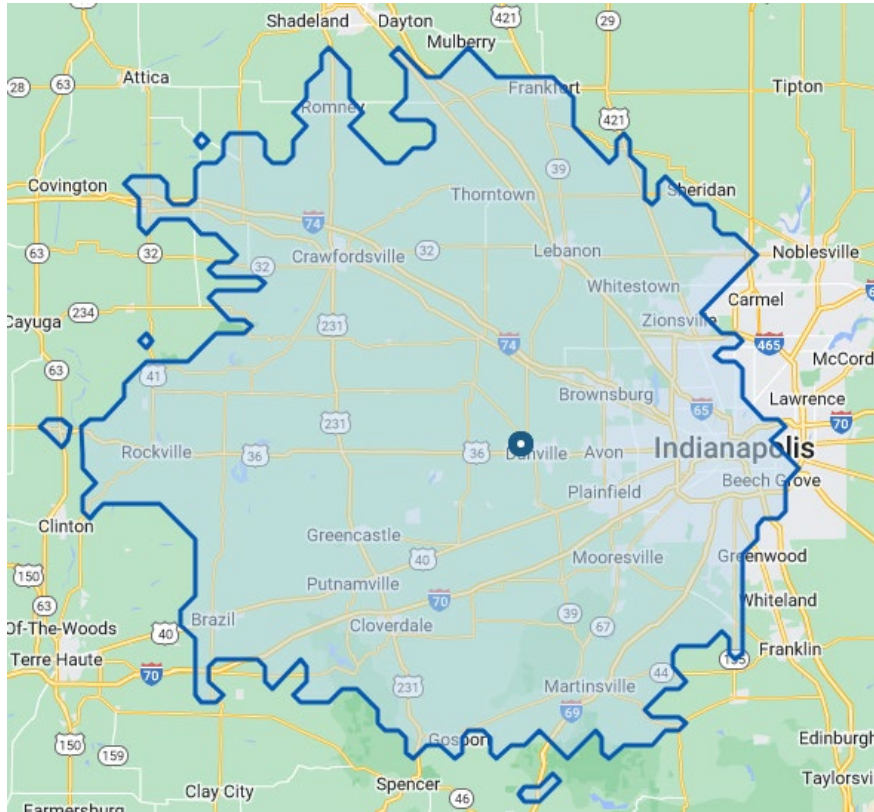
# Local Industry Sectors



Source: Bureau of Labor Statistics

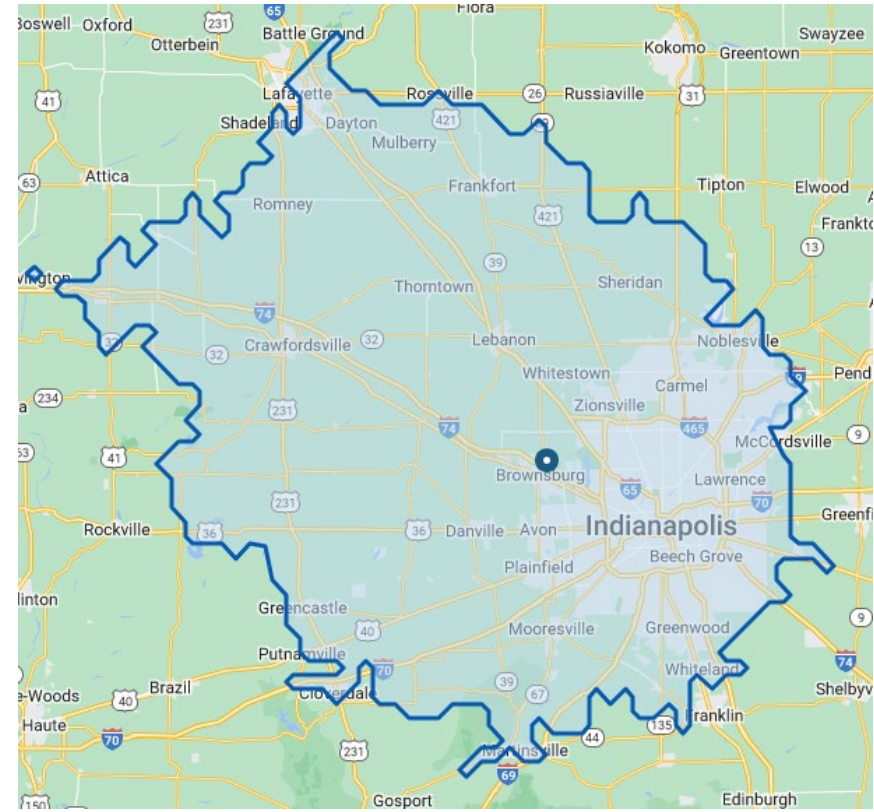
# Easy Access

Hour Drive Radius from Danville



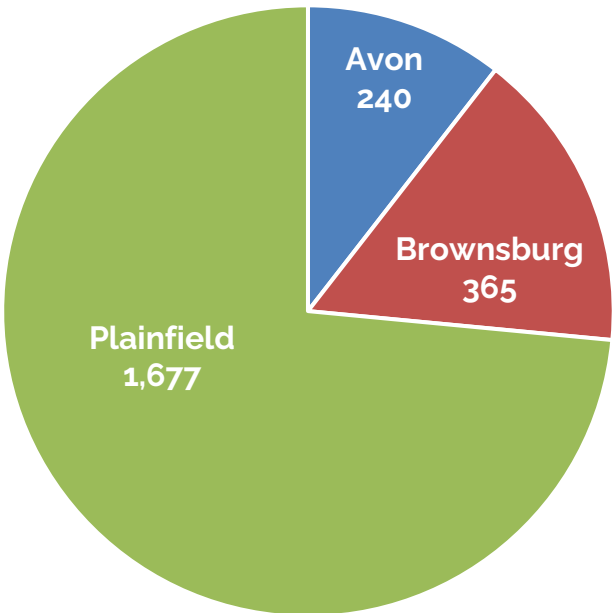
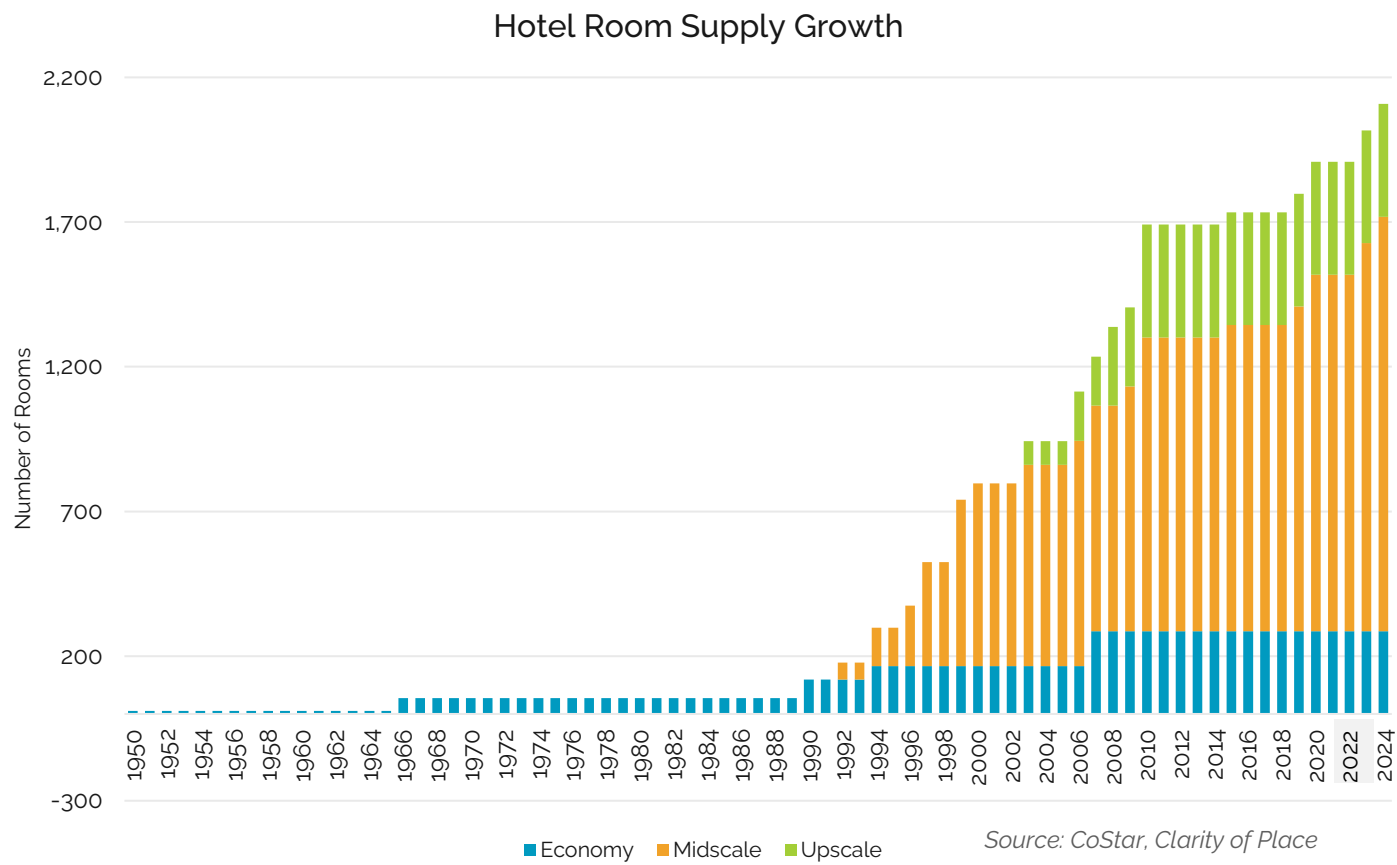
Source: CoStar

Hour Drive Radius from Brownsburg



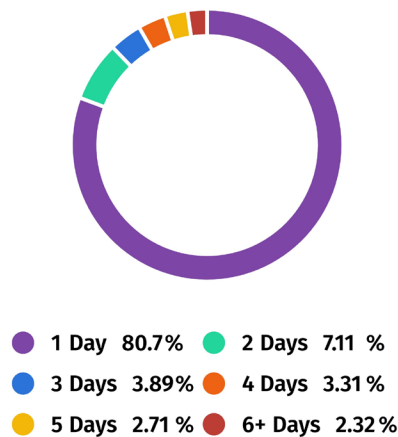


# Lodging Supply



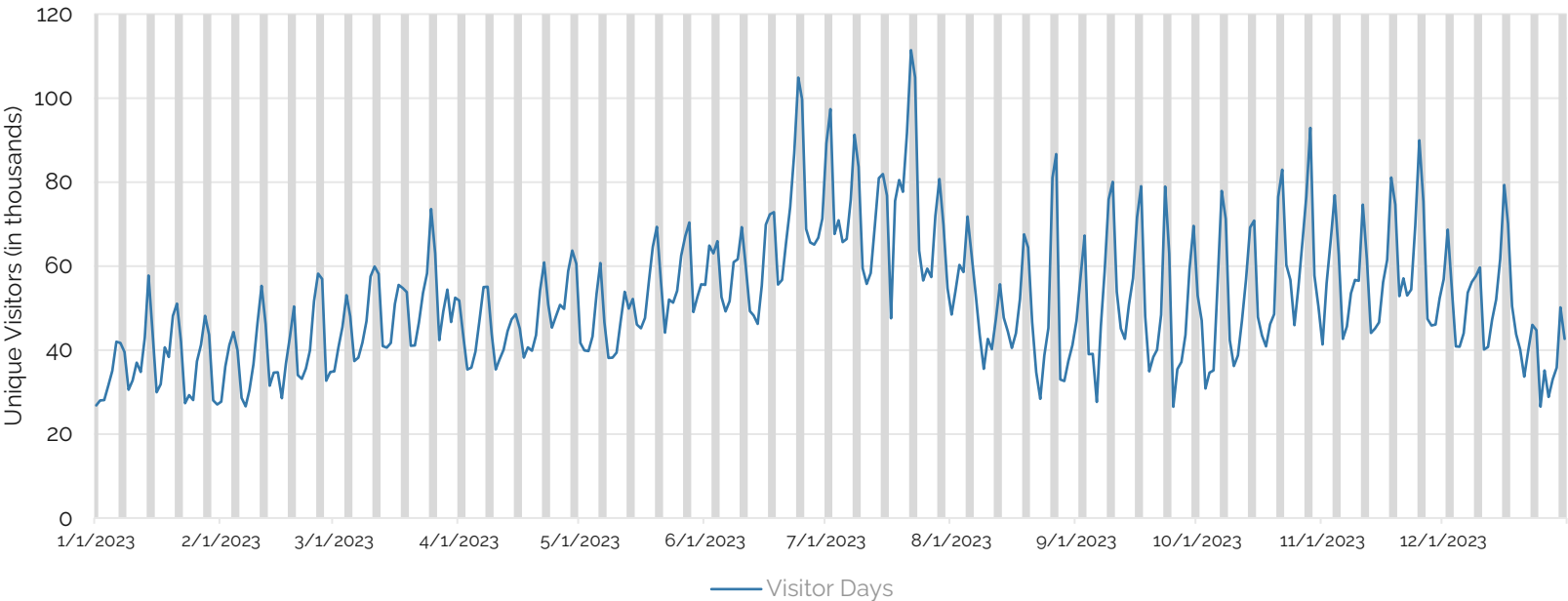
# Trip Patterns

## Trips by Length of Stay



Avg Length of Stay: 1.8 Days

## Unique Non-local Visitors



Source: Datafy, Jan 1 – Dec 31, 2023 (visitors with home address more than 50 miles from Hendricks County) Bars indicate weekend days



# Stakeholder Input

## Key Themes:

- More activities, events, fun
- Create atmosphere of safety for investment decisions
  - Retaining youth or encouraging younger talent
- Sports is an expressed opportunity (but more weekday business is needed)
- Leverage regional assets (Downtown Indianapolis, IND, Grand Park)
- CONNECTIVITY – Trails | County | Organizations
- Consider virtual experiences
- Expand social media presence
- Share the WHY and HOW of Visit Hendricks County

➤ June – 12 individual interviews  
➤ July – 10 small group sessions

# Destination Relevancy Report



July 2024

## RELEVANCY REPORT

Visit Hendricks County

**BASE** \_\_ n: 75

A set of insights that cut across the entire community

**PROFESSIONAL** \_\_ n: 49

A set of insights that have been gathered from industry pros

**COMMUNITY** \_\_ n: 26

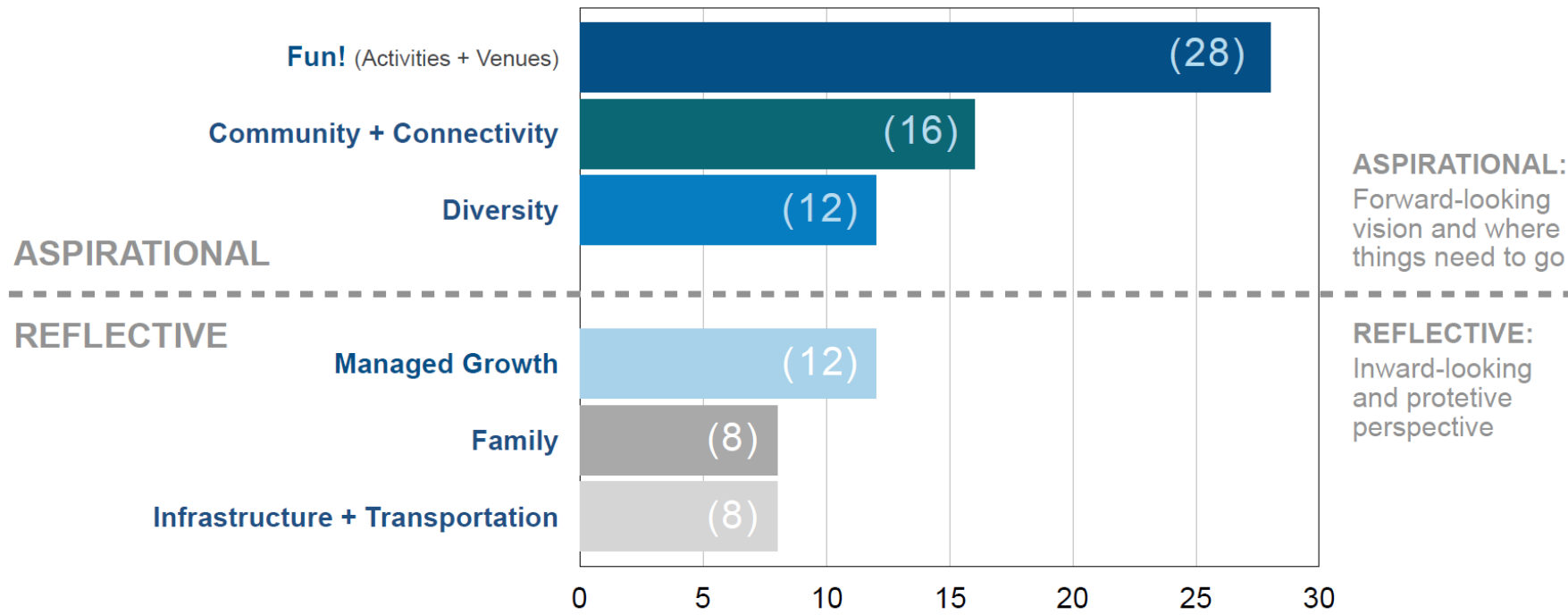
A set of insights gleaned from other members of the community



# Relevancy – Single most important vision

Q: What is the single most important vision or future evolution of Hendricks County? (Open end)

**An integrated, fun, and connected community** is of great interest to Hendricks County residents.



# Relevancy – Single most important vision (Quotes)

Q: What is the single most important vision or future evolution of Hendricks County? (Open end)

Quotes add nuance to locals' visions for the future, **including accessibility to and growth of what's already here.**

More nightlife and things to do on the weeknights/weekends  
A sports complex built here for youth tournaments  
Year-round indoor entertainment, arts, and recreation  
As much culture, art... multi-ethnic restaurants that can survive  
Events such as cooking classes, county scavenger hunts, etc.  
Growth of live entertainment options and more things to do

## ACTIVITIES

-  
Comprehensive plan for the entire county would include capitalizing on the strengths of each  
Local cohesive connection to the community  
Activities and events that connect all of the individual towns together, delivering a cohesive community feel  
Prioritize a better sense of unity and pride of place

## CONNECTIVITY

-  
Actually diversify  
Choose kindness/compassion over complaining  
Equitable housing and diverse opportunities and people to learn from  
Going beyond tolerance, towards a celebration of diversity

## DIVERSITY



# Relevancy – Major Challenges

Q: What are the major challenges or threats that Hendricks County faces in the future? (Rank order)

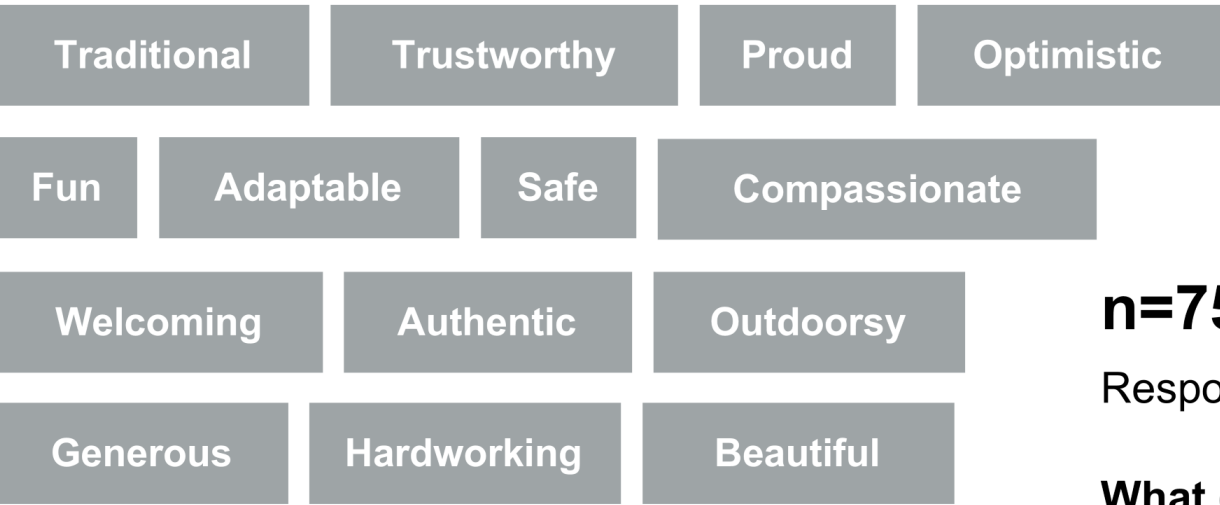
**Challenges reflect priorities:** Infrastructure can lead to quality of life and connectedness in the community.

- |   |  |
|---|--|
| 1. Investing in infrastructure to support area growth.                    | Infrastructure<br>and Attractions      |
| 2. Developing competitive meetings, entertainment, and sports facilities. |  |
| 3. Making it easier to travel to and throughout Hendricks County.         | Connectivity<br>(Literal + Figurative) |
| 4. Building a unified brand identity for the area.                        |  |
| 5. Combatting outdated perceptions of Hendricks County as a destination.  | Authenticity                           |
| 6. Involving residents in decision-making.                                |  |
| 7. Engaging businesses as a part of community planning.                   | Business and<br>Sustainability         |
| 8. Withstanding a recession or economic downturn.                         |  |
| 9. Retaining our unique Midwestern character.                             | Traditions                             |

# Relevancy – What do you love?

Q: What do you love about Hendricks County? (Choose as many as you like)

There were many ideas about what's to love about Hendricks County...



**n=75**

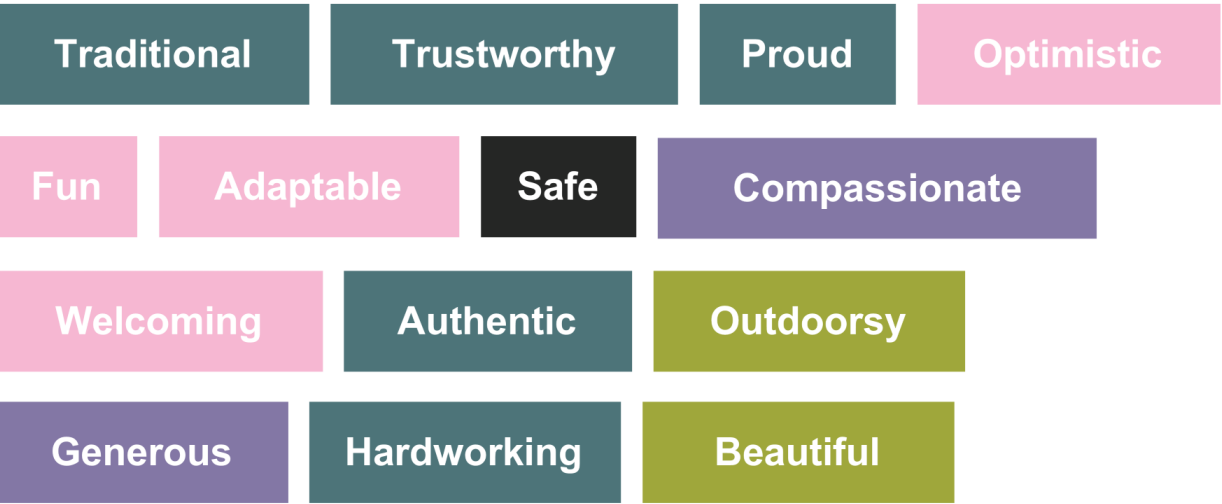
Response rate  $\geq 20\%$

**What can these  
responses tell us?**

# Relevancy – Sorting What is Loved

Q: What do you love about Hendricks County? (Choose as many as you like)

We can begin to sort sentiment about the area...

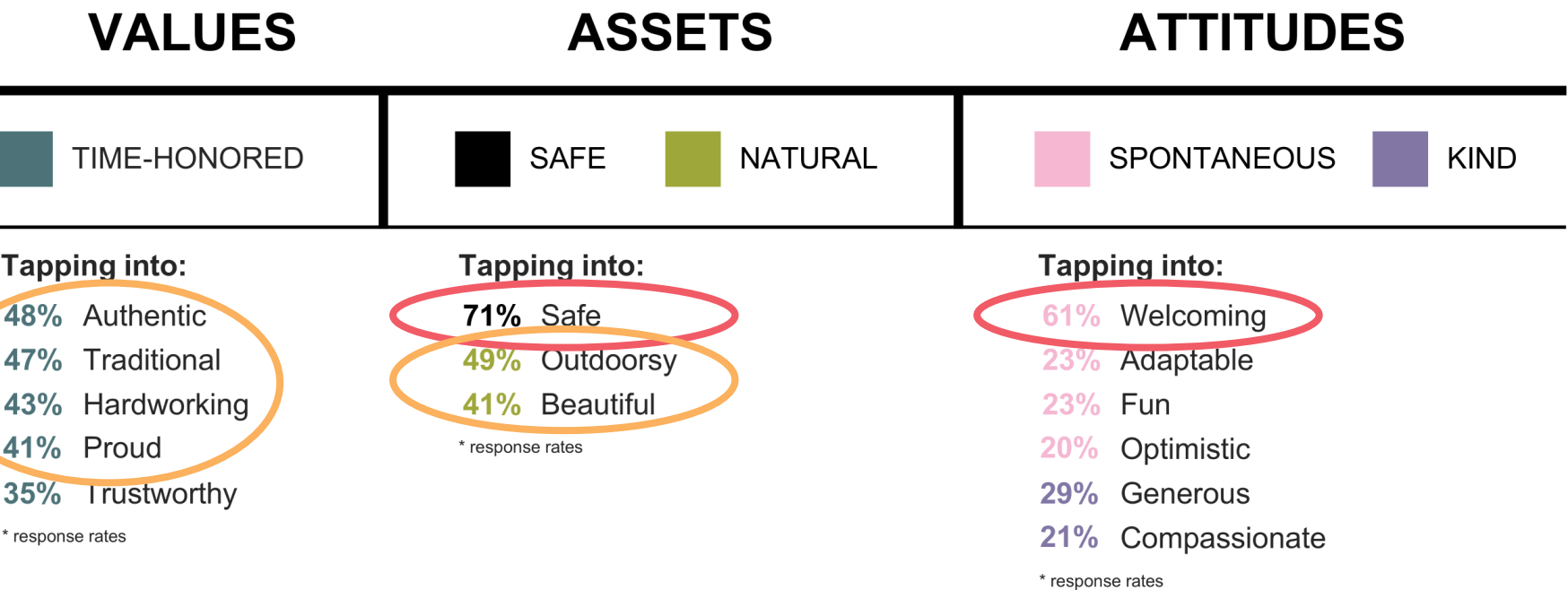




# Relevancy – Engaging What is Loved

Q: What do you love about Hendricks County? (Choose as many as you like)

We can begin to sort sentiment about the area [into a framework of engagement](#).



# Relevancy – Acting on What is Loved

Q: What do you love about Hendricks County? (Choose as many as you like)

**Responses are coded to define ECONOMY:** People are the passion, but the potential place is the biggest asset.

Traditional / Proud / Authentic



PEOPLE

Fun / Adaptable / Welcoming



VITALITY-  
ECONOMY

Safe / Outdoorsy / Beautiful

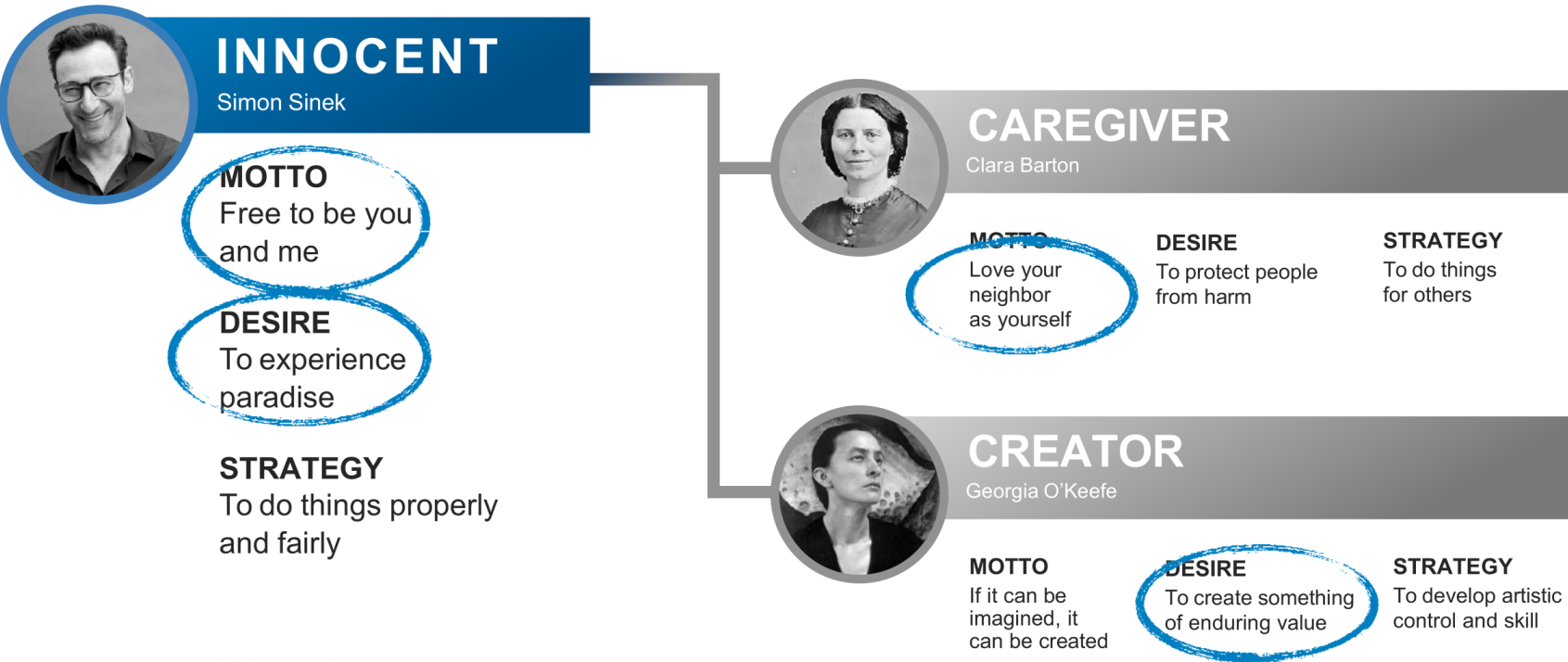


PLACE

# Relevancy – Personalizing What is Loved

Q: What do you love about Hendricks County? (Choose as many as you like)

Responses are coded to define **IDENTITY**: an Archetypal composition that underscores our BASE findings.



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SOURCE: Clarity of Place, Relevancy Workbook, Visit Hendricks County, June 2024; Section results n=75



# Relevancy – Group Specifics

Q: Would you say that you work directly in the hospitality or tourism industry?

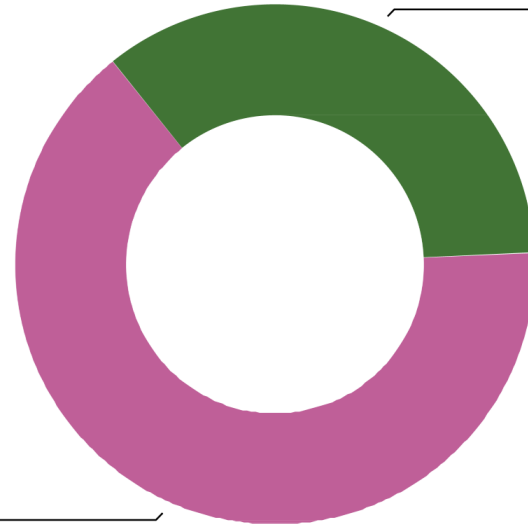
Before we move on, here's how respondents broke out, re: industry involvement. Your report will highlight each.

## PROFESSIONAL:

Work directly in  
the hospitality  
or tourism  
industry



65%



35%



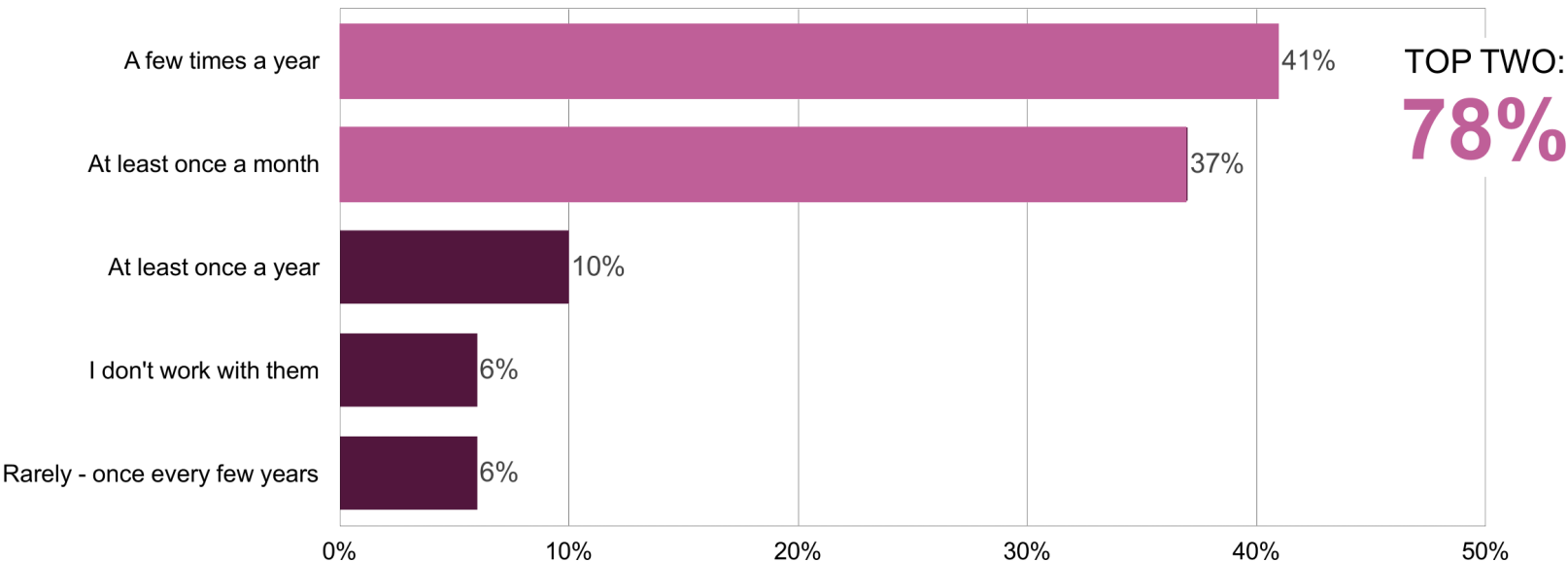
## COMMUNITY:

Does not work in  
the hospitality  
or tourism industry

# Relevancy – Industry Interactions

Q: Tell us how often you work with anyone at Visit Hendricks County.

**An overwhelming majority of respondents have regular interactions with Visit Hendricks County.**



# Relevancy - Importance

Q: Still thinking about Visit Hendricks County, why is their work important to your organization?

**It's important for VHC to provide information, be a resource, and stay mindful of residents and quality of life.**

INFORMATION

Getting information.  
...making sure the community is aware of what we bring to the table.  
VHC stays up-to-date with current tourism trends.  
They provide helpful insight.  
A great way to find out what is coming and going from the area.  
Their knowledge of the community.  
Brings expertise to the areas lacking knowledge.  
They offer their knowledge and resources.  
Provides resources and helps promote a positive impact.  
Helps keep me informed.

+ LOCAL

-  
Drive business to the county and also benefit residents.  
A great source for residents to be a tourist in their own hometown.  
Informing tourists as well as residents about places and opportunities.  
...enhanced quality of life.

POSITIVE

They are helping promote my business and drive in traffic we wouldn't have been able to easily capture.

They are our most avid promoter, and countless opportunities have come our way through their efforts.

They are excellent partners...

Helpful in our goals.

INCLUSION

-  
VHC is important because it unifies the community's marketing... and provides a central resource for customers.

I want people to see HC as a safe, caring place, open to all ages and kinds of people.

**Praise was evident as were themes of inclusion and connection and safety.**



# Relevancy – Desired Outcomes from VHC

Q: What are the most important outcomes Visit Hendricks County can consistently provide for you? (Choose 3)

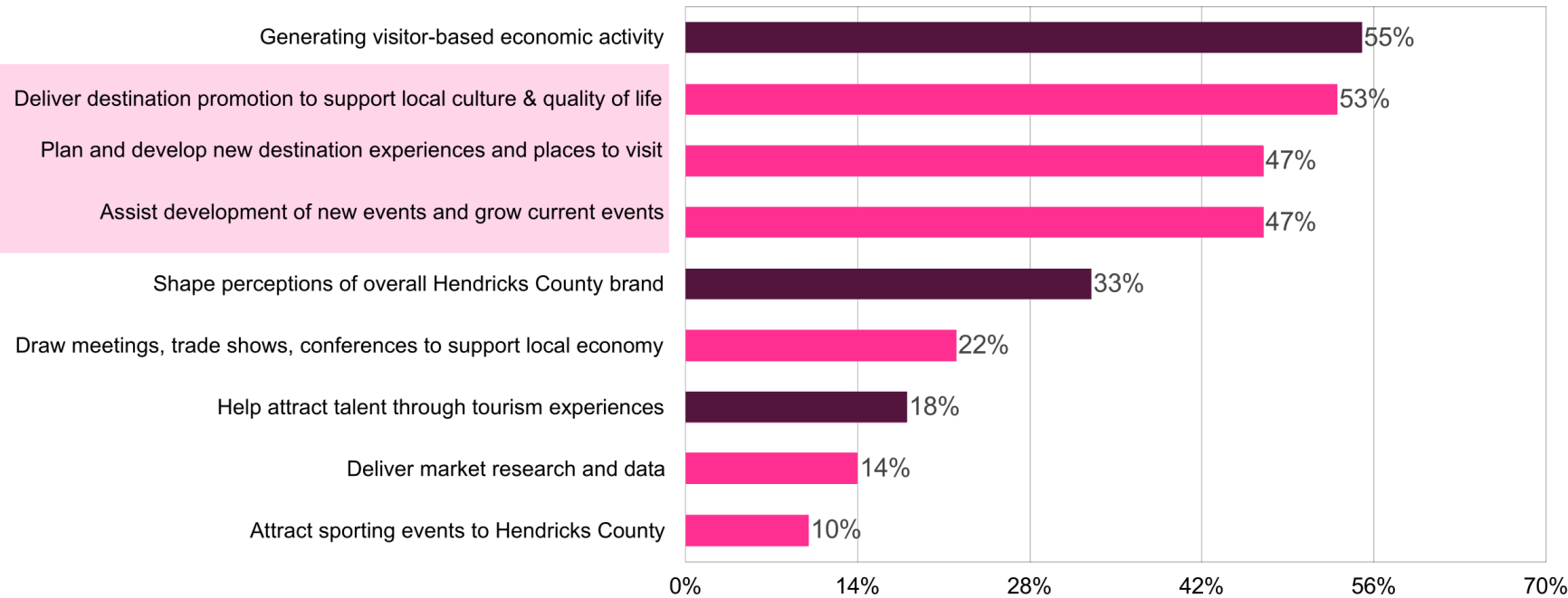


Initiatives & Outcomes: **DIRECT**

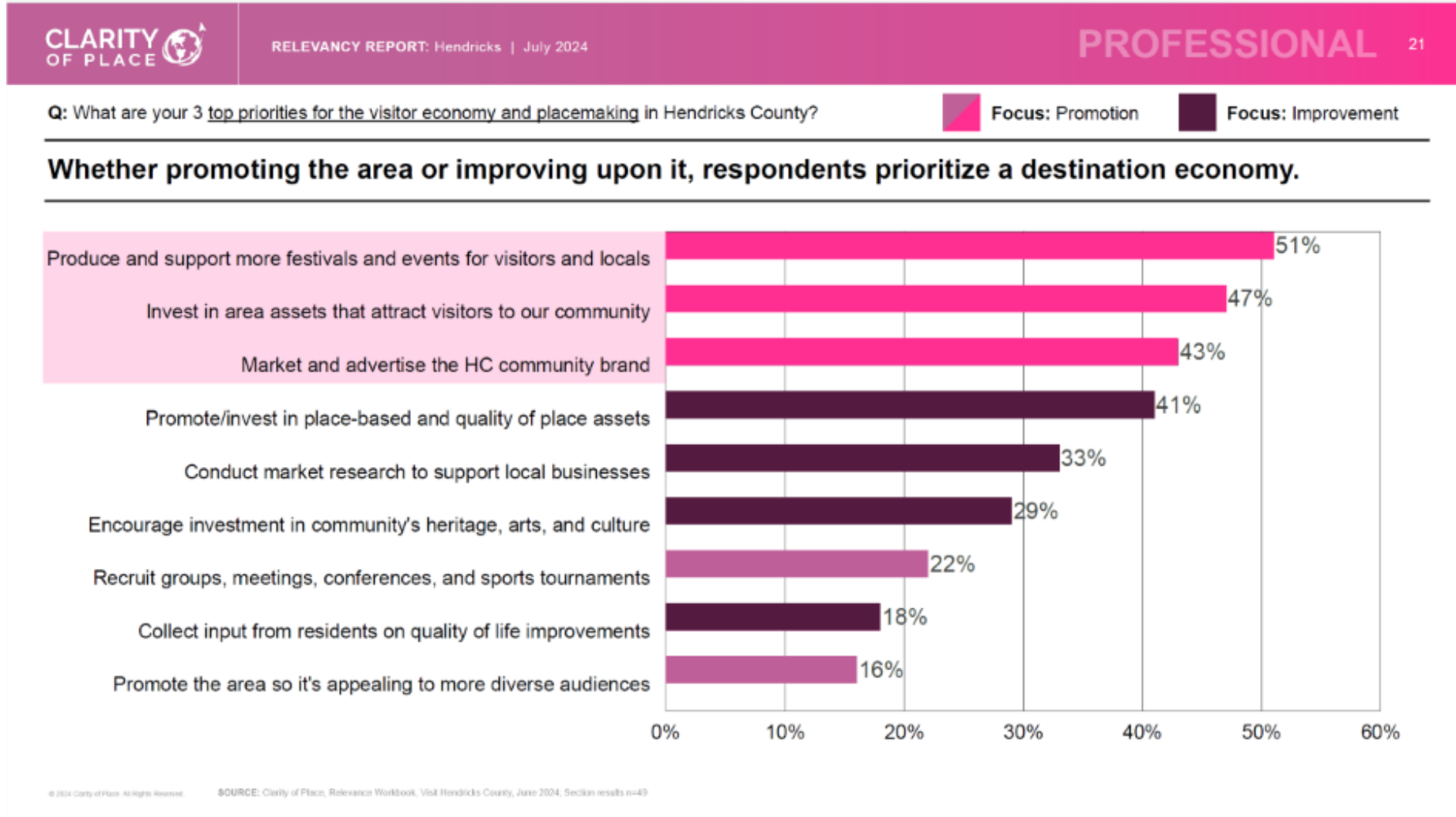


Initiatives & Outcomes: **INDIRECT**

**Respondents want direct engagement from VHC, including developing and promoting experiences.**



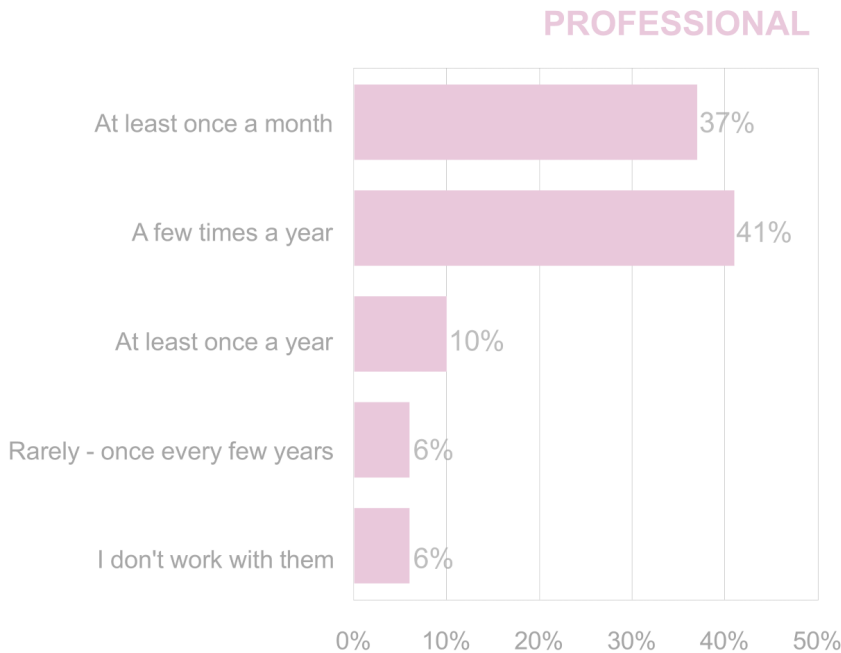
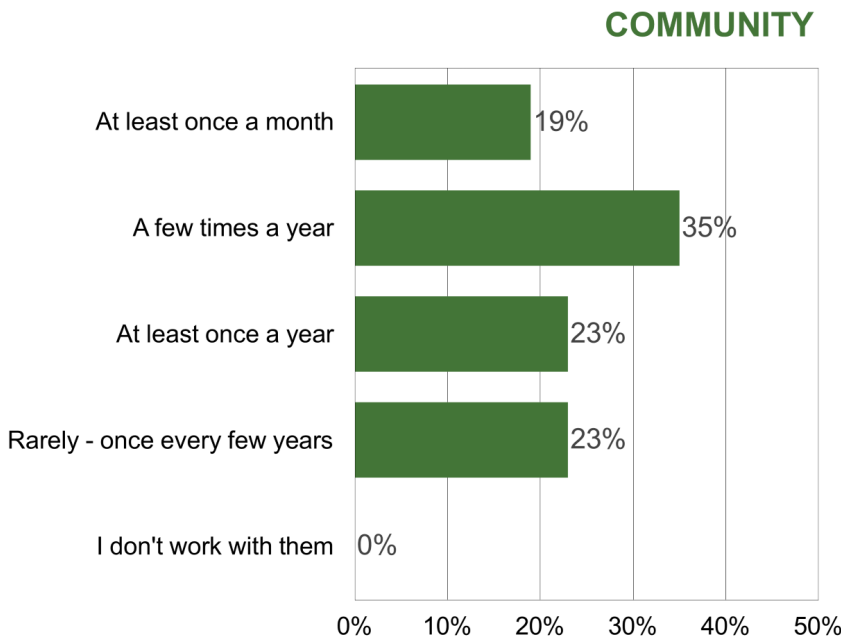
# Relevancy – Priorities for VHC



# Relevancy – Community/Professional Interactions

Q: How frequently do you collaborate with individuals at Visit Hendricks County?

**Community Respondents have different relationships and therefore different interactions with VHC.**



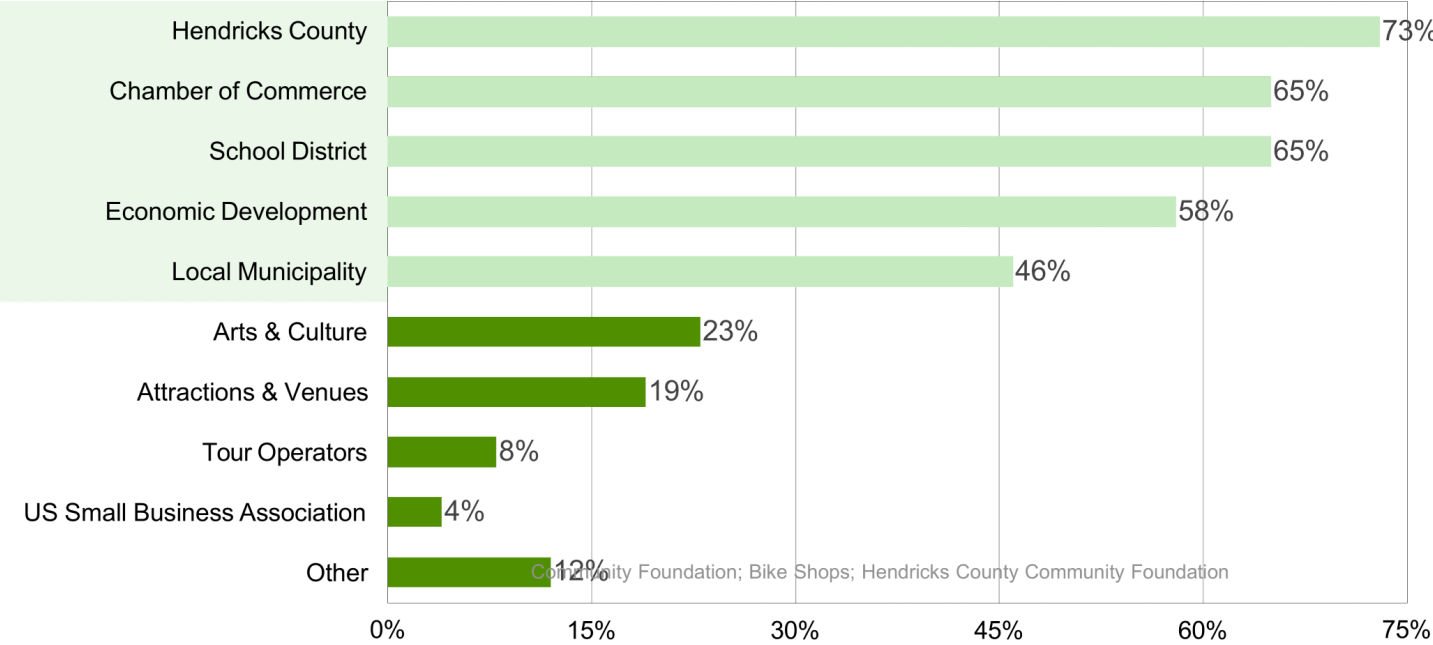
# Relevancy - Collaborations

Q: Which other organizations in HC collaborate with your business or organization to achieve its goals?

Org: Institution

Org: Community/Other

Respondents currently lean on "the institution" to help meet goals—should engagement spread?

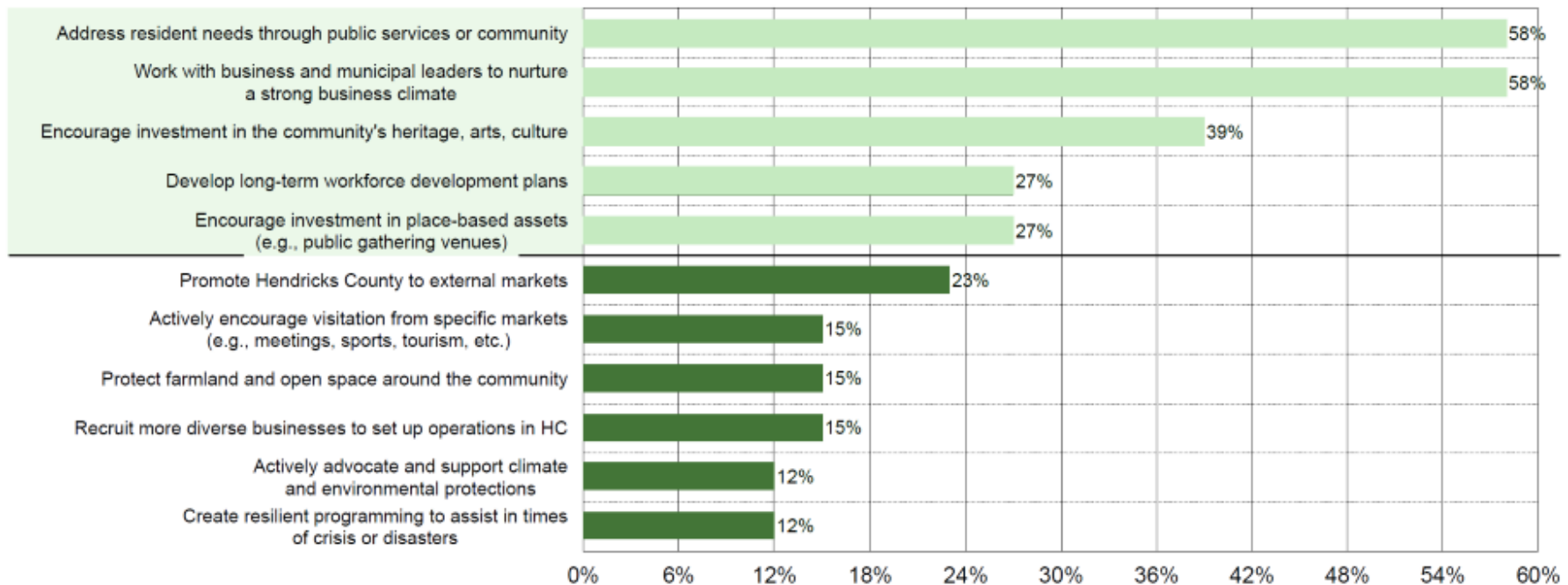




# Relevancy – Main Priorities

Q: What are your business or organization's main priorities for the Hendricks County community? (Choose 3)

**Residents prioritize the infrastructure and "hard" aspects of HC—"soft" aspects come later.**



# Relevancy – Preparing a Better Community

Q: What outcomes does your business or organization consistently advocate for or create in the Hendricks County community? (Choose 3)

**The sum of their efforts is the bigger picture: nurturing & stewarding quality of life and place!**

## Top 5 Responses



**39%**

Encourage businesses and talent to consider moving to Hendricks County



**39%**

Generate economic activity



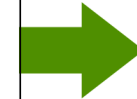
**39%**

Helping create a community where residents and businesses choose to stay



**39%**

Practice inclusion of diverse individuals



**42%**

Nurture and steward community's quality of life and place

# Relevancy – Key Takeaways

## BASE SECTION RECAP

1

### **FUN is the future.**

Respondents wish to see the county as a destination—they're interested in promoting existing activities and destinations as well as finding new ways to build quality of life for residents that promotes quality of place for visitors.

2

### **COMMUNITY and CONNECTIVITY raises all "boats."**

Community and connectivity, both physical and figurative are critical priorities of respondents. All areas should be accessible and make it easy for all residents and visitors to gather and experience together.

3

### **DIVERSITY applies to all aspects of the broader community.**

Diversity and inclusion aren't buzzwords in Hendricks County. They're a reality and they're an opportunity and they're a welcome addition to the fabric of the community. All people will add to the experience of everyone.

4

### **AUTHENTICITY keeps us grounded.**

While residents have an open mind and identify the untapped and unlimited potential of the area, they are proud of where and who they come from—what it means to be from HC can be added to without forgetting traditions.

# Relevancy – Key Takeaways

**PROFESSIONAL SECTION RECAP:** Be a resource to businesses & people w/o losing local perspective

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**An overwhelming majority of respondents have regular interactions with VHC.**

**It's important for VHC to provide information, be a resource, and stay mindful of residents and quality of life.**

**Respondents want to promote a plethora of destination features, including new and existing attributes & events.**

**Big picture: Leverage important data and support locals.**

**Tactically: Reach younger folks & leverage social.**

**Maintaining a local/resident focus, providing useful data, and promoting the entire county are value-adds.**

**Whether promoting the area or improving upon it, respondents prioritize a destination economy.**

**Amenities and activities (new and old) will contribute to the quality of life for all.**



# Relevancy – Key Takeaways

**COMMUNITY SECTION RECAP:** Build aspects of (the local) community, including people and place

**Many residents know VHC, but significant ongoing engagement isn't happening.**

**Residents have different relationships and therefore different interactions with VHC** (than PROS).

**Respondents currently lean on "the institution" to help meet goals—can engagement spread?**

**Residents prioritize the infrastructure and "hard" aspects of HC—"soft" aspects come later.**

**Work focuses on economic impact... towards better quality of life, place and... community.**

**The sum of their efforts is the bigger picture: nurturing & stewarding quality of life and place!**

**Amenities and activities (new and old) will contribute to the quality of life for everyone.**

**While VHC effectively promotes more broadly, building local community is important.**



# Thank You!

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