



Indiana Office of Tourism Development

## MINUTES AND MEMORANDA OF A MEETING OF THE TOURISM COUNCIL

Held: December 7, 2017

A quarterly meeting of the Indiana Tourism Council was held December 7, 2017 at Minnetrista, 1200 N Minnetrista Parkway, Muncie, IN 47303.

The following Council members were present at the meeting: Lt. Gov. Suzanne Crouch, Rebecca Kasper (Lieutenant Governor's general counsel), Mark Newman, Rep. Wes Culver, Rep. Justin Moed, Cindy Hoye, Karen Niverson, Elise Shrock in proxy for Patrick Tamm, Lorelei Weimer, Cam Clark, Carrie Lambert, Rob Caputo, Eric Snow, Chris Leininger, and Matt Bell. Senator Lonnie Randolph, Senator Chip Perfect, Julie Basich, Denise Pence, James Wallis, Dr. Jonathon Day, and Dr. Liping Cai were not present.

Lt. Gov. Crouch called the meeting to order at 10:31 a.m.

### I. Welcome

Lt. Gov. Crouch welcomed the council, called it to order, and introduced Betty Brewer, President and CEO of Minnetrista. She spoke briefly on the history of Minnetrista as the "spiritual and physical home" of Ball Jars. Minnetrista encompasses 40 acres, including a nature area, main building with exhibit galleries, orchard, and shop. In 2016, they boasted 104,000 paying visitors for a full calendar of events, including workshops, partnerships, programs, school visits, special events, social and business functions, and opportunities for respite.

At 10:43, Lt. Gov. Crouch called for introductions of members in acknowledgment of the new members to the council. New member Cindy Hoye is additionally recognized for her recent induction into the International Association of Fairs and Expositions Hall of Fame.

### II. Approval of minutes

Lt. Gov. Crouch asked for a motion for the approval of the Council's June 1, 2017 minutes.

Lorelei Weimer made a motion to approve the minutes for the meeting held on June 1, 2017, as presented. The motion was seconded by Carrie Lambert and passed unanimously.

RESOLVED, that the minutes for the Indiana Tourism Council meeting held on June 1, 2017 are approved as presented.

Lt. Gov. Crouch asked for a motion for the approval of the Council's September 7, 2017 minutes.

Rep. Wes Culver made a motion to approve the minutes for the meeting held on September 7, 2017, as presented. The motion was seconded by Cam Clark and passed unanimously.

### III. Executive Director Report

Mark Newman introduces the 2018 Indiana Roadway Map, featuring a cover photo of Williamsport Falls in Warren County. He talked about IOTD's sponsorship of "Taps and Touchdowns," a beer tasting experience at the Plaza at Pan Am, attended by over 1,200 with over 20 Indiana breweries represented. This is an event hosted by the Indiana Sports Corp and part of the Big Ten Football Championship Weekend.

An update is given concerning Destination Development grants. The deadline for grant applications was December 1, 2017. Twenty-five applications have been received; applications will be evaluated, reduced to finalists, and brought to the board March 1<sup>st</sup>, 2018. Awards range from \$50,000-\$250,000.

Lt. Gov. Crouch asked Mark Newman to speak on the December 6<sup>th</sup> Film Indiana meeting. IOTD took over Film Indiana from the IEDC with a desire to grow film-making in Indiana and raise the profile of the state's tourism assets. The film industry represents potential economic impact and job creation, as well as a sense of community pride of place. Rep. Culver, who attended the meeting, added that Indiana colleges are graduating a number of film majors and then leaving. We want to keep home-grown talent here.

At 10:55, Mark Newman presents an abbreviated version of the 2017 IOTD Annual Report (available in entirety online). Below are highlights:

- a) Mission and Vision: IOTD is dedicated to enhancing the economic vitality of Indiana, through tourism and hospitality. IOTD is funded by a statute through the Indiana General Assembly.
- b) IOTD's appropriated budget for FY18 is \$6,475,000. \$1.74 million will pass through to FFA, Sports Indiana, and various regional museums. This budget is supplemented with earned revenue, notably advertising through IOTD's print materials and website.
- c) It was another year of agency accolades for IOTD. The slide says "2017," but these recognitions actually reflect years of building a foundation for success. The Bicentennial Torch relay received several awards, and LUX International named IOTD the Best state Office of Tourism for the Midwest region.
- d) VisitIndiana.com is the primary consumer facing digital asset. YOY we are trending ahead of where we were last year concerning users and sessions. This is especially impressive when considering with the new strategy of maximizing traffic to partner

websites.

- e) The most recent tax ROI is \$9.98 : \$1. This reflects favorably when compared to states Indiana directly competes with (Wisconsin, Illinois, Ohio, Kentucky, Tennessee). The tax ROI is calculated in conjunction with recall research—IOTD is able to see how many visits to Indiana are attributable to agency marketing. Tax ROI is growing YOY.
- f) Money that goes to Sports Indiana gets distributed through their competitive grant program to counties competing to host sporting events. Namely, youth sports—the largest driver of sports tourism. IOTD developed a predictive, post-hoc executive impact calculator that can be used to look at festivals as well.
- g) In FY17, IOTD awarded \$785,087 in Destination Development and Place Based Investment Fund grants.
- h) Acquired and Developed New Programs
  - a. Educational programming: IOTD hosted local partner workshops on social media best practices, and a quarterly webinar series for industry partners.
  - b. Culinary and Agritourism Strategy: IOTD has collaborated with ISDA to promote travel and leisure centered on local food and working landscape experiences. Highlights of the strategy so far include the Indiana Agritourism and Indiana Breweries, Wineries, Cideries, Meaderies, and Distilleries Guides (full color brochures with complete listings and maps of locations throughout the state), and securing the 2019 NAFDMA conference. The partnership with ISDA is crucial for addressing what is important to farmers. IOTD is in the process of developing small business and entrepreneurial tools.
  - c. Film Indiana: 44 projects are logged through Film Indiana to date. This asset includes a great website with a production directory and databases of Indiana locations, film festivals, and film makers. Pegasus Pictures, owned by two IU film studies graduates, has committed to shooting 6 major films in Indiana (*The Good Catholic* was released earlier this year). And of course, we would remiss if we did not mention *Columbus*.
  - d. Pete Dye Golf Trail: IOTD is intent on resurrecting the trail and turning it into a source of revenue for Indiana. The long-term goal is to compete with and potentially partner with the Robert Trent Jones Trail in Alabama.
  - e. Content Creation: IOTD has added an influencer strategy, creating an original vlog series with former Miss Indiana and Miss America, Katie Stam Irk. This

represents an important new direction from a marketing perspective.

- i) IOTD runs three major marketing campaigns: spring/summer, fall, and winter. Spring/Summer is by far the largest over three, with a \$2m spend. The campaign created well over 3 million aware households, and 73% of those households sought more information. Seven of 2017's partnerships have been renewed for 2018. The fall and winter campaigns are digital only.
- j) Concluding statistics:
  - a. In 2017, visitor spending eclipsed \$12 billion. Visitor volume continues to grow YOY.
  - b. Mark Newman has made over 63 appearances on radio and television YTD, with over 300 earned media hits.

#### **IV. Tourism Task Force Update**

The Lt. Gov. turned the floor over to Rebecca Kasper at 11:30 a.m. to provide an update on the Tourism Task Force. The Task Force came out of the most recent Indiana General Assembly session and budget. It is tasked with studying the operating structure of state tourism departments in other states, including the following; whether these tourism departments use public-private partnerships, the level of state funding provided to state tourism departments, and the relationship between state funding of a state's tourism department and the economic impact of tourism on the state.

Rep. Wes Culver remarked that in a nutshell, the purpose of the tourism task force is trying to find best practices from other states. IOTD and ITA have had a great couple years; still, there are states doing better and we do not just want to settle for good. Tourism is such an economic boon for Indiana, yet we are out-spent and out-ruled by other Midwest states. IOTD has proven they are frugal; imagine what results could be had with more funding.

The Lt. Gov. added that hundreds of thousands of Hoosiers are unemployed and underemployed, and the state needs more people. Tourism is a source of jobs; it can both attract people to the state and keep them here. Tourism can play a big role in solving our workforce challenges.

#### **V. Adjournment**

- a. The next meeting will be March 1, 2018, location TBD.
- b. A motion is made to adjourn the meeting, and then seconded. The meeting adjourned at 11:35 a.m.

Respectfully submitted,

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Suzanne Crouch  
Lieutenant Governor

ATTEST:

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Mark Newman  
Executive Director for IOTD