

Indiana Destination Development Corporation
Board of Directors Meeting
August 4, 2021

Call Meeting to Order

Elaine Bedel

- Welcome
- Opening remarks
- Approval of May 5 Meeting Minutes

Board Member Updates

Board Members

Business Updates

Elaine Bedel

- Procurement Policy – approval required
- Staffing/Hiring Updates
- Statewide Meetings
 - August and September
 - 14 sites around State
 - IDDC Update & Call to Action

READI Initiative Update

Elaine Bedel

- 18 regions have indicated an interest
- Encourage inclusion of an effective website
- *Revised* Timeline:
 - Plans must be submitted by September 30
 - Committee reviews applications, October-November
 - Final funding decisions, December

Economic Development Administration Grants

Elaine Bedel

- Tourism, Travel, and Outdoor Recreation (\$750 million)
 - Non-competitive grant (total \$510 million to 50 states plus DC)
 - Indiana allocation: \$5,582,552
 - Application to be submitted within 60 days (deadline: September 26)
 - Eligible uses for State Tourism Grants (see attached)
 - Competitive grants (total \$240 million)
 - Ideas for submission
 - Committee Formation for Ideation
 - Board Discussion

WeCreate

Wade Breitzke (around 10:00)

- Introduction to Wade Breitzke, founder & CEO
- Overview of Firm <https://wecreate.one/>
- Indiana's Current Projects

Marketing / Communications Initiatives & Metrics

Amy Howell

- Hoosiers by Choice

- Indiana State Nature Passport
- Indiana Culinary Trails Passport
- Road Trips
- Visit Indiana Day at the State Fair

Core Strategies Implementation

Misty Weisensteiner

- Attract Talent
 - Asset Map
 - Talent Recruitment Advisory Committee
- Retain Grads
 - Outreach to colleges
- Heritage Trail

Next Meeting

- Wednesday, November 3, 9:00 to 10:30

-Meeting Adjourned-

Eligible uses of State Tourism Grants include:

- State, county, city, or community/regional tourism marketing and promotion campaigns,¹ including through nonprofit Destination Marketing Organizations (DMO). Messaging must be consistent with Centers for Disease Control and Prevention (CDC) COVID-19 guidelines.
 - Note: Due to statutory restrictions, advertising on behalf of private companies is not permitted.
- Workforce training that supports the travel, tourism, and outdoor recreation industries, to improve the skills and job opportunities for workers, including Registered Apprenticeship Programs and other work and learn models. Grant recipients and their partners are encouraged to make connections with the American Job Centers that connect individuals to workforce training.
- Short-term and long-term economic development planning and coordination to respond to the effects of the coronavirus pandemic on the regional travel, tourism, and outdoor recreation industry.
- Technical assistance projects to assist regional economies to recover from damage to the travel, tourism, and outdoor recreation industries, including technical assistance to businesses, entrepreneurs, and small and rural communities to respond to changes to those industries brought about by the coronavirus pandemic.
- Upgrades/retrofits to existing travel, tourism, and outdoor recreation infrastructure, such as convention centers, to increase travel/tourism activity or to make such infrastructure more functional under pandemic social distancing conditions (e.g., consistent with CDC guidelines).
 - These activities can include general accessibility upgrades (e.g., disability access).
- Infrastructure projects that lead to long-term increases in tourist activity in a region, including to communities adjacent to National Park Service units, State Parks, National Marine Sanctuaries, or other natural destinations, and nature-based infrastructure projects and projects enhancing public access to outdoor recreational opportunities.²
- Other uses to support the travel, tourism, and outdoor recreation industries, as approved by EDA.
 - **Please note:** If the State Tourism Grant Program applicant elects to propose other activities, the applicant must provide a detailed project and budget narrative specifying the types of activities proposed.

¹ This includes activities such as: campaign development, media purchases, advertising, and promotional events.

² The U.S. Department of Agriculture has developed a resource guide that may be helpful for rural communities seeking to develop recreation economies. See:

https://www.rd.usda.gov/sites/default/files/RD_Recreation_Economy_USDA.pdf.