

Strategic Plan for FY 2025-2026
Prepared by Amy Howell, Interim CEO

Overview

The Indiana Destination Development Corporation (IDDC) is a quasi-government agency (effective date of July 1, 2020) that replaced the Indiana Office of Tourism Development (IOTD). The 2019 General Assembly passed enabling legislation (House Enrolled Act No. 1115) to create the IDDC.

The current mission of the Indiana Destination Development Corporation is to promote, brand, and tell Indiana's authentic story, as well as increase Hoosier pride. As Hoosiers, we know we have an incredible story to tell, but we need to be much more intentional about sharing it with the rest of the country and the world.

Fiscal Spending Plan -Fund #11740

IDDC was given an appropriation of \$3M for FY '26, \$500,000 of that was identified to market DNR. IDDC will set aside \$150,000 from the budget to achieve the reserve.

IDDC had a reduction in staff of three personnel. Additionally, IDDC did not rehire five open positions. The agency will also cut grants from its budget.

IDDC does not receive federal funding and does not anticipate receiving federal funding.

Appropriation FY 2025-2026:	<u>\$3,000,000</u>
Reserve	\$150,000
Personnel	\$945,000
Rent, Capital, ISF ID Bill expenses, Admin and operating costs	\$404,000
Marketing the State of Indiana	\$1,001,000
DNR spend	\$500,000

Contracts

INDIANA DESTINATION DEVELOPMENT CORPORATION



IDDC is evaluating all current contracts. IDDC will need to procure a marketing agency before December 31, 2025. In January 2026, IDDC will need to procure a mail service.

IDDC also has pass-through dollars via legislation. They include Lincoln Amphitheatre, INVets, Indiana Sports Corp., Statewide Sports and Tourism Bid Fund, Grissom Air Museum (requires \$50,000 match), Studebaker Museum (requires \$50,000 match), and FFA.

FOR THE INDIANA DESTINATION DEVELOPMENT CORPORATION

Total Operating Expense	3,000,000	3,000,000
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The above appropriations include \$500,000 each fiscal year to assist the department of natural resources with marketing efforts.

The office may retain any advertising revenue generated by the office. Any revenue received is in addition to the above appropriations and is appropriated for the purposes of the office.

LINCOLN AMPHITHEATER OPERATIONS

Total Operating Expense	329,280	329,280
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VETERANS CAREER AND RELOCATION ASSISTANCE

Total Operating Expense	1,000,000	1,000,000
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STATEWIDE SPORTS AND TOURISM BID FUND

Total Operating Expense	5,000,000	5,000,000
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The above appropriations are pursuant to IC 5-33-6.5-8.

INDIANA SPORTS CORPORATION

Total Operating Expense	750,000	750,000
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FUTURE FARMERS OF AMERICA

Total Operating Expense	500,000	500,000
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GRISSOM AIR MUSEUM

Total Operating Expense	50,000	50,000
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The Grissom Air Museum distribution requires a \$50,000 match.

STUDEBAKER NATIONAL MUSEUM

Total Operating Expense	50,000	50,000
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The Studebaker Museum distribution requires a \$50,000 match.

Overview – Lincoln Amphitheatre

The Indiana Destination Development Corporation (IDDC) receives a dedicated appropriation to manage the Lincoln Amphitheatre, located within Lincoln State Park—property owned by the Department of Natural Resources (DNR). Management responsibilities were formally transferred to IDDC through a Memorandum of Understanding (MOU) established in 2015. This agreement remains in effect through December 2028.

Fiscal Spending Plan – Fund #17013

For Fiscal Years 2026 and 2027, the annual appropriation for Lincoln Amphitheatre operations is \$329,280. Previously, the Director's salary and related personnel expenses were paid from IDDC's general fund (Fund 11740). Going forward, all personnel costs, including salary and benefits, for the Director will be funded entirely through Fund 17013.

In addition to covering personnel expenses, Fund 17013 supports operating costs such as utilities, facility maintenance, administrative expenses, and service contracts essential to the upkeep of the venue. The

Lincoln Amphitheatre does not receive, nor is it expected to receive, any federal funding. Per Appendix A, Fund 17013 is not subject to a reserve requirement and has not previously maintained a reserve.

FY 2025–2026 Appropriation Breakdown

- **Total Appropriation:** \$329,280
- **Reserve:** \$0.00
- **Personnel:** \$151,000
- **Utilities, Capital, ISF ID Bill Expenses, Admin, Operating, Supplies:** \$156,000
- **External Services:** \$22,280

Fiscal Spending Plan – Fund #54810 (Earned Revenue)

As a revenue-generating entity, the Lincoln Amphitheatre allocates earned income toward program-related and venue maintenance and improvement costs, including:

- Staffing support: two part-time state employees, one intermittent/seasonal position, and day-of-show concessions staff hired through a temporary staffing agency.
- Contracts covering production costs for the Abe Lincoln theatrical event, artist booking services, performer fees, event security, lighting and sound professionals, and other production-related services.
- Purchases, repairs, and maintenance of equipment for production, concessions, and general facility operations.
- Capital improvement expenditures.
- Any additional operating or personnel expenses not covered by the state appropriation.

Strategic plans will be reviewed by the Secretary of Commerce and changes will be updated as necessary.

Currently there are no anticipated exceptions for FMC's or state policies. The agency will await new guidelines.



State of Indiana

State Budget Agency
State House #212
Indianapolis, IN 46204
317-232-5610

Mike Braun, Governor
Chad Ranney, Director

Approved Fiscal Year 2026 Strategic Spending Reduction Plan

Agency Name: Indiana Destination Development Corporation

Pursuant to applicable state budgeting and financial management guidelines, the undersigned hereby affirm that the Fiscal Year 2026 Strategic Spending Reduction Plan submitted for the above-named agency has been reviewed and is approved for implementation. This approval signifies the plan submitted is in alignment with agency priorities, applicable legal requirements, and available funding levels.

Chad E. Ranney

Chad E. Ranney
State Budget Director
Date: 7/29/25

David Adams

David Adams
Secretary of Commerce
Date: 07/29/25

Amy Howell

Amy Howell
Interim CEO
Date: 7/29/25

Ensuring that Indiana's priorities are funded today and tomorrow.