



## **Indiana Destination Development Corporation (IDDC)**

The Indiana Destination Development Corporation (IDDC) is a new quasi-government agency 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 with an effective date of July 1, 2020.

The Governor and Lt. Governor expanded the mission of the IDDC beyond the attraction of visitors to the following: *The mission of the Indiana Destination Development Corporation is to promote, brand, and tell Indiana's authentic story to attract and retain talent, businesses, students, and visitors, as well as stimulate investment in the State.*

The primary objective/focus is to attract talent and visitors to the state and retain graduates of Indiana's colleges and universities. If Indiana can create an environment and messaging that encourages talent to live in Indiana, it will also benefit the attraction and retention objectives of businesses.

The IDDC was formed to promote Indiana as a great place for living, visiting, learning, and earning. Increasing the knowledge that builds pride in Indiana helps our state fill open jobs, grow talent and elevate views of our distinctive sense of place.

The IDDC mission cannot be accomplished alone. The IDDC will seek input, participation, and support from the state's corporations, universities, attractions, foundations as well as local business and tourism organizations to help build the direction of the organization.

The leisure and hospitality industry defines the quality of life in Indiana. It's what people want to do when they are not working. People want to relocate and live in a place that has an attractive quality of life, with great restaurants, outdoor adventures, and a thriving community environment. Indiana has that all and much more. 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. The IDDC is going to share that story to help take Indiana to the Next Level.

## **Programs and Initiatives**

### **Response to COVID:**

- Indiana Destination Recovery Council was created. The council is comprised of twelve leisure and hospitality industry leaders, tasked with providing input on industry needs. Additionally, the council recommended programs to provided financial support via CARES Act funding.
- Rockport Analytics Research determined the impact of the pandemic on the leisure and travel-related industry, including Indiana consumer and business owner sentiment surveys.
- Stakeholder calls were conducted weekly beginning in early March through July 2020 and continue on an as-needed basis.

- The Arts, Culture and Destination Marketing Organization grant program was initiated in September, 2020, using CARES Act funding.
- Hoosier Hospitality Promise focused on health and safety to reopen the economy. The campaign educates consumers on the health and safety measures being taken by various venues and businesses to protect employees and guests.
- The Indiana Road Trips site was adjusted to respond to the impact of the pandemic on travel practices and the desire of consumers to drive with families for day trips. Twenty-two different trips around Indiana were featured on the website.

#### **IDDC Initiatives:**

- 2020:
  - IDDC Board members appointed by Governor
  - IDDC Foundation Board members appointed by Lt. Governor
  - 20 IN 20 campaign started in January; temporarily halted during March through June; restarted in July to end of year.
- 2021:
  - IDDC Strategy Planning completed
  - Hoosier by Choice video campaign showcase individuals who moved to Indiana from somewhere else began in January 2021 and continues
  - Indiana Destination Asset tool created
  - Best of Indiana digital campaign allows Hoosiers to vote on their top choice in multiple categories
  - Indiana Fairway Drives digital campaign showcases the many golf courses in Indiana
  - Fall and Winter digital campaigns showcase seasonal activities
- 2022:
  - Hoosier by Choice video campaign continues underwritten by Indiana Association of Realtors
  - New video series, Back Home, highlighting individuals who grew up in Indiana, moved somewhere else, and have returned to live in Indiana. This series is also underwritten by Indiana Association of Realtors
  - State Nature Passport initiated in partnership with DNR
  - Culinary Trails Passport initiated in partnership with Indiana Foodways Alliance
  - Arts & Culture Passport initiated in partnership with the Indiana Arts Commission
  - Pete Dye Golf Trail Passport initiated in partnership with Pete Dye golf courses
  - Student Experience Passport to be released in September
  - Updating Strategic Plan
  - Moving to new office space in September

#### **New Messaging for Indiana**

- IDDC is working with WeCreate (creative firm from Valparaiso) to create a new messaging campaign for Indiana
- IN>Indiana is the “identifier”, and all stakeholders can utilize with their own “headline”
- June 8, 2022, press conference with Governor and Lt. Governor
- Approximately 150 activations with the new messaging have been identified

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- Very positive responses
- Grant program initiated for outdoor murals/artwork with IN>Indiana incorporated. 46 grants have been issued.

#### **IDD Foundation**

- The Foundation was formed in 2020 as a 501(c)3 non-governmental organization. To date, we have raised \$360,000 from partners. Funds are being used to support the mission of IDDC.

#### **Lincoln Amphitheatre – 1500-seat covered venue located in Lincoln State Park**

- Responsible for programming, ticket sales, and venue management
- Sponsorship solicitation and community outreach
- Venue rental picked up during COVID pandemic and helped to provide revenue while normal programming was eliminated
- Liaison to DNR for property upkeep
- All shows but one have been sold out each year
- New entry way is being constructed and will be completed by April 2023. This is being paid totally through revenue generated. (To-date, \$1.2 million of revenue has been reinvested in the facility.) This is the first of four phases.

#### **Key Performance Indicators**

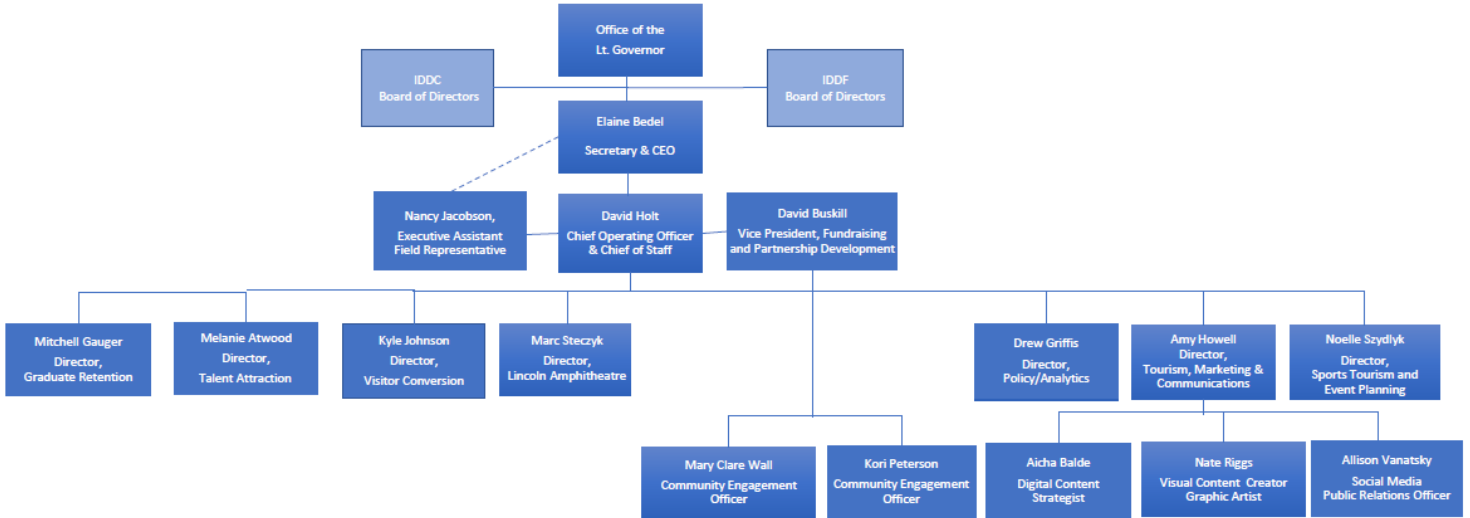
The following items are measured and reported monthly:

- VisitIndiana.com website interactions
- Social Media Reach
- Twitter
- Facebook
- Instagram
- Consumer email click through
- Tax ROI
- Consumer Spend
- Economic Impact Study is conducted annually

## Organizational Chart

- IDDC is fully staffed based on the strategic plan
- Hiring for positions beyond the IOTD staff began in October, 2021, and was completed in May, 2022.

## IDDC Organizational Chart



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