



**INDIANA DESTINATION
DEVELOPMENT CORPORATION**

State Budget Committee

Presenter:
Elaine E. Bedel
Secretary & CEO

December 14, 2022

OUR MISSION

PROMOTE, BRAND, AND TELL INDIANA'S **QUALITY OF LIFE STORY** TO ATTRACT
AND RETAIN TALENT, GRADUATES, AND VISITORS.



Research Tells Us:

- Indiana is not well known outside of our borders
- No connection – No perception
- Misinformation and No Information

Focus Group Responses on Perception



What is **YOUR** perception of Indiana?

2022 Spring/Summer Campaign

- Source of Funds: EDA Grant
- \$1.9 million advertising spend
- Three Out-of-State Markets
 - Chicago, St. Louis, Louisville

- Longwoods International Analysis
 - Advertising motivated 864,000 incremental trips to Indiana
 - Those travelers spent \$102 million at Indiana businesses during those trips
 - That spending generated \$11.2 million in taxes for Indiana
 - Rockport Analytics calculated 11% tax, which includes sales tax, food & beverage, hotel taxes, gas tax, airport taxes, car rental taxes, etc.)

Return on Investment: 6:1

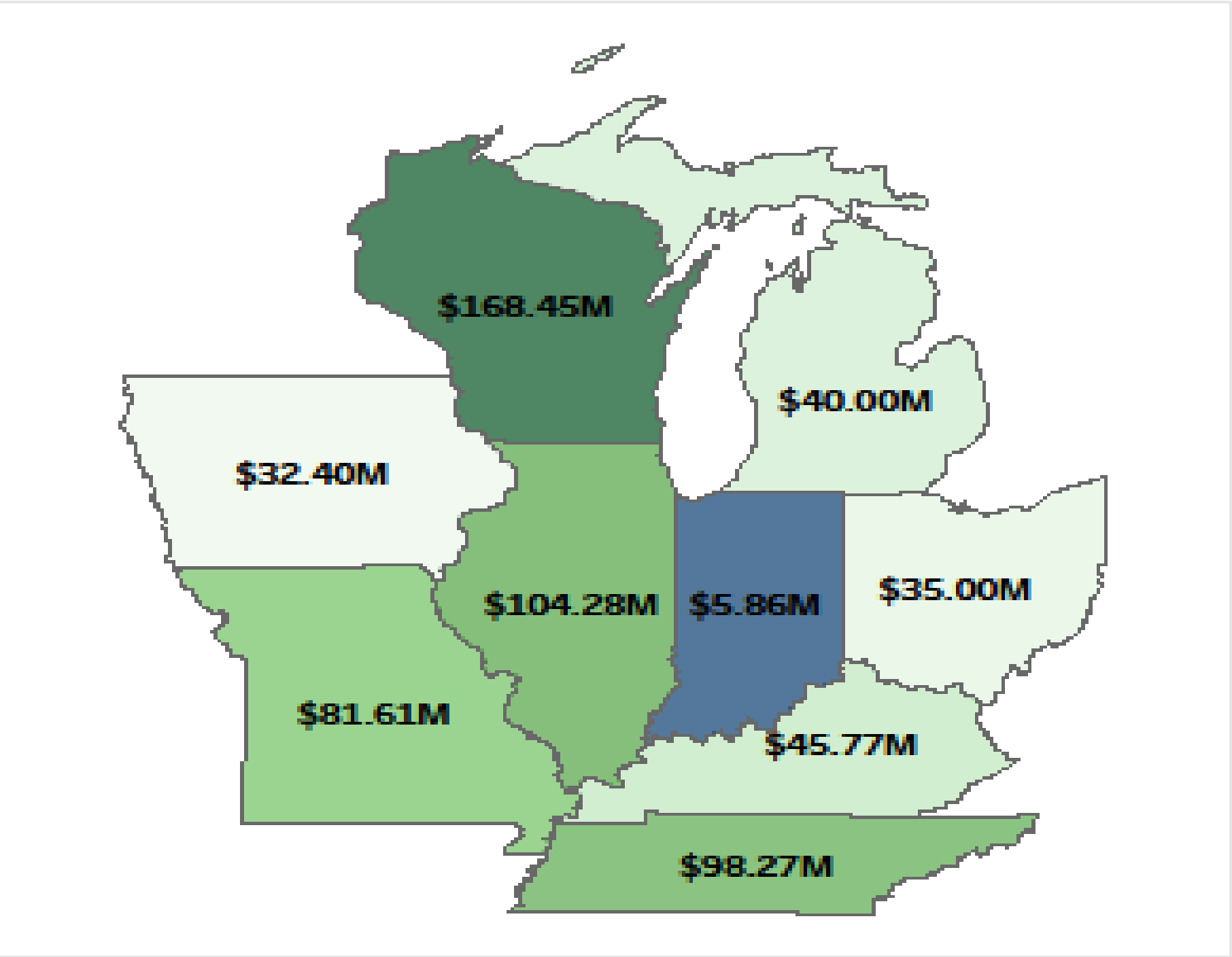
- For every \$1 spent on advertising, generated \$6 of new tax revenue (\$11.2m divided by \$1.9m)**

IDDC budget after passthroughs = \$4.7m per year

- **Proposed FY 24 & FY 25 = \$14.7m per year**

Being Outspent by Neighboring States

Total Tourism Budget: FY23



State	Base State Budget Funding	Supplemental Funding (ARPA)	Total Funding
IN	\$5.86M	\$0.00M	\$5.86M
IA	\$7.40M	\$25.00M	\$32.40M
OH	\$10.00M	\$25.00M	\$35.00M
MI	\$20.00M	\$20.00M	\$40.00M
KY	\$20.77M	\$25.00M	\$45.77M
MO	\$18.61M	\$63.00M	\$81.61M
TN	\$73.27M	\$25.00M	\$98.27M
IL	\$89.28M	\$15.00M	\$104.28M
WI*	\$18.45M	\$150.00M	\$168.45M

*Wisconsin Tourism passed through local ARPA funding to support entertainment- and tourism-related businesses affected by the pandemic.

ACCOMPLISHMENTS

IN>INDIANA™

New Messaging: IN>Indiana

- Identifier is IN>Indiana and Create own Headline
 - Adaptable by all entities
 - Compliment, not replace, own marketing
 - Build body of knowledge of Indiana's assets
- Toolkits created and free to all users
 - June 8, 2022, launch
- Over 350 activations
- 46 Murals

Life is Better
IN>INDIANA™







Your Text Here

IN  **INDIANA**

HEADLINE EXAMPLES

TOURISM

More to Discover

IN INDIANA

Experience Nature

IN INDIANA

Find Your Adventure

IN INDIANA

INVITATION

Tell Your Story

IN INDIANA

Find Your Seat at the Table

IN INDIANA

Stay Awhile

IN INDIANA

PRIDE

Life is Better

IN INDIANA

Free to Be

IN INDIANA

Build Your Legacy

IN INDIANA

PERSONALIZATION

We Create

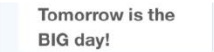
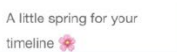
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Visit the Dunes

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Boiler Up

IN INDIANA



let's make a connection

[Let's Connect](#)





Things to Do

All day. Every day.

- Events
- Attractions
- Eat & Drink
- Shops

Connect

Keep in Touch with E

-  Facebook
-  Instagram
-  Twitter
-  Vimeo
-  LinkedIn
-  Email

Contribute

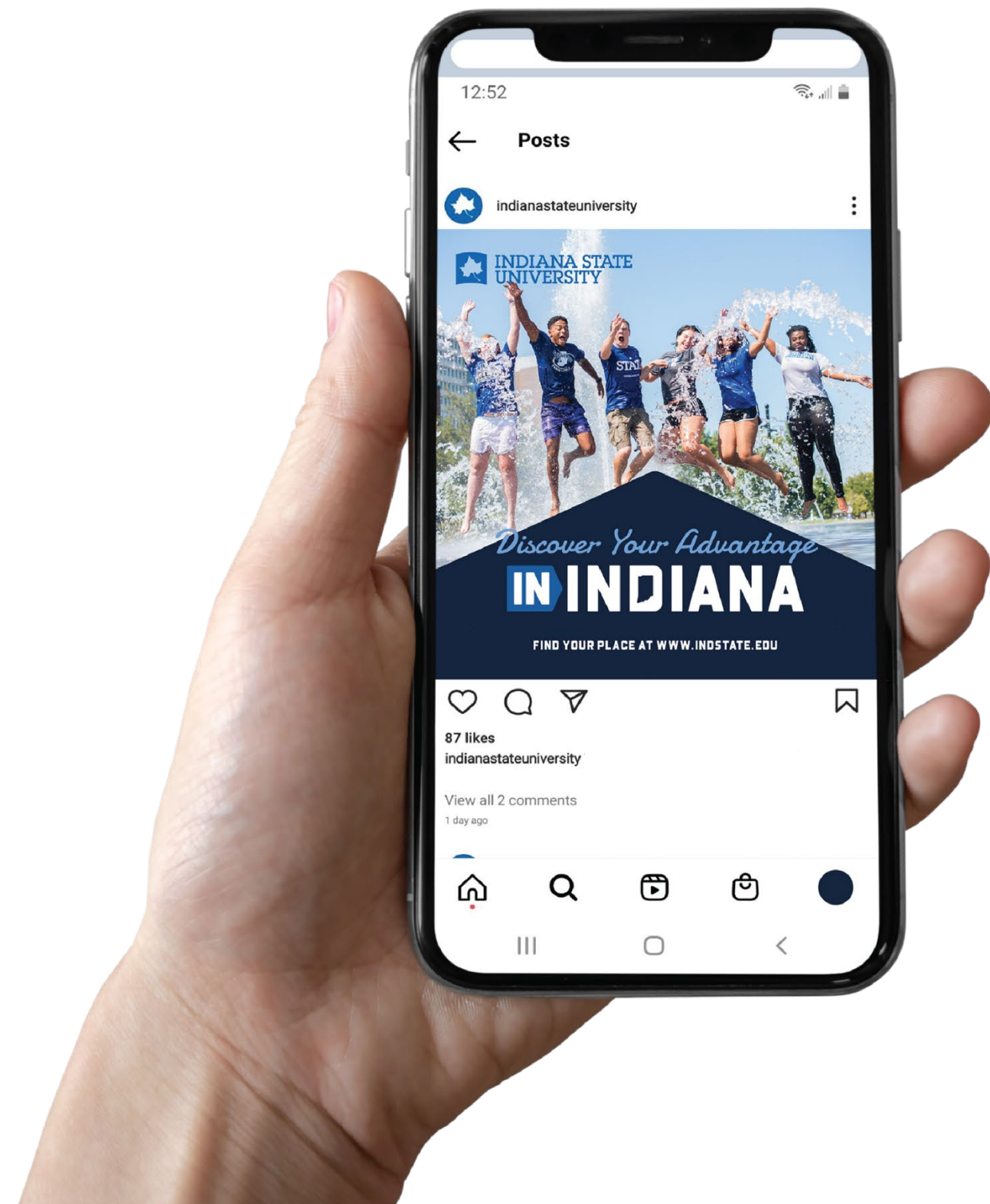
Let's Keep Building

- Give us a Story
- Promote an Event
- Share an Attraction, Eats, or Shop
- Create Your Own E

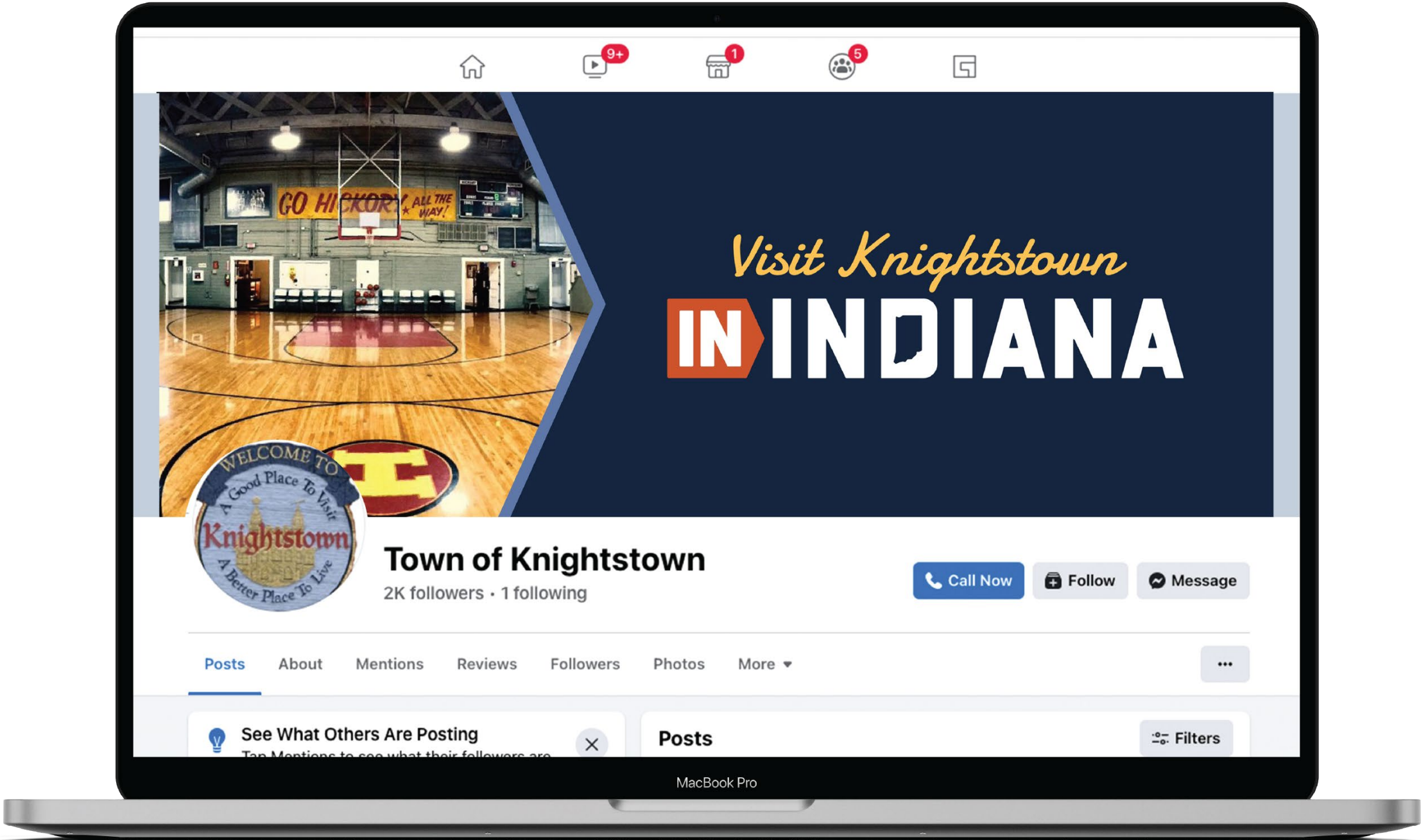
Celebrate

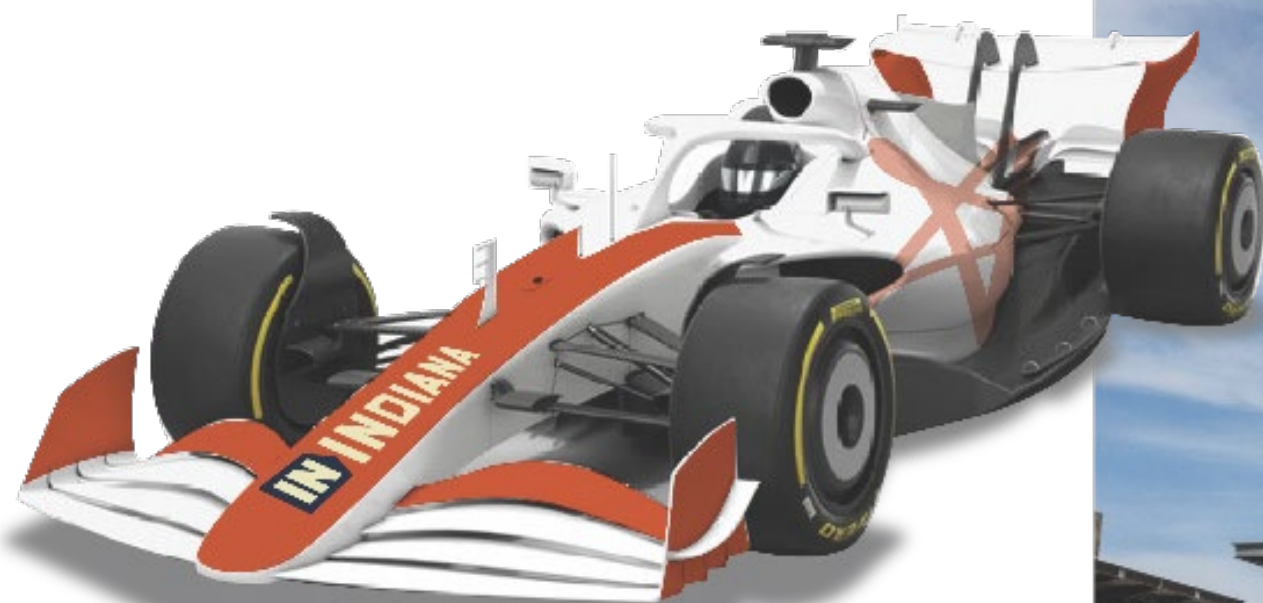
This is your Brand

- Brand Guide
- Photo Library
- E Integration Toolkit









Back Home Again
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XXVII

27 ENTERTAINMENT

Proud Business Owner

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Proud Business Owner

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Minority Owned Business

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Woman Owned Business

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Veteran Owned Business

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ACCOMPLISHMENTS



New Website

- Visitor Attraction Information
- MOVE IN section
 - College & Beyond
 - Living IN – cities/regions highlighted
 - Cost of living calculators (connect with DWD in partnership with STATS Indiana)
 - Schools & Childcare (connect to FSSA INCONNECT website)
 - Indiana Choice Scholarship Program (connect to DOE website)
 - Available Jobs (collaboration with ZipRecruiter)
 - Veteran Opportunities/Benefits (connect with INVet website)
 - Destination Asset Map
 - Indiana Trail Finder (connect to DNR tool)



Videos Created:

- **Local Customizable Videos for Talent Attraction & Visitor Conversion**
- **Tourism Co-op Videos**
- **First-Person Videos of Hoosiers Talking About Indiana**
- **Customizable Graduate Retention Video**
- **Customizable Quality of Life Video**





Pilot Programs



- **Ball State University**
 - College Life IN>Indiana On-Campus Promotional Pilot
- **City of Fort Wayne**
 - Intern Networking Pilot
- **Indianapolis Convention Center & Major Events**
 - Digital Photo Booth Pilot

****Pilots will begin rolling out in 1st/2nd quarter of 2023**

PLANS FOR ADDITIONAL FUNDING



- **Media Expenditures to Promote Indiana (TV, digital, radio, billboards, signage)**
- **State Leadership to assist local/regional DMOs**
 - **Statewide marketing plan**
 - **Increase funding for co-op programs with local/regional CVBs**
 - **Incentivize regional collaboration for tourism marketing**
 - **Implement local incentive programs for talent attraction**
 - **Help locals measure ROI on major tourism events**
 - **Identify strengths and weaknesses of local tourism infrastructure**
 - **Compare and share best-practices**

PLANS FOR ADDITIONAL FUNDING



- **Grant Programs**
 - **Destination Development Grants**
 - Invest funds to move a regional to a national attraction
 - **Higher Education Grants – Assist with graduate retention programming**
 - **Implementation of successful pilot programs**
- **Research Programs**
 - **College Graduate Perception/Retention Survey (Freshmen vs Senior)**
 - **Survey Graduates who have left Indiana to understand reasons, etc.**
 - **92 County Economic Impact Study via Rockport Analytics**

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Thank you!

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Get In

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