



LITTLE TOWN ON LAKE MAXINKUCKEE

Culver Town Council Meeting

6:30 p.m., Tuesday, February 23, 2021

The meeting was called to order at 6:31 p.m.

The council meeting was held under guidance provided by Governor Holcomb's Executive Order 20-30 and the Culver Town Council Resolution 2020-002. Members of the Town Council were physically present at the Culver Beach Lodge meeting room. The meeting also was broadcast via Microsoft Teams so that the public was able to participate remotely. At the start of the meeting it was explained that the meeting was being recorded and participation in the meeting was their consent to be recorded and to the rebroadcast of the recorded meeting. The recorded meeting is available on the Town's YouTube channel.

Clerk-Treasurer Karen Heim called roll with the following councilors physically present: William Cleavenger, Bill Githens, Ginny Munroe, Sally Ricciardi, and Rich West. Attorney Jim Clevenger joined via Teams

Pledge of Allegiance

Council and those present recited the Pledge of Allegiance.

Approve Minutes of Previous Meeting

Mrs. Heim asked council to approve the February 9, 2021 work session and regular minutes.

Mr. West made a motion to approve the February 9, 2021 work session and regular minutes. Ms. Ricciardi seconded the motion. The motion passed with five ayes.

Third Reading ~ Ordinance 2021-002 Amending Storm Water Utility Rates

Mr. Githens made a motion to approve Ordinance 2021-002 on third reading. Mr. West seconded the motion. The motion passed with five ayes.

Award CCMG Paving

Utilities Superintendent Bob Porter shared he reviewed both proposals and recommended accepting the bid from E&B Paving for \$247,475.25.

Mr. Cleavenger made a motion to approve E&B Paving for this year's paving. Mr. Githens seconded the motion. The motion passed with five ayes.

Visitor Center Presentation

Matt Keedy, director of Culver and Lake Maxinkuckee Visitor Center made a presentation on the efforts of the Visitor Center over the last year. A copy of the presentation is attached.

Interlocal Agreement with Marshall County

Mr. Clevenger shared the county approved splitting the attorney fee for Mark Adey, bankruptcy attorney at Barnes and Thornburg, in the matter of 415 Lake Shore Drive property. Mr. Adey is also coordinating with First Federal Savings Bank in Huntington, which has an interest in the property on 614 College. They plan to file similar motions to lift the stay on the bankruptcy so that the respective parties can move ahead with the sheriff sale.

Mr. Clevenger presented an interlocal agreement to split the cost of the attorney 50/50. Culver will be responsible for paying the fee under the letter of engagement and Mrs. Heim will invoice the county auditor for reimbursement. Mr. Githens thanked Mr. Clevenger working out the details.

Mr. Githens made a motion to approve the interlocal agreement with Marshall County. Ms. Ricciardi seconded the motion. The motion passed with five ayes.

Regional Stellar Plan Update

Mrs. Munroe shared that Mr. Porter is working on the message board project and Park Superintendent Amber Cowell is working on the park project. There were no other updates.

Stellar Plan Update

Mr. Porter shared the pre-construction meeting for State Road 10 and Jefferson Street projects is scheduled for the first week of March. He is working on getting quotes for a rain garden in front of Park and Shop to help with water runoff from the new sidewalks.

Before he left, former Town Manager Jonathan Leist requested additional funds for right-of-way acquisition. INDOT approved \$6,200 but now needs a signatory on the contract modification.

Mr. Githens made a motion to authorize Mr. Porter to sign the contract with INDOT. Mr. Cleavenger seconded the motion. The motion passed with five ayes.

Mrs. Munroe received word from Culver Academies that they want to consider the alternative route along the old rail bed. INDOT suggested that council let the Academies know that if the route changes, the costs for additional work will come from local funds, not grant dollars. She is waiting on further communication from the Academies. Discussion took place regarding potential cost sharing. Mrs. Munroe indicated the information is fairly new and she would like to give the Academies time to respond. INDOT would like to have a decision in the next few weeks.

Department Head Reports

EMS

EMS Director Jeff Koon shared Culver One is out of service with engine issues. It was taken to Wiers and Mr. Koon will pass along any updates he receives.

Mr. West asked if Mr. Koon has seen any positive results as a result of the pay changes implemented late last year. Mr. Koon said yes. He recently hired an additional part-time paramedic and is reviewing applications for an additional part-time paramedic and EMT. He plans to bring his recommendation for the full-time position to the next meeting.

Mr. Cleavenger recognized Mr. Koon for his work on the new software program and suggested Mr. Koon provide a demonstration of the software to the council at a future meeting.

Fire

Fire Chief Terry Wakefield shared the department has applied for several grants. The department is working on implementing the I Am Responding app. He thanked Mr. Porter and his crew for taking care of a water project at the fire station.

Police

Chief Wayne Bean was not present.

Park

Park Superintendent Amber Cowell shared she sent out suggested rental rates. A public hearing on the rates will be scheduled for the March 23rd meeting.

Utilities

Mr. Porter asked council to approve a quote from Thomas Welding and Excavating for \$5,228 to repair two pipes at the Madison Street Lift Station.

Mr. Cleavenger made a motion to approve the repair. Mr. Githens seconded the motion. The motion passed with five ayes.

Boards and Commission Reports

Plan Commission

No report

Board of Zoning Appeals

Mr. Cleavenger shared he attended BZA meeting and the petition for the State Street house variance to add a porch was denied.

Redevelopment Commission

Ms. Ricciardi, president, shared the meeting was mainly an organizational meeting. Mr. Keedy made a presentation on the Visitor Center and they are looking forward to Laura Wells, Marshall County Economic Development Corporation CED, presenting at the March meeting. Ms. Ricciardi also reported she was elected president, Paul deBenedictis vice-president, and Gary Peric secretary.

Tree Commission

No report

Clerk's Report

Claims over \$2,000

Mrs. Heim asked for approval of the following claim over \$2,000:

Miller Insurance Group	19,294.00	Workers Comp Policy
Southshore Managed IT	3,244.00	IT Services
Sellers Services	4,561.53	Snow Removal
Midwestern Engineers	2,000	Engineering for CCMG
Country Auto Center	9,015.01	Street-Repairs/Maintenance

Mr. West made a motion to approve the claims over \$2,000. Mr. Githens seconded the motion. The motion passed with five ayes.

Approve January Financial Reports

Mrs. Heim asked council to approve the January financial reports.

Mr. Githens made a motion to approve the January financial reports. Mr. West seconded the motion. The motion passed with five ayes.

Reopening

Mrs. Heim reminded those present that all future meetings will take place at Town Hall. Due to space, it is asked that if members of the public would like to attend in person, that they contact Town Hall prior to the meeting.

Mrs. Heim also suggested the following guidelines for reopening Town Hall to the public. Beginning March 1, as long as the advisory level for Marshall County is at yellow, Town Hall will be open to the public. If the advisory level moves to orange, Town Hall will close to the public until the advisory level returns to yellow. Changes will be communicated to the public via Facebook, Town, Gown and Lake, and the media. Visitors are asked to follow the State mask mandate.

Mr. Githens made a motion to approve the reopening guidelines. Ms. Ricciardi seconded the motion. The motion passed with five ayes.

MediaCom

Mrs. Heim asked council to approve contracting with MediaCom for internet at Town Hal for \$150 per month.

Mr. Githens made a motion to approve using MedicaCom for internet at Town Hall. Mr. West seconded the motion. The motion passed with five ayes.

Annual Report

Mrs. Heim asked that a council member review the annual report before it is submitted. She will provide the information to council and ask for approval of the financial report at the March 9 meeting. Mr. Cleavenger volunteered to review.

Attorney's Report

Mr. Clevenger had nothing further but plans to attend the March 9 executive session and regular meeting in person.

Utilities Shut Off/Ordinance Violation

No one was present.

Citizen Input

Marty Oosterbaan, Visitor Center board member, shared the board is working on a strategic plan to stabilize funding and were hoping to be able to capture a portion of the new tax on Air B&B and VRBO rentals collected by the Marshall County Visitor Center as Culver is responsible for a good number of these rentals. However, the Marshall County Visitor Center said they couldn't pass through money per state statute. He asked if Mr. Clevenger could research the possibility of getting some of that revenue to Culver as the area produces a good portion of tourism dollars in the county.

Rose Workman, LakeFest, informed council the LakeFest Committee is moving the event to July 2 through 4 in order to coordinate with the Chamber of Commerce fireworks display. The committee will submit a special event permit application prior to the March 9 meeting.

Tracy Fox, Farmers Market coordinator, thanked council for approving the Farmers Market special event permit.

Council Issues

None of the council members had anything further to discuss.

Adjourn to Claims

Mr. Githens made a motion to pay the bills and adjourn to claims. Mr. West seconded the motion. The motion passed with five ayes.

Claims totaled \$310,549.45.

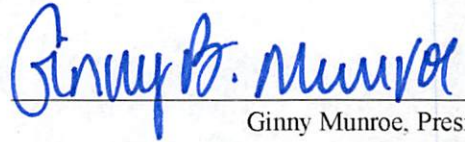
The February 19 payroll totaled \$48,154.34.

The meeting adjourned at 7:33 p.m.

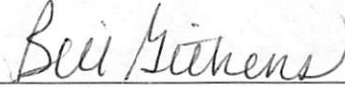
Respectfully submitted,

Karen Heim
Clerk-Treasurer

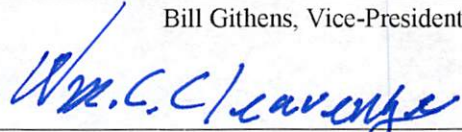
Culver Town Council



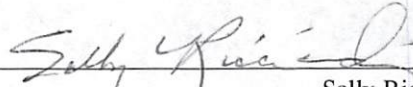
Ginny Munroe, President



Bill Githens, Vice-President



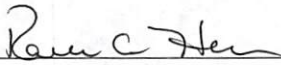
William Cleavenger



Sally Ricciardi



Rich West



Karen A. Heim
Clerk-Treasurer

Official signed minutes may be requested at the Clerk's Office.

Items	Motion Made By	Seconded	Vote (For – Against)
Approve February 9, 2021 work session and regular meeting minutes	Mr. West	Ms. Ricciardi	5 – 0 Approved
Approve Ordinance 2021-002 on third reading	Mr. Githens	Mr. West	5 – 0 Approved
Approve E&B Paving (bid for \$247,475.25) for this year's paving	Mr. Cleavenger	Mr. Githens	5 – 0 Approved
Approve the interlocal agreement with Marshall County	Mr. Githens	Ms. Ricciardi	5 – 0 Approved
Authorize Mr. Porter to sign the contract with INDOT	Mr. Githens	Mr. Cleavenger	5 – 0 Approved
Approve the repair (to pipes at Madison Street Lift by Thomas Welding Excavating for \$5,228)	Mr. Cleavenger	Mr. Githens	5 – 0 Approved
Approve claims over \$2,000	Mr. West	Mr. Githens	5 – 0 Approved
Approve January financial reports	Mr. Githens	Mr. West	5 – 0 Approved
Approve reopening guidelines (for Town Hall – open to public if advisory level is yellow or lower. if orange or above. closed to the public)	Mr. Githens	Ms. Ricciardi	5 – 0 Approved
Approve contracting with MediaCom for Town Hall internet	Mr. Githens	Mr. West	5 – 0 Approved
Pay bills and adjourn to claims	Mr. Githens	Mr. West	5 – 0 Approved

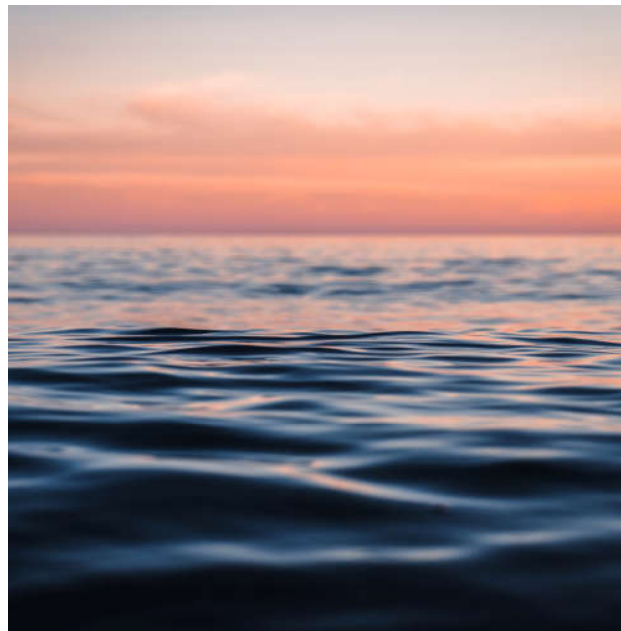
Culver and Lake Maxinkuckee Visitor's Center

Matt Keedy, Executive Director - February 15, 2021

1

Mission Statement

"The mission of the Culver and Lake Maxinkuckee Visitors Center is to increase and strengthen tourism to support our local businesses and economy."



2

Tourism doesn't magically increase. Something happened...

IN 2020: **456** Volunteer Hours/Hours donated in Kind
By
A Board with **202** years experience of living & working in the
Culver community

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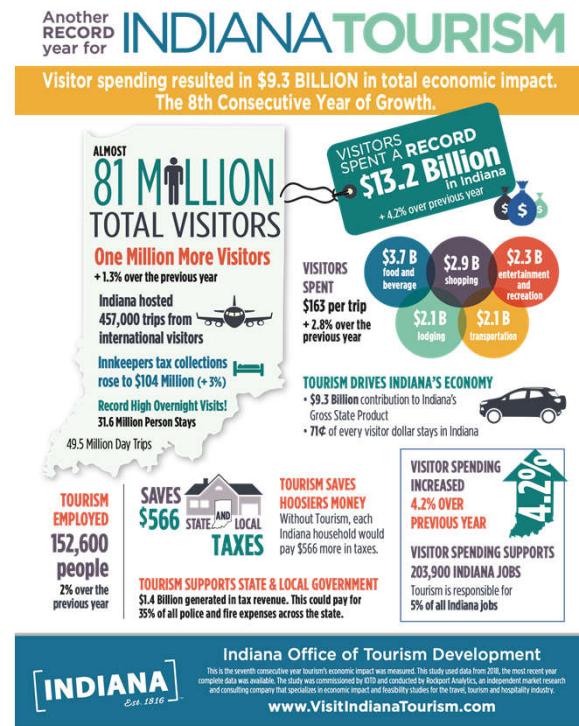
Culver and Lake Maxinkuckee Board of Directors

Over 202 years living, working, visiting and serving in the Culver Community

- Tracy Fox, President Visitor's Center Board
 - Small business owner
 - United Way of Marshall County Board
 - Co-Manager Culver Farmer's Market
 - Purdue Extension Marshall County Board
 - Cross roads Marshall County, Co-Chair, Health and Wellness Committee
 - Spouse of Culver Academies graduate and current senior instructor and mother of CGA grad
- Sue McInturff, Vice President Visitor's Center Board
 - Small Business Owner, Diva
 - Past Member, Culver Redevelopment Commission
- Rich West, Treasurer Visitor's Center Board
 - Culver Town Council, Member
 - Culver Redevelopment Commission, Past Chair
- Patty Stallings, Emeritus
 - Long time Culver resident with strong ties to Visitor's Center, Antiquarian and Historical Society and Second Century History
- Judy Campbell
 - Large Gifts Officer, Culver Academies
 - Culver's Original Main Street, Founding Member
 - Long time Culver Resident
- Danielle Mavrick
 - Small Business Owner (multiple)
 - Current teacher, Culver Community School Corporation
 - Spouse of Culver Academies Instructor
- Martin Oosterbann
 - Marshall County Crossroads Stellar Steering Committee Chair, Communications and Marketing subcommittee
 - Executive Advisory Board, Northern Illinois University College of Business Department of Finance
 - Past member Marshall County Economic Development Board member and Culver Planning Commission
- Matt Keedy, Executive Director (non board member), Visitor's Center
 - 50 year seasonal resident of Culver
 - Past Culver Summer School counselor

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Despite being from 2019 (pre-pandemic, but last year for available data) this infographic shows why tourism is important to Indiana's economy....



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The importance of tourism to Culver's economy

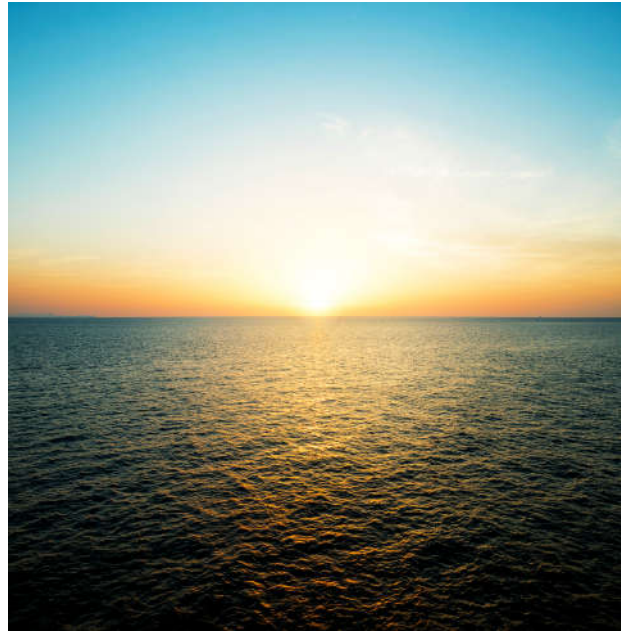
There's no denying that tourism matters in Culver! Visitor spending brings cash to our community, creating jobs, enhancing the local economy and improving the quality of life for residents. At the same time, travel and tourism heighten cultural awareness, help create a sense of place for a Culver and Lake Maxinkuckee and can provide shared experiences to connect friends and families across generations. After all, a community cannot be a great place to visit if it's not first a great place to live.



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Overarching Message - Branding

- Based on research and work with branding experts, we want to consistently push out content that highlights Culver as a safe, family-friendly, multi-cultural, and multi-generational town with year-round community activities and recreation, both on and off the water



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Target Audience

Branding - Culver has identified five target audiences

- 20-30 year old in industries that allow work from home
- 30-40 year olds interested in being involved in the community or starting a business
- Recently retired folks with time to volunteer and get involved
- Residents whose Culver home is considered a second home
- "Trailing spouses" who moved to Culver with their husbands or wives who work in Culver



Caption

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Branding Color and Font:



VISIT. DISCOVER. UNWIND. 

9

Online Presence

- Keep Website current: www.findculver.com and www.culver.in
- Organize and promote the Find Culver blog
- Consistent posts and information sharing through
 - Facebook: Culver and Lake Maxinkuckee Visitor Center page
 - Instagram: @FindCulver

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Marketing Responsibilities



Digital, Print, Radio

- Culver Stellar Community - promote in all outreach
- Promote Walk Friendly Community and OCRA Downtown Affiliate Network when appropriate
- Make Culver Home - ongoing marketing along with new Welcome Wagon program in partnership with local merchants and organizations VC & DC Meeting Agendas and Minutes - meetings held third Wednesday of the month at 5:00 PM (currently via Zoom)
- Culver Events to promote - hoping for all events to go forward in 2021 - events marked with * were cancelled or adjusted significantly due to Covid in 2020: WinterFest, Cupid's Crawl, Cupid's Dart, Winter Farmers Market, Culver Parks Easter Egg Hunt, Town Wide Garage Sales, Max Move, Relay for Life, Concert in the Park, Outdoor Farmer's Market, Taste of Culver*, Sailing Saturdays, Summer Camp at the Academie*s, Moonlight Serenade*, Lakefest*, Lake Max Triathlon*, Fireman's Festival and Corn Roast*, Cardboard Boat Race*, Merchant Sidewalk Sales, Winter School Check-In, CulverWine Fair*, Film Festival and Gift of Warmth*, Fall Fest*, Moonlight Paddle, Scarecrow Contest and Halloween Events, Small Business Saturday, Turkey Trot, Holiday Hop, Holiday Home Tour*, Tree Lighting and Parade at the Park*, Resolution Run
- Unique to 2021 the Culver and Lake Maxinkuckee Visitors Center will have a presence at the St. Margaret's Guild Decorator Showhouse in Indianapolis being held at the Meredith Nicholson (author, "House of a Thousand Candles") home on N. Meridian St.



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Advertising Outlets

- Lakes Magazine - on a monthly basis we purchase a large ad at a discount and then allow local businesses the opportunity to coop at much lower rate
- Placed near ads from other Culver Merchants - each month is a different topic. This is the ad to appear in the next issue of Lakes Magazine (March 2021)
- As a result of regular advertising, Lakes Magazine has consistently covered Culver in it's articles. *See next slide...*

DO YOU NEED

Photo: Tony Straw

A WORKCATION?

A SCHOOLCATION?

A VACATION?

Are you looking for a change of scenery?

Come to Culver where you will find a family friendly small Midwestern town set on Lake Maxinkuckee - Indiana's second largest natural lake - and the diversity and sophistication of a collegial community. Check out our range of overnight lodgings - resort condos, B&B's, cottages, Airbnb and VRBO rentals from a single room to accommodations for multiple families.

Culver is a National Main Street, Stellar and Walk Friendly Community with free high speed internet throughout town.

Learn more at www.findculver.com

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Lakes Magazine Culver Coverage in 2020

L to R/Top to Bottom:
 Winter Farmer's Market, Legacy Salon and Spa,
 Brockey Insurance
 Culver Coffee Shop, Park 'n Shop (on the
 Cover!), LMAX Triathlon
 Renew Massage and Wellness, A Culver Day-
 cation, Maxinkuckee History: Chautauqua Days

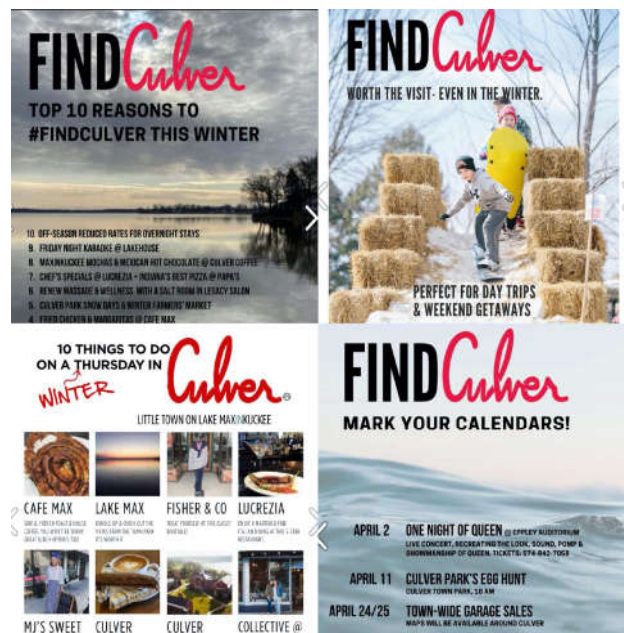


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Culver and Lake Maxinkuckee Visitors Center Ads for Lakes Magazine

2020 Sample

- Monthly reach 69,000 people
- Lakes Magazine is a local, content based publication and valuable resource mailed to residents in Marshall, Fulton, Starke and Pulaski Counties.
- Strong presence through social media and magazines are free online through the Apple App Store and Google Play



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MAKE Culver[®] HOME

LIVE LIFE AT YOUR PACE

WWW.CULVER.IN



SMALL BUSINESS, BIG DREAMS

This holiday season, support Culver businesses and keep **LOCAL** dreams **ALIVE!**

Support Culver small businesses on Small Business Saturday, November 28 AND at the Holiday Hop, Saturday December 5

Look for details on www.findculver.com and the Culver and Lake Maxinkuckee Visitor Center Facebook Page

If you can't support in person, you can...

Follow them on-line and share their posts
Write and on-line recommendation and tag the business and Tell your friends

MAKE Culver[®] HOME LIVE LIFE AT YOUR PACE

WWW.CULVER.IN



DID YOU KNOW?

- CULVER IS A STELLAR COMMUNITY
- CULVER IS THE SMALLEST TOWN IN THE US TO RECEIVE A WALKER FRIENDLY COMMUNITY DESIGNATION, SILVER LEVEL
- THE HIGHEST SCORED CITY IN INDIANA AND IN THE TOP 10 NATIONWIDE OF 75 RANKED US CITIES
- CULVER SITS ON THE SHORES OF BEAUTIFUL LAKE MAXINKUCKEE, THE SECOND LARGEST MAXIMUM LAKE IN THE STATE OF INDIANA. ALL TYPES OF LAKE RECREATION AVAILABLE!
- PUBLIC AND PRIVATE SCHOOL OPTIONS INCLUDING AN INTERNATIONALLY RECOGNIZED COLLEGE PREP BOARDING SCHOOL WITH 800 STUDENTS AND 1300 CAMPERS IN THE SUMMER
- INTERNET SPEEDS UP TO 1GB AVAILABLE WITH FREE WIFI IN PARK AND ALONG MAIN STREET
- BRAND NEW RENTAL HOUSING AT SAND HILL



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Advertising Outlets

Continued

- Culver Citizen - Circulation 750 each week
- Pilot News - Reaches 30,500 households and 61,000 readers
- Regional Radio Sports Network
- Visit Indiana (State of Indiana Tourism)
 - See infographic at beginning on tourism
 - Lake Maxinkuckee was voted third best lake (after Wawasee and Michigan) in this year's "Indiana's Best Lake" vote and was featured on their website.
- Will utilize their free distribution network for our new Culver map and brochure to statewide Welcome Centers, Rest Areas and Visitors Centers (1100 minimum distribution)
- We use their free event calendar to promote upcoming Culver events
- Promoted their Hoosier Hospitality Promise to local merchants



SHOP LOCAL! COME TO CULVER!

Make it YOUR New Year's Resolution!

Shopping locally not only helps our local businesses but also helps the entire community - and the planet! Commit to shopping local in 2021 - we need you more than ever!

When you shop local, you....
Get personal friendly service from people you know - and know you!

Keep your money in your community - for every \$100 spent, around \$68 stays in the community.
Protect the environment.

Help keep your friends, neighbors and farmers employed.
Add to the unique fabric of your community!

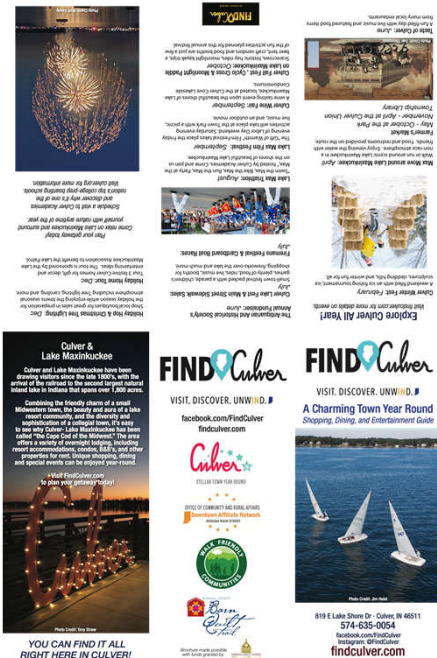
Make investing in your community your 2021 New Year's Resolution!

www.findculver.com

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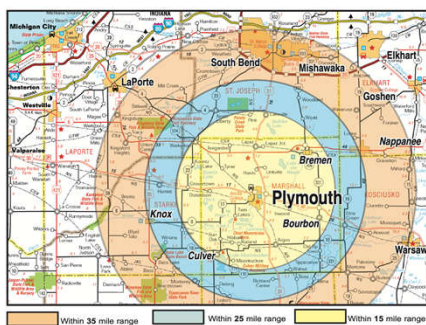


2021 Find Culver brochure and map paid for with MCT grant



Targeted Advertising!

Reach the consumers in the center of this bullseye by using the powerful Pilot News Group...covering Nappanee / Wakarusa in Elkhart County through Marshall County, including all of Starke County.



Reach all or selected sections with special advertising packages tailored to your specific needs!

**Over
30,500
Households
Covered!
Readership
Over
61,000!**

- Plymouth Pilot News - Daily Newspaper, 3,400 circulation, Monday-Saturday
- Culver Citizen - Weekly Newspaper, over 750 circulation
- Heartland News - Weekly Newspaper, over 1,100 circulation
- The Leader of Starke County - Weekly Newspaper, over 975 circulation
- Shopper/Review - FREE tabloid product, over 23,000 circulation

The newspapers and shopper are the primary pre-print carrier for 15 to 20 of the largest merchants in the area, most on a weekly basis, i.e.; CVS, Walgreens, Ace Hardware, Kroger, Martin's Supermarket, JC Penny's, Tractor Supply Company, Lowe's, Little Caesars, Kohl's and numerous automotive accounts.

Our products are read and respected. Get on board and let us help you with your marketing strategy. Buy all the pie or just a slice or two!

Pilot News/Culver Citizen Circulation

Website has 2000 views per day

Web Ad Pricing

Digital advertising on our website
www.thepilotnews.com

13,000 Impressions per month • Billed Monthly

	3 months	6 months	12 months
Top Banner (728x90)	\$300 \$100 per month	\$552 \$92 per month	\$1,008 \$84 per month
Skyscraper (160x600)	\$300 \$100 per month	\$552 \$92 per month	\$1,008 \$84 per month
Big Box (300x250)	\$255 \$85 per month	\$480 \$80 per month	\$900 \$75 per month
Mini Banner (300x100)	\$240 \$80 per month	\$450 \$75 per month	\$840 \$70 per month

Metrics Example: The following radio ad package was purchased for the October 30 Culver Academies vs Plymouth sectional football game. Culver Academies won and a second package was purchased for November 5th's game against Logansport. Both ads focused on the Holiday Hop weekend and shopping Culver/shopping local for the Holidays. Totals below are cumulative for the 2 ads. Additional breakdowns provided by type of operating system and server used to watch the game.

"PACKAGE #2 - Four thirty-second audio spots on RRSN.COM VIDEO, with opening and closing billboards, PLUS LOWER FOURTH GRAPHIC - LOGO ROTATED DURING MATCH for \$120."

Summary Statistics

In addition to over 300
Facebook views

Metric	Value
Broadcast UUID	byxy5v5q
Total Loads	2,177
Unique Loads	1,628
Total Plays	902
Unique Plays	704
Total Viewer Time	379.17 hours (1,365,028 seconds)

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Culver's Visit Indiana visibility 2020

- Lake Maxinkuckee was voted third best lake in the state of Indiana after Wawasee and Michigan by readers of Visit Indiana website
- Inside Indiana Blog Featured Culver on November 20 with the headline "Quaint Sophistication" and on September 1 in "You'll Find Superb Indiana Recreation on These 20 Lakes"
- Local businesses who participated in Visit Indiana's "Hoosier Hospitality Promise" received free advertising and links to their business on the Visit Indiana / Hoosier Hospitality website. Visit Indiana's engagement actually PASSED 2019 when the Hoosier Hospitality Promise program was launched in July.
- Visit Indiana's readership, after a plunge at the start of the pandemic, actually ended the year surpassing the historic 2019 numbers - they attribute their success to pivoting and focusing on two new campaigns, "Hoosier Hospitality Promise" and "Indiana Road Trips" (2019: 2,530,450 versus 2020: 2,662,864)



20

2020

Here's What We Miraculously Achieved in 2020 with a Global Pandemic....
And no Summer Camps (no campers, families, counselors, staff), Lake Fest, Taste of Culver, Wine Fair and a closed campus with no deliveries...

- Installed new Mural at the Fire Station
- Updated the new Culver Map and Brochure with a \$1000 Marshall County Tourism grant
- Promoted "Make Culver Home" campaign in Lakes Magazine
- Worked hard to collaborate with Rose and Elizabeth at Chamber of Commerce, Anna Norwalk with Lake Maxinkuckee Association, Amber Cowell at the Park and Susie Mahler at Cafe Max to promote the Holiday Hop, Holiday Home Tour (cancelled due to Covid), the Mutt Strut and promoted Small Business Saturday to merchants with materials received through a grant received from AMEX.
- Had a very successful Holiday Hop, despite the pandemic, with sales close to 2019. Merchants were happy!
- Promoted Visit Indiana's Hoosier Hospitality Promise to Chamber members and local merchants
- Prior to Covid, we were on the right track - attracting new businesses: MJ's Sweets, Healthy to the Max, Frida's, Axe to the Max, Ringer's Golf Carts, the Dollar Store, the Collective - and coming in 2021, The Unintended Curator and One Eleven, Home to Flea Market Chic and Diva.

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2020 is an outlier and should not be used for comparison purposes when looking at metrics.

However....

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Key Takeaways from 2020 #1

- In our mission to “support local businesses and economy” the Culver and Lake Maxinkuckee Visitors Center has put supporting local businesses as our #1 priority this year. We have:
 - Successfully applied for a grant from Marshall County Tourism, approved March 11 for \$1000 for the general promotion of Culver and year round events. This grant was used to create our new and updated Culver Map and Brochure which will be distributed locally AND via Visit Indiana.
 - Promoted the Hoosier Hospitality Promise - a free program through Visit Indiana to give customers extra assurance that merchants provide health protocols inside their establishments.
 - Successfully applied for a grant through American Express to get free materials for Small Business Saturday and provided materials to merchants in advance.
 - Promoted shopping events (Sidewalk Days, Small Business Saturday, Holiday Hop, Mutt Strut...) via social media, Lakes Magazine, radio advertising, the Pilot News and the Culver Citizen both singularly and in co-op formats.
 - Worked hard to collaborate with the Chamber of Commerce and others to promote merchant events.

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Key Takeaways from 2020 #2

- By March 2020 it was apparent that a significant number of seasonal residents were in Culver and staying during the workweek. This was the impetus for the campaign, “Make Culver Home, Live Life at Your Pace” which aligns with the State’s “Hoosier’s by Choice” campaign.
 - *Moving on this information:* Develop Culver and the Culver and Lake Maxinkuckee Visitors Center are currently applying for a \$5000 grant through Main Street, “Taking Care of Main Street”, round 2. If successful, the grant would help fund the work of a New Resident Liaison who will promote Culver to perspective residents and follow up the leads, also assisting in familiarizing new residents with the community once they arrive. The goal of this position would be to work with the Indiana Destination Development Corporation project, “Hoosiers by Choice.”
 - *Moving on this information:* The Culver and Lake Maxinkuckee Visitors Center developed a Welcome Wagon basket, an ongoing program supported generously by local merchants and organizations to introduce new-to-Culver residents to our town, our lake, our resources. This supports our mission to identify our target audiences. Ten baskets have been delivered with another 13 anticipated in the next couple of months. The initial surge is due to quick move-in rates at the Paddocks and Sand Hill; however, any new FULL TIME resident to Culver - who has never lived previously in Culver - is eligible. The program’s initial success has already been reported in the Pilot News and Culver Citizen.

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Key Takeaways from 2020 #3

- During Phase I of the “Make Culver Home” campaign, it was discovered that of the 1165 homes either within the town limits of Culver or on the shores around Lake Maxinkuckee, approximately 52% of those dwellings were owned by part time residents (based on publicly available tax records). 75% of those part time owners lived either in Indiana or the Chicago area.
 - *Moving on this information:* In 2021 the Culver and Lake Maxinkuckee Visitors Center will have a presence at the Indianapolis St. Margaret’s Guild Decorator Showhouse - the longest continuously running Show House in the country to promote Culver. Serendipitously, this year’s home was built on North Meridian Street by Meredith Nicholson, author of “The House of a Thousand Candles” - written and set on the shores of Lake Maxinkuckee and one of the top five selling books in 1906. Memorabilia from Culver as well as our new Culver Map and Brochure will be on site.
 - Advertising will be placed in the program, which is done in cooperation with Indianapolis Monthly magazine. Indianapolis Monthly has 200,000 monthly readers in central Indiana and the average subscriber household income is \$194,000. 8,000 programs are printed for the 12,000-14,000 visitors to the home. We propose a \$1600 1/4 page Color ad that appears in BOTH the program and Indianapolis Monthly magazine.
 - The Culver and Lake Maxinkuckee Visitors Center will also focus distribution of our new maps and brochures via Visit Indiana to Visitors Centers, Toll Plazas and Welcome Centers in the north/northwest part of the state (but not limit only to those areas). This is a free service.

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Looking ahead....

2021 will still be Covid driven...

And yet

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Hopeful signs for more visitors in 2021

Destination Analysts have been tracking travel sentiments every week since the beginning of the pandemic.
As of February 10, 2021

- There is increasing pent up demand for travel
- Personal health concerns preventing travel are DOWN
- Expectations for the pandemic worsening are DOWN
- Loss of interest in travel is DOWN
- "Travel Guilt" is DOWN
- Travel readiness is UP
- Excitement to travel right now is UP
- Openness to travel inspiration is UP
- Confidence in ability to travel safely is UP
- Seeing personal network traveling more is UP

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Numbers to Watch

Marshall County Tourism Tax Collection for AirBnB

- August 2019 \$2894.51 versus August 2020 \$10,007.62
- September 2019 \$6348.75 versus September 2020 \$10,332.67
- October 2019 \$5713.68 versus October 2020 \$7199.34
- November 2019 \$5083.34 versus November 2020 \$5279.84
- December 2019 \$4385.72 versus December 2020 \$2826.32
- Program initiated August 2019 and collected \$24,426.00 in first 5 months
- 2020 months with no comparisons: January \$2913.64, February \$2010.03, March \$4599.35, April \$1892.10, May \$651.59, June \$1170.51, July \$6448.25
- Based on search of AirBnB/VRBO rentals in Marshall County, approximate 90% are in the Culver and Lake Maxinkuckee area

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Numbers to Watch

Google Analytics - Culver and Lake Maxinkuckee search hits

- January 2020: 4572 hits - most searched topic "Antiques stores near Culver"
- February 2020: 4182 hits - most searched topic "Antique stores near Culver"
- March 2020: 2968 hits - two most searched topics "Antique stores near Culver/Beach near me"
- April 2020: 3120 hits - most searched topic "Culver Park"
- May and June - no stats available
- July 2020: 20,869 hits - most searched topic "Culver Beach"
- August 2020: 26,300 hits - most searched topic "Culver Beach"
- September 2020 - No stats available
- October 2020: 5164 hits - most searched topic "Culver Academies"
- November 2020: 4752 hits - most searched topic "Culver Academies"
- December 2020 - No stats available

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Numbers to Watch

Facebook

- Facebook doesn't store DATA more than 90 days on ads, so difficult to see what previous ads did - but a current example is Cupid's Crawl, a boosted ad:

Advertising Summary

This account spent **\$142.67** on **3** ads.

Currently viewing

Last 90 days

People
Reached

9,441

Post
Engagement
s

599

Link Clicks

71

Active Ads

JAN 28 • FINISHES IN 20 HOURS

Post Engagements

Boosted Post

👍 **599** Post Engagement

💰 **\$142.67** Spent



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Numbers to Watch

2020 Branding Expenses \$11,290.00

- Eagle Outdoor for Billboard Advertising: \$600
- Towne Post for Lakes Magazine Ads: \$6700
- Regional Radio Sports Network: \$480
- Pilot News/Citizen Ads/Internet: \$1050
- WinterFest Video Filming \$2000
- Brochure Printing \$435
- Wine Fair Gift Card Raffle Basket \$25

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2021 GOALS

- Continue advertising in Lakes Magazine
- Continue to promote events via social media and boost ads when appropriate
- Continue to add blogs to website
- Continue to update website as needed
- Continue to participate and carry out economic development plans from the Economic Development group
- Rebuild tourism by focusing on events (see slide 10)
- Continue to promote “Staycations/Workcations/Schoolcations”
- Continue to welcome new to Culver residents with the Welcome Wagon program in partnership with local merchants and organizations
- Promote Culver outside of Culver, starting with the St. Margaret’s Guild Decorator Showhouse in Indianapolis

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THANK YOU!



VISIT. DISCOVER. UNWIND. 

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