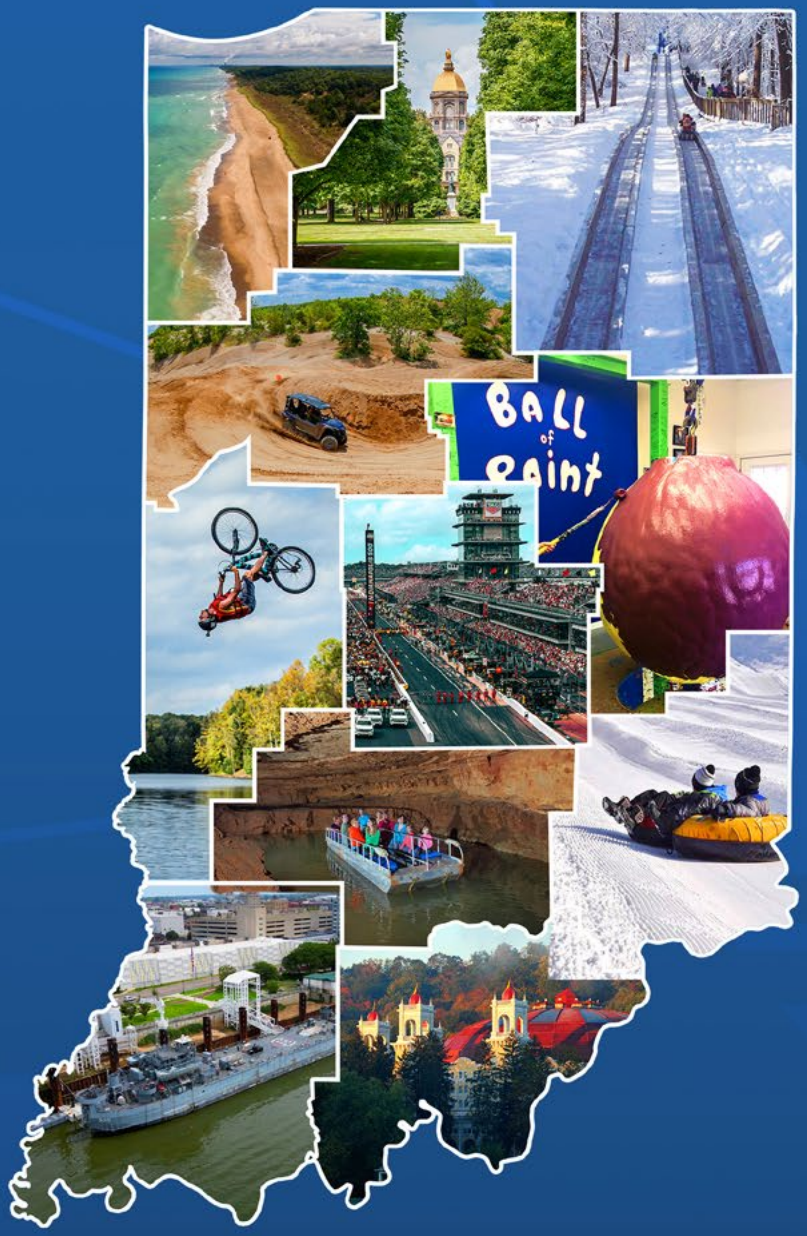
BUILDING FUTURE DESTINATIONS IN INDIANA



INDIANA DESTINATION DEVELOPMENT FOUNDATION

FUTURE ASSET STUDY

CONTENTS

EXECUTIVE SUMMARY 3

INTRODUCTION 4
- Indiana's Tourism Landscape 4
- Indiana's Regions 5
- Project Overview 5
- "IN Indiana" Campaign 5

STAKEHOLDER ENGAGEMENT 6
- Outreach and Communications 6
- Event Format 6
- Information Collection and Follow-Up 7

REGIONAL PROFILES 8
- Northwest Region 9
- North Central Region 10
- Northeast Region 11
- Wabash Valley Region 12
- West Central Region 13
- Central Region 14
- East Central Region 15
- Uplands Region 16
- Southwest Region 17
- South Central Region 18
- Southeast Region 19

FUNDING SCAN 20
- Federal Funding Opportunities 21
- State Funding Opportunities 26
- Local & Philanthropic Funding Opportunities 29

RECOMMENDATIONS 31
- Summary of State Grants and Incentives 31
- Potential Grants and Incentives for Indiana 32
- Indiana's Destination Asset Development Priority 33
- Next Steps: Investing in Indiana's Tourism Future 35

CONCLUSION 37

APPENDIX 38
- Creative Destination Projects: Unleashing Inspiration 38
- Full List of Regional Destination Development Ideas 41

THANK YOU 53

EXECUTIVE SUMMARY

INDIANA'S TOURISM LANDSCAPE AND POTENTIAL

Indiana is rich in natural assets, vibrant rural, urban, and cultural attractions, and a robust sports infrastructure, making it a top-tier national and international tourism destination. The Indiana Destination Development Corporation (IDDC), established in 2019, plays a central role in promoting Indiana as a great place to visit, live, and work. The state's diverse regions offer unique experiences for both residents and visitors, but there are gaps in the tourism landscape that, if addressed, could significantly enhance the state's appeal.

KEY INITIATIVES AND ACHIEVEMENTS

The "IN Indiana" campaign, launched in 2022, exemplifies Indiana's commitment to boosting tourism. The campaign has successfully enhanced the state's image while attracting 1,932,000 incremental out-of-state visitors and generating $260 million in visitor spending in 2022 and 2023. The success of this campaign has led to increased funding for IDDC, allowing for continued strategic investments in tourism marketing, planning, and development.

METHODOLOGY AND STAKEHOLDER ENGAGEMENT

TPMA, in collaboration with IDDC, conducted extensive in-person engagements across IDDC's eleven state regions to identify tourism needs and opportunities. By leveraging local stakeholders' insights from destination marketing organizations (DMOs), known as visitors bureaus, local economic development organizations (LEDOs), chambers of commerce, private businesses, foundations, nonprofits, and institutions of higher education, TPMA collected critical data to inform the recommendations presented in this report.

RECOMMENDATIONS FOR DESTINATION DEVELOPMENT

To maximize Indiana's tourism potential, the report outlines several strategic initiatives including incentives from the state to private sector developers to drive the development of new tourism attraction destinations throughout the state. This, in turn, will drive new visitors to Indiana, generating an increase in tax revenue for state and local governments while also increasing Indiana's perception as a state, which could lead to new resident growth. The incentives include tax incentives and grants.

PRIORITY DEVELOPMENT AREAS

The report identifies several key focus areas for strategic destination asset development, including outdoor recreation, cultural attractions, sports and recreation, waterfront activities and development, housing and lodging, transportation and accessibility, agritourism, and marketing and branding.

NEXT STEPS AND LEGISLATIVE ACTION

The report proposes the Future Destination Asset Development Study Phase II, which includes detailed cost analyses and economic impact assessments, to ensure these initiatives' financial viability and economic impact. A new legislative framework is also recommended to introduce a Tourism Development Incentive Program in Indiana, modeled after Kentucky's successful program. This initiative would offer sales tax reimbursement incentives, encouraging significant investments in tourism destination asset development.

CONCLUSION

Indiana stands at a pivotal moment in its tourism development journey. By strategically investing in its unique assets and drawing on successful models from other states, Indiana can become a leading destination for visitors from across the country and beyond. Collaboration among government, businesses, and community stakeholders is crucial to realizing this vision. The recommendations in this report provide a roadmap for unleashing Indiana's full tourism potential, driving sustainable economic growth, and creating unforgettable experiences for both residents and visitors.

INTRODUCTION

INDIANA'S TOURISM LANDSCAPE

Indiana boasts a blend of natural assets, urban and cultural attractions, and a strong history and infrastructure for sports. Historic towns, state parks, museums, and various experiences await residents and visitors in the state.

The Indiana Destination Development Corporation (IDDC) was formed by the Indiana Legislature in 2019 to promote Indiana as a great place for living, visiting, learning, and earning. IDDC ultimately replaced the Indiana Office of Tourism Development (IOTD) to create a seamless experience for visitors as well as quality-of-life and talent attraction partners across the state.

IDDC VISION

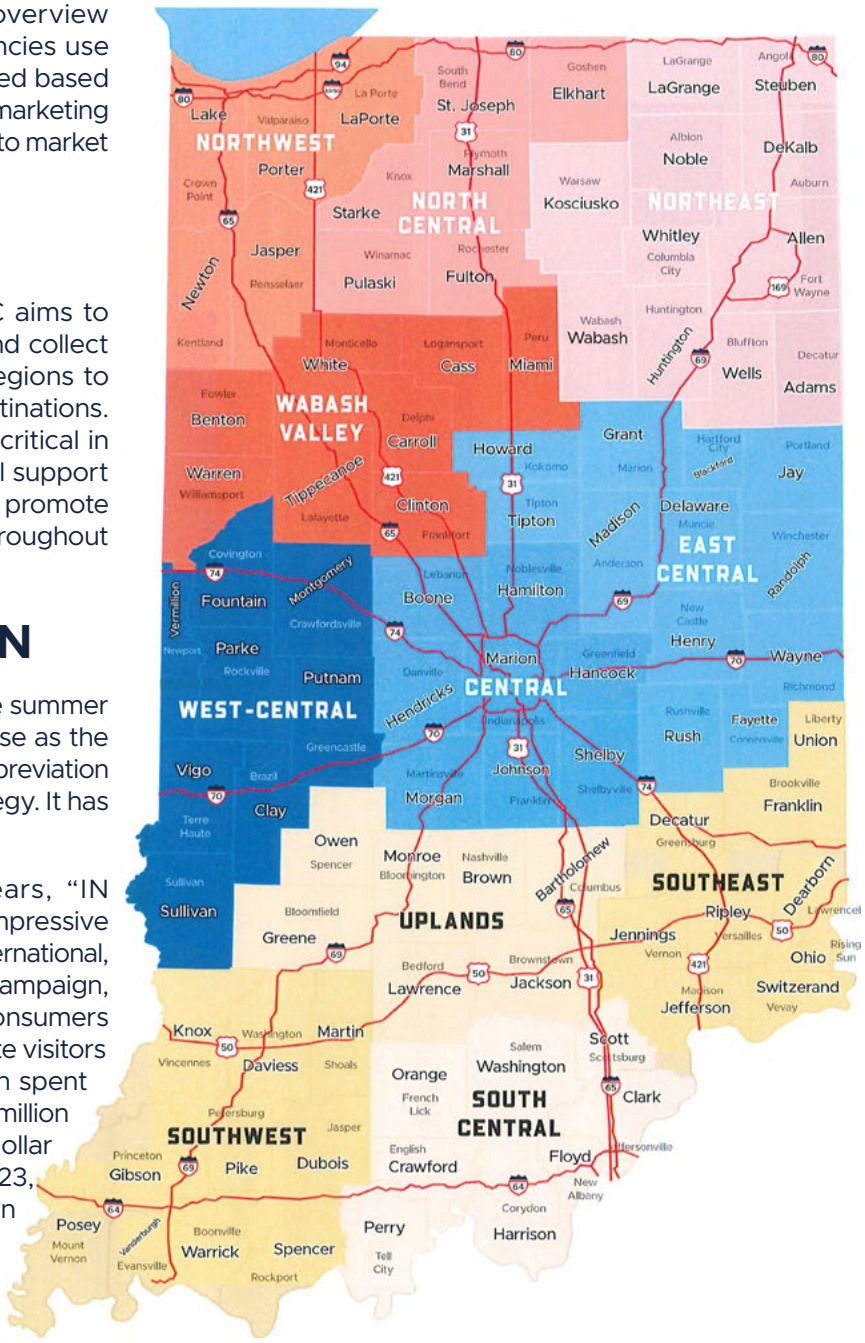
Increase the desirability of Indiana as a place to visit, play, live, learn, work, and raise a family.

IDDC MISSION

Brand and promote Indiana to tell the state's authentic story to attract and retain visitors, talent, and graduates and to improve the state's image.

INDIANA'S REGIONS

The accompanying map provides a visual overview of the state's regions. While other state agencies use different regional maps, this map was developed based on the existing partnerships among destination marketing organizations (DMOs) and how they collaborate to market events and attractions regionally.



PROJECT OVERVIEW

The engagement between TPMA and IDDC aims to identify gaps in Indiana's tourism landscape and collect recommendations from each of the eleven regions to improve existing assets and develop new destinations. Input from local and regional stakeholders is critical in understanding what investments in tourism will support local economies, enrich visitor experiences, and promote a more diverse and robust tourism industry throughout Indiana.

"IN INDIANA" CAMPAIGN

The "IN Indiana" campaign was launched in the summer of 2022 to create a unified state message to use as the vehicle to tell the state's story. Using Indiana's abbreviation (IN) is a creative element of the marketing strategy. It has become well-recognized and award-winning.

IN INDIANA. In its first two years, "IN Indiana" produced impressive results for the state. According to Longwoods International, in a 2022 and 2023 image study analyzing the campaign, the campaign boosted the state's image for consumers and attracted 1,932,000 incremental out-of-state visitors to Indiana. Visitors influenced by the campaign spent $260 million at Indiana businesses and paid $29 million in taxes over this two-year period. For each dollar spent on out-of-state advertising in 2022 and 2023, the state of Indiana received an additional $6 in tax revenue in 2022 and $10 in tax revenue in 2023, for a combined two-year return on investment (ROI) of 7:1.

Given the campaign's success upon its launch, additional funding for IDDC from the Governor and Indiana General Assembly has been deployed to continue strategic investments in tourism marketing, planning, and development.

STAKEHOLDER ENGAGEMENT

OUTREACH AND COMMUNICATIONS

TPMA prioritized in-person engagements to identify tourism needs and opportunities for developing new destinations to attract more visitors and retain local talent.

In collaboration with IDDC, TPMA organized outreach efforts across Indiana's regions and secured centralized venues in each region. Most engagements occurred in regional destination locations such as museums, convention centers, and other cultural sites.

Invitee lists were developed using IDDC's existing list of established partners, including DMOs (visitors bureaus), local economic development organizations (LEDOs), chambers of commerce, private businesses, foundations, non-profits, and higher education institutions. These lists were continually updated with new contact information obtained from organizational websites, personal touches, and individual communication.

Invitations were sent to organizational leadership via email and additional email and phone communications to ensure broad representation and diverse perspectives from each region's counties and communities.

EVENT FORMAT

During the event, participants introduced themselves and had the opportunity to meet colleagues from around their region.

The first activity during the engagements focused on understanding existing assets, missing and critical needs, and opportunities to enhance and build on what each region has and/or is known for.

After classifying regional destination strengths (what drives visitors to the greater region, county, or specific community), needs (what is needed to attract talent and drive the tourism economy in the greater region, county, or specific community), and opportunities (what would be desirable, possibly building on existing assets in the greater region, county, or specific community), participants were presented with imaginative, impactful destination ideas from around the world. Many of the ideas presented by TPMA were indicative of regional population, geographic understanding, and insight into destination trends. These were intended to help spark creativity for the activity to follow but were not necessarily meant as recommendations for the regions to replicate.

The second activity concentrated on participants identifying and sharing potential large-scale destination projects. Everyone was asked to list up to five priority project ideas with proposed locations. In making their list, they could consider resident support, existing partnerships, potential economic impact, attractiveness to visitors, and more. After writing down the list, each participant was asked to share some of the ideas from their list so that others could react to the ideas and add them to their worksheets, if appropriate.

INFORMATION COLLECTION AND FOLLOW-UP

To collect information accurately, everyone completed worksheets throughout the engagement to help TPMA and IDDC capture all the relevant information needed for the regional profiles and strategic recommendations (seen on the following pages).

For those unable to attend the in-person meetings, a comprehensive survey was distributed to gather their input. Attendees and non-attendees alike were encouraged to share the survey with colleagues and other relevant stakeholders to ensure a wide range of voices and insights were included in the process.

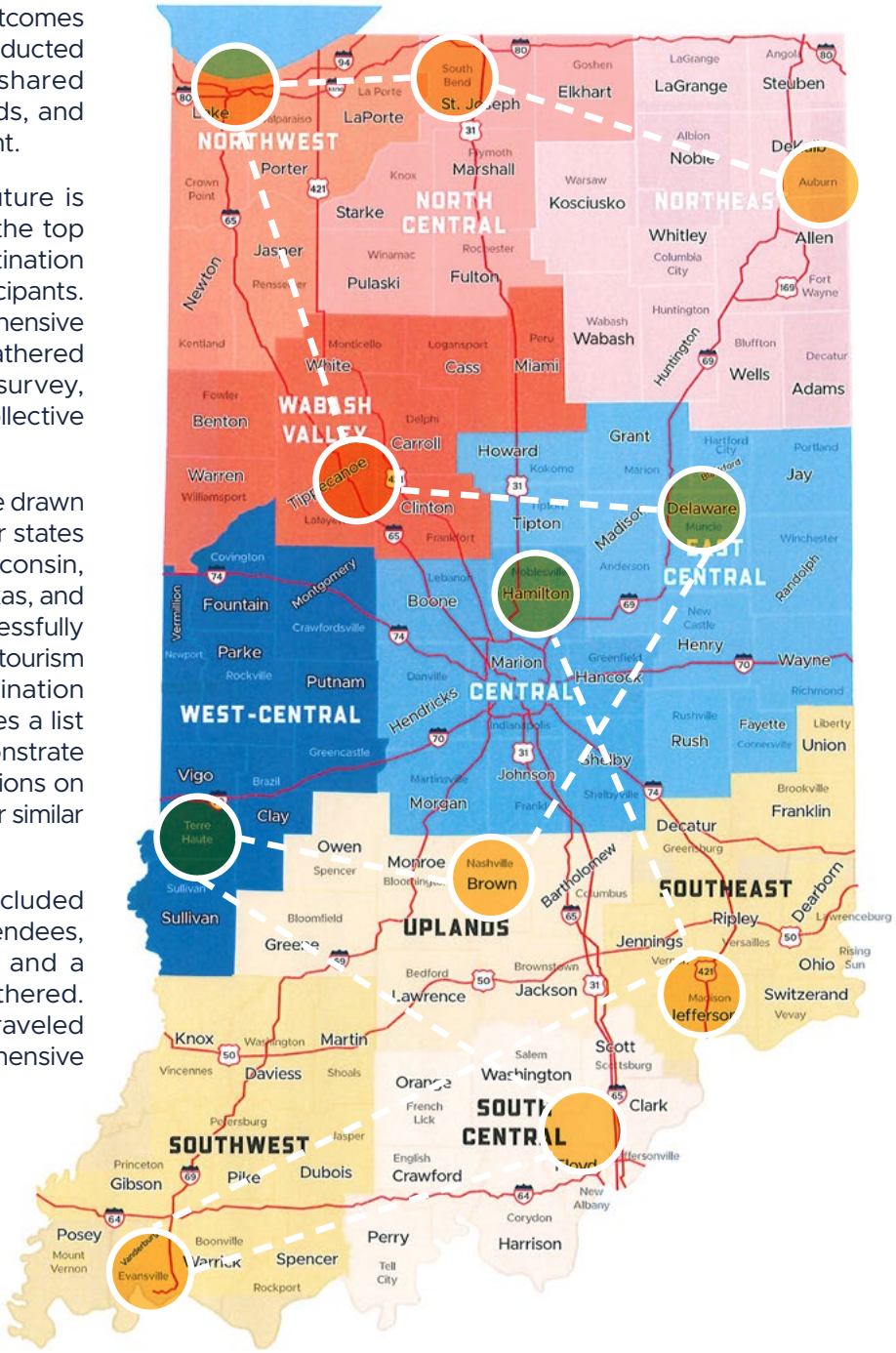
REGIONAL PROFILES

This section of the report presents the outcomes of the eleven regional engagements conducted across Indiana, where stakeholders shared their insights on current strengths, needs, and opportunities for destination development.

Each region's unique vision for the future is captured, with summaries highlighting the top strengths, needs, and priorities for destination asset development as identified by participants. Additionally, the report includes a comprehensive list of destination development ideas gathered from regional meetings and an online survey, providing a thorough overview of the collective input.

Inspiration for Indiana's growth can also be drawn from creative destination projects in other states and countries, such as Titletown in Wisconsin, Meow Wolf in Nevada, Colorado, and Texas, and Fire and Ice in Germany, which have successfully transformed their communities and driven tourism growth. The Appendix—Creative Destination Projects: Unleashing Inspiration—provides a list of such examples. These examples demonstrate the potential impact of innovative attractions on local economies and serve as a blueprint for similar initiatives in Indiana.

The extensive engagement process included eleven sessions, with 268 in-person attendees, 712 invited or surveyed participants, and a remarkable 1,694 destination ideas gathered. These contributed to the 2,551 miles traveled across the state in pursuit of this comprehensive analysis.



NORTHWEST REGION

WEDNESDAY, FEBRUARY 14TH, 2024. THE DUNES PAVILION, 1600 N. 24 E CHESTERTON, IN 46304

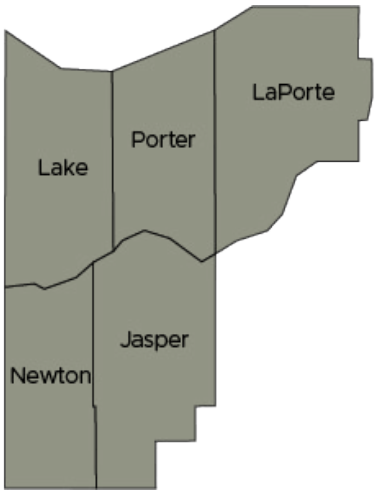
The third stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify destination development priorities for all eleven regions in the state was held in Northwest Indiana.

Indiana Dunes Pavilion and Luke Brands were wonderful hosts and provided food for attendees. About 52 individuals from the five counties were invited and 17 attended, identified as stakeholders by the IDDC and partners.

Attendees included a mix of visitors bureaus, economic development corporations, chambers, private businesses, and nonprofit stakeholders.

Overall, participants expressed an appreciation for and desire to better leverage the Indiana Dunes National Park for its national and international draw. A secondary focus was developing an attraction around the Industrial and Steel history of the area.

Results of the discussion are summarized below.



FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Water Park (i.e. Great Wolf Lodge)
- Indoor Ski Facility (i.e. Fire and Ice)
- Interactive Art Experience (Meow Wolf)
- Luxury camp sites (with a large, outdoor music venue, like Red Rocks)
- National Dunes Resort with recreational rentals (bikes, kayaks, etc.)
- Industrial Tourism (construction/ steel-themed amusement park; Industrial Exposition)

STRENGTHS:

- The Dunes: National Park, State Park, & general lakefront
- Trails & biking
- Industrial and steel history
- Walkable downtowns
- Popular daytrip destination—especially because of proximity to Chicago
- Trains

NEEDS:

- Boutique hotels and lodging options
- Regionally coordinated marketing/ branding
- Public transportation
- Shopping & entertainment
- Resiliency due to harsh winters

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

NORTH CENTRAL REGION

WEDNESDAY, JANUARY 24TH, 2024. INDIANA DINOSAUR MUSEUM, 24820 US 20, SOUTH BEND, INDIANA.

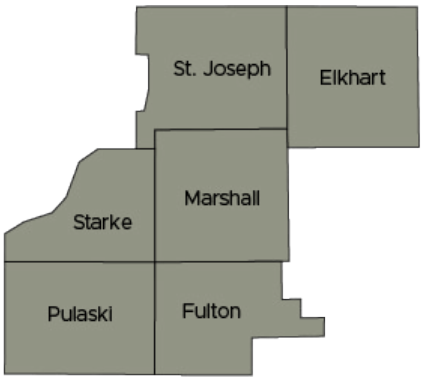
The second stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in North Central Indiana.

Attendees were treated to lunch and a tour of the not-yet-opened Indiana Dinosaur Museum. About 47 individuals from the six counties were invited and 36 attended, identified as stakeholders by the IDDC and partners.

Attendees included a mix of visitors' bureaus, economic development corporations, chambers, private businesses, foundations, nonprofit stakeholders, as well as the University of Notre Dame and the Pokagon Band of Potawatomi.

Participants engaged in lively conversation about ideas for the future of the region. Many participants voiced that the University of Notre Dame was one of the primary existing lures for the region.

Results of the discussion are summarized below.



FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Notre Dame version of Titletown, with a "Little Dublin" or "Little Vatican" area on or near campus
- 5th sheet of hockey ice
- Top Golf
- Continual trail that connects Marquette trail and Monon trails from South Bend to Indianapolis
- Zoo upgrade: aquarium and/or indoor, walk-through rainforest
- Indoor ski facility & lodge, like "Fire & Ice" and/or Winter Sports Complex

STRENGTHS:

- University of Notre Dame
- South Bend Cubs
- Amish Country/Shipshewana
- Youth Winter Sports
- RV Industry
- Elkhart Aquatics Center
- Casino

NEEDS:

- More trails and trail connectivity
- More entertainment options (including family-friendly entertainment)
- An additional sheet of ice
- Indoor 4-season sporting opportunities for adults

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

NORTHEAST REGION

TUESDAY, DECEMBER 12TH, 2023. FUEL SOCIAL CLUB, LOCATED AT 2220 W. ENSLEY AVENUE, AUBURN, INDIANA.

The first stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in Northeast Indiana.

Fuel Social Club was a wonderful host and food was provided by Visit DeKalb County. About 58 individuals were invited and 28 attended, identified as stakeholders by the IDDC and partners.

Each of the eleven counties in the region were represented, and included a mix of visitors' bureaus, economic development corporations, chambers, private businesses, foundations, and nonprofit stakeholders.

Overall, participants had great things to say about current developments and there was consensus on what the region's needs are.

Results of the discussion are summarized below.

FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Private racetrack
- Aquatics Center/Natatorium
- National sharpshooting range (The X Factor)
- Mid-sized music venue
- Amusement Park – cars or construction/manufacturing theme
- Accessibility destination

STRENGTHS:

- Family attractions
- Accessibility (Fort Wayne is considered a Travelability Destination Ally)
- Nature and outdoor attractions
- Agritourism
- Automotive history
- Music

NEEDS:

- Increased natural gas supply, housing
- Large tourism magnets
- Regional marketing strategy
- Transportation (specifically aviation)

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

WABASH VALLEY REGION

WEDNESDAY, MARCH 6TH, 2024. TIPPECANOE BATTLEFIELD & MUSEUM, 200 BATTLEGROUND AVE, BATTLE GROUND, IN 47920.

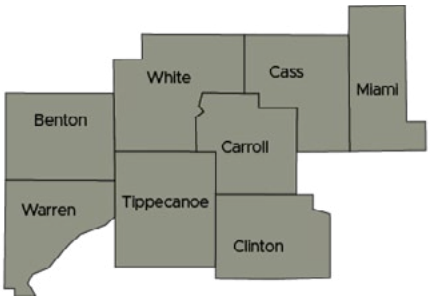
The fourth stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the Wabash Valley Region of Indiana.

The event was hosted at the Tippecanoe Battlefield & Museum and food was provided by Visit Lafayette - West Lafayette. About 23 individuals from the eight counties were invited and 21 attended, identified as stakeholders by the IDDC.

Participants included a mix of visitors' bureaus, economic development corporations, chambers, private businesses, foundations, nonprofit stakeholders, and Purdue University.

Overall, participants steered the conversation to highlight the importance of the Wabash River for the region's destinations.

Results of the discussion are summarized below.



FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- ATV Trail from Delphi to Attica
- Hockey rink
- Native American Cultural Center (national, with emphasis on local history)
- Equestrian Facility (with rodeo/ concert venue space)
- Boutique camping experience (i.e., yurts), possibly in Wolf Park
- A hands-on aerospace/astronaut exhibit in collaboration with Purdue.
- Wabash Valley Greenway—outdoor activities (boat rentals, ziplines, trails, biking, etc.)

STRENGTHS:

- Wabash River
- Purdue University, especially engineering and agriculture
- Native American History (Battlefield; Prophetstown)
- Feast of the Hunter's Moon
- Camping & RV travelers
- Location between Indianapolis & Chicago

NEEDS:

- Trails along Wabash (from Delphi to Attica)
- Programmatic funding
- Regional branding or messaging
- Activation of historic downtowns (through arts & culture, amenities, etc.)
- Water recreation
- Attractions for Purdue parents/ alumni/visitors (food, lodging, walkable amenities, etc.)

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

WEST CENTRAL REGION

WEDNESDAY, APRIL 24TH, 2024. TERRA HAUTE CONVENTION CENTER, 800 WABASH AVE, TERRA HAUTE, IN 47807

The seventh stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the West Central Region of Indiana.

The Terra Haute Convention and Visitors Bureau was a wonderful host, providing space and refreshments for participants, as well as a tour of the new Larry Bird Museum.

About 48 individuals from the eight counties were invited and 17 attended, identified as stakeholders by the IDDC. Attendees included a mix of visitors' bureaus, economic development corporations, chambers, current destinations, private businesses, and nonprofit stakeholders.

The conversation was largely informed by the region's recent READI 2.0 strategy.

Results of the discussion are summarized below.

FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Sports Complex (as identified in the region's READI 2.0 application)
- Professional Disc Golf Course in Fowler Park
- Water park, such as Great Wolf Lodge or Opry Land
- Bridge across the river, connecting the Mill to trails
- Outdoor playscape addition to the Terra Haute Children's Museum
- Aquatic Center

STRENGTHS:

- Sports tournaments & events
- Four colleges
- Museums, sculptures, and murals
- Wabash River
- Adjacent to I-70, proximity to Indy, Chicago, and St. Louis
- Covered Bridge Festival
- Ironman Raceway, Badlands, The Mill, Casino

NEEDS:

- Hotel rooms during events
- Regional identity
- Retail, nightlife, and entertainment
- Childcare
- Riverfront investment/development

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

CENTRAL REGION

WEDNESDAY, JULY 24TH, 2024. WEST FORK WHISKEY CO., 10 E 191ST ST, WESTFIELD, IN 46074

The eleventh stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the Central Region of Indiana.

West Fork Whiskey Co. was a wonderful host and IDDC provided refreshments for participants. About 125 individuals from the eight counties were invited and 41 attended, identified as stakeholders by the IDDC.

Attendees included a mix of visitors' bureaus, economic development corporations, chambers, current destinations, private businesses, and nonprofit stakeholders.

The conversation highlighted existing assets in Central Indiana that could be further developed, such as the White River and professional sports.

Results of the discussion are summarized below.

FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Motorsports-themed amusement park
- Indoor/outdoor water park
- An iconic element in the downtown Indy skyline, e.g., a Ferris wheel
- Waterfront and water activities development, especially along the White River.
- Glamping and Wellness Retreat Center
- Turn the downtown Canal into the longest public swimming pool

STRENGTHS:

- Sports and recreational facilities (youth), i.e., Grand Park
- Conventions
- Major Music Venues (Ruoff, Fairgrounds)
- IMS/Indy 500 and professional sports
- Outdoor Recreation: trails, parks, White River

NEEDS:

- Public transportation
- Housing (affordable, diverse)
- "Cool" storytelling and marketing
- Connection to the White River and trails
- Walkability/Quality of Life & Place

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

EAST CENTRAL REGION

WEDNESDAY, APRIL 10TH, 2024. MINNETRISTA, 1200 N MINNETRISTA PKWY, MUNCIE, IN 47303

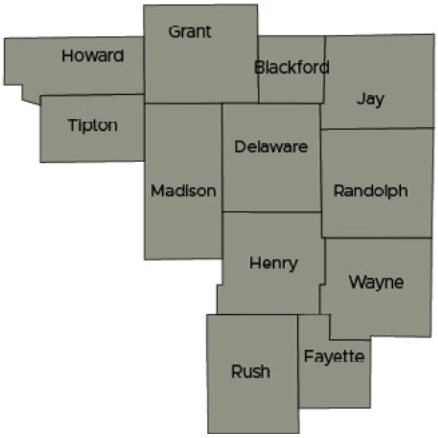
The fifth stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify destination development priorities for all eleven regions in the state was held in East Central Indiana.

Minnetrista was a wonderful host and Harrah's Hoosier Park provided food for attendees. About 59 individuals from the 12 counties were invited and 19 attended, identified as stakeholders by the IDDC and partners.

Attendees included a mix of visitors' bureaus, economic development corporations, chambers, private businesses, and nonprofit stakeholders.

Overall, participants expressed an appreciation of their existing cultural assets, including their history with glass and entrepreneurism (Ball Brothers, Dunkirk, Kokomo, etc.), volleyball, Garfield, and Bob Ross.

Results of the discussion are summarized below.



FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- "Grand Park" of Volleyball and/or U.S. Volleyball Hall of Fame
- A karting facility and "Wrigleyville" around the Anderson Speedway
- A Glass Museum and/or festival – combining glass history and entrepreneurism with glass art in the area.
- Greenway & Blueway enhancement – particularly kayaks, canoes, and tubes.
- Airpark communities—partnership between AMA and Ball State
- Indoor Water Park. An interactive museum (i.e., Meow Wolf).

STRENGTHS:

- Vibrant and charming downtown(s)
- Artistic & creative communities
- Minnetrista
- Academy of Model Aeronautics
- Ball State University
- Sports & Racing
- Outdoor recreation – parks & trails
- Cultural history – Garfield and Bob Ross
- Entrepreneurial history – Ball Brothers & Glass Trail

NEEDS:

- Housing
- Waying & signage (from interstate to downtown)
- Infrastructure
- Mid-sized music venue
- Water activities

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

UPLANDS REGION

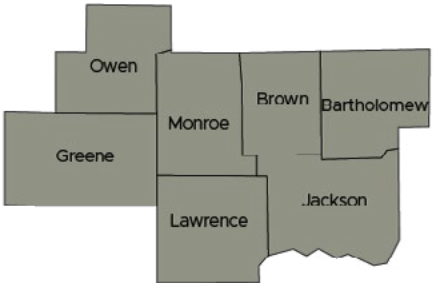
TUESDAY, APRIL 16TH, 2024. HARD TRUTH DISTILLING CO, 418 OLD STATE ROAD 46, NASHVILLE, IN 47448

The sixth stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the Uplands Region of Indiana.

Hard Truth was a wonderful host, providing guests with coffee, lunch, and distillery tours. About 52 individuals from the seven counties in the region were invited and 12 attended, identified as stakeholders by the IDDC.

Participants included a mix of visitors' bureaus, economic development corporations, chambers of commerce, and private businesses.

Results of the discussion are summarized below.



FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Industrial Museum or "Digger Land" amusement park
- Ski Lake, water park, and/or wave park
- Treehouses/experiential overnight stay
- Drone Arena
- Riverside outfitters and rentals
- Interactive Architecture and/or Chuck Taylor Museum in Columbus
- A destination restaurant, like Joseph Decius

STRENGTHS:

- Natural resources and outdoor recreation
- Agritourism, specifically wineries and breweries
- Architecture (in Columbus)
- Nexus Park and recreational sports
- History
- Indiana University

NEEDS:

- Regional marketing and awareness
- Restaurants
- Maintenance and historic preservation of buildings (especially in Columbus)
- River activation
- Housing
- Activities for students and families year-round

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

SOUTHWEST REGION

WEDNESDAY, MAY 8TH, 2024. EVANSVILLE MUSEUM OF ARTS, HISTORY, & SCIENCE, 411 SE RIVERSIDE DR, EVANSVILLE, IN 47713.

The ninth stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the Southwest Region of Indiana.

The Evansville Museum of Arts, History, & Science was a wonderful host, providing space and refreshments for participants. About 45 individuals from the ten counties were invited and 16 attended, identified as stakeholders by the IDDC.

Attendees included a mix of visitors' bureaus, economic development corporations, chambers, current destination leaders, and nonprofit stakeholders.

The participants had ideas that addressed current destination needs as well as ideas that played into existing strengths, generating a comprehensive list that is only shared in part here.

Results of the discussion are summarized below.

FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Santa Claus or Christmas Village year-round with immersive sensory experiences
- Riverfront activation – riverboats, amphitheater, tours, etc.
- Wellness Retreat & Craft Center in New Harmony
- Adventure Park with lazy river in an old coal mine
- Go Karting Facility
- Restaurant/beverage tours; destination restaurant like French Laundry and/or Farmer & Frenchman, or Test Kitchen/ Restaurant Incubator

STRENGTHS:

- Tri-state location and ease of access
- Parks and outdoor recreation
- Small towns: New Harmony, Santa Claus, Historic Newburgh, etc.
- Arts and culture
- Affordability
- Ohio Riverfront

NEEDS:

- More housing and affordable housing
- Hotels and/or lodging
- Local collaboration
- Childcare
- Activities for kids

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

SOUTH CENTRAL REGION

WEDNESDAY, MAY 1ST, 2024. HUBER'S ORCHARD & WINERY, 19816 HUBER RD, BORDEN, IN 47106

The eighth stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the South Central Region of Indiana.

Huber's Orchard & Winery were excellent hosts and provided refreshments for attendees. About 49 individuals from the eight counties were invited and 15 attended, identified as stakeholders by the IDDC. Participants included a mix of visitors' bureaus, chambers, current destination leaders, foundations, and nonprofit stakeholders.

Overall, participants highlighted the opportunities as well as challenges associated with being adjacent to the Ohio River and Louisville.

Results of the discussion are summarized below.

FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Aquarium and walking bridge across the river
- Agritourism and wellness destination, like Blackberry Farm in TN
- Custom furniture-making experience agritourism destination
- National archery and sporting clays facilities
- Riverfront development, including marinas, a scenic rail line, boating and fishing, and white-water rafting
- Baseball and softball facilities
- High-speed tourism rail

STRENGTHS:

- Natural assets, including Ohio River, Falls of the Ohio, and Patoka Lake
- Agritourism, including wineries and dining options
- Proximity to Louisville
- Upcoming Origin Park
- Historic downtown shopping areas
- French Lick Hotel & Casino

NEEDS:

- Better roads, west-end bridge connecting Interstate 265 to Indiana
- Conference center
- Sports facilities
- More camping/RV sites
- Housing

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

SOUTHEAST REGION

WEDNESDAY, MAY 29TH, 2024. CLIFTY INN, CLIFTY FALLS STATE PARK, 2221 CLIFTY DRIVE, MADISON, INDIANA 47250

The tenth stakeholder engagement of Indiana Destination Development Foundation's statewide gap analysis to identify future destination asset development priorities for all eleven regions in the state was held in the Southeast Region of Indiana.

Clifty Falls State Park was an excellent host and Visit Madison Indiana provided refreshments for attendees. About 53 individuals from the nine counties were invited and eleven attended, identified as stakeholders by the IDDC.

Participants included a mix of visitors' bureaus, economic development corporations, current destination leaders, and private businesses.

Overall, participants highlighted the opportunities as well as challenges associated with being adjacent to the Ohio River and between Cincinnati and Louisville.

Results of the discussion are summarized below.

FUTURE IDEAS:

While many ideas for destination development were discussed, these ideas emerged as priorities:

- Racing Performance Museum and experience (The 2nd largest collection of IndyCars is in Vevay)
- Ohio River: riverboat cruises, boat launches, and rentals
- Convert quarry to rock climbing, rappelling, base jumping, and sky diving facility
- Smaller, more complimentary attractions for the Ark Encounter/ Creation Museum in Northern Kentucky
- Whiskey tasting room or speakeasy in Lawrenceburg and/or Greendale. Recreate Kentucky's "Bourbon Trail" as Indiana's "Bootlegger Trail." Tours of distilleries.

STRENGTHS:

- Historic Downtowns
- Casinos
- The Ohio River
- Outdoor activities: Versailles and Clifty Falls State Parks
- Proximity to Cincinnati & Louisville
- Unique car and Swiss & German cultures

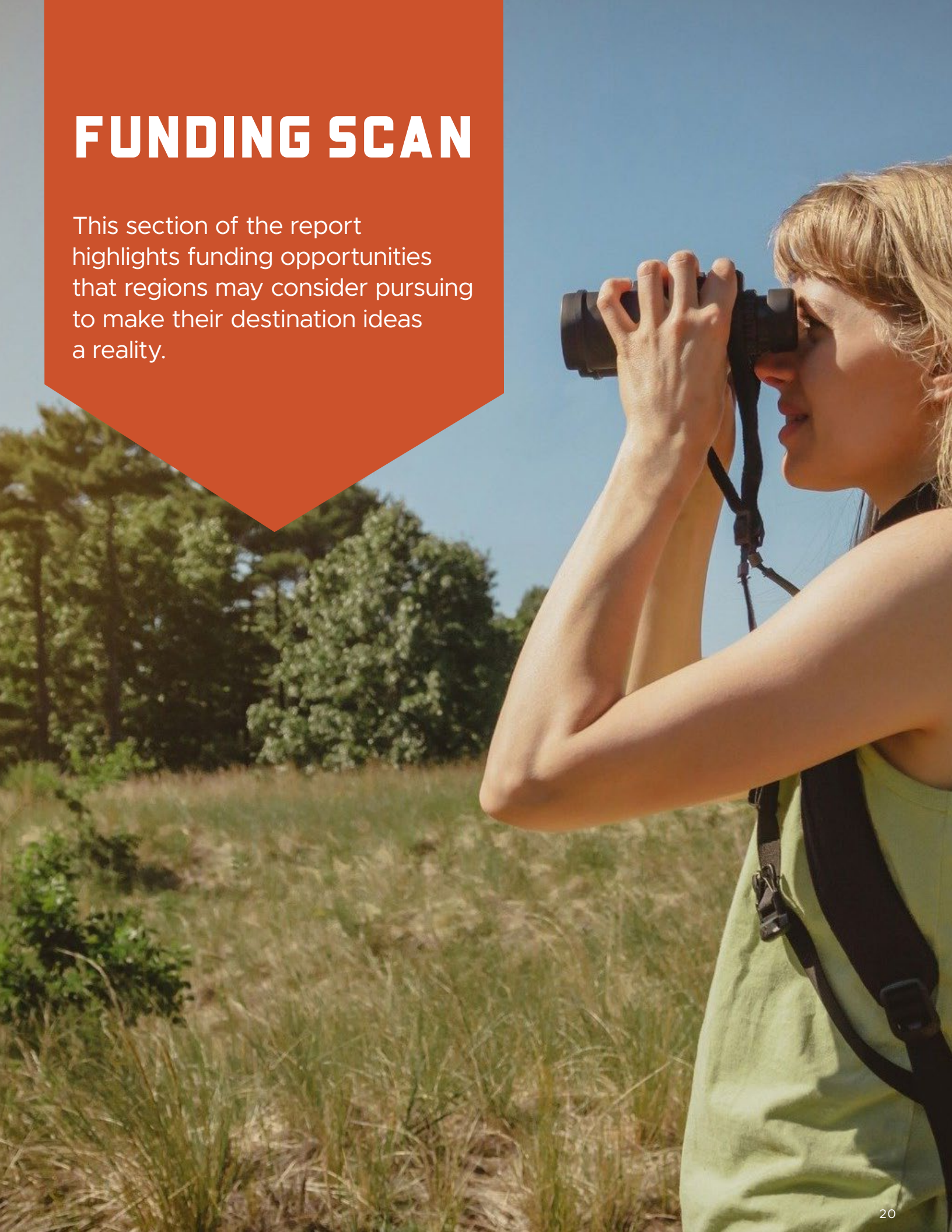
NEEDS:

- Housing
- Marketing
- Ohio River activation
- Infrastructure
- Unique local experiences

A full list of projects can be found in the Appendix under Full List of Regional Destination Development Ideas.

FUNDING SCAN

This section of the report highlights funding opportunities that regions may consider pursuing to make their destination ideas a reality.



FEDERAL FUNDING OPPORTUNITIES

U.S. DEPARTMENT OF AGRICULTURE

RURAL COMMUNITY DEVELOPMENT INITIATIVE (RCDI)

The program is designed to assist qualified private organizations, nonprofit organizations, and public intermediary organizations, proposing to carry out financial and technical assistance programs to improve housing, community facilities, and community and economic development projects in rural areas.

ELIGIBLE GRANT PURPOSES:

- Provide technical assistance to develop recipients' capacity and ability to undertake projects related to housing, community facilities, or community and economic development.
- Develop the capacity of recipients to conduct community development programs, (e.g., homeownership education or training for business entrepreneurs).
- Develop the capacity of recipients to conduct developmental initiatives (e.g., programs that support microenterprise and sustainable development).
- Develop the capacity of recipients to increase their leveraging ability and access to alternative funding sources by providing training and staffing.
- Develop the capacity of recipients to provide the technical assistance component for essential community facilities projects.
- Assist recipients in completing pre-development requirements for housing, community facilities, or community and economic development projects by providing resources for professional services, e.g., architectural, engineering, or legal.

ELIGIBLE APPLICANTS:

- City or township governments
- Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
- Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education
- Independent school districts
- Private institutions of higher education
- Public and State controlled institutions of higher education
- For profit organizations other than small businesses
- State governments
- Special district governments
- Small businesses
- Public housing authorities/Indian housing authorities
- County governments

MATCHING FUNDS REQUIREMENT:
Cash or confirmed funding commitments. Matching funds must be at least equal to the grant amount and committed for a period of not less than the grant performance period.

Minimum Award: $50,000

Maximum Award: $500,000

Website: https://www.grants.gov/search-results-detail/354717

RURAL ECONOMIC DEVELOPMENT LOAN AND GRANT

The Rural Economic Development Loan and Grant program provides funding for rural projects through local utility organizations. USDA provides zero-interest loans to local utilities which they, in turn, pass through to local businesses (ultimate recipients) for projects that will create and retain employment in rural areas. The ultimate recipients repay the lending utility directly. The utility then is responsible for repayment to USDA.

ELIGIBLE GRANT PURPOSES:

- Business incubators
- Community development assistance to nonprofits and public bodies (particularly job creation or enhancement)
- Facilities and equipment for education and training for rural residents to facilitate economic development
- Facilities and equipment for medical care to rural residents
- Start-up venture costs, including such things as financing fixed assets like real estate, new or existing buildings, equipment, or working capital
- Business expansion
- Technical assistance

ELIGIBLE APPLICANTS:

- Any former Rural Utilities Service (RUS) borrower that pre- or repaid an insured, direct, or guaranteed loan
- Nonprofit utilities eligible to receive assistance from Rural Development Electric or Telecommunication Programs
- Current Rural Development Electric or Telecommunication programs borrowers

MATCHING FUNDS REQUIREMENT:

- Grants require a 20 percent match from the intermediary
- For the 100% grant program applicants must provide matching cash contributions equal to at least 25% of the cost of the overall project

TOTAL FUNDING AVAILABLE:
Grant: $300,000

Loan: $2,000,000

Website: https://www.rd.usda.gov/programs-services/business-programs/rural-economic-development-loan-grant-program

U.S. DEPARTMENT OF THE INTERIOR

OUTDOOR RECREATION LEGACY PARTNERSHIP (ORLP)

This program was established in 2014 and is funded through the Land and Water Conservation Fund. ORLP is a nationally competitive, dollar-for-dollar matching grant program. It was created to aid disadvantaged, urban communities that lack access to close-by outdoor recreation. Funds can be used for the acquisition and/or development of, or substantial renovation of, public parks and other outdoor recreation spaces.

GRANT INFORMATION:

- Funds can be used for acquisition and/or development of, or substantial renovation of, public parks and other outdoor recreation spaces.
- Projects can support any outdoor recreation activities including hiking, camping, unstructured play, picnicking, cycling, field and court sports, fishing, bird watching, swimming pools, paddling, and skating, as well as for outdoor recreation facilities and some supporting facilities and infrastructure like restrooms/bathhouses, or parking areas, when it is part of an overall recreation project.

ELIGIBLE APPLICANTS:

- State Governments

MATCHING FUNDS REQUIREMENT:

- Grants require a 20 percent match from the intermediary. For the 100% grant program applicants must provide matching cash contributions equal to at least 25% of the cost of the overall project.

TOTAL FUNDING AVAILABLE:
Grant: $300,000

Loan: $15,000,000

Website: https://www.rd.usda.gov/programs-services/business-programs/rural-economic-development-loan-grant-program

SAVE AMERICA'S TREASURES GRANTS

The Save America's Treasures grant program was established in 1998 to celebrate America's premier cultural resources in the new millennium. After more than 20 years, this grant program has awarded more than 1,300 grants totaling more than $300 million to projects across the United States. Funded projects, selected from 4,000-plus applications requesting $1.5 billion, represent nationally significant historic properties and collections that convey our nation's rich heritage to future generations. The National Park Service administers Save America's Treasures grants in partnership with the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute of Museum and Library Services.

ELIGIBLE APPLICANTS:

- Nonprofit organizations
- Units of state or local government
- Federally-recognized Tribes, Alaska Native Villages/ Corporations, and Native Hawaiian Organizations, as defined by 54 USC 300309, 54 USC 300313 and 54 USC 300314
- Educational institutions
- Federal agencies funded by the Department of the Interior (and related agencies) with the exception of the National Park Service (NPS)

ELIGIBLE GRANT PURPOSES:

- Preservation and/or conservation work on nationally significant properties and collections through two types of grants: preservation grants and collections grants:
  - Preservation work to historic districts, buildings, sites, structures, and objects will be funded through the Save America's Treasures preservation grants.
  - Conservation work on nationally significant collections including artifacts, museum collection, documents, sculptures, and other works of art will be funded through the Save America's Treasures collections grants.
- All preservation grants must be for work on properties listed in the National Register of Historic Places at the "national" level of significance or designated a National Historic Landmark. Properties must be individually listed or listed as a contributing resource to a district.
- All collections grants must be for work on collections that are argued by the applicant to be "nationally significant" as part of an application.
- Individual projects are only eligible for one SAT grant. Individual structures or collections that have received a SAT grant in the past are not eligible for additional funding. A map and database of projects funded in the past can be found at http://go.nps.gov/satmap.

GRANT AMOUNTS:

Collections projects: Minimum of $25,000 and maximum $750,000 federal share

Preservation projects: Minimum of $125,000 and maximum $750,000 federal share

NATIONAL ENDOWMENT FOR THE ARTS

GRANTS FOR THE ARTS PROJECTS (GAP)

Grants for Arts Projects is the largest grants program for organizations, providing comprehensive and expansive funding opportunities for communities. Through project-based funding, the program supports opportunities for public engagement with the arts and arts education, for the integration of the arts with strategies promoting the health and well-being of people and communities, and for the improvement of overall capacity and capabilities within the arts sector.

AREAS OF INTEREST:

- Contribute to a healthy and thriving local, regional, state-wide, and national arts and culture ecosystem.
- Elevate artists as integral and essential to a healthy and vibrant society.
- Celebrate the nation's creativity and/or cultural heritage.
- Facilitate cross-sector collaborations that center the arts at the intersection of other disciplines, sectors, and industries.
- Support arts projects with a focus on advancing the health and well-being of individuals and communities.
- Invest in organizational capacity-building and leadership development for arts organizations, arts workers, and artists.
- Support existing and new technology-centered creative practices across all artistic disciplines and forms, as well as build arts organizations' capacity to serve a broad public by providing access, training, and other resources to engage with digital technologies.
- Address, develop creative work exploring, or reflect on the impacts of artificial intelligence (AI), in a way that is consistent with valuing human artistry. Projects may include artistic work, from across all artistic disciplines, that improves the public's awareness or understanding of the responsible use of AI in the field of arts.

ELIGIBLE APPLICANTS:
Eligible applicants include:

- Non-profit, tax-exempt 501(c)(3), U.S. organizations;
- Units of state or local government; or
- Federally recognized tribal communities or tribes.

MATCHING FUNDS REQUIREMENT:
All grants require a nonfederal cost share/match of at least 1 to 1.

Minimum Grant Award: $10,000

Maximum Grant Award: $100,000

STATE FUNDING OPPORTUNITIES

INDIANA ECONOMIC DEVELOPMENT CORPORATION

REGIONAL ACCELERATION AND DEVELOPMENT INITIATIVE (READI)

READI is a program for Indiana regions to invest in growth and prosperity of the individuals and families that call the Hoosier state home. READI builds on the framework and successes of the Indiana Regional Cities Initiative and the 21st Century Talent Initiative, encouraging neighboring communities across the region to collaborate on planning and project implementation.

READI APPLICATION

- **Project Qualities:**
  - Quality-of-Life
  - Quality-of-Opportunity
  - Quality-of-Place
- **READI Focus Areas:**
  - Family Support Initiatives
  - Growth Infrastructure
  - Housing
  - Infrastructure for jobs
  - Innovation and entrepreneurship
  - Mixed-use developments
  - Talent supply
  - Tourism, Arts, Culture, and Community Projects
  - Trails and Parks

MATCHING FUNDS REQUIREMENT:
4:1 match of local public and private funding

Website: https://indianareadi.com/

INDIANA ARTS COMMISSION

VARIOUS GRANT PROGRAMS

ARTS ORGANIZATION SUPPORT (AOS)
This grant provides annual operating support to arts nonprofits for ongoing artistic and administrative functions. AOS grants provide annual operating support for the ongoing artistic and administrative functions of eligible arts organizations that align with IAC funding priorities.

Arts Project Support
This grant provides funding to nonprofits, units of government, and schools to support a specific projects, such as a one-time event; a single production; an exhibition; a workshop; or a series of related arts activities.

Additional Funding Opportunities
Outside of funding from the Indiana Arts Commission, artists and organizations are encouraged to seek funding from other granting agents across the state, region, and nation.

INDIANA HOUSING AND COMMUNITY DEVELOPMENT AUTHORITY

CREATING PLACES

CreatINg Places employs a donation and reward-based method of crowdfunding called "crowdgranting". Through this crowdgranting model, citizens actively support projects and activities through web-based donations which, if the fundraising goal is reached within a set time, are matched by IHCDA.

CreatINg Places aims to generate the public's involvement in the selection of creative improvements within their own communities, provide funding to see the project through completion, and instill community pride.

ELIGIBLE APPLICANTS:

- Non-profit entities (with 501c3 or 501c4 status)
- Local Units of Government

FUNDABLE PROJECTS:

- Streetscape beautification & walkability projects
- Playgrounds (preferences for inclusive and accessible spaces with clear signage about public use)
- Public plaza development/activation
- Access to public amenities (river walks, canoe livery/launches, pier enhancements, etc.)
- Farmer's markets, community kitchens, maker's and incubator spaces, or other pop-up retail
- Park creation or improvements
- Bike & pedestrian pathways
- Community theater rehabilitation (community or non-profit)
- Public space enhancements (wayfinding signage, public Wi-Fi, local branding, interactive educational components, etc.)
- Event implementation
- Other projects that activate public space or a community place may be proposed and considered on a case-by-case basis

FUNDING:

Eligible projects must have a minimum total development cost of $10,000, where the recipient will receive $5,000 in IHCDA matching funds should they successfully raise $5,000 through Patronicity.com. IHCDA will provide matching grant funds up to $50,000 per project.

INDIANA DEPARTMENT OF NATURAL RESOURCES

INDIANA TRAILS PROGRAM

The Indiana Trails Program (ITP) program replacing the Recreational Trails Program (RTP). The program is dedicated to the construction, restoration and maintenance of nonmotorized and motorized recreational trails (paved and unpaved) and trail-related facilities.

FUNDABLE PROJECTS:

- Construction of trails
- Acquisition of easement or property for trails
- Development of trailheads and other support facilities (parking, water fountains, benches, signage, etc.)
- Construction of bridges, boardwalks, and crossings

ELIGIBLE APPLICANTS:

- All units of government
- Not-for-profit organizations with a central mission focused on providing public outdoor recreation opportunities

MATCHING FUNDS REQUIREMENT:
The ITP will provide a maximum of 80% reimbursement for eligible projects. At the time of application, the applicant must have at least 20% of the total project cost available.

Minimum Grant Award: $100,000

Maximum Grant Award: $400,000

LOCAL & PHILANTHROPIC FUNDING OPPORTUNITIES

BANK OF AMERICA ECONOMIC MOBILITY

Vibrant communities are places where individuals can thrive and succeed and have the opportunity to live and work with safe, decent housing, transportation to jobs, strong business corridors and thriving arts and culture districts. We support local and regional revitalization efforts, taking a holistic approach to building inclusive communities, creating economic opportunity and livable neighborhoods.

EXAMPLES OF NEIGHBORHOOD REVITALIZATION PROJECTS INCLUDE:

- **Revitalization, preservation, and stabilization** initiatives that engage community stakeholders in building livable communities.
- **Transit-oriented development** efforts that connect individuals to jobs, services, schools, and economic opportunity.
- **Community arts and cultural institutions** that provide economic opportunity and contribute to the vitality and livability of communities.
- **Mainstreet** assists economic development efforts that help promote healthy commercial corridors.
- **Resiliency of communities** supporting short- and long-term plans to prepare, withstand and recover from extreme weather events and the long-term impacts of climate change.
- **Environmental efforts** through the preservation, creation or restoration of open space, parks and community gardens.
- **Supporting organizations/initiatives that bring energy efficiency** and renewable energy advances to diverse communities.

Website: https://about.bankofamerica.com/en/making-an-impact/charitable-foundation-funding

THE KRESGE FOUNDATION

The Kresge Foundation is a private, national foundation that works to expand equity and opportunities in America's cities through grantmaking and social investing in arts and culture, education, environment, health, human services and community development, nationally and in Detroit, Memphis, New Orleans and Fresno.

PRIORITY AREAS:

- American Cities
- Arts & Culture
- Education
- Environment
- Health
- Human Services
- Social Investment Practice

Website: https://kresge.org/grants-social-investments/

LILLY ENDOWMENT INC.

The Lilly Endowment Inc. is a private philanthropic foundation based in Indianapolis with initiatives and grants that support the Indianapolis area and Indiana widely.

AREAS OF INTEREST:

- **Community Development:** enhancing the quality of life in Indianapolis and Indiana. We grant funds for human and social needs, city and neighborhood revitalization, low- and moderate-income housing, and arts and culture in Indianapolis
- **Education & Youth**
- **Religion**

APPLICATION PROCESS:
Requests fitting within LEI guidelines are encouraged to submit a preliminary letter of no more than two pages detailing information about the organization; identify the project, the issue or need being addressed; and support needed from the Endowment

APPROVAL PROCESS:
The Endowment can only fund a small percentage of the grant proposals each year. Approval process generally begins with a review of a proposal by a program director. Proposals that meet the criteria for consideration proceed to the appropriate division for review, then to the Endowment's officers, and finally to the Endowment's Board of Directors. The Board of Directors considers grants in March, June, September, November and December. The grant review process generally takes three to six months. All grantseekers receive written notification of decisions.

Website: https://lillyendowment.org/for-grantseekers/

COMMUNITY FOUNDATIONS

Local community foundations can provide essential funding, resources, and expertise to help bring ambitious destination projects to life. Through strategic financial support, foundations can help raise capital for the construction and enhancement of cultural and recreational facilities, driving tourism and boosting local economies with vibrant, attractive destinations that enrich residents' quality of life and draw visitors.

LIST OF INDIANA COMMUNITY FOUNDATIONS

https://www.icindiana.org/our-programs/lecsp/indiana-community-foundations/

INDIANA PHILANTHROPY ALLIANCE MEMBERS

https://www.inphilanthropy.org/directory

RECOMMENDATIONS

SUMMARY OF STATE GRANTS AND INCENTIVES

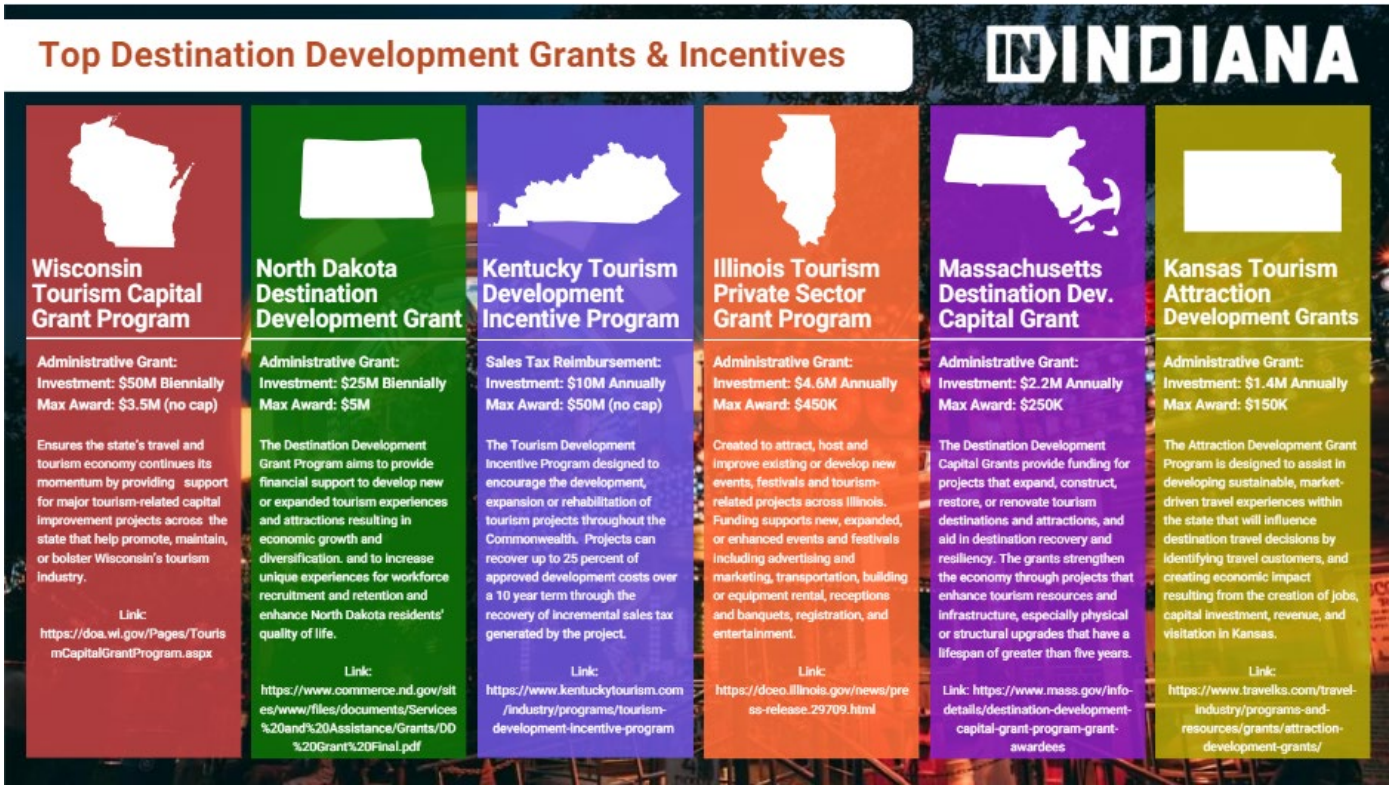
Destination development grants and incentives are crucial tools for states seeking to bolster their tourism industries. By providing financial support for a wide range of projects, from infrastructure improvements to attraction development, these programs stimulate economic growth and enhance visitor experiences.

States like Kentucky, Massachusetts, Wisconsin, North Dakota, Illinois, and Kansas have implemented various grant programs to achieve these goals. For example, Kentucky offers substantial sales tax reimbursements for tourism projects, while Massachusetts provides funding for destination development and infrastructure improvements. These initiatives contribute significantly to job creation, increased visitation, and the overall vitality of tourism economies.

To further stimulate tourism growth, these states have allocated substantial resources to their grant programs. Kentucky's Tourism Development Incentive Program offers up to $50 million annually in sales tax reimbursements, while Wisconsin dedicates $50 million biennially for tourism capital improvements. Other states, such as North Dakota and Illinois, provide millions in grant funding for projects that enhance visitor experiences and drive economic growth.

These investments demonstrate a commitment to fostering thriving tourism industries and creating vibrant destinations. With diverse programs and substantial funding, these states collectively ensure the continued growth and vitality of the tourism sector across the United States.

For additional details, a one-page infographic of Top Destination Development Grants & Incentives can be found on the following graphic.



POTENTIAL GRANTS AND INCENTIVES FOR INDIANA

Indiana possesses immense potential to become a premier tourism destination. By strategically investing in the industry, the state can stimulate economic growth, enhance quality of life, and create a lasting legacy. This section outlines a comprehensive framework based on best practices from other states to guide Indiana's tourism development.

CORE STRATEGIES

SALES TAX REIMBURSEMENT INCENTIVES:
Kentucky has a program that allows tourism-related projects to recoup a portion of development costs through incremental sales tax generated by the project. This incentive catalyzes significant investments in tourism infrastructure.

CAPITAL IMPROVEMENT GRANTS:
Wisconsin allocates substantial biennial funding for major tourism-related capital improvement projects. Flexibility in award amounts accommodate diverse project scales, from boutique attractions to large-scale developments.

PROJECT DIVERSITY AND FLEXIBILITY:
Indiana could mirror Illinois' approach by offering grants for a wide range of tourism initiatives, including events, marketing campaigns, and infrastructure enhancements. This comprehensive strategy will attract diverse projects and bolster various sectors within the tourism industry.

SUSTAINABLE AND MARKET-DRIVEN FOCUS:
Kansas prioritizes projects that demonstrate clear economic impacts, such as job creation and increased revenue. A focus on sustainable and market-driven initiatives ensures the long-term viability and success of each project.

ECONOMIC GROWTH AND QUALITY OF LIFE ENHANCEMENT:
North Dakota prioritizes projects that not only stimulate economic growth but also enhance residents' quality-of-life. Unique experiences are essential components of this strategy.

RESILIENT AND LONG-LASTING INFRASTRUCTURE:
Massachusetts invests in funding projects that expand, construct, restore, or renovate tourism assets. This approach creates a resilient tourism industry capable of weathering challenges and thriving long-term.

INDIANA'S DESTINATION ASSET DEVELOPMENT PRIORITY

Based on the comprehensive gap analysis and comparative evaluation of successful state tourism programs the following are identified key areas for strategic development in Indiana. By prioritizing these focus areas and implementing targeted strategies, the state can capitalize on its unique assets, address destination gaps, and position itself as a premier destination for diverse and memorable visitor experiences.

DEVELOPMENT FOCUS AREAS

OUTDOOR RECREATION

Enhance parks and trails:
Invest in improving and expanding greenways, blueways, and trail connectivity across regions. Examples include the enhancement of kayaking, canoeing, and tubing facilities, as well as connecting major trails from one region to another.

Develop unique outdoor attractions:
Create distinctive attractions such as outdoor/indoor ski facilities, lazy river adventure parks in old coal mines, and experiential overnight stays like treehouses.

CULTURAL ATTRACTIONS

Interactive museums and festivals:
Develop interactive museums similar to Meow Wolf, Claude Monet: The Immersive Experience, or The Friends Experience, combining Indiana history and art. This includes proposals for mid-sized music venues.

Historic and artistic attractions:
Leverage the cultural heritage of regions with attractions.

SPORTS AND RECREATION FACILITIES

Expand sports infrastructure:
Develop facilities like the Grand Park of Volleyball, the U.S. Volleyball Hall of Fame, and sports complexes identified in regional plans. This includes proposals for karting facilities and professional disc golf courses.

Specialized sports venues:

Establish unique sports attractions such as a national sharpshooting range, aquatic centers, and hockey rinks to attract specific interest groups.

WATERFRONT DEVELOPMENT

Activate riverfronts:
Invest in riverfront developments with amenities like riverboats, marinas, boat rentals, and scenic rail lines. This includes Ohio riverfront activations in Southwest, South Central, and Southeast; Lake Michigan in Northwest and North Central; and in the Central Region, the White River.

Water parks and recreational rentals:
Develop water parks and recreational rentals to leverage natural water resources.

ENHANCING EXISTING INFRASTRUCTURE OR RESOURCES

HOUSING AND LODGING	**Increase housing options:** Address the need for more housing, including affordable options, vacation rentals, and boutique hotels, to support tourism growth.	**Expand lodging facilities:** Develop new lodging options to meet demand during events and in regions with growing tourism, such as the need for hotel rooms during sports tournaments in Indiana and vacation rentals on Indiana's 1,100 lakes.
TRANSPORTATION AND ACCESSIBILITY	**Improve transportation infrastructure:** Enhance wayfinding and signage, especially from interstate to destination areas, and develop transportation solutions for better connectivity for those using public transportation.	**Enhance public transportation:** Invest in public transportation options to improve accessibility to key attractions and regions.
INFRASTRUCTURE AND AMENITY IMPROVEMENTS	**Invest in infrastructure improvements:** Focus on infrastructure needs like better roads, improved signage, and enhanced amenities to support tourism growth. This includes developing infrastructure to support large attractions.	**Enhance recreational facilities:** Develop and maintain recreational facilities such as sports complexes, aquatics centers, and wellness retreats, as highlighted in several regions.
AGRITOURISM	**Facilitate educational opportunities:** Develop educational programs and workshops to teach visitors about sustainable farming practices, local food production, and the importance of supporting local agriculture. This could include farm tours, cooking classes, and workshops on food preservation.	**Enhance agritourism and local experiences:** Promote farm visits, farm-to-table dining, local crafts, and distilleries, wineries and breweries.
MARKETING AND BRANDING	**Develop a national marketing strategy with dedicated funding:** Establish a coordinated, statewide effort to promote Indiana's attractions on a national scale, ensuring the state competes effectively with other leading tourism destinations. This strategy should include substantial funding to boost Indiana's visibility across the country, enhance its national brand identity, and position each Indiana region as an attractive destination for a broader audience.	**Increase awareness and foster partnerships:** To support this national strategy, enhance marketing efforts aimed at raising awareness of Indiana's diverse tourism assets. By developing strong partnerships with local organizations and businesses, Indiana can create collaborative marketing campaigns that highlight regional strengths while contributing to a unified state brand.

NEXT STEPS: INVESTING IN INDIANA'S TOURISM FUTURE

FUTURE DESTINATION ASSET DEVELOPMENT STUDY PHASE II

To build on the momentum of the Indiana Destination Development Foundation Future Destination Asset Development Study, destination cost analyses and economic impact assessments are a natural and vital next step suggested by the different regions. This phase is crucial for understanding the financial implications and return on investment of implementing the prioritized tourism development initiatives across Indiana. The Future Destination Asset Development Study Phase II will include the following:

DESTINATION COST ANALYSIS

COST ESTIMATION:

- Provide detailed estimates of the potential costs associated with implementing the prioritized tourism development recommendations across different regions of Indiana.
- Include a comprehensive analysis of construction costs, operational expenses, and ongoing maintenance for various tourism developments.

CONSIDERATION OF FACTORS:

- Take into account regional variations in costs, including local labor rates, material costs, and geographical challenges.
- Provide a breakdown of costs for each type of project, such as infrastructure improvements, attraction development, and event support.

ECONOMIC IMPACT ASSESSMENT

METHODOLOGY DEVELOPMENT:

- Outline a robust methodology to evaluate the potential economic benefits of implementing the recommended tourism development initiatives.

JOB CREATION ESTIMATES:

- Estimate the number of jobs that could be created in different sectors, including construction, hospitality, and related industries.

TOURISM REVENUE AND VISITOR SPENDING:

- Project the potential increase in tourism revenue and visitor spending resulting from the development projects.
- Include estimates of both direct, indirect, and induced economic impacts on local businesses and communities.

TAX REVENUE GENERATION:

- Analyze the potential tax revenue that could be generated from increased tourism activity.
- Include state and local benefits projections, such as state sales tax, state gas tax, innkeeper's tax, food and beverage tax, and other related taxes.

By conducting comprehensive cost analyses and thorough economic impact assessments, Indiana can ensure that proposed tourism development initiatives are financially viable, maximize economic and community benefits, and provide valuable insights into the return on investment.

2025 LEGISLATIVE ACTION

To catalyze substantial growth within Indiana's tourism industry, the regions suggested the establishment of a comprehensive legislative framework modeled after Kentucky's successful Tourism Development Incentive Program. The following pages outline a strategic initiative to introduce a similar program in Indiana, emphasizing sales tax reimbursement incentives, diverse project eligibility, and a structured application and approval process.

INDIANA TOURISM DEVELOPMENT INCENTIVE PROGRAM

A sales tax reimbursement program is suggested to incentivize the development, expansion, or rehabilitation of tourism projects across the state. This legislation will allow developers to recover a portion of their development costs through the incremental sales tax generated by the project. Key program elements include:

- **Reimbursement Rate:** Up to 25% of approved development costs over a 10-year term

Eligible projects encompass a range of tourism-focused endeavors, including:

- **Tourism Attraction Projects (minimum $1 million investment):** Cultural or historical sites, recreational facilities, entertainment venues, natural attractions, and Indiana-based product centers.
- **Full-Service Lodging Projects (minimum $5 million investment):** State or federally owned property-based lodging, projects integrated with tourism attractions, historic structure restorations, large-scale lodging facilities, accommodations linked to convention or sports centers, and properties within 50 miles of National Register of Historic Places in less populated counties.

A structured application and approval process will ensure program integrity and efficiency. Projects undergo a multi-step evaluation, including initial submission, preliminary approval by the Indiana Destination Development Corporation Board of Directors, an independent consultant's in-depth study, final authority approval, and subsequent construction commencement.

By implementing this legislative framework, Indiana can stimulate economic growth, create jobs, and enhance its tourism appeal through significant investments in tourism infrastructure. Increased visitor spending, expanded employment opportunities, and augmented state and local tax revenues are anticipated outcomes.

Modeling Indiana's initiative after Kentucky's successful program positions the state to attract substantial investment, elevate visitor experiences, and foster sustainable economic growth within the tourism sector.

CONCLUSION

UNLEASHING INDIANA'S TOURISM POTENTIAL

The gap analysis clearly underscores Indiana's untapped potential as a leading tourism destination. By strategically investing in its assets and drawing inspiration from successful models, the state can cultivate and grow a thriving tourism industry that benefits both residents and visitors. Addressing shortcomings in infrastructure, marketing, and destination developments will not only enhance the visitor experience but also position Indiana as a must-visit destination on the national and international stage.

BUILDING COMPELLING DESTINATIONS

Indiana's tourism landscape is poised for transformation. Targeted incentives, coupled with a focus on outdoor recreation, cultural enrichment, and infrastructure development, will create compelling destinations. This holistic approach will stimulate economic growth through increased visitor spending, job creation, and tax revenue while also fostering a stronger sense of community through improved amenities and unique experiences while potentially making Indiana more attractive for potential new residents.

COLLABORATION FOR SUCCESS

Realizing this vision requires a unified effort. Success hinges on collaboration among government, businesses, and community stakeholders. By working together, Indiana can create a unified vision and implement effective strategies to maximize the return on investment. The recommendations outlined in this report provide a roadmap for building a thriving tourism industry, and a shared commitment to excellence will position Indiana as a premier tourist destination and a more attractive place to live. The resulting economic and social rewards will drive sustainable prosperity, creating a legacy of unforgettable experiences for visitors and lasting benefits for local communities.

By embracing this opportunity and fostering collaboration, Indiana can unleash its full tourism potential, ensuring a bright and prosperous future for the state and its residents.

APPENDIX

CREATIVE DESTINATION PROJECTS: UNLEASHING INSPIRATION

The following is a selection of creative destinations that participants referenced as examples in other states that could be transformative for communities in Indiana.

TITLETOWN

Titletown in Green Bay, Wisconsin: A mixed-use entertainment district for Green Bay Packers fans. Visitors and fans can enjoy a football-themed playground, beer garden, skating rink, sledding hill, etc. Hosts many restaurants, pop-ups, events, and more, all within walking distance of the iconic Lambeau Field!

FIRE & ICE

Fire and Ice Indoor Skiing in Neuss, Germany: A unique year-round destination for ski enthusiasts, offering world-class indoor slopes, après-ski dining, and cozy Alpine-style accommodations. Experience skiing, snowboarding, and tubing regardless of the season, paired with warm hospitality, making it a perfect getaway for adventure seekers and families.

BLACKBERRY FARMS

Blackberry Farm in Walland, Tennessee: Offers luxurious accommodations in farm cottages and estate rooms, along with farm-to-table dining experiences, artisan workshops, and outdoor activities on a working farm in the Smoky Mountains.

OUT ‘N’ ABOUT TREESORT

Out ‘n’ About Treehouse Treesort in Cave Junction, Oregon: Features treehouse lodging options, including treehouse bed & breakfast rooms and treehouse vacation rentals, as well as zip line tours and horseback riding adventures.

MEOW WOLF

An immersive art and entertainment destination with locations in Santa Fe, Denver, and Las Vegas. Known for its mind-bending, interactive exhibits that blend storytelling with surreal environments, Meow Wolf invites visitors to explore fantastical worlds, uncover hidden narratives, and engage in a one-of-a-kind creative experience. A must-see for art lovers, adventurers, and those seeking something truly out of the ordinary.

DIGGERLAND

Diggerland Construction Theme Park in West Berlin, New Jersey: Diggerland incorporates the hands on operation of machinery for the entire family. Children and parents alike have the opportunity to drive skid-steer loaders, backhoes, tractors, mini dumpers, and small excavators. All the equipment has either been modified for use on a course or made stationary by design for operation in designated excavation areas.

GLAMPING

Mendocino Grove in Mendocino, California: An enchanting glamping retreat offering luxurious safari-style tents nestled in the heart of the Redwoods. Guests can enjoy gourmet campfire meals, outdoor activities, and serene natural beauty, all within easy reach of the picturesque Mendocino Coast. Perfect for those seeking a blend of comfort and adventure in a stunning, forested setting.

SPRUCE STREET HARBOR PARK

Spruce Street Harbor Park in Philadelphia, Pennsylvania: A vibrant, seasonal waterfront destination featuring floating barges with pop-up food vendors, colorful hammocks, and a variety of family-friendly activities. Set along the Delaware River, it offers a relaxed atmosphere with recreational options like shuffleboard and giant games, making it a perfect spot for a leisurely day out with stunning river views.

RIVER WINERY & AGRITOURISM TOURS

Winery and Agritourism Tours along the Rhine, Germany: River cruises along the scenic Rhine Valley with guided tours showcase the region's renowned vineyards and rich agricultural heritage. Visitors can enjoy wine tastings at historic wineries, stroll through picturesque vineyards, and savor regional delicacies made from locally sourced ingredients. These tours offer a perfect blend of cultural immersion and culinary delight, set against the backdrop of the stunning Rhine River and its medieval castles. These tours highlight local goods while providing residents and tourists with a unique experience.

FULL LIST OF REGIONAL DESTINATION DEVELOPMENT IDEAS

NORTHWEST REGION

Full Colorado Experience Venue: Indoor/Outdoor (ski, rock climbing, mountain biking, VR hiking, Trains, distillery/brewery, Ice skating, unique concert venue)

Resort (like Great Wolf, but Dunes themed/branded)

Sports and Leadership experience at Fair Oaks

Lakeside adventures

Patriot Park and Mall

Experiential National Park Stay & Play

Spencer Summers

Easier access to state and national park

Convention and entertainment district

Winter amenities such as a top golf or ski resort

Access to cross-country skiing/amenities that allow rentals at resorts

Winter activities to drive downtown development. Hotel bike rentals, and hotel access for summer visitors.

Inn/Resort at the National Dunes Park

Glamping RV Park near the Dunes

Convention Center

Adventure Park – ziplines!

WHOA Zone Gondola

Hotel in or near state or national park

Water Park (like Great Wolf)

Construction and Industry Hall of Fame

Great Wolf Lodge/Water Park

Industry Construction Amusement Park/industrial tourism

Great Lakes Cruise

Great Lakes/Lake Michigan Circle Tour. Update current signage—social media, geocache, etc.

National Park Lodge (Like Great Wolf—themed).

State Park Second Entrance

Meow Wolf

Beach Erosion Mitigation

Sustainability for Dunes

Dunes Outfitters

Large indoor/outdoor entertainment/sports complex (including Olympic pool)

Make an Eco-Disney! Co. Line Orchard – Fair Oaks

Kid sitter amusement park (make accessible for differently abled people

Explore Lake Michigan, kayaks, rentals, boats, and tubing. Calumet River.

Cruise Chicago – Michigan City

Farmers' Market Trail

Sports Facility (White Sox/Bears) at the Indiana State Prison

Top Golf at NEPSCO

Great Wolf Lodge/Ski Resort/Top Golf

Ferry/Cruise Ship – Harbors

Navy Pier type attraction – Near National Park/NEPSCO

Great Lakes Cruises with Michigan City as a stop.

Professional Sports in Michigan City with a similar attraction to Titletown

Major concert venue in NWI

Trail connecting to other attractions

Giant Go-Kart Facility, multi-tiered. IndyCar theme

Sandbox VR/AR in the abandoned industrial warehouses/malls

Quirky museums like the Museum of ice cream or the Color Factory

Amusement park of some sort

Fine Arts-focused destination with university study focus

Luxury Camping destination

Train experience

Food/Farm/Stay experience

Indoor/Outdoor Water Park/Lodge

Top Golf

Lodge – adjacent to or on National Lakeshore property. Associates with National Parks registry

Destination area geared towards cyclist

Innovation + Creative Arts District – think our own version of Nashville

Major concert venue & glamp ground, i.e., Red rocks – Denver

Iconic Dunes Resort – i.e., Grand Hotel Mac Island/Hotel Del – National Park Adjacent

North/South Train connecting to South Shore, i.e., Chicago Loop

Great Wolf Lodge

Indoor Ski

Adventure Park

Top Golf

Construction amusement park

Great Wolf Lodge

Top Golf

NORTH CENTRAL REGION

Music Fest connected to new amphitheater. PA Music tour roadies

Top Golf with outdoor facility

Theme Park – music/sports, like Hard Rock or ND World

Indoor Ski Facility

Access to River with rentals

Pro sports team – lacrosse or soccer – and Center for Athletic Excellence Academy.

5th sheet of ice – a hockey destination! Strong near-term benefit (Ice Box or nearby)

Continual trail that connects Marquette trail and Monon trail.

Aquatic Center in conjunction with Potawatomi Zoo

Outdoor Amphitheater good for performances of all types

Titletown "look-a-like" – Notre Dame related. More than a game day-only experience – with sledding hill!

Rustic resort with indoor and outdoor activities

Riverwalk area – expansion and connection

Great RV Campground Destination

Great, large, modern performing arts venue

Youth Sports Complex

Destination Golf Resort

Continental Divide trail (at the Dinosaur Museum)

Shopping – large outlet type facility "Tanger"

Pokagon Band as a sovereign nation have unique opportunities with over 6,000 citizens, we could potentially bring PB citizens back to the region with tax incentives. However, those need legislation from the State. Legislate a state tax agreement with the Tribe.

River activation – boats, swimming spots, competitions, rowing

Indoor sports – for adults' facilities

Trail connecting "Heart-most region in the state"

Poland – Deep Spot Pool

Notre Dame Year-Round Sports Hill/Activation

Tire Rack track/auto lifestyle add-on

Children's Museum or Winter Attraction

Youth Sports/Hockey Complex

Mid-Sized Concert Venue ~10-12k people

Midwest Continental Divide Trail

Riverboat

Amusement Park

Outdoor Music Venue

Aquarium

Cultural Center – outdoor, family, interactive/immersive experience

Rockne Museum

Scuba Tourism – lean into water

A manufacturing thing that shows people how a product (or products) are made

South Bend Jazz Festival

Indoor ski facility or winter sports complex

Titletown, ND expansion

Outdoor amphitheater (~20,000)

Top Golf

Large convention center

Potawatomi Zoo addition/ expansion

Family business for the North and West side

Winter sport, southside of the town center

Large event center

Elkhart Amp Project adjacent to the Herner Theater (6000-8000 seats outside venue, downtown Elkhart)

Head of the Elk – the upper St. Joe has great water for rowing

Amish Discovery

Century Ride or RAGBRAI event (cross-state biking)

Aquarium

Top Golf

River Cruise/Experience – pub crawl-like

Sheets of ice (Ice Box or Mishawaka Fieldhouse)

Music Fest – Woodstock or Coachella-like in a Farmfield

Indoor, walk-through rainforest to enhance the existing outdoor recreation area of the zoo and create a more indoor/outdoor model

High-quality children's museum

Aquarium

Aquarium

Indoor Water Park

Immersive Kids Museum

Kids Dig Park - construction

World Class Rugby facility, Moose Rugby Fields/ Improvements

Outdoor Amphitheater, 6k-8k seats

Greenways, Blueways – trails connecting our 7 communities

Reimagining of the Barns of Nappanee – Hard Truth type of destination -Barns and Dining, Theater, Music, Wedding, Distillery & Winery

World Class RV Experience

Mt. Wawasee Ski Resort

Rowing destination

Amish-ment Park (play on Amusement)

North American Vatican

Trail along the Continental Divide, with development opportunities

Best Tailgating Experience in the Country – expand off-campus

Wildlife attraction in Marshall County – Sandhill Cranes

Four Seasons Outdoor Recreation (lakes, golf courses, fishing, hunting, biking, birding, hiking, paddling, arts, performances, sports, dining)

Public Sculpture installations (at least one in each community, Marian University's Ancilla College, and the two county parks)

World-class art museum at Notre Dame

NORTHEAST REGION

A hands-on museum about the art of creativity with a music-themed hotel

Winterlights arts festival (like Art Prize) across counties

Music Venue/Outdoor theatre

Riverfront Destination Park with food truck area

Accessibility destination - maybe an accessible sport version of children's museum... power soccer/boccia/ goalball

Large-scale sports complex (youth)

5,000+ person music venue

Racetrack

Pro sports team

Convention center

Large-scale natatorium

Regional race facility

Ruoff-type music venue

The X Count (marksmanship education center)

Outdoor music venue

Racetrack

Buildout and up of 11A exit off 69

Indoor kids attraction

Performing Arts Venue that can accommodate more than 800 guests (wagon wheel) and has accurate stage measurements for a full orchestra. It also has a hotel convention center

Year-round indoor water park

Trail Connectivity with Waterways and walking/biking (Shipshewana with Pumpkin Vine trail) or Nickle Plate

Indoor Go Kar Track

Connectivity & Impact for small rural communities

Downtown performing arts and convention center (Warsaw)

Fully connected bike and walk trail system of lakes and communities

Downtown arena in Fort Wayne

Discovery Center for families (Warsaw) - highlight ortho and ag

National Classic Car Museum

Mid-size music venue

Racetrack (i.e., Mid-Ohio)

Connected Trail Network

"Hot Wheels" amusement park (operated by Six Flags)

Multi-sport arena and youth sports

Soccer Stadium

Amusement Park on lakes

Large Concert Venue

Racetrack

Accessible Destination

New sports venue

Family Attraction/Resort Product

Make Fort Wayne "Music City"

Trail and River experiences (with winter activation in mind-i.e., snowshoeing)

Connecting Poke-bosh Trail with other community trail systems

Live music venue - incorporated with other non-seasonal attractions

Conference center hotel in Auburn

Redevelopment of Golfo di Napoli facility into agritourism destination

Riverfront Development downtown Huntington

Boutique hotel Roanoke + downtown Huntington

Inflatable water park on Lake Clare or Development of waterfront area there

Conference center + hotel

International marksmanship education center

4H expo center

International marksmanship education center

Digger Land

Utilizing our lakes to have a mid-sized boutique music venue - similar to Red Rocks or other destination venue

State Park nature center (Chain O Lakes State Park)

Connected trail system a part of NOBLE TRAIL SYSTEM that connects to other neighboring counties in NE IN

Kendallville Sports Complex outdoor expansion AND indoor sports complex that will allow for use all year

Infrastructure for railroads and trails - water/connectivity to Lakes and Rivers

Rail/Passenger Rail Support

Olympic Development shooting sports - International Marksmanship Education Center Home of the USA Shooting - NCAA finals

Indoor sports complex (Kendallville Outdoor Sports Complex). Parkview Support

Connecting trails

Airport/transportation/rail. Ex: train rides for the experience (holiday training). NFS track runs through the town

Sports Complex—indoor practice areas for softball, basketball, and soccer.

Amphitheater

Water sports/lodge

Winter activity-based complex - hockey, ice rink, ice skating, training facility

Mall with a waterpark, restaurant (Mall of America feel)

Trails - biking - Southern LaGrange County but also connecting all counties in the region

Create/enhance cohesive regional water experience and trail

Top Golf/Indoor escape room/ bowling/etc. attraction

Agritourism Heritage Trail experience featuring farm tours at farms, produce, farm to table, etc.

Amphitheater

Big, unique family attraction - unique to tri-state region, like a waterpark

Music venue, combined with broad plan to grow music economy

Focus on becoming an epicenter of adaptive sports - and everything developed should have that adaptive-friendly focus

Riverfront land being developed with/ visitors in mind

Regaining market share of youth sports by investing in existing venues

Downtown Warsaw Performing Arts Center/Conference Center/ Boutique Hotel/Parking Garage

Redevelopment of 50+ Acre Warsaw Fairgrounds into a mixed-use destination

21st Kosciusko County 4H experience/expo center to anchor agtech/medtech innovation district

Cause/kayak Blueway from Oswego to Mentone

Winona Lake Town Center Around Stonehenge Golf Course w/ Aquatics Facility

Racetrack

Spencerville Covered Bridge: Restrooms/Pavillion/Stage/ Mere accessible kayak drop

Dirt Track - Butler Jeeps & Monster Truck

Manufacturing/Construction Zone – Diggerland USA

Pickleball

WABASH VALLEY REGION

Natatorium - Downtown Ft. Wayne

National Shooting Academy

Accessible Racetrack - Accessible by people, not commercial racing

Fields of Grace Youth Sporting Facility

Indoor Sports Complex - with an outdoor ice rink

Great Wolf Lodge/Kalahari/ Indoor Water Park

Immersive Nature Center and Small Lodge (Chain O Lakes State Park, Albion, IN)

Medium/Large Convention Venue with flexibility for diverse needs such as music/concerts, conferences/expos, (500-5000) (Rome City (Former Kneipp Springs – Wellness in the Water))

Immersive Dining/Art Experience

Authentic Christkindlmarkt

Trail connectivity

Quilt Museum

Amphitheater

Expand Shipshewana airstrip to accommodate larger private planes for guests who come for the concerts (Shipshewana)

Pigeon River Wildlife Preserve - turn into a public state park/ camp

Agritourism - farm implements, grain bins, etc. Tour

Convention center or large expo-style building

The next phase of riverfront development.

Another downtown hotel in Fort Wayne

Major expansion to Grand Wayne Center

Regional aquatic center - Purchase the pool from the Olympic Trials in Indianapolis and develop a center around it

Build a casino to anchor a regional entertainment center

Establish a bicycle route across Northern Indiana from Ohio to Illinois. Benchmark off of Iowa's RAGBRAI

Establish, codify, and advertise hiking trails in State Parks to attract hikers

Fund facade grants and establish design guidelines for small-town beautification projects

Native American Exposition Center – cultural displays from all native north American tribes and event center (Prophet's Town State Park)

Reconstruct Fort at Ouiatenon Preserve

Expand utility of Wabash River for water events, rowing, racing, etc.

Trail from Delphi to Attica along the Wabash River

Hockey Rink

RDM Fish Hatchery with RDM Shrimp Farm (included in mystery tours).

Horse track/racetrack

Sports Complex – girls' wrestling, esports

State Park/hiking/trails/ kayaking (Potholes area – Big Pine watershed)

"Hallmark" towns/feel from shopping to preserving historical buildings to cafes, big swing bands, theatre, quaint bed & breakfasts, etc.

Lafayette/West Lafayette Riverfront as a focal point of a regional Wabash River Greenway/Blueway

Whitewater Kayak/Rafting facility

Children's Museum

Children/Youth Adventure Area/Playground

Regional Youth/Adult Sports Complex

Outdoor Living History Museum with hands-on activities since it is in a large farming community (like a mix of Conner Prairie and Greenfield Village)

Multiple roadside attractions in multiple counties

Based on local native heritage, a Living History-- a "Williamsburg" type activity

TPA park on steroids

Formal gardens – like Butchart Gardens. The gravel pit south of Purdue is not currently being used.

Conference/Convention Center

Hockey/speed skating rink

Racetrack – motorsports/rag strip

Casino/horse track

Purpose-built cross-country facility

Greenway, with activities like zip lines along the Wabash

Home of astronauts/aviation/ engineering (Grissom Air Force)

Extreme sports for all ages

Kids' Extravaganza at Farmer's Market/Farm

Rocket Launch location or something related to astronauts (Imagination Station)

Sports Area – hockey!

Expand history opportunities for kids to learn

Extreme sports

Kid theme park, an adult theme park with interactive immersive experiences – Mario kart/ zombie hunt/escape room/ be a prince/princess

Rural River Resort (like French Lick)

Multi-use concert venue/esports

Museum campus – grounds/ building/arts center (Lafayette Post Office Downtown)

Turn the mall into an experience discovery place, have skydiving and trampoline (mall)

Farm-to-table boutique farm life

Festival/event development (Bonnaroo but for families or something)

Extreme sports center – foam park with dirt bikes and ATVs

Minor league sports – hockey/ soccer/basketball

Build out Meow Wolf at Wolf Park

Pumpkin Chunkin (CAT Subaru)

Hockey Rink

Zipline over the Wabash or Clegg Gardens

Trampoline and other extreme sports all at once venue

Mars Camp/Space Programs

Graduate-style hotel for Purdue

Wabash River Greenway

The Wabash River Greenway involves everything! AA, History, trails, recreation, museums, boat tours, etc. Check out the Wabash River Enhancement Corp. They are the point agency for this community plan

Protected Natural Areas with trails

Trail from Delphi to Attica

Native American Cultural Centers (led by + services for native peoples)

Tippecanoe County Amphitheater—enhance programming!

Public transit!

Better connected/marketed trail system (Wabash River)

Tree House Hotel – access to state parks/forests (along the trail system)

Access or facility on the river for activities and events between Lafayette and West Lafayette

Nature/urban trails connected to cultural amenities

Bikeshare (e-bike)

Fringe Festival

Independent Movie Theatre

Performing Arts Center

Arts District

Regional Off-Road Vehicle Trail System looping from Attica-Warren-Benton-Tippecanoe-back to Attica

Aerospace/Science Museum celebrating Purdue's legacy in science & ag

Cutting-edge children's museum

Rail Service Passenger connecting West Lafayette to Indianapolis (Hard tech corridor)

Notes: likes the idea of the Daniel Boone Parkway in Kentucky

Container Food Park

Wabash City Boat

Renovate existing properties (theatres, parks, malls, etc.) – in downtowns

Agri-attraction to connect to farming/food

Attraction train to smaller towns

Like the "badlands" in Attica – outdoor/year-round opportunities

Yurt/tiny home high-end campground (See: Parc Omega in Quebec) (in the Wolf Park – "sleep with the wolves")

Independent/Art House Movie Theatre - Alamo draft house but smaller

Food Truck Park

Battleground development as a destination– history & wildlife culture

Downtown arts district

Interurban trail system/city boat system

Astronaut museum (with flight simulators!)

Native American cultural area

Construction/Infrastructure Park – highlight things like Purdue's innovator, Indiana limestone, etc.

A lot of people pass through Indiana: a destination built to cater to campers/RVs, unique camping experiences with attractions

The 19th-century" Wild West": Highlight Indiana's role in Westward expansion, with a network of destinations already doing preservation: NICHES, Wolf Park, Adams Mill, etc.

A network of "how it's made" sites: Indiana feeds & connects America. Include educational sites/factories/ag/manufacturing

Banderas Point – Rodeos & Concert venue. This is in the works – a large farmers market (includes a skating rink or hockey rink)

"How We Make That" Center of education and engagement to show how products are made locally

Prairie View Bed & Breakfast – Boutique Hotel Golf Packages/Holiday lights from TPA Park

Rail/Trail Frankfort to Kokomo rail for excursions and also trail walking with a pumpkin patch

Prairie Creek Walkway in Frankfort walkway connecting North & South Frankfort

Frankfort Horse track at present-day fairgrounds. We would move from the fairgrounds to I-65.

History Museum (Tippecanoe Fairground)

Interpretive Center & Trails

Hockey venue (Tippecanoe Co. Fairgrounds)

Auto speedway/speed indoor/outdoor cart facility & boat racing

Walking/bike trail (Delphi to Attica)

A wet-capable trail at the Ouiatenon Preserve – overlooking the actual site

Wabash River Valley

Purdue smallbore shooting & training indoor-year-round facility with exterior archery range (West Lafayette)

E Canal group @ Delphi via trail, could link to the E. Canal cemetery (history) along an intact lock on Evanik property.

Boutique-style hotel

Coworking and community space

Capitalize on the opportunities on the Wabash River - Walking trails, boat launches/docks free for the public, hire a River Keeper to navigate the river to check on the river's health (Wabash and Tippecanoe Rivers, Wildcat Creek)

The Fowler House – historic home with lots of potential. Include at the beginning of an Art Trail and add other art and architecture.

Professional soccer stadium

Shrimp farm to be a self-guided tour and teach people about sustainability and aquaculture as a way of the future farming

Local cuisine; farm to table

Boutique-type shops

One-and-a-half-hour drive from Chicago. "City Escape" Hotel

Botanical Garden to complement the area's arts and outdoor recreation

Skating ribbon along the Wabash

Large outdoor concert venue

Large kids' activity center

Whitewater Park

Riverwalk Confluence Trailhead

Youth Sports Indoor/Outdoor Complex & Mathis Football Training Center

Riverboat Sportsbook/Casino & Hotel

Boat Transport/Tours between cities along the Wabash River

Augmented Reality Murals—throughout the region

Pedal Paddle Opportunities

WEST CENTRAL REGION

Recent College Graduate Community. Build a development for recent college graduates who want to stay in rural settings and love nature. It could be the first of its kind. Cohorts could create cycling clubs, paddle groups, hunting groups, etc.

Unique camping opportunities—have artists from the region team up with builders/remodelers to create a mixed camping opportunity. Included busses, yurts, teepees, dry-docked houseboats, a-frames, cabins, etc. There could be animals for those who like goat yoga or egg gathering and a participatory garden where people can harvest produce.

Regional "escape room" in the outdoors that takes you to multiple places throughout the region. There could be a one-day mystery, two-day mysteries, or long weekend mysteries to solve.

Disc golf course – Championship-level course to host disc golf pro-tour

Sports complex (Baseball/softball centered)

Go big with riverfront development and natural resources at Wabashiki & Rowing

Flatboats along Wabash between cities – West Central Indiana's Viking Tour to visit wineries, museums, unique spots, like the Rhine River in the EU or Swan River in Perth

Develop Hwy Corridor – think Las Vegas Sphere or mini-sphere

Downtown development – hotels, pedestrian walkways, downtown areas, signage, outdoor fun things, tie to brewery/distillery district and develop the Indiana Theater potential

Sugar Creek music venue, on the water venues for music, kayak/canoe trails, fishing

Sports Complex

Regional trail opportunities

Wabash-Crawfordsville College partnerships & racing

Basketball Heritage, Motocross Hall of Fame

Aquatics Center – already host college and swim club (regional and state events)

DNR (or other agency) visitor center focusing on Wabashiki Wetlands

Disc Golf course

Trail Development

Community Beautification

Increased promotion of covered bridges and trail routes

Bike Trails

Fishing Tournament Destination

Amish Tourism

Experiential tourism

Sports complex/Recreation Center

Terre Haute Children's Museum Outdoor Playscape

The Mill Amphitheater

Sandbox Social

Indiana Theatre Restoration

Great Wolf Lodge type facility

Trampoline parks – large family entertainment venues

Public high-speed transport – connect counties to Indy

Animal sanctuaries for public access

Top Golf + retail and entertainment

Riverfront, DNR Welcome Center/area, Mill, Fairbanks, Boathouse, Rowing

Disc Golf Course, top-notch

Trails

Youth Sports Facility

Venue or area for Off Road Clubs and organizations to gather for meetings or special occasions

Amphitheatre to support racing (off-road), including large screens and concession

Structure inside the park to serve as a rest, warm-up, event hub, etc.

Professional dirt bike/quad/side-by-side tracks to hold races. Seating, facilities, safe navigation to and from the tracks

Education center to host "riding safety" and "trail stewardship" classes and training

Development of our events field with stage and facilities.

Aquatic Center – large scale for college/high school swim meets and club swimming

Wabash River Tours – Kayaking, etc. – local outfitter

Cycling events

Opry Land type indoor water park

Swim easement on Wabas

Walking bridge across Wabash

Entertainment and Amphitheatre

Waterpark Hotel, Ice skating

Festival area for 20k people (The Mill)

Entertainment District

Planned Use Development

Wabash River development/entertainment district

Distillery/Restaurant/Complex

Spa/hotel & restaurant

Water Park Hotel

Permanent seating/VIP boxes (The Mill)

Sports Complex

Entertainment Complex

Terra Haute Hotels

Outdoor Play Space (Terra Haute Children's Museum)

Downtown retail stores

Sports Complex

Regional Marketing

Downtown Amenities (outdoor, green space, retail)

Riverfront Development

Indiana Theater

Sports Complex

Distillery (Journeyman/Hard Truth)

Marketing/messaging to big cities

River Access points—bridge to the west side from the park

Playscape

Indiana Theatre Rehab

CENTRAL REGION

Sports Complex

Downtown Destination

TH Children's Museum Outdoor Expansion

Sullivan Lake Restoration

A mini–Nashville Broadway St (East side development)

New football Stadium at Indiana State

Riverfront Development, Wabash River access points for water activities, and completed trails.

More land and updated buildings at the County Fair

Transform the Ben Hur building into something great—apartments, retail stores, a museum

Updated camping facilities at Ironman Raceway – water and electric hookups, shower house

Downtown Indy Canal as the largest public swimming pool and ice-skating rink

Connection to racing heritage built into downtown Indy

Public Art Installations in every county of central Indiana

Cultural Food District (Monument Circle)

Ferris Wheel (or other iconic downtown skyline addition)

Indoor Fire & Ice

Legoland/Regional Mattel Theme Parks

Activate the waterways – make the canal "World's Largest Pool"

Fire & Ice

Meow Wolf

Aquarium

Glamping/Tiny Homes/ Wellness Retreat Center (New Nature Park in Plainfield)

Sky wheel and Ropes Course

Champion's Museum – something focusing on sports

Irsay Collection Museum

Develop the banks of the White River downtown (and clean up our river once and for all!)

Re-Think 65/70 Coalition will beautiful and rebrand our community

White water rafting

Snow Hills

Improved Trail Loop

White River Example. Trail loops/trail engagement through all regions.

Transportation connecting the entire region. Trains.

Year-round (even in winter) experiences

More Marketing/identity. Focus on areas that will produce the greatest assets.

White River Rafting/River Surfing (Hamilton/Marion + Madison)

Trail Loop (Nickel Plate trail, Midland, Monon (Visit Indy)) (Hamilton/Marion)

Snow – winter events. Strawtown Koteewi. (Hamilton)

Landmark Art in Each County – tie in with the trails

Glamping/Wellness Retreat Center

E-sports

Ruoff expansion to include indoor/year-round venue.

Continue White River Development Project

White water rafting/surfing. Other additions to the river

Additional Winter activities. Strawtown Koteewi

Trail Hubs developed enhancements in infrastructure.

Develop areas like Midtown Carmel and Cultural Trail and create visual connectors.

Amusement Park, i.e., Kings Island, Holiday World, etc.

River boat trips and other activations such as the White Water Rapids (between Madison and Marion County)

Theme Park (roller coaster and water park)

Wellness retreats (multi-day)

Fully integrated trail system

Camping with ziplines and glamping

White River tubing and boating and kayaking, etc. (integrate with trail system)

Skyline transformation (e.g., large Ferris wheel or other attraction)

Pickleball courts

Theater/Youth theater – outdoors

Robotics – camps/facility (e-sports, gaming)

Agrotourism/glamping

Etsy /artist colony/classes – no packaged/manufactured products that keep popping up at farmers' markets

County-specific art

White River Development

Enhance White River activity

Snow/tubing/more winter activity, especially after the holidays

Regenerative tourism (Should be thought of with everything)

Trails

Connecting the Arts Districts

Hands-on experiential resorts – agriculture

Cultural Villages

Maker spaces

4 Seasons-themed family resort

A tourist draw for persons with disabilities.

"Niche" draws – what is not represented in the Midwest that people want to come see? Example: lock bridge in Cologne, Germany

High-end market – business and tourism – High-end dining experiences as seen in Vegas

Battle Bots (or the like). We have a strong robotics program in our universities

Motorsports themed amusement park

Motorsports-themed entertainment/amusement district (Circle Center Mall redevelopment)

Complete rail trail connectivity across all central Indiana counties with the expansion of Pacers Bike Share to service the major venues and attractions – all central Indiana counties

EAST CENTRAL REGION

White River Walk District – extend the downtown canal area just west of the white river to a new district/development that runs along the river

Glamping destination at Fort Ben

destination for people with disabilities

Speedway Main St "Brick Walk."

Bespoke motorsports hotel like the one in Daytona.

"The Indy Racing Experience" in the redeveloped Circle Center

Ultimate Glamping/Treehouse Village

New Age Roller Rink/Roller Sports Arena (target: teens)

Survivor Experience – Puzzles and Challenges in an Outdoor Setting

"Race around Indy" Pass – build cornerstone destinations connecting

Theme Park/Water Park – largest indoor/year

Activate the river with facilities

Indoor adventure park – skateboarding, mountain bikes, synthetic skiing, snowboarding, etc.

Large outdoor entertainment concert venue

Riverwalk (retail) canal in downtown Indy, like San Antonio

Improved music venues downtown

International village

Indiana Avenue black culture museum

F1 Event (tying into racing culture with an international audience)

Water Park

International Village

Interconnected Trails in Central IN

The Hub for kids' sports training, using sports facilities for the best sports camps

A large facility hosting only Indiana spirits, wine, and beer

International village – promoting restaurants and small businesses with other countries/cultures

Near Madam Walker

Destination distillery

International village

National monuments, like the Eiffel Tower, St. Louis Arch

Veterans' monument (military park)

World's Tallest Building, Ferris Wheel, etc.

Military Academy – Marine Corps, Space Force, Cyber force

Multi-use trail south of Indy that connects to Indy and north side with amenities like restrooms, ice cream shops, etc.

Downtown plaza with ice skating and other amenities

Art installation worthy of traveling to see

A developed waterfront district with restaurants, activities, water activities

Outdoor recreation projects like mountain biking

Meow Wolf

Christmas market

Community art center – classes, local artists, gallery, private events, etc.

Interactive FCI/Johnson Co sign worthy of posting on Instagram

Water Park with hotel & restaurant that are themed

Sledding or tubing park

Cultural Trail extension

Extend cycling trail to trail, spoking north to the Children's Museum, Newfields, and beyond

Camping/ziplines/outdoor-themed, experiential resorts

Community Art

Crafts/murals, similar to Mass Ave

Trails – food and craft brewery

Canal and river assets similar to that of San Antonio and Austin with river and canal parades

DEAI – accessibility-friendly boardwalk to waterfront

Build on youth sports & music

Once kids get into leagues, it no longer becomes family engagement; take advantage of places and facilities where families CAN engage together

Forest-themed Resort

ATV trails, glamping, tree houses, zip lines, camping resort

Expansion of public art trails – White River trails through the state/region

Statewide trails of quirky roadside attractions (aka world's largest goldfish)

Interstate sculptures

Giant waterpark with winter tubing

Limestone Quarry Park

Lodging, swimming, etc.

Rail Cycles in rural areas

Accessibility – look at League of Miracles in Mooresville (expand the concept)

Fair Oaks agritourism

Niche pockets of mini tourism, i.e. ghost hunting (in communities with preexisting haunted tourism)

Festivals themed regionally

Cardinal Greenway expansion & discovery

Businesses/themed stops/ public art

Meow Wolf

Community hangout for teens/ young adults

Cafe, handout with activities, non-academic, afterschool/ weekends

Another "vision corner" - same concepts with different programs; including sports

Mentors, extracurricular groups, volunteer opportunities

Interactive museum – building construction, operating (based on famous regional accomplishments

More adult spaces (non-alcoholic)

Lounges, clubs, open mic nights, crafts, arts

Adult sports league and fieldhouse (regional fieldhouse as authority to delegate city/ county teams)

Permanent, year-round locations for kids and teens

More open community for people to meet others with similar interests

Welcome/open social spaces for different niches and interests

Make BSU less secluded – use campus for community events, push and unite with Muncie

Airpark communities

Reservoir expansion/housing (Prairie Creek)

Multi-county ATV trails

Regional Marketing

Water park (Bodacious, i.e. Wisconsin Dells)

Tiny Town – establish a new tiny town with tiny homes

Region or Statewide outdoor outfitters – clean, convenient, close

Indiana artisan facility (like Kentucky Artisan building on I75)

Mounds Lake (res) Project – needed water, real estate, tourism, etc.

National glass festival for hot glass art and collectors (Muncie – Ball State + Minnetrista)

Niche music performance festival (e.g. ukelele, mandolin, or harmonica)

E.V. racing development for student teams' competition at Anderson Speedway

National Model Aviation Museum (boost partnership with existing events and make international)

Fly fishing on White River – it's a great natural resource

Wayfinding throughout the region (white river, area attractions)

Garfield Trail

Music talent – concerts/festivals

Meow Wolf

Messaging and communication

Transportation – rail routes local and regional – we have enough railroads

Co-oping more projects with surrounding attractions with similarities

Convention center – full-service hotel

Continue to promote glass trails, food trails, sports trails, antique trails, US 40, St Rd 38

Meow Wolf

Comprehensive James Dean trail

Signature coffee house

Designated drag racing facility – airstrip attack (Gas City)

Sports complex, indoor or outdoor

Updated downtowns

Volleyball Hall of Fame Museum/interactive site

Horse Shows (Fairgrounds, all counties)

Boutique hotel at Prairie Creek Reservoir

White River + Mississinewa River access for kayaks, canoes, recreation

Community internship program

Convert fairgrounds to "village" with shopping, outdoor activities, and housing (Delaware Co Fairgrounds)

Create public gardens on a scale of Biltmore Estate Minnetrista

Convert Minnetrista Blvd to a historic area like Greenfield Village/Conner Prairie

Develop a riverfront area with bars, restaurants, shops, and activities

Develop kid-themed activities – people travel for kids

Grand Park of volleyball

Train-themed exhibit, hotel

ATV trail

Water park

Riverfront district with bridges and connecting trails

Ball/Entrepreneurship Museum

Fairground/Agritourism attraction

Site 4 of BSU Village Redevelopment – a community gathering place

Trails/greenway - missing gaps between Gas City and Gaston and develop around Taylor University

Train-viewing station, unique rail assets in Muncie

Blue-way/river development – kayak/canoe, utilize natural assets

Some sort of ag tourism… showcase rural areas. Place to stay + learning + activities

World's largest basketball hoop

Train from east central to Indy

Outdoor sports—kayak, fish, bike, swim. One-up Johnny Morris's Wonders of Wildlife (immersive wildlife attraction in MO)—use the rivers.

Plane geeks/aviation. AMA + Muncie Aviation + Ball State = We Fly.

Volleyball Mecca – tournament facility, hotels, airport, Grand Park of Volleyball.

Public Art installations celebrating basketball heritage

Expanded Horse Park

Canoe/Kayak infrastructure (along the Blue River)

Robert Indiana – expansion

BSU Performance facility in Village – talent driver for Indiana and Cultural location like "Broadway" for Midwest

Completed and further developed trail system as a magnet for recreation and economic development for the region and Indiana.

Build on the Prairie Creek asset currently under-utilized compared with potential

Unique complex offering the opportunity to try/play unique sports, e.g. curling, pickleball, archery, rock climbing, racing, etc.

Demolition Destination: old cars, cabinets, etc….just break it!

Virtual Reality outdoor/indoor facility—attracting youth/families

Expansion/Park Karting Area

Waterways Kayaking/Beer

Floats

Wrigleyville/around the racetrack

Motorsports Hub Race teams

Sports Park, like Grand Park

Mid-size music venue festivals—like Shipshewan

Amphitheatre & expansion of River events

Recording studio—Jenny DeVoe, Cooks, Jennifer Stanley

Ball State's Gaming Competition "Gamecon" Convention

Ziplining and tree walking (Reservoir)

Garfield festival – everyone serves lasagna

Bob Ross

Meow Wolf/interactive

Enhanced Amphitheatre on Conan Commons

Waterways & Blueways – Reservoir focus

History, art, and train museum

Sports Park – Volleyball

Expansion of Convention Center—wayfinding for Interstate to Downtown

Leverage Culinary appeal – Ag/Tour Farm to Table. Build out industry with Ivy Tech partnership—Culinary School.

Volleyball

Trolley for visitors

Cool expanded coffeehouse

Recording Studio

Horse Shows

Cultural Trail across all counties

Sporting events at BSU

Biking events on Cardinal Greenway

Regional Golf Tournaments

Educational showcase university level

Convention Center

An attraction to help with lower occupancy during winter -- Indoor water park/Skiing/ Snow Tubing - to help with low occupancy during winter months

Trolley – utilized for Tiffany Window Tour, architecture tour, Wine & Ale Trail

A giant glass Garfield

A bunch of roadside attractions

UPLANDS REGION

Architecture/Design Center Museum

Interactive Museum – tell the story of the architecture

And or Chuck Taylor/Converse. Really expand our tours to be a major attractor to everyone.

Further development of sports within the region

Treehouses/experiential overnight stay

Military Growth

Art Trail that ties us all together

A "Joseph Decius"-like restaurant

Riverside development—interactive and accessible

E-sports- Nexus Park-competition and show

Theme Park/Water Park

Hoosier Basketball Museum (New Convention Center)

Drone Arena

Limestone Maze

Drone Arena

Partners – IU, MCCSC, RBB Schools

Limestone Maze with mini national monuments/statues

Create Instagram moments

Wave Park

Basketball Museum

Downtown Tour/Trolley

New Ice Rink

Historical Boutique Hotel

Recreational Outfitter – Canoe, Kayaks, and Tubing

White River Activation Park Plan location is available

Adventure Park – ziplines, obstacle course, water adventure, inflatable course

Check out Ace Adventure Park in West Virginia

Tree House Stay

National Poultry Show

Outdoor outfitters

Build on existing natural and historic resources, including more historic preservation projects

Build on existing initiatives. For example, published hiking guide

Infrastructure projects for local parks

Focus on meeting ADA compliance in Brown County. Accessible sidewalks, roads, and businesses for visitors and residents to have a better quality of life. "Sidewalk murals" case study- Hollywood, FL.

Caffeinated explorer trail

Fun Park Complex – minigolf, go-karts, fun house

Something similar to Fair Oaks – food, wine, outdoors, culinary

Industrial Museum/"Digger Land" Amusement Park

White River/ McCormicks Creek River Float (tubes)

Racetrack for amateurs

Uplands Trail Punch Card system

Buc-ee's (between Indy and Louisville)

Canoeing, rowing, and waterski park

Agriculture, Industry, and Transportation Museum

Ski Lake/Water Park

National Landmark Museum – play off of Exhibit Columbus

Industrial Museum – local entrepreneurs

Splash Pad

Monon South Trailhead and Parking Area (land acquisition/ development

Pickleball Courts

Nature Play Area

Rest area and dog park

SOUTHWEST REGION

Continued growth of independent culinary scene/ incubator (downtown, anchor destination neighborhoods)

Arts Scene (music, theatrical, murals, enhancements to museums

Growth of ice arena/hockey

DII Destination for NCAA across all sports – mid-major conference location of choice

Multi-use outdoor stadium/ venue. Think "The Battery" Atlanta or Wrigleyville.

Full-service hotels

Eastside commercial district

Rebuild Meskar amp downtown and expand the zoo

Sports Park expansion – softball/baseball.

Lazy river, treehouses, and zip line course

Commercial retreat experience in New Harmony, farm-to-table, artisan crafts, wellness/spa tourism, orchard/winery, pick-your-own experiences.

Historic trade school and crafts

Sculpture garden

Improve waterfront and bridge experience pedestrian trails across America

Finish building atheneum proposed plans.

Lavender, peonies, flower farm.

Ropes course in Friedman Park

Outdoor Stadium

History Walks

Man-mad recreational lake

Outdoor pool/water park

Wake Park (reclaimed coal land near Old Ben)

Kayak/Canoe tours and rentals –go along with Clog the Patoka

Coal attraction park—turn Pike history into an experience

Events that draw visitors outdoors

Campground cabins outside of Interlake. B&Bs around Azalea Path.

Expand Mesker Zoo, bigger restaurant, more animals, aquarium, etc.

Splash pad, playground expansion

Winery – Farmer & Frenchman idea

River dinner cruise

Indoor water park, like French Lick

Top Golf

New Harmony Park – pool, cabins, playground

Riverfront amphitheater

Treetop ropes course

Interactive manufacturing museum (Old Chrysler or Whirlpool facility)

Adult go-karting venue

Winery and tours

Outdoor concert venue

Outdoor drive-in theatre (Old Roberts Stadium)

Adult go-karting (awesome one in Destin, FL)

Adventure Park: ropes course, kayaking

Sports parks

Historic Village (Native American) - near orange mounds

Large recreational water facility

Indoor/outdoor pool

River tours, Dock, Riverfront in Newburgh

Niche museums

Farm-to-table, wellness, and craft experience

World's Largest Christmas

Candy cane Market (in Santa Claus)

Ice skating, even in summer, Christmas cookie classes, Bavarian theme, workshop activities

Interactive/immersive Lincoln experience – living historical farm expanded into a full experience

Inclusive theme playground for all ages, including seniors... indoor/outdoor: Christmas, Lincoln, River (in Santa Claus)

Santa School for kids (think Jedi training) w charitable tie and/or elf ninja course and light decorating

Sports complex not found in a 3-hour radius – archery, tennis, pickleball, track, cross country, etc.

Anti-gravity/flying simulation like Willy Wonka's floating bubble tower with sensory experience

Hay bale/art maze experience

Tree tops ropes course

Go Karting

Train Track Trail Conversion (like Monon) - connects Monon to French Lick, Jasper, continues south

League Stadium – move site to "A League of Their Own" Field of Dreams

Play off what the community is known for and incorporate it into a large art installation creating a trail (Jasper = wood capital of the world, Bedford = Limestone)

Trolley transportation/ride shares

Convertible outdoor ice-skating rink

Childcare attraction—a safe place for residents and visitors. In-depth complex with educational play, counseling, opportunities, mental wellness, etc.

Amphitheater near Thyen-Clark Cultural Center

Ferdinand State Forest Cabins

Passenger train tours of the region

Riverfront entertainment district, including shopping, dining, live entertainment

Designated bike path/ trail connecting multiple communities

Development of a historic pioneer village at the Lyles Station Historic School and Museum

Riverport on the Wabash River, including outfitters for canoes and water sports

Go Karting

Riverfront mixed-use development

Recreational Golf Complex, like Top Golf, Back 9

Expanded downtown sports and entertainment center

Amphitheater

Expanded and connected trails

Multi-use outdoor downtown stadium

NCAA Host for First 4 basketball (Ford Center)

Winery/restaurant closer than Farmer & Frenchman

Wellness/spa retreat

Ranch/horseback riding could be weekend (e.g., Wilstem Wildlife Park)

Outlet mall – food/drink, arcade, better shops, upgrade our mall.

Could be a huge entertainment center. Bowl, laser tag, axe throwing, etc.

Campsites, RV parking, EV charging stations

Hotel with an indoor water park

Horse riding stables and facilities

Trader Joe's

Top Golf

Nike Store

Nordstrom Rack

Healthier lunch restaurants

New Harmony State Park facelift

Music Concerts

Overnight stay opportunities

Cabin rentals (Azalea path)

Hotel with retail commercial

Indoor Sports Complex

Tell the history of furniture making in the area

Sculpture walks along the riverwalk that blend the interest of art enthusiasts with the interesting history of how Jasper became the nation's Hardwood Capital and the incredible natural resources that were responsible for this history

Octoberfest along the river

Intimate amphitheater near the sawmill

Historic Veneer Mill converted to a microbrewery

Pedestrian walkways (i.e., elevated crosswalks) in Jasper

Sports Complex – especially volleyball

Test Kitchen (like the one in Fishers)

Brewery/Winery with an outdoor seating area/green space

SOUTHWEST REGION

Smaller, more complimentary draws/monuments for the Ark Encounter/Creation Museum in Northern Kentucky

Turn public boat launch access points into larger public gathering places

Amateur sports complex (youth) for traveling clubs

Indiana Ohio River—kiosks and wayfinding to enhance branding cohesiveness of the Ohio Riverway. Turn Ohio and other rivers into paddling destinations.

Whiskey tasting room or speakeasy in Lawrenceburg and/or Greendale. Recreate Kentucky's "Bourbon Trail" as Indiana's "Bootlegger Trail"

Establishing a trail connection from Lawrenceburg/Greendale to Ohio and Cincinnati

"Agrihood" housing communities with farmers, markets, and cultural centers. Examples: Aberlin Springs in Ohio or Serenbe, GA

Agritourism extending beyond fall pumpkin patches. Examples: Fair Oaks Farms

Scavenger Hunt (on steroids)

Kick off the Month of August for the Swiss Wine Festival in Switz County. Something every weekend similar to KY Derby. Include other surrounding counties to tie in wine festival heritage

Water Park/Top Golf

Sculpture trail (Otis @ Patoka Lake)

Connected Community train trips = French Lick to Jasper to Holiday World

Monon South Trail Connection to Big 4 Bridge to cross into KY or a trail in Northern IN

Emphasize cultural festivals that represent the German and Swiss Heritage. Connect all the individual festivals or events

Agritourism – Furniture experience

Hoosier National Forest—work with the US Forest Service

Zip Lines

National Hydroplane or National Steamboat Museum

Indiana Music Hall of Fame

Train Excursions

Build on Madison's history with railroad incline

Thomas the Train theme park

Boat Rides (Steamboat or sightseeing)

Amphitheatre – more music venues!

River recreation – kayaks, canoes, etc.

Notes: I love hearing the focus on motorsports. Agritourism is good. We need more for kids and families and Amish opportunities!

Agritourism Center (Protein processing, Bank Barns, interpretive centers)

Hockey/Ice skating facility

Multi-mode kayak trails/rentals

Historic Train/Railway

Rock climbing/rappelling facility

River region

Adventure attractions

Convention Center

Youth Sports Complex

Grow the Kids Discovery Factory

Smaller-scale racetracks to capitalize on IMS

Agritourism, Ag Museum, with the convention center

Vevay—car museum

Meow Wolf

Expand Kid's Discovery Factory

Expand river opportunities – kayaking, river trails)

Convert quarry to rock climbing, base jumping, and skydiving experience

Connecting trails

Craftsman workshop – build on woodworkers, craft work, metal workers

The side x side culture is strong in SE Indiana. Organize runs

Build on river towns. Market a tour of towns, identify activities along the way

Link up town walking paths. Organize events utilizing paths.

Spruce up Main Street—add lights

Permanent Stage at Riverfront

Riverfront Restaurants

Arts

THANK YOU TO ALL THE PARTICIPATING ORGANIZATIONS!

1st Source Bank
Allison Transmission
Amatrol, Inc
Anderson Madison County Visitors Bureau
Anderson Speedway
Art Museum of Greater Lafayette
Badlands Off Road Park
Baker Commercial Real Estate
Ball Brothers Foundation
Ball State University
Batesville Tool & Die, Inc.
Bayliss & Company
Bedford Area Chamber of Commerce
Belterra Casino Resort
Benjamin Harrison Presidential Site
Benton County Economic Development
Bloomington Economic Development Corporation
Blue Gate Theatre
Brown County Convention & Visitors Bureau
C.L. Williams and Companies
Carroll County Chamber of Commerce
Churchill Downs, Inc
City of Logansport
City of New Albany
City of Noblesville
Civic Theatre of Greater Lafayette
Clinton County Chamber of Commerce
Commercial Advantage of Merrillville, Inc
Community Foundation of Elkhart County
Community Redevelopment
Dearborn County Convention, Visitor & Tourism Bureau
DeKalb County Economic Development Partnership
DeKalb County Visitors Bureau
Destination: Muncie
Discover Boone County
Discover Southern Indiana
Duke Energy
Duneland Chamber of Commerce
East Central Indiana Regional Partnership
Economic Development Corporation of Elkhart County
Elkhart County Convention & Visitors Bureau
Elwood Staffing
Evansville Museum of Arts & Science
Evansville Regional Business Committee
Evansville Regional Economic Partnership
Explore Evansville
Falls of the Ohio Foundation
Festival Country Indiana
Flagship Enterprise Center
Force Construction
Fort Wayne Metals
Fort Wayne TinCaps
Four Winds Casino South Bend
French Lick Resort and Casino
General Hotels
George and Frances Ball Foundation
Gibson County Visitors & Tourism Bureau
Grant County Visitors Bureau
Greater Fort Wayne, Inc.
Greater Lafayette Commerce
Greater Muncie Chamber of Commerce
Grissom Air Museum
GT Performance Group
Haan Museum of Indiana Art
Hamilton County Tourism
Harrison County Convention & Visitors Bureau
Henry County Destination Development
Historic New Harmony
Holladay Properties
Hotel Tango Whiskey
Huber's Orchard, Winery, and Vineyard
Huntington County Visitor & Convention Bureau
Ice Box
Indiana American Water and Michigan American Water
Indiana Dunes Tourism
Indiana Fever
Indiana Michigan Power
Indiana Pacers
Indiana Restaurant and Lodging Association
Indiana State University
Indianapolis Colts
Indianapolis Motor Speedway
Indy Chamber
Ironman Raceway
J. Ford's Black Angus

Jasper Chamber of Commerce
Jasper Group
Journeyman Distillery
Judd Leighton Foundation
Kem Krest
Kendallville Area Chamber of Commerce
KeyBanc Capital Markets
Konkler Enterprises
Kosciusko County Convention & Visitors Bureau
Kosciusko Economic Development Corporation
LaGrange County Convention & Visitors Bureau
Lake County Economic Alliance
Long Center for the Performing Arts
Luke Family of Brands
Madison County Chamber of Commerce
Majority Builders, Inc.
Marshall County Economic Development Corporation
Mascot Hall of Fame
Mesker Park Zoo & Botanical Garden
Michigan City Chamber of Commerce
Minnetrista Museum & Gardens
Muncie-Delaware County Chamber of Commerce
New City Development
Niches Land Trust
Northeast Indiana Regional Partnership
Northwest Indiana Forum
Ogle Foundation
Ohio County Tourism
One Dearborn
Orthoworx
Ouiatenon Preserve
Owen County Chamber of Commerce and Economic Development Corporation
P. McMahon Consulting, LLC
Parke County Visitors Center
Pike County Chamber of Commerce and Visitors Center
Pike County Economic Development Corporation
Pokagon Band of Potawatomi
Potawatomi Zoo
Purdue University
Putnam County Convention & Visitors Bureau
RDM Aquaculture
Red Gold
REI Investments
Ripley County Tourism Bureau, Inc.
River Heritage Conservancy
River Ridge Development Authority
RJL Solutions
Roy Whistler Foundation
Schahet Hotels
SoIN Tourism
South Bend Elkhart Regional Partnership
South Bend International Airport
South Bend Regional Chamber of Commerce
Spencer County Visitors Bureau
Steuben County Tourism Bureau
Studebaker National Museum
Success Warrick County
Sullivan County Tourism
Sweet Owen Convention & Visitors Bureau, Inc.
Sweitzer Family Foundation
Switzerland County Economic Development Corporation
Switzerland County Tourism
Terra Haute Convention Center and Spectra Venue
Terre Haute Chamber of Commerce
Terre Haute Convention & Visitors Bureau
The Arts Federation
The Children's Museum of Indianapolis
The Cox Group
The Farm at Prophetstown
The Mill
The South Bend Chocolate Company
The Sporting Club at the Farm
The X-Count
Thompson Thrift
Tippecanoe County Historical Association
Travel Indiana
University of Notre Dame
Visit Bloomington
Visit Columbus
Visit Dubois County
Visit Fort Wayne
Visit Greensburg
Visit Hendricks County
Visit Indy
Visit Lafayette-West Lafayette
Visit Madison, Inc.
Visit Montgomery County
Visit Morgan County
Visit Noble County
Visit Richmond
Visit South Bend Mishawaka
Visit Warrick County (Warrick Parks and Tourism)
Visit Washington County
Wabash & Erie Canal Park
Wabash River Enhancement Corp.
Wabash River RDA
Wabash Valley Riverscape
Warren County Community Foundation
Warrick Parks Foundation
WeCreate
West Lafayette Parks and Recreation
Whitley County Chamber of Commerce & Visitors Center
Whitley County Economic Development Corporation
Winchester Speedway
Wolf Park

Indiana Destination Development Foundation
143 West Market Street, Suite 700
Indianapolis, IN 46204

October 2024

www.INIndiana.com

TPMA
Bold Solutions.
Empowered Communities.