

# Anderson Madison County, IN Visitors Bureau Three-Year Strategic Destination Plan Summary

## Our VB Purpose and Direction

### Mission

The AMCVB mission is to promote and develop community brand experiences to achieve sustainable tourism growth and quality of place.

### VB Vision 2030

The AMCVB is the destination/community tourism leader activating successful regional and city partnerships, impactful sports and leisure event development and marketing, and advanced digital promotional and advocacy programming.

### Destination Vision 2030

Anderson and Madison County 'edge' communities, astriding the improved I-69 exit gateways, are a distinctly branded Indianapolis metro destination with new and expanded visitor attractions and events centered on young family leisure entertainment, sports and outdoor recreation pursuits and community/institutional meetings.

FY2023–FY2025



Anderson  
Madison County  
Visitors Bureau

## Our Destination/VB Opportunity Challenges

1. Full attention to a focused tourism vision realization and an associated destination strategy aligned to county/city imperatives
2. Consensus on a differentiated destination brand presence
3. Expanded attraction and event promotion on a regional basis (in-state/contiguous states)
4. Increased Visitors Bureau community and visitor industry two-way communications and leveraged partnerships
5. Higher awareness of Visitors Bureau/governance leadership and tourism beneficial impacts among stakeholders and residents
6. Active visitor behavior and performance research program with subsequent better understanding of needs and results

## Our VB Culture

### Values

- Visionary and strategic
- Collaborative and partner-oriented
- Open and transparent
- Flexible and adaptive
- Analytical and non-judgemental
- Productive and accountable

## Visitor Promise

We champion Madison County brand experiences.

## Partner Promise

We deliver stakeholder value through brand storytelling, business development, visitor intelligence, and education/advocacy support.

## Community Promise

We provide the residents of Madison County benefits through tourism.



# Our Mission Focus

*Drive  
Visitor Demand*

*Enhance the  
Visitor Experience*

*Communicate Relevancy  
and Viability*

# Our Strategic Goals

*Increase  
Destination  
Marketing and Sales*

*Facilitate  
Destination  
Development*

*Strengthen VB  
Advocacy and  
Community Relations*

*Manage VB Resources  
and Administration*

# Our 18 Priority Initiatives

- Prepare and implement a segmented and measurable annual destination marketing and business plan (2023–2025)
- Enhance digital marketing and social media engagement (2023–2025)
- Formulate an agreed to destination brand strategy prior to new creative (2023)
- Invest further in integrated Indiana state tourism and regional/specialty promotional programming (2023–2025)
- Investigate and develop a dedicated visiting friends and relatives (VFR) program (2024)
- Co-lead branded gateway development and associated streetscaping/beautification across the main Madison County I-69 exits (2023–2025)
- Provide technical advice to community downtown redevelopment (2023–2025)
- Prepare and post online specialty tourism half-day, full day and multiday programming/packaging itineraries (2023–2025)
- Participate in work force/hospitality host training and transportation/mobility development dialogue (2023–2025)
- Develop a focused festivals and event tourism strategy (2024)
- Prepare and execute a stakeholder communications and partnership strategy with focus on government relations (2023–2025)
- Reactivate the VB, EDO and Chamber collaboration with supportive common programming (2023–2025)
- Co-develop a local community pride program (2023)
- Know the ongoing critical issues affecting the destination and communities with key partners (2023–2025)
- Update the 'rolling year' strategic plan and its alignment to annual destination marketing planning (2023–2025)
- Review staffing coverage pertinent to marketing communications and operational needs (2023–2025)
- Invest in Board/Commission and staff professional development (2023-2025)
- Evaluate the effectiveness of the VB event support program (2023)

# Our Strategic Performance Metrics

- County direct visitor spending
- Tourism economic impact
- Lodging occupancy and revenue growth
- Innkeepers tax proceeds
- New tourism capital investment
- Earned travel media exposure
- Destination online analytics
- VB social media interactions
- Leisure travel inquiry database growth and estimated conversion
- Sports events projected and booked economic impact