

Report to the Community

Anderson Madison County Visitors Bureau 2022



Anderson
Madison County
Visitors Bureau

Mission

To promote and develop the programs and means to promote and encourage conferences, trade shows, festivals, events and other tourism and tourist resources and facilities within Madison County, Indiana.

Diversity Statement

The AMCVB strives to foster a sense of belonging in-house and in the community. By supporting inclusivity, diversity, and equity in tourism, Madison County will continue to prosper.

Promise Statements

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.*

Governance Statement

The Bureau has a thirteen-member Board of Directors.

An Executive Committee composed of Officers of the Bureau oversee the day-to-day working of the Bureau with the approval of the Board of Directors.

The Executive Committee of the Bureau meets quarterly.

The Executive Committee is empowered by our By-laws with the authority of the Board of Directors between Board of Directors meetings.

The Board of Directors is elected each year from the membership, by the membership, at the annual meeting held between the 15th day of January and the 15th day of February.

Board of Directors

Donovan Archer Robin Gerhart Skye Huff Chelsie Jaramillo Patty Lovins
Paul Miller Joe Morgan Lisa Oakley Chad Renbarger Patrick Rice
Terry Taylor Linda Wallace Linda West

Officers

Chair – Skye Huff

Vice-Chair – Terry Taylor

Secretary – Patty Lovins

Treasurer - Paul Miller

Honorary Directors

Ann Marie Bauer
Mark Lamey
George Vinson

Retiring Directors

Joe Morgan

Commission

Kelley Morgan Alison Flores Rick Fulaytar Janet Stover
Ramiro Rincones, Jr. Darla Sallee Marj Shell

Officers

President – Marj Shell

Vice President – Ramiro Rincones, Jr.

Secretary – Kelley Morgan

Treasurer – Rick Fulaytar

Staff

Executive Director - Mark Thacker

Director of Marketing and Tourism – Maureen Lambert

Office Manager - Esther Cleary

Social Media Coordinator - Ali Adams

Tourism Specialist - Cheryl Shank

A Message from the Chair – Skye Huff

The heart of the heartland is Madison County, Indiana. Throughout 2022, tourism to our county increased. Much of this increase is due to the diligent work of the Executive Director, Mark Thacker, and his great team. With a single focus, they started working on the strategic plan in 2022 that officially applies to 2023 through 2025.

The Madison County Visitor's Bureau Board of Directors participated with other Madison County stakeholders to identify priorities for the strategic plan to increase tourism and help sustain and grow our community. Tourism to our county provides benefits to our residents through money spent here from visitors and through added jobs in the retail, restaurant, and entertainment venues. People want to visit and live in places that offer activities and events for the whole family. The Board of Directors will continue to use the strategic plan as a playbook to reach the Visitor Bureau's goals, track measurable initiatives, and plan for the future.

In my role as Board Chairwoman, I am especially proud of the work of the Grant Committee who has provided \$30,000 in grants and helped identify sponsorship categories. The grants went to not-for-profit groups that help improve tourism and quality of life for Madison County residents. Our hope is to continue to grow this program.

Another area that is exciting to watch is the growth of tourism through sports and leisure. Pickleball, racing (horse, auto, go-kart), youth sports, the renewed Soap Box Derby, and new additions like curling are just some of the activities that are bringing new tourists to Madison County. Madison County hosted the 3rd largest pickleball tournament in the state (out of 100s) in 2022 with over 400 participants!

Looking back through the first year as Board Chair, we are enthusiastic about the improvements and refinements that we accomplished as an organization. We are a more engaging group through committees and community participation because we have the heart to support the growth of tourism and the Madison County Visitors Bureau.

A Message from Our Executive Director - Mark Thacker

Who doesn't enjoy a good rollercoaster ride!? The nervousness of the unknown ahead, the exhilaration of speed, twists and turns, and the feeling of the bottom falling out, all to return safely and want to go again. That was how I would describe 2022 here at the Anderson Madison County Visitors Bureau.

We began the journey after an incredible 2021 revenue year where collected innkeepers tax was at a record high. A time to celebrate that also brought the challenge of beating those numbers. Despite a minor resurgence of COVID variants at the start of the year, we were fortunate to have all our major county fairs and festivals active during 2022. Through some enduring deluges of rain and shuttering storms, all opened their doors and welcomed guests. In total, we promoted over 700 events to our community during the year. We had daily discussions about where to source event information and how best to promote – we continue those discussions daily. Innkeepers' revenue started strong before starting to normalize early Fall. Record numbers are hard to beat, especially for a business that has been in operation for 40 years (yes, we also celebrated our 40th Anniversary during 2022!), but records are meant to be broken. We bested 2021 revenue by over 6%.

2022 started with an introduction into legislation that wanted to challenge each county's innkeepers' tax and expire their food and beverage tax. As unfortunate as that proposed legislation was, it did provide Madison County and others the opportunity to strengthen its advocacy efforts not only within our borders, but also throughout the State via city, town and county administrations, tourism associations and beyond. That legislation was not passed. It is good to know others will answer the call when clarity is required.

From challenges to opportunities, we immediately jumped into strategic planning efforts for Madison County tourism. A nationally recognized tourism planning facilitator was hired. They connected with county tourism stakeholders, and spent multiple sessions with the Visitors Commission, Visitors Bureau Board of Directors, and Visitors Bureau Staff. After many months, a three-year strategic plan was approved. New mission and diversity statements were crafted along with promise statements for the destination, our partners, and our guests. We partnered those efforts with the addition of a transparency policy. On our website, you will find our mission statements, strategic plans, updated policies, financial statements, annual report, recent audits, etc. We welcome questions and interaction, but we also make information available online.

We couldn't do this alone. While advocacy brought us closer together, 2022 was also a resurgence of community development within Madison County. Both of Madison County's community foundations started pulling stakeholders together to further education and identify areas of opportunity. One of those opportunities was identified as 'celebrating our success.' Near the end of 2022, we pulled a few county organizations together to help highlight our success. We were able to secure the rights to "We Are Madison County" and started a

'stakeholder' newsletter. Madison County Chamber, Madison County Community Foundation, Madison County Economic Development, and South Madison Community Foundation have partnered with us to share success stories. We each share that newsletter via email and offer a few hard copies for those interested.

Let's turn on the bright lights. We found ways to improve the experience for the guests within our Visitors Center. We consolidated our brochures into more concise locations. During Indiana Tourism Week, we added a Standardbred racing cart from Harrah's Hoosier Park Racing & Casino. Shortly after, we commissioned local efforts to design and build "Visit Madison County" ironwork. You might have seen that displayed at Mound's State Park's Nights of Lights, and it is now proudly hanging and lit in our Visitors Center. Before the leaves began to fall (pun intended), we installed a digital and interactive kiosk. We can now better visually direct our visitors around the county, while also showcasing our digital efforts. If guests aren't too shy, we encourage them to take a selfie from that kiosk. We closed the year amazed with Anderson University's Assistant Professor, Holly Sims, who designed and hand-painted a large mural on one of our walls that represents several iconic places across Madison County.

'Let's go again!' 2022 flew by and there is so much still to do. We plan to strengthen our partnerships, and along with the 'celebrating successes,' that medium will evolve in 2023. We continue to meet as stakeholders to learn from one another and develop 'next steps' as a group. I personally started Indiana Tourism Association's Academy last year and will graduate from that program within the next few months. I will also join the ITA board and a couple of their sub committees. The Visitors Bureau also has representation within the Indiana Foodways Alliance, East Region Tourism & Marketing, Indiana State Festival Association, and a handful of proud Madison County organizations. Our goal is to be engaged and make an impact.

Hotels are on the rise (might be another pun). Tru by Hilton has poured the slab to that future hotel with plans to be open near the end of this year. Elwood is working to secure land for a hotel after they received a favorable feasibility study in 2022. Population in South Madison County continues to grow, and activities are increasing. We will see where that takes us.

The Visitors Bureau and Madison County Chamber are partnering to create the Taste of Madison County in September. We both felt it was important to build an event that showcases the county. What better way than with Madison County's cuisine? Look for more details soon. Another way of pulling Madison County together will be with the celebration of Madison County's Bicentennial. Planning and efforts are ongoing, and the Visitors Bureau is proud to be in the middle of it.

This leaves me with one word ... opportunity. I firmly believe Madison County is loaded with opportunity. The Visitors Bureau has positioned itself for another successful year. We, as a county, have made strides in growing the space around us. Opportunity is there and we are ready to make the most of it.

Marketing Plan for 2023 - Maureen Lambert

In 2022, we addressed the Bureau's marketing programs and provided a strategic focus to enhance our tourism regional and drive-in markets. The 2022 revenue from Innkeepers Tax, the Bureau's primary funding source, grew 6.2% overall compared to 2021. We began a concentrated effort on visiting friends and relatives (VFR) market segments, and new partnership opportunities for the sports market.

The first quarter of 2022, our Bureau team, Bureau Commission and Bureau Board of Directors worked with Don Anderson, Destination Consultancy Group, to create our Destination Assessment, Strategic Destination and Destination Marketing Plan. Through these efforts, The Anderson Madison County Visitors Bureau created a multi-year plan: Our Mission Focus, Our Strategic Goals, Our 18 Priority Initiatives and Our Strategic Performance Metrics.

The 2023 marketing focuses on key trends, positioning/messaging, development action plans on marketing and services. We will continue with cooperative efforts on the leisure, sports, culinary markets, and with our community festivals and events throughout the year. Networking opportunities will keep our presence in the group market. We will retain memberships in American Bus Association, Group Travel Family, and the Indiana Group Tour Guide. The Bureau will participate in leisure marketplace shows, including Chicago Travel & Adventure Show, AAA Pittsburgh Travel Showcase, AAA Louisville Travel Expo.

The Bureau Grant Program has given our local non-profit groups an opportunity to assist them in their marketing efforts to enhance their festivals and events throughout Madison County.

We will continue to work closely with our hoteliers in the areas of promotion and packaging related to quality and service. The Bureau subscribes to the STR (Short Term Rental) and AirDNA Reports. Our STR weekly subscription report tracks the impact on hotel performance in our location and surrounding areas. AirDNA (short term rental analytics on Airbnb's, VRBO) sent out monthly reports on tracking our Madison County Airbnb market. We continue with our own market analysis report that checks average daily rate and percentage of occupancy on seven hotels. Looking at data gives us the opportunity to see future trends of room rental in Madison County.

Sporting events and outdoor recreation are making a strong return and offer our county a strong economic impact from overnight guests. Community Sports and Wellness in Pendleton hosts pickleball and tennis tournaments throughout the year. Pickleball tournaments average 350-400 players with 40% outside of Madison County. The Little League Girls Softball Regional Tournament will return to Pendleton in July 2023. Play will take place at Pendleton High School and will be hosting 10-12 teams throughout the Midwest. Other events include Harrah's Hoosier Park Dan Patch Sweepstakes, Hambletonian Society Breeders Crown will return Oct. 27 and Oct 28, the Little 500 and Redbud 400 Races at Anderson Speedway. We guide our sports facilities and events to add their information to <http://www.playeasy.com> the largest online

network of Sporting Event Organizers, Destinations Facilities and Events in the United States. The marketing team continues to work with organizers of these and other sports events. Our Bureau is aware how these events impact our local economy and the revenue from Innkeepers Tax.

The Bureau is promoting our Festivals, Fairs and Events in the 2023 Indiana State Festival Guide, website, Instagram, Pinterest and Facebook. The Discover Magazine features 3 issues, Winter/Spring, Summer, and Fall, printing 5,000 copies that are delivered to our hotels, attractions, local business throughout Madison County. We encourage our local community and visitors to stop in our Visitors Center and see our Mural of Madison County, painted by artist, Holly Sims. The Visitors Center remains open Monday through Friday, and Saturday, our foyer is open to those wanting local and state publications.

Our social media presence has grown as we have gained followers on Facebook, Instagram, Pinterest, and creating content on TikTok. The Anderson Madison County Visitors Bureau website, <http://www.visitandersonmadisoncounty.com> is up to date with new content and photos. The AMCVB marketing team is working with TwoSix Digital developing a series of blog posts that will serve as key promotion opportunities to drive engagement and website traffic.

The Bureau maintains its regional and state marketing efforts, with membership in East Region Tourism Marketing Cooperative (ERTMC), Indiana Foodways Alliance (IFA), Indiana Glass Trail, Indiana State Festival Association, and bureaus throughout the state of Indiana. We are working with alliances in surrounding states' local bureaus to offer a simple and cohesive way to develop our attractions, shopping, and restaurants as visitors pass through our East-Central Region.

We are working closely with the Indiana Tourism Association (ITA), Indiana Destination Development Corporation (IDDC), and Destination Marketing Association International (DMAI). These memberships provide Bureau staff a base of support and professional development opportunities. The need to work together as a coalition is essential as we continue to maintain a strong working relationship to assure a united voice within the industry.

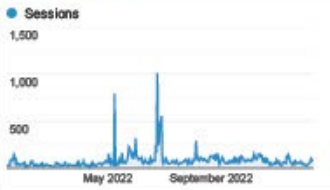
The balance of the Bureau's marketing efforts for 2023 will be relationships county-wide. The staff is prepared for the opportunities that come our way. Challenges abound and we are diligent in making the necessary adjustments to ensure a positive economic impact through tourism in Madison County.

VISITORS Benchmark

Jan 1, 2022 - Dec 31, 2022

All Users
100.00% Sessions

Sessions (Visits)



Unique Users (Visitors)

23,306
% of Total: 100.00% (23,306)

Sessions (Visits)

28,621
% of Total: 100.00% (28,621)

Sessions by User Type



Sessions by Region

Region	Sessions	% New Sessions
Indiana	15,469	77.94%
Illinois	2,022	86.06%
Virginia	1,251	82.73%
New York	1,011	76.96%
Ohio	759	91.17%
Michigan	566	86.75%
Georgia	396	83.59%
North Carolina	373	89.28%
Florida	364	82.69%
Texas	349	89.97%

Sessions by Channel (Traffic Type)



Sessions by Keyword (Organic Search)

Keyword	Sessions
site:www.visitandersonmadisoncounty.com	4
june jamboree Pendleton IN	2
anderson indiana events	1
Anderson University School of Music seussical the musical	1
anderson, in. symphony christmas dec. 10, 2022	1
elwood Christmas lights	1
events in anderson	1
FRIDAYS 6/17/22CONCREST ANDERSON INDIANA	1
https://visitandersonmadisoncounty.com/	1
https://visitandersonmadisoncounty.com/calendar-of-events/	1

Sessions by Source (Referral)

Source	Sessions	% New Sessions
m.facebook.com	4,558	93.55%
lm.facebook.com	1,995	81.55%
visitindiana.com	1,401	90.94%
l.facebook.com	1,148	63.15%
dailytraffic.shop	803	56.66%
besttraffic.shop	636	79.25%
facebook.com	202	97.03%
andersontownpowwow.org	38	86.84%
pickleballtournaments.com	38	21.05%
Visit Indiana	27	92.59%

Sessions by Device

Device Category	Sessions	Pages / Session
mobile	19,104	1.41
desktop	8,563	2.05
tablet	954	1.48

New Sessions by City

City	Sessions	% New Sessions
Anderson	7,561	72.24%
Indianapolis	3,524	82.55%
Chicago	1,560	85.96%
Ashburn	996	82.76%
New York	904	76.66%
Muncie	574	86.24%
Columbus	301	98.34%
Fishers	294	85.03%
Noblesville	248	90.32%
Atlanta	233	85.84%

Sessions by Browser

Browser	Sessions	Pages / Session
Chrome	10,807	1.78
Safari	7,244	1.40
Safari (in-app)	4,307	1.26
Android Webview	3,181	1.42
Edge	1,741	2.59

Sessions by Mobile Device Info

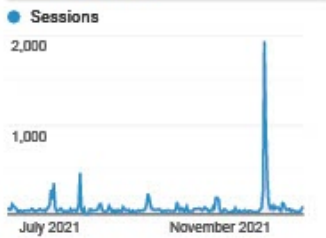
Mobile Device Info	Sessions	Pages / Session
Apple iPhone	7,616	1.36
Apple iPhone 11	516	1.27
Apple iPhone XR	335	1.27
Apple iPhone 13 Pro Max	325	1.38
Apple iPhone 12	321	1.28

VISITORS Benchmark

Jun 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Sessions (Visits)



Sessions (Visits)

16,046
% of Total: 100.00% (16,046)

Unique Users (Visitors)

13,641
% of Total: 100.00% (13,641)

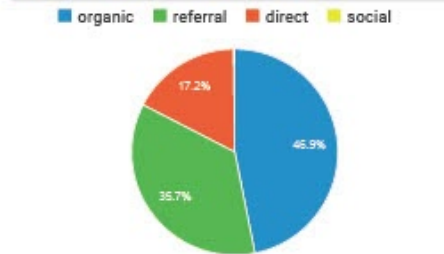
Sessions by User Type



Sessions by Region

Region	Sessions	% New Sessions
Indiana	11,069	81.72%
Illinois	1,466	86.49%
Michigan	276	85.14%
Ohio	264	91.67%
Texas	188	87.23%
California	153	90.20%
North Carolina	151	93.38%
Virginia	141	97.87%
Florida	127	92.13%
Kentucky	91	89.01%

Sessions by Channel (Traffic Type)



Sessions by Keyword (Organic Search)

Keyword	Sessions
visi Better than reCAPTCHA : vaptch a.net	18
visi Better than reCAPTCHA : vaptch a.net	11
visi Better than reCAPTCHA: vaptcha.net	9
site:www.visitandersonmadisoncount y.com	5
anderson madison county visitors bure au	2
frankton heritage days 2021	2
hoosier park anderson fireworks 2021	2
anderson indiana jeeps on meridian	1
celtic angels anderson indiana	1
chesterfield airport fireworks	1

Sessions by Source (Referral)

Source	Sessions	% New Sessions
m.facebook.com	3,144	94.69%
lm.facebook.com	1,288	92.62%
l.facebook.com	382	60.47%
Visit Indiana	228	76.32%
facebook.com	96	97.92%
andersontownpowwow.org	37	86.49%
linktr.ee	29	79.31%
amcvb.flywheelsites.com	24	0.00%
andersonin.makerfaire.com	14	28.57%
aroundindy.com	13	84.62%

Sessions by Browser

Browser	Sessions	Pages / Session
Chrome	5,552	1.73
Safari	4,278	1.36
Safari (in-app)	2,949	1.14
Android Webview	1,553	1.24
Edge	739	2.72

Sessions by Device

Device Category	Sessions	Pages / Session
mobile	11,780	1.33
desktop	3,881	2.04
tablet	385	1.42

Sessions by Mobile Device Info

Mobile Device Info	Sessions	Pages / Session
Apple iPhone	5,797	1.27
Apple iPhone XR	356	1.10
Samsung SM-G960 U Galaxy S9	152	1.60
Samsung SM-G991 U Galaxy S21 5G	150	1.43
Apple iPad	140	1.41

Social Media Analytics:

- Facebook (Jan 1-Dec 31)
 - Page impressions: 688,006 (+131.2%)
 - Engagements: 33,483 (+88.5%)
 - New net page likes: 220 (+16.4%)
 - Top posts:
 - Powwow – 49.7K reach
 - Pendleton Fall Festival/Heritage Fair – 30.1K reach
 - Visitor Guide (ad) – 20.5K reach
 - Elwood Glass Festival – 18.8K reach
 - Fall Discover (ad) – 15.6K reach

- Instagram (Jan 1-Dec 31)
 - Impressions: 87,927 (+8.7%)
 - Net follower growth: 214 (+161%)
 - Top posts:
 - Camp Chesterfield reel – 20.3K views
 - Falls Perk reel – 2,711 views
 - Historic Pendleton reel – 2,313 views

Newsletter Analytics:

- AMCVB Newsletter (12)
 - Average sends: 5,379
 - Average opens: 1,058

- We Are Madison County Newsletter (2)
 - Average sends: 7,850
 - Average opens: 1,540

Anderson Madison County Visitors Bureau, Inc.

Profit and Loss YTD Comparison

December 2022

	TOTAL	
	DEC 2022	JAN - DEC 2022 (YTD)
Income		
2999 Support and Revenue		
3005 Commission Contract	61,250.00	735,000.00
3050 Operating Balance		100.00
Total 2999 Support and Revenue	61,250.00	735,100.00
Total Income	\$61,250.00	\$735,100.00
GROSS PROFIT	\$61,250.00	\$735,100.00
Expenses		
5009 Promotional Expenses		
5100 Salaried/Hourly Employees	31,702.19	258,276.58
5110 Employer Payroll Taxes	2,425.23	20,223.08
5120 Employee Benefits	26,572.44	32,952.95
5130 Printed Materials	1,539.64	1,583.48
5140 Web Site/Home Page		4,882.68
5170 Meetings/Conventions	1,587.20	11,599.03
5180 Sporting Events	3,000.00	3,500.00
5190 Misc Promotional Material	3,120.50	10,724.04
5200 Travel Promotions		7,893.72
5210 Festivals, Fairs, & Events		2,625.00
5220 Sponsorship	9,000.00	70,675.00
5225 Grants	6,500.00	33,600.00
5230 Tourism/Visitor	2,159.80	33,533.04
5240 Telephone	443.04	5,541.35
5340 Postage	-14.40	1,316.52
5400 Marketing (Advertising)	21,753.22	103,621.42
5450 Community Relations	155.25	612.14
5500 Promotional Travel	155.38	3,628.61
5510 Dues & Subscriptions	14,655.26	32,247.97
Total 5009 Promotional Expenses	124,754.75	639,036.61
6009 Operational Expenses		
6200 Maintenance & Repairs	3,383.18	23,838.77
6225 Computer Maintenance	302.00	5,345.94
6250 Vehicle Maintenance & Repairs	44.60	127.50
6300 Office Supplies	821.73	5,202.37
6350 Equipment Leases	431.00	2,171.77
6460 Utilities	1,118.53	13,006.48
6600 Insurance - Property		7,784.55
6700 Equipment Purchases	16,904.00	42,572.23
Total 6009 Operational Expenses	23,005.04	100,049.61
6950 Gain /loss - asset dispositions		-6,938.45
7009 Administration Expenses		
7300 Education/Training	1,000.00	1,000.00
7400 Professional Fees	167.74	2,946.68
7500 Audit Expense		9,750.00
7600 Meeting Expense	247.48	2,605.76
Total 7009 Administration Expenses	1,415.22	16,302.44
Total Expenses	\$149,175.01	\$748,450.21
NET OPERATING INCOME	\$ -87,925.01	\$ -13,350.21
NET INCOME	\$ -87,925.01	\$ -13,350.21

* The Ford Model A Huckster was sold May 2022. After that sale and depreciation, our annual Net Income is -\$5,388.66

President's Award Winners

1984 – Bill Herbig and Dr. Tim Lee

1985 – Mary Lou Aynes

1986 – Annie Barnett

1988 – Larry Lutz

1989 – Larry Contos/Dixie Contos-Wilson of Pay Less Super Markets, Inc.

1990 – Women's Bowling Association, Men's Bowling Association, Young American Bowling Alliance

1991 – Cooper's Sport Bowl and East Side Lanes

1992 – Anderson University

1993 – Anderson Herald-Bulletin

1994 – Hoosier Park at Anderson

1995 – Paramount Heritage Foundation

1996 – Historical Military Armor Museum

1997 – Larry Swick

1998 – Gruenewald Historic Home

1999 – Morris McCurdy

2000 – Millcreek Civic Center

2001 – Anderson Speedway

2002 - Gaither Family Resources

2003 – "The Giant" Earth Home

2004 – Mounds State Park

2005 – Anderson Center for the Arts

2006 – Good's Candy Shop

2007 – Anderson Symphony Orchestra

2008 – Hoosier Park Racing and Casino

2009 – The Professional Development Center

2010 – Myron Baumer & the Madison County Art Association

2011 – Joe Rice

2012 – Lynzi Scharton and Levi Rinker

2013 – Mike Kase

2014 – Dale Pickett

2015 – Anderson University Colts Camp

2016 – Anderson Speedway

2017 – Ted Tapp

2018 – A-Town Center

2019 – Deb Stapleton and The Paramount Theatre Center

2020 – St. Vincent's Regional Hospital, Anderson; St. Vincent's Mercy Hospital, Elwood; Community Hospital of Anderson

2021 – Mounds State Park Nights of Lights

Outstanding Volunteer Award Winners

1987 – Betty Land

1988 – Phil Johnson

1989 – Bob Sherman

1990 – Barbara Armstrong

1991 – Debi Neale

1992 – Arnold Gold

1993 – Patti Garr

1994 – Bob Sherman

1995 – Ron Ruby

1996 – Paul Baroni

1997 – Morris McCurdy

1998 – Martha Carmichael

1999 – Cheryl Shank

2000 – John Bertacchi

2001 – Mark Lamey

2002 – Marj Shell

2003 – Francis Howe

2004 – Judy Asbury

2005 - Tim Thomas

2006 – Richard Fulaytar

2007 – Linda Shelton

2008 – Robin Gerhart

2009 – Dottie Payne

2010 – Patty Kuhn

2011 – Tammy Knox

2012 – Cheryl Pattat

2013 – Tammy Bowman

2014 – Heather Bremer

2015 – Mike Latchaw and Bobby Graves

2016 – Jeff Bryan

2017 – Bill Watson

2018 – George Vinson

2019 – Betty Land and Mark Lamey

2020 – Jerrod, Jason, and Lisa Oakley and the Oakley Brothers Employees

Award renamed after Mark P Lamey – Mark P Lamey Outstanding Volunteer Award

2021 – Joe Lambert and Robin Gerhart