

Report to the Community

**Anderson Madison County Visitors
Bureau 2023**



**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 oversees 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 Amy McCurry 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 Director

Robin Gerhart

Commission

Kelley Morgan Jan Davis Rick Fulaytar Janet Stover
Darla Sallee Marj Shell Abby Shores

Officers

President – Marj Shell
Vice President – Jan Davis
Secretary – Kelley Morgan
Treasurer – Rick Fulaytar

Retiring Officers

Rick Fulaytar
Marj Shell

Staff

Executive Director - Mark Thacker
Director of Marketing and Tourism – Maureen Lambert
Office Manager - Esther Cleary
Digital Content Coordinator - Ali Adams
Tourism Specialist - Cheryl Shank

Letter from the Chairperson of the AMCVB Board of Directors, Skye Huff

The most fantastic aspect of being on the Anderson Madison County Visitors Bureau Board of Directors is being part of an organization that helps grow and promote the county. In 2023, there were amazing milestones in Madison County from the Bicentennial to the recovery of the tourism industry after Covid, and much more. One of the segments of tourism that is growing in our county is sports tourism.

Youth sports like the Soap Box Derby and off-season competitions, the Anderson Speedway, Harrah's Hoosier Park, and pickleball are some of the largest sports tourism draws to Madison County. In fact, Community Sports and Wellness (a fitness and racquet club in Pendleton) held the largest and second largest 2023 pickleball tournaments in the state. The largest had over 510 competitors from all over the region for 3 days. Pickleball has an average growth rate (for the last 3 years) of 158.6% across the county and the largest growth age bracket are those in the 18-34 age range, per Brandon Mackie in his blog with www.pickleheads.com on February 24, 2023. Madison County residents have fueled this growth too! Outdoor and indoor courts across the county often find themselves busting at the seams with players.

As I reflect on the great work of the AMCVB Staff, Commission and Board, I am grateful for the opportunity to serve and participate in the growth of Madison County. It has been one of my greatest honors to serve as the Board Chairperson of such a wonderful and potential-filled community.

Respectfully,

Skye M Huff

A Message from Our Executive Director - Mark Thacker

Recapping 2023

We closed 2022 with a record collection of innkeepers tax and one of our dominant hotels temporarily closing. I truly anticipated our revenue to be flat for all of 2023. Surprisingly, we started 2023 very strong and surpassed 2022's totals. Through the first three quarters of 2023, we averaged five percent increase in occupancy as well as elevated average daily rates for our hotels. In fiscal terms, we had another positive year of innkeepers' revenue growth. In similar growth, we promoted over (700) events in 2022. We promoted over (1,000) events in 2023. We only had one major festival that did not return in 2023, but a host of other community events took place.

2023 featured big celebrations and major milestones. The Madison County Bicentennial hosted and supported a plethora of events throughout the county ranging from historical presentations, homestead and farming events, and birthday bashes and finale celebrations. Anderson Speedway hosted their 75th Little 500 with (33) cars racing (500) laps on Madison County's fastest quarter-mile track. Anderson's Historical 8th St was abuzz relighting the 50th Anniversary of the Gaslight Festival, returning thousands of people to be entertained, experience carriage rides, and tour a few historic homes. Harrah's Hoosier Park Racing & Casino welcomed the return of the two-day Hambletonian's Breeders Crown which presented the best of the best in Standardbred racing. Community Sports and Wellness also hosted Indiana's largest pickleball tournament. Layer those events into our normal events and we have something for everyone.

In 2023, we pushed deeper into the community. During Indiana Tourism Week, the Visitors Bureau's staff, board of directors and Commission members met the public in their communities by giving away free ice cream at their local ice cream parlors. The Visitors Bureau staff also worked with (14) different organizations with representation on (22) different committees as it represents tourism and quality of place. We also hosted our second Best Practices Forum for our fairs, festivals, and attraction venues, which we will carry into 2024. We also expanded our distribution of the We Are Madison County publication to help share successes in Madison County.

We made enhancements to our digital content. We improved our social media efforts, started digital campaigns, as well as extended our range to distant consumers. We more than doubled our marketing database and our website experienced over a 300% increase in visitor traffic. We also incorporated improvements to our interactive digital kiosk to better assist the county's visitors.

Change must also be recognized. After (20) years of dedicated service to Anderson Madison County, Esther Cleary retired as our Office Manager at the end of 2023. It was nice to see so many people recognize Esther during our end-of-year open house. The City of Anderson and Indiana Destination Development Corporation also presented Esther with tokens of their appreciation.

What is in store for 2024?

One Anderson hotel is being built with two more anticipated to break ground soon. Elwood has approved one hotel, and another has expressed interest pending their fieldhouse project. We receive frequent requests about potential hotels in southern Madison County. Opportunity and preparation will meet soon enough.

Three major events are on our task list for 2024. The eclipse will be here before you know it, April 8th. A few organizations are working on their final promotional efforts. The Visitors Bureau will be at the Anderson Municipal Airport while also providing glasses to other organizational driven events. Any remaining eclipse glasses that we have will be offered to our residents. The Visitors Bureau and Madison County Chamber of Commerce are partnering with two culinary events. July will be the inaugural Taste of Madison County where we feature Madison County cuisine. August 10 will be our White River Food Truck Festival. Please watch our websites and social media for more information as we discuss our community partners as well as specific details per event.

At the very end of 2023, we agreed to two different software needs that better educate and direct our efforts. ITI Digital assists us with our online calendar for better integration and visuals. Zartico is a geo-fencing company that tells us where our guests originate from as well as their spending habits within Madison County. As we better learn these software tools, we can best communicate with our fairs, festivals, and attraction venues about where their guests are coming from and the impact their efforts bring to Madison County. We can also utilize these new resources to deliver better messaging to distant markets and attract new visitors.

We are leaning into quality of place. As we will continue to support the arts, we are in the process of developing a Mural – Public Art Trail. This partners with many of the 2023 mural efforts of Elwood's Mural Fest, Anderson's Artist Alley, and Madison County's Bicentennial Legacy murals. There are more discussions about additional murals and art being displayed in public areas. We are also in discussions with entities to create maps reflecting our county's parks, bicycle paths and wayfinding efforts.

I consistently discuss 'opportunity' within Madison County. I truly believe we have great opportunities ahead of us. As a county and as an organization, we have made improvements. I feel that with these improvements, we are better aligned to move the needle even further. I anticipate an increase in visitor traffic to our communities. I anticipate better and more productive engagement between stakeholders which results in improved quality of place. Our residents will appreciate and enjoy it. I look forward to seeing you out and about this year.

Marketing Plan for 2024 – Maureen Lambert

Our 2024 marketing focuses on key trends, development action plans on positioning, messaging, services, and providing a strategic focus to enhance our tourism regional and drive-in markets. We will continue our efforts on the leisure, culinary, sports markets, community festivals and events throughout the year.

We chose three Destination Marketing platforms that track, measure, share and grow our mission and priority initiatives:

- *Critical Mention tracks metrics like mention count, publicity, audience values, online news sources, Facebook and Instagram posts. Helps us understand our earned media value, identify sentiments and trends.

- *Zartico platform streamlines our data to provide benchmarking for use in our marketing and sustainability efforts. We provide Points of Interest, Monthly STR (Short Term Rental) and AirDNA Reports, GA4 Analytics.

- *ITI Digital Solutions - Our calendar of events is the most viewed page on our website. We chose ITI Digital Solutions software to promote our daily events to influence travel to our destination, and their return visitation for the most up to date events in Madison County.

The addition of Hootboard, our self-serve bulletin board kiosk information system, located in our visitor center, engages visitors and the community. The touch screen kiosk includes weather, transportation, maps, AMCVB website content, blogs, calendar of events, and a photo postcard sent to your email address. We encourage our local community and visitors to stop in our Visitors Center, check out Hootboard, view our Mural of Madison County and pick up local and state publications.

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 STR (Short Term Rental) and AirDNA Reports. Our STR weekly subscription report tracks the impact on hotel performance in our location and surrounding areas. Reviewing this data along with the Zartico platform gives us the opportunity to see future trends of room rental in Madison County.

Our social media presence continues to grow, working with Two-Six Digital developing blog posts that will serve as key promotion opportunities to drive engagement and website traffic. The Bureau promotes our festivals, fairs, and events in the 2024 Indiana State Travel Guide, AMCVB website, Instagram, Pinterest, Facebook and TikTok. Our quarterly Discover Magazine prints 5,000 copies that we deliver to our hotels, attractions, and businesses throughout Madison County. In 2024, print advertising will be in the Madison Magazine, USA Today Summer and Winter Travel editions, Chicago Tribune Summer Travel Section, Indianapolis Monthly, Guest Quest print and digital, Travel IN Magazine, IN Travel Guide.

Sporting events and outdoor recreation have made a strong impact and offer our county economic impact from overnight stays. Our partners are Anderson Speedway, Harrah's Hoosier Park Racing & Casino, Community Sports and Wellness, Championship Lanes. The Bureau is

always aware how their events impact our local economy and the revenue generated from Innkeepers Tax.

AMCVB will participate in leisure marketplace shows, including Chicago Travel and Adventure Show, AAA Pittsburgh Travel Showcase, AAA Louisville Travel Expo, and AAA Great Vacations Expo in Columbus Ohio. We will be attending the Indiana Destination Development Corporation (IDDC) Media Marketplace in Indianapolis and a sales mission scheduled for Cincinnati later in the year.

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

AMCVB 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 the East-Central Region.

Indiana Tourism Association (ITA), Indiana Destination Development Corporation (IDDC), and Destination Marketing Association International (DMAI) memberships provide AMCVB 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 ensure a united voice within our industry.

The staff is prepared for the opportunities that come our way. Challenges abound and we are making the necessary adjustments to ensure a positive economic impact through tourism in Madison County.



**Visit Anderson Madison County
Google Analytics
Annual 2023**

Metrics	2023	2022
Total Sessions	115,445	28,621
Pageviews	144,611	45,909
Pages/Sessions	1.58	1.6
Avg. Time on Page	:24	1:50
Unique Pageviews (G4 New Users)	91,862	36,865
Bounce Rate (opposite of Eng. Rate)	70.1%	68.1%
New Visitors	80%	81.4%
Returning Visitors	20%	18.6%

2023 Top Ten

Cities	Regions	Channel	Source Referral
Anderson	Indiana	Paid Social	Facebook
Indianapolis	Ohio	Organic Search	Google
Chicago	Illinois	Organic Social	m.facebook.com
Unidentified	Michigan	Direct	Direct
Columbus	Kentucky	Paid Search	visitindiana.com
Ashburn	Virginia	Referral	lm.facebook.com
Detroit	Georgia	Unassigned	l.facebook.com
Cincinnati	Florida	n/a	Bing
Muncie	New York	n /a	yahoo
Louisville	North Carolina	n/a	Unidentified

2022 Top Ten

Cities	Regions	Channel	Source Referral
Anderson	Indiana	Organic	m.facebook.com
Indianapolis	Illinois	Referral	Lm.facebook.com
Chicago	Virginia	Direct	visitindiana.com
Ashburn	New York	email	l.facebook.com
New York	Ohio	social	dailytraffic.shop
Muncie	Michigan	n/a	besttraffic.shop
Columbus	Georgia	n/a	facebook.com
Fishers	North Carolina	n/a	andersontownpowwow.org
Noblesville	Florida	n/a	Pickleballtournaments.com
Atlanta	Texas	n/a	Visit Indiana

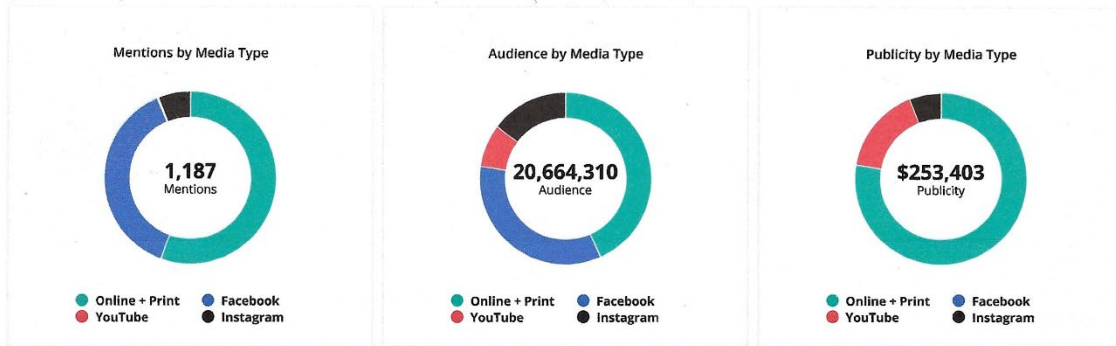
Prepared by



2023 ANDERSON MADISON COUNTY



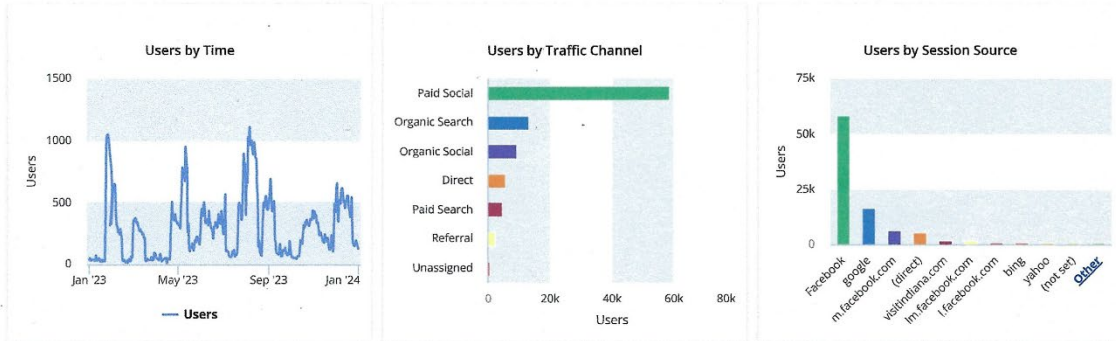
Mention Analytics



Web Traffic Analytics

Visit Anderson Madison County

Displaying data from 01-01-2023 to 12-31-2023



Total Online + Print Audience
8,947,935

Total Online + Print Publicity
USD \$196,873

Total Social Followers
11,716,375

Total Social Publicity
USD \$56,530

Total Number of Clips 1,187

2023 Traffic Sources

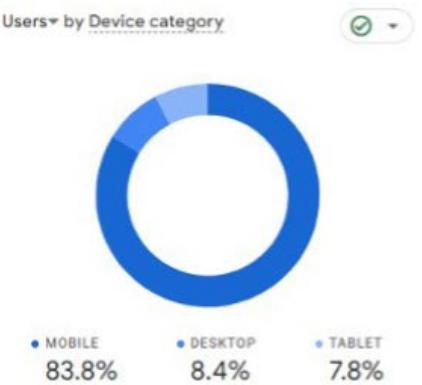
Sessions by Session default channel group

SESSION DEFAULT CHANNEL GRO...	SESSIONS
Paid Social	69K
Organic Search	18K
Organic Social	11K
Direct	7.5K
Paid Search	4.7K
Referral	2.9K
Unassigned	197

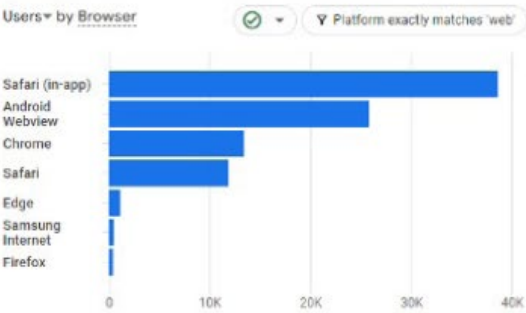
Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Calendar of Events – Anders...	21K
Anderson Madison County V...	9.3K
The Elwood Glass Festival – ...	8.9K
The Andersontown Powwow...	7.1K
Spring Events in Madison Co...	7K
FREE Kayak Rental at Shady...	6.4K
Summer Events in Madison ...	5.8K

2023 Visitor Sources



[View device categories](#)



[View browsers](#)

Users by Operating system

OPERATING SYSTEM	USERS
iOS	50K
Android	34K
Windows	5.4K
Macintosh	1.6K
Chrome OS	390
Linux	386
OS/2	1

Social Media Analytics:

Social Media Analytics (Jan 1-Dec 31):

- Facebook
 - o Page impressions: 3,874,384 (+463.1%)
 - o Engagements: 212,688 (+535.2%)
 - o New net page likes: 540 (+145.5%)
- Instagram
 - o Impressions: 143,957 (+63.7%)
 - o Net follower growth: 179 (-16.4%)

Newsletter Analytics:

- AMCVB Newsletter (12)
 - o Average sends: 11,147
 - o Average opens: 2,271
- We Are Madison County Newsletter (8)
 - o Average sends: 10,882
 - o Average opens: 2,133

Anderson Madison County Visitors Bureau, Inc.

Profit and Loss YTD Comparison

December 2023

	TOTAL	
	DEC 2023	JAN - DEC 2023 (YTD)
Income		
2999 Support and Revenue		
3005 Commission Contract	62,065.00	740,000.00
3010 Special Commission Allocation		16,000.00
3140 Interest Income		1,363.60
Total 2999 Support and Revenue	62,065.00	757,363.60
3080 Sponsorships & Support		0.00
Total Income	\$62,065.00	\$757,363.60
GROSS PROFIT	\$62,065.00	\$757,363.60
Expenses		
5009 Promotional Expenses		
5100 Salaried/Hourly Employees	32,818.06	269,160.28
5110 Employer Payroll Taxes	2,528.56	21,266.25
5120 Employee Benefits	28,306.13	34,699.07
5130 Printed Materials	591.43	3,378.03
5140 Web Site/Home Page		5,138.68
5170 Meetings/Conventions	1,400.49	10,842.57
5180 Sporting Events	4,000.00	7,000.00
5190 Misc Promotional Material	991.34	11,578.80
5200 Travel Promotions		9,540.41
5210 Festivals, Fairs, & Events		2,275.00
5220 Sponsorship	4,509.90	63,181.40
5225 Grants	6,000.00	25,500.00
5230 Tourism/Visitor		5,696.87
5240 Telephone	432.98	5,876.24
5340 Postage		1,943.37
5400 Marketing (Advertising)	6,306.00	81,129.79
5401 Social Media Advertising		32,400.00
5402 Digital Content Advertising	750.00	1,300.00
Total 5400 Marketing (Advertising)	7,056.00	114,829.79
5420 We are Madison County Indiana Expenses	-2,208.10	-2.00
5450 Community Relations	1,401.70	2,466.77
5500 Promotional Travel	307.44	4,392.12
5510 Dues & Subscriptions	8,511.35	44,475.81
Total 5009 Promotional Expenses	96,647.28	643,239.46
6009 Operational Expenses		
6200 Maintenance & Repairs	2,454.36	35,638.50
6225 Computer Maintenance	454.15	4,998.37
6250 Vehicle Maintenance & Repairs	69.98	896.64
6300 Office Supplies	471.03	5,659.47
6350 Equipment Leases	174.52	2,829.92
6460 Utilities	1,293.62	14,604.70
6600 Insurance - Property		7,501.37
6700 Equipment Purchases	192.07	13,275.02
Total 6009 Operational Expenses	5,109.73	85,403.99
7009 Administration Expenses		
7400 Professional Fees	533.90	6,827.56
7500 Audit Expense		6,975.00
7600 Meeting Expense	1,663.17	3,535.12
Total 7009 Administration Expenses	2,197.07	17,337.68
Total Expenses	\$103,954.08	\$745,981.13
NET OPERATING INCOME	\$ -41,889.08	\$11,382.47
NET INCOME	\$ -41,889.08	\$11,382.47

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

2022 – Jingles, Community Sports and Wellness

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 – The Mark P Lamey Outstanding Volunteer Award

2021 – Joe Lambert and Robin Gerhart

2022 – Anne Marie Bauer