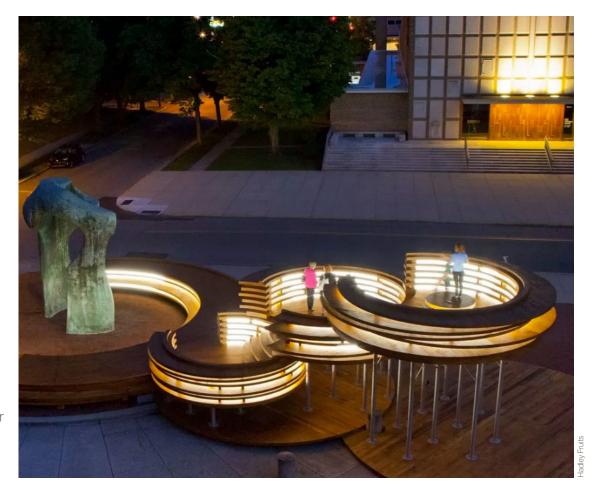


HIGHLIGHTS & **HEADLINES** FROM 2017

Exhibit Columbus garners national spotlight

"Exhibit Columbus is the kind of cultural endeavor you'd be surprised to see even a large city undertake; you would never expect a place of this size and location to attempt it."

- New City Design





Columbus movie opens, in Columbus!

"You may never have seen a movie as obsessed with architecture as the quiet and unassuming Columbus, in which John Cho and Haley Lu Richardson build a bond that exists both literally and figuratively in the shadows of the great modern buildings of Columbus, Indiana."

- NPR

Linden Project reaches fundraising goal

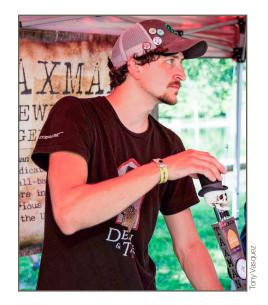
"This project is an example of how the structures and public spaces that were designed as part of the Columbus Architectural Program can be re-envisioned and continue to serve the community."

- Randy Royer, ASLA, Principal, Hitchcock Design Group













Left to right: Columbus Craft Beerfest, Exhibit Columbus, Hope Heritage Days

STRONG PARTNERS, STRONG COMMUNITY

The Visitors Center provided **\$260,734** to over 40 community partners in 2017

\$126,000 awarded to partners through our Tourism Grant Program

Exhibit Columbus, Yellow Trail Visitors Station, Bakalar Air Museum Expansion, Columbus Craft Beerfest, Columbus Scottish Festival, CAAC Kaleidoscope, Aviation Day, Avenue of the Architects Exhibit by CIAA, ColumBIKE, Wine-A-Ree, BBQ, Blues & Brews, Hope Heritage Days, Hospice Concert, Friends of First Christian Church Architecture Fund

\$7,153 provided through event sponsorships

Festival of Lights Parade, Bicycle Boogie, Girly Golf, Great Girls Wonderful Women, Hope Ride, The Linden Project, Moonlight Loop, SEEK Conference, Spring on the Farm, Victorian Splendor, YES Film Festival, Columbus Challenge Triathlon, Run for the Ivy, Midwest Open Tennis Tournament

\$77,089 tour revenue distributed to tour partners

Exhibit Columbus, The Inn at Irwin Gardens, Newfields

\$37,680 to local artisans and non-profit organizations selling merchandise in our gift shop

\$12,812 in artwork revenue paid to local artists who exhibited and sold work in Gallery 506



Columbus IN Style, awarded **Best Visitor Guide** by Indiana Tourism Association

MARKETING **MATTERS**

Columbus/Indiana Office of Tourism Development Partnership

111,824,413 impressions and 73,767 clicks to partner landing pages

Columbus IN Style Custom Publication

155,000 copies distributed 1,111,703 impressions

General Brand Campaign (Google AdWords)

84,192 impressions

WFIU/WTIU Sponsorship Campaign

11 weeks of radio messaging

104,571 impressions

Fall Family Fun Campaign

1,045,453 impressions

Website

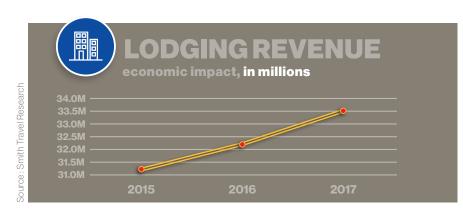
167,327 unique visitors 592,313 page views

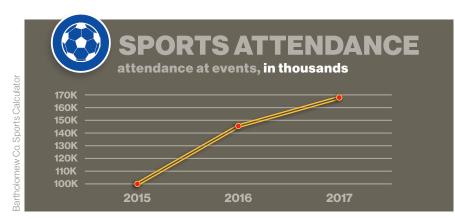
Media Reps

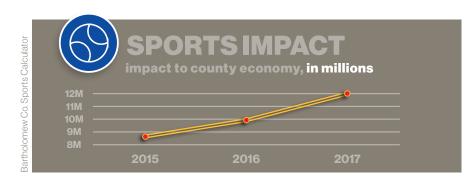
49 media reps hosted by Visitors Center staff, generating **28 high-profile stories**

TOURISM IN OUR COMMUNITY









VISITORS CENTER

We gave **977** tours to **12,100** people

We greeted 26,700 people

We assisted **8,700** people via phone and email requests

We hosted **188** events for **3,900** people in our meeting spaces

VISITOR DEMOGRAPHICS

EDUCATION Post Graduate College Graduate Some College High School Graduate	(percent) 42.4 38.4 10.1 9.1
OCCUPATION Professional/Technical Retired Manager Sales Craftsman/Construction Other	(percent) 46.3 14.7 10.5 6.3 8.4 13.8

Fifty-nine percent of visitors to our community come for short trips of 1-3 days, while 24% come for day trips. The average length of stay is 1.9 days. They typical size of a travel party is 3 people.

Plus visitors from

around the globe!

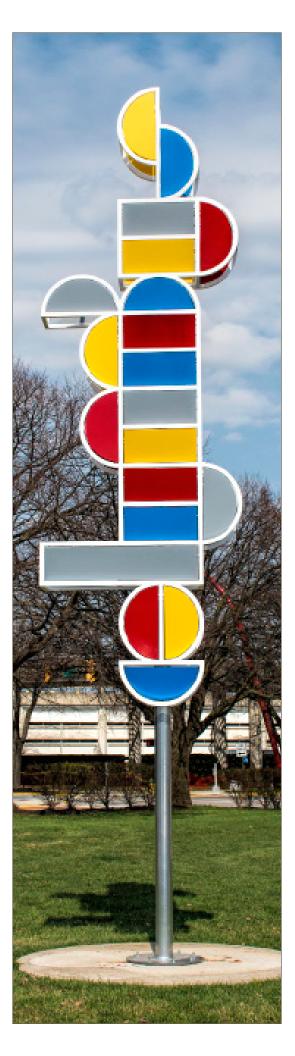
14 countries

WHERE DO THEY

COME FROM?

Travel parties visit 1.8 attractions. The most visited attractions: sports tournaments, Edinburgh Premium Outlets, Downtown Columbus/Architecture, Zwanzigz Pizza & Brewing, The Commons, local restaurants, Miller House & Garden, Zaharakos.

Source: 2016 Certec Economic Impact Study



TOURISM INDUSTRY IMPACT

2017 / BARTHOLOMEW CO.

We had **2.2 million** visitors to the county

Visitors spent **\$283.5 million** while visiting

Tourism employs **3,570** in the county

Tourism supports 4,578 in the county

[Certec Economic Development / Bartholomew County]

2017 / INDIANA

We had **79 million** visitors to our state

Visitors spent **\$12.2 billion** while visiting

Tourism employs **186,400** statewide

Tourism supports **242,000** jobs statewide

[Indiana Office of Tourism]

2017/NATIONAL

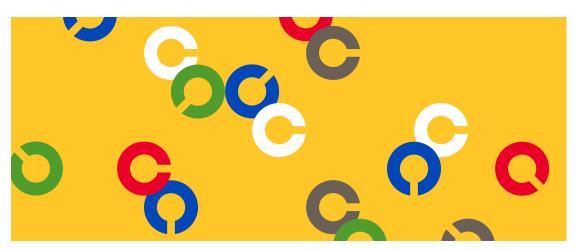
There were **2.2 billion** domestric travel trips

Tourism contributes **\$1.5 trillion** to our economy

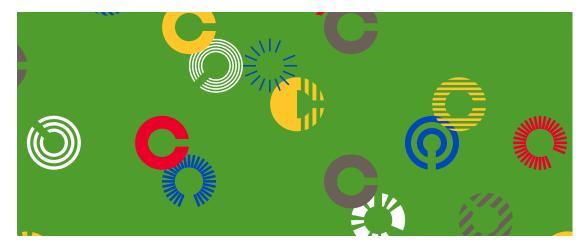
Tourism creates **8.9%** of all jobs in the economy

Leisure travelers generate **70%** of travel GDP

[U.S. Travel Association]



A NEW TAKE ON AN OLD FAVORITE





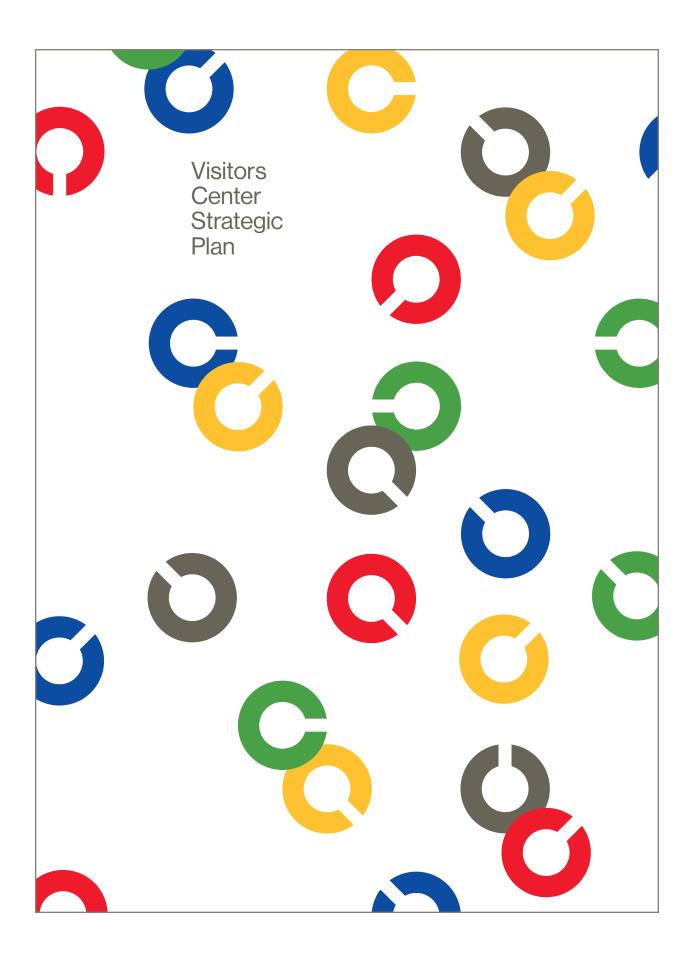


Destination Neighborhoods Project

The neighborhood visual identities, inspired by Paul Rand's iconic "Dancing Cs," bring a cohesive, yet distinct, look to each of four neighborhoods.

From top:
Downtown Columbus
State Street Columbus
Airpark Columbus
Exit 76 Columbus.

- "Just like architecture, graphic design must be maintained, adapted to current technologies, and expanded in order to remain functional."
- Rick Valicenti, Partner/Thirst



VCI will embody the values of good design and welcoming community in every message, program, and personal encounter to advance the community brand and maximize the contribution of tourism assets to the economic growth of Bartholomew County.





BRANDING

- » Implement consistent branding across all platforms that positions Columbus/Bartholomew County as a culturally diverse destination featuring world-class design.
- » Create guest experiences that share the community spirit and values.
- » Support community programs that engage residents and visitors in our culture of design excellence.



- » Attract visitors who appreciate and contribute to the culture of diversity, innovation, and good design.
- » Enlist thought leaders to share our message.
- » Target sales and service efforts to groups who align with the community brand.



PLACEMAKING

- » Contribute to community development projects that enhance quality of life.
- » Provide financial support and professional expertise to increase capacity of events/attractions and develop tourism infrastructure.
- » Develop destination neighborhoods throughout Bartholomew County that create a network of diverse experiences.



PARTNERSHIPS

- » Integrate the tourism industry more fully into local and state conversations about community development.
- » Share tourism industry statistics with local stakeholders and public policy makers.
- » Develop state and national relationships in the industry to monitor trends and best practices.



CORPORATE STRENGTH

- » Secure and manage resources for the successful pursuit of the mission and sustainability of the organization.
- » Attract and retain top talent for excellence.
- » Employ efficient processes, operations, and systems.

STATEMENT OF FINANCIAL POSITION

An independent audit of the 2017 financial statements of the organization was conducted by Blue & Co., LLC.

The financial statements reported total revenue of \$2,072,214. Innkeeper's Tax accounted for \$1,350,000 of the total. The remainder of the revenue was generated through gift shop sales, tour revenue, grants, and donations. Total revenue also included \$86,400 of in-kind rent provided by the Bartholomew County Public Library for the Visitors Center facility.

Expenses in 2017 totaled \$\$2,205,652. The audited statement of activities listed expenses in the following categories: promotions (\$1,189,778), hosting (\$466,026), tours (\$342,926), administration (\$206,922).

A change in net assets of \$(159,351) is a result of reserve funds expended for new tour vehicles and building improvements.

GET TO KNOW US

VCI Board of Directors

Justin Booth Beth Booth Poor Michael Dean Diane Robbins Al Degner Lisa Shafran Jordan Hilber Brenda Vogel Lynne Hyatt Cindy Waddle

Jenny Kim Amit Patel Brian Payne

Convention, Recreation, and Visitor Promotion Commission

Patrick Andrews
Josh Burnett
Shirley Robertson
Frank Griffin
Ann Heimann
Denise Pence
Shirley Robertson
Nicholas Sprague
Jessica Stevens

Robin Hilber Sarla Kalsi

Mary Ann Patterson

Community Advisory Panel

Kathryn Armstrong Mark Jones
Kelsey DeClue John Pickett
Kim DeClue Scott Poling
Linda DeClue Pica Sadler
Mary Ferdon Joe Smith
Cindy Frey Nicholas Sprague

Celeste Yonushonis

Jody Littrell

Chip Orben

Tracy Souza

James Turner

Cindy Waddle

Sandra Miles

Dr. Jim Roberts

Hutch Schumaker

Jason Hatton David Hayward Jason Hester

David Barker

Mark Elwood

David Glass

Mark Jones

Mickey Kim

Chuck Kime

Mark Levett

Jim Kreutzians

Thomas Harmon

Jim Henderson

Sports Advisory Panel

Denise Glesing

Visitors Center Staff

Jan Banister, Retail Manager

Jim Beshear, Part-time MHG Bus Driver

Jane Cashen, Retail Staff

Ike DeClue, Director of Sports Tourism Gary Dismore, Part-time Bus Driver Robin Gray, Operations Manager Sonya Greathouse, Retail Staff

Danny Green, Part-time Bus Driver/Janitorial

Bill Grider, Part-time MHG Bus Driver

Becky Harper, Director of Sales and Hospitality

Curtis Hartwell, Part-time Bus Driver Erin Hawkins, Director of Marketing Derek Johnson, Part-time Bus Driver Ishmel Johnson-Bey, Part-time Bus Driver

Judie Lahr, Retail Staff

Jennifer Lancaster, Part-time Bus Driver Don Nissen, Director of Information Resources

Karen Niverson, Executive Director

Joyce Orwin, Volunteer and Tour Program Manager

Kelsey Shanks, Retail Staff

Lisa Westmark, Visitor Experience Manager

Ann Winters, Retail Staff

