

Hancock County Tourism Executive Director's Report

August 13, 2019

Actionable/Important Items:

1. Truly 360 Visit – Very Successful! – July 23 – 25, 2019
 - a. Street View Capture - - Thank you to everyone who helped out with this!
 - i. Thank you to all board members who engaged your assigned communities and groups – especially Amanda, Bob, John and George who got some great involvement from their assigned communities.
 - ii. Thank you to Bob and John who timed the route and had it down to a science.
 - iii. Thank you to Bob who drove the car.
 - iv. Thank you to everyone who helped with the crisis day on Tuesday.
 - b. Came up with 100 Fun Facts (thank you John Goss for the McCordsville input).
 - c. Had 100 Fun Fact signs created; distributed them – and put out all 50 of the ones in Greenfield (and then took them back up again). Created the big Book for Travis.
 - i. Thank you to Travis for being our “Where’s Whitcomb!”
 - ii. Thank you to Amanda for talking to the Mayor and keeping my signs downtown!
 - d. Google SNAFU Greenfield – Tuesday rescheduled for Thursday
 - e. Western Side of Hancock County was great - - Fortville ROCKED!
 - i. Daily Reporter had GREAT coverage.
 - f. 360 Videos in four hotels
 - g. One on one Google optimization training with six hotel GM’s.
 - h. Drone footage capture in two different cities (Fortville and Greenfield) in multiple locations
 - i. May come back in the Fall to do some more
 - j. ****Best Outcome - - improved relationships!!**
 - k. Story picked up by State Media – including WISH-TV and Indiana Economic Digest
 - i. WISH-TV wants to come out and do a follow-up story
 - l. Indiana Tourism Association is taking notice. Other CVB’s are also taking notice.
2. Wall That Heals – July 11 – 14, 2019
 - a. Large crowd on Saturday for the Welcome Home Event, good attendance other days
 - b. Invited on WISH-TV Indy Style to talk about the Wall’s visit.
 - c. Photographed Wall’s arrival, visitors on variety of days, and Welcome Home Event
 - d. May get a display of items left at the Wall for the Office.
3. Participated in Chocolate Walk on Friday, August 9, 2019.
 - a. Event has grown – 350 available tickets.

Report of Past Month’s Activity:

Advertising

- Approved the two-page spread in Travel Midwest Magazine.
- Travel Indiana Advertising
 - Two-page article in the current edition which was just released.
 - Had Travel Indiana create some additional one sheets of our two pages. These are being distributed to the hotels and other locations.
- Working on data entry for Lure Creative
- Interviewed on WSVX at Community Night at the Hancock County Fairgrounds.
- Corresponded with Truly 360 regarding Google optimization.
- Worked with Katy Cavaleri in getting the initial information for our Fall promotion – including photos, copy, and links.

- Indiana Department of Tourism may be using some of my fall photos for other advertising.
- Communicated with Brian Wrasman regarding updates needed to website.
- Communicated with Patrick Stewart regarding social media posts not happening from Deck.
- In conversation with the Daily Reporter about our presence in the Discover Book.
- Communicated with several local community partners via email, Facebook boosts, and phone calls regarding the Google Car visit.
- Coordinated all of the 360 tour captures of the hotels and the one on one trainings with the GM's at hotels with Truly 360.

Community Collaboration and Communication

- Spoke at Kiwanis on July 16th and gave a power point presentation on Hancock County Tourism.
- Coordinated with Good's Chocolates in Anderson to produce our chocolate for the Chocolate Walk. Sent in our Chocolate Walk form and fee to participate in this event.
- Sent Flat 50 photos to Amanda.
- Attended and photographed Pennsy Art Festival, Five Year Mission playing at the Library; Beech Settlement Talk at the HCHS; BWI Ribbon Cutting; Google Car Visit through Hancock County; Mama Mia by Crazy Lake Acting Company; Cherry Day at Tuttle's Orchard; Joseph and the Technicolor Dream Coat by Ricks Weir Theater Company; Community Day at the Fairgrounds.
- Toured the Hancock County Fairgrounds facility with the rest of the HCTC board.
- Edited photos and added them to catalog.
- Loaded photos to Facebook and Flickr.
- Posted community events to Facebook.
- Attended Greenfield Chamber Luncheon
- Attended the Grand Opening of the BWI factory.

Hancock County Tourism Commission

- George came into the office several times to talk about tourism issues.
- Worked on planning the Google Visit with the HCTC board. Attended a Work Session to plan the route and worked with board members to get signage in their communities. Lots of communication between board members to coordinate this project.
- Worked with Bob on Goals and Objectives.
- Worked with Bob on budgeting and bills.
- Uploaded documents to the Tourism webpage for public viewing.
- Made copies of all of the documents for the HCTC meeting.
- Created Executive Director's Report

Grants

- Assisted people filing for grants
- Fielded several general grant questions.
- Turned one grantee away because they did not submit form in time for consideration
- Received two grant reports and one grant money refund. The Reports did not come in on time to make the agenda – they will be held over for next month.

Visitor Center

- Received Cumberland Arts to Market flyers and promotional pieces from Sarah Bowers – posted large poster and set out yard sign.

- Received several flyers from Shelley Swift of Greenfield Main Street – put up those flyers.
- Received a flyer from the Greenfield Christian Church regarding their Luau.
- There is an “Acrocat Show” that will be taking place at the Rick’s Center – put out the poster and post cards for that event.
- Assisted visitors who came into the office – answered questions and provided literature.
- Picked up trash outside and took trash out of the office.
- Basic office work filing, organizing, sorting email communications.
- Vacuumed and clean office.