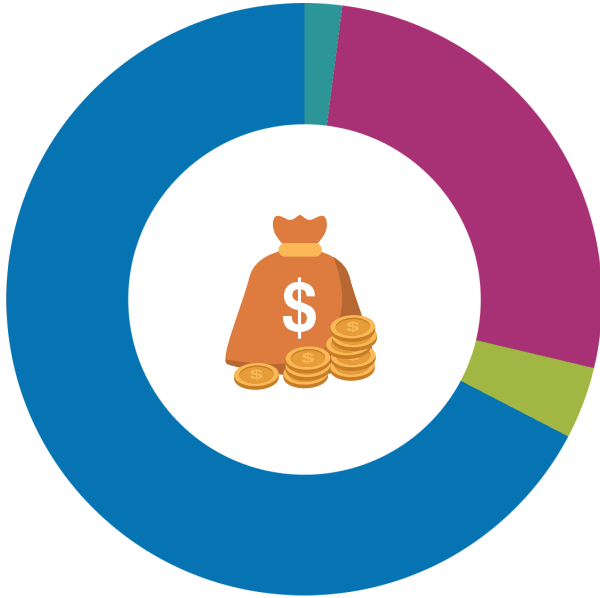




# 2017 Elkhart County, IN Convention & Visitors Bureau, Inc. ECCVB Overview



At-a-Glance Companion Piece to the ECCVB, Inc. 2017 Place-Based Key Initiatives and Business Plan



## 2017 Budget



### Marketing (66%)

- 23.8% Advertising / Marketing Investment
- 8.9% Destination Development Investment
- 7.4% Other
- 5.3% Sponsorship and Grant Investment
- 4.8% Technology Investment
- 4.5% Exit 92 Campaign Investment
- 4.2% Seward Johnson Exhibition Investment
- 3.4% Vibrant Community Investment
- 2.1% Professional Development Investment
- 1.6% Dues & Fees



### Personnel (28%)



### Benefits / Retirement (4%)



### General & Administrative (2%)

## Areas of Focus

Vibrant Communities	Visitor Satisfaction	Indiana Toll Road	Active Transportation	Group Experiences
Quality-of-place initiatives are taking root in many forms, from building on the arts, cultural and outdoors amenities that residents value to enhancing the attractiveness of downtowns.	The Heritage Trail flagship binds Elkhart County's diverse communities together and draws visitors to enjoy our cities, towns, scenic countryside and Quilt Gardens.	Elkhart's place as the premiere stop along the Indiana Toll Road will be reinforced by an ongoing program spotlighting amenities and to research and develop attractions to complement existing inventory.	Continuing improvements in trail networks and facilities will help spark greater interest in outdoor activities from competitive sports to recreational jogging, walking and bicycling. A bike share initiative in Elkhart and Goshen will be researched.	Attracting and welcoming group travel brings a vitality to attractions and downtowns that enliven neighborhoods and reinforces Elkhart County's strengths.

## Tourism Economic Impact

**38.78% increase** in Total Economic Impact

**42.81% increase** in Direct Visitor Spending

For every dollar of lodging tax invested, there is more than a \$21 return on investment which is clearly and significantly generated through the Elkhart County, IN Convention and Visitors Bureau advertising, marketing and sales efforts.

