



Marketing Plan

2025

*Daviess County
Visitor's Bureau*

Daviess County

www.VisitDaviessCounty.com

Created
8 January 2025

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Created for Daviess
County Visitor's Bureau



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Mission

To promote our vibrant community as a unique travel destination while striving to enhance the visitor experience by showcasing our rich **cultural heritage, natural beauty, and diverse recreational opportunities.**

Vision

To further elevate the attractiveness of our area, we are committed to enhancing the appearance and beautification of key locations that impact tourism. Through collaboration with local businesses, organizations, and public partners, we aim to foster tourism that benefits our residents and visitors alike, while providing exceptional service and insights to create memorable experiences for everyone who visits our county.



Areas of Focus

Goal 1:

Training, Planning, & Marketing

Goal 2:

Heritage & Recreation

Goal 3:

Beautification, Pride, & Partnerships

Goal: #1

Training, Planning, & Marketing

PROJECTS

1. Innkeeper's tax & additional Board training
 - a. More formal education on processes and programming
2. Review and Revise Ordinance and Mission Statement (as needed)
 - a. No current mission statement or definition of how Daviess County defines tourism
3. Review and revise Event Assistance Funding Program and adjust to 3 funding opportunities. This encourages early organizing and planning from local organizations and standardizes Visitor Bureau priorities
 - a. Event Support Grant (10)
 - b. Advertising Grant (5)
 - c. Major Project Grant (1 project annually)
4. Lead Feasibility Study for Cultural/Event Center
 - a. Will be funded from the previous funds reserved for this project.
5. Lead Wayfinding signage plan and design
 - a. Will seek grant funding to support planning and designing of signage throughout the county and streamline communication amongst townships and city during planning phases.
6. National Ads in Publications (Design, Placement, Printing)
 - a. Including, but not limited to: DNR Fishing Guide, DNR Recreation Guide, IDDC Festival Guide, DC Amish Guide, Visit Indiana Guide, I-69 Map
7. Create Daviess County tourism booklet highlighting all areas of attraction, local hotspots, festivals, and places to stay
8. Travel Shows (Indianapolis, Cincinnati, and Louisville)

PROJECTS CONTINUED

1. Event Calendar Sponsorship
2. Local Radio airing weekly events;
incentivizing event organizers to utilize our calendar for free advertising
3. Information Hub - Display of local and regional tourist attractions
4. Virtual and Physical Community Calendars
5. Billboard Advertising within 100-mile radius
 - a. 71% of American drivers still look to billboards while driving
6. Create Newsletters for Event Leaders/Hosts
 - a. Monthly communication between the VB and event leaders
7. Placer.ai Data Tracking
 - a. Reviewing major events and number of tourist were attracted, location, and demographics



THINGS TO CONSIDER

The Daviess County Visitor's Bureau plans to establish a clear vision once tourism is clearly defined and a structured approach is implemented, including standardized annual processes like event support funding.

Significant projects, including a local event center and enhancements to signage, have been subjects of discussion for many years. By prioritizing these projects and aligning them with the county's tourism goals, the Visitor's Bureau is committed to creating a welcoming and vibrant environment that showcases the unique charm and potential of the region.

Goal: #2

Heritage & Recreation

PROJECTS

1. Hire photographer for all major local events
 - a. Establish a media pool that can be used for marketing tools
 - b. Retain Media publishing rights
 - c. Share with event leaders for their own marketing needs
 - d. Bonus: Support local event leaders outside of granting funds
2. Develop Visitor Guide Book
 - a. Comprehensive list of outdoor recreation assets, historic landmarks, Amish tours, and local annual events
 - b. Include detailed maps
 - c. Highlight local eateries, shops, and accommodations to encourage support of small businesses
 - d. Offer both digital and print versions to cater to diverse preferences
 - e. Establish partnerships with local businesses for distribution and promotion

THINGS TO CONSIDER

Daviess County is known for its vast array of outdoor recreation and appreciation for history and cultures.

With this in mind, the first step in achieving the Heritage & Recreation goal is to develop an all-encompassing visitor guide highlighting the existing recreational sites and historical landmarks. This initiative would significantly enhance marketing outreach.

Goal: #3

Beautification, Pride, & Partnerships

PROJECTS

1. Establish relationships with local leads
 - a. Diversify our Board and Events Calendar
2. Share Visit Indiana Newsletter for General Public
 - a. Using email leads, this newsletter will be used for all interested in regional travel and will include Daviess County ads
3. Bicentennial Bison Programming
 - a. Discover a unique way to highlight the Bicentennial Bison
 - b. Creates a tourist photo-op
 - c. Provides a sense of art culture
4. Partner with EDC on Hotel Study
 - a. Grant writing for funding of study

THINGS TO CONSIDER

A proud community shares its stories, cherished locations, and enjoyable events through word of mouth, which serves as the foundation for marketing—and the best part is, it's free!

Therefore, it is essential for the Daviess County Visitor's Bureau to integrate pride-building into this plan. By encouraging locals to become ambassadors of their own community, we can create a ripple effect of enthusiasm and engagement. These efforts will not only enhance the county's image but also strengthen the bond among residents, creating a vibrant and welcoming atmosphere for visitors.

Support Roles

Daviess County Visitor's Bureau will continue to support local organizations and initiatives that align with our goals and values. The below list is not all inclusive, and will be added to as opportunities arise.

Daviess County Arts & Culture Alliance

Odon Business Alliance

Discover Downtown Washington

Semiquencentennial Celebration

Economic Development

Chamber of Commerce

Regional Partners

Indiana Destination Development Corporation

Discover Southern Indiana (Radius)

Indiana Foodways Alliance

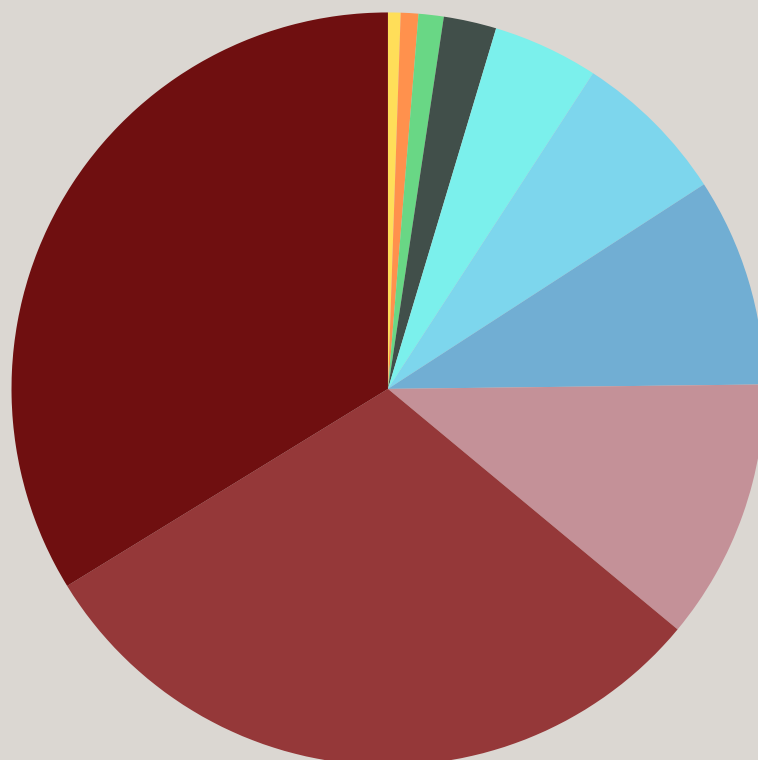
Indiana Tourism Association

Southern Indiana Regional Marketing Cooperative (SIRMC)

Indiana Department of Natural Resources (DNR)

Budget Allocation

Category	% of Total Budget
Website and Domain Service	0.5%
Office Supplies	0.8%
Charitable Contributions	1.1%
Dues & Subscriptions	2.3%
Printing & Marketing Guides	4.5%
Advertising	6.8%
Tourism Promotions & Events	9.0%
Event Facility by Ordinance 1.5%	11.3%
Contract Services	29.9%
Special Projects	33.9%





Final Thoughts and Takeaways

Refresh & Reset

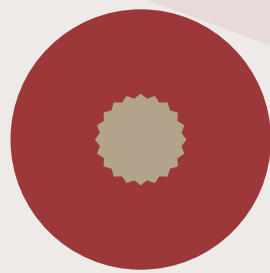
Periodically reevaluating and revitalizing marketing strategies to adapt to changing trends and community needs.

Informative Tourism

Regularly reassessing marketing strategies based on data and emerging trends ensures that we remain responsive to evolving tourism needs and preferences.

Building Community Pride

Focus on initiatives that foster community pride and engagement, encouraging residents to take an active role in promoting and preserving their local heritage and environment.



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