



**DECATUR COUNTY VISITORS and
RECREATION COMMISSION**

Welcome Center

The Decatur County Visitors and Recreation Commission's mission is to promote and develop the visitor and recreation industry in Decatur County.



The Greensburg/Decatur County Farmers' Market (Fridays 2-6 pm, May 21-October 15) offers a wide variety of local goods and vendors representing the best of Southeastern Indiana. Visitors find traditional produce (tomatoes, sweet corn, peppers), herbs, honey, baked goods, plants, and crafts from local artisans. "Homegrown" and "homemade" are much more than labels here. Set in the heart of Greensburg's Historic District (listed on the National Register of Historic Places), it combines shopping with relaxation in a picturesque setting.

SERVING GREENSBURG, WELCOMING THE WORLD

An old saying says “Don’t push the river; it flows by itself.” But when it comes to civic planning, regional progress, and civic prosperity, simply going with the flow can mean winding up with the future you get rather than the future you want.

Travel and tourism have become highly important to the Decatur County/Greensburg area. Visitors enjoy the small-town charm of an area steeped in state and regional history. Making the most of travel and tourism opportunities and dollars requires planning—and a facility designed to accommodate both the planners and the visitors themselves.

Since its inception, the *Decatur County Visitors and Recreation Commission* (DCVRC), a 501(c)(6) not-for-profit organization, has had various downtown Greensburg addresses. None have offered enough square footage, parking facilities, and public amenities to accommodate visitor groups. As a result, the DCVRC’s ability to serve the public and carry out its visitor-centered mission has suffered. Now the DCVRC seeks to build a headquarters location that will meet its needs—and provide a home for other Decatur County not-for-profit organizations as well. Located just off southbound I-74 at Exit 132, this new building will become the **GATEWAY TO GREENSBURG**.

This facility will punctuate and enhance the corridor leading into downtown Greensburg along 421; help arts, leisure, and cultural groups and activities attract visitors; host meetings for local groups; increase visitor

attendance at sporting activities; and, most importantly, enhance Decatur County’s ability to attract and retain spending from visitors drawn from Central and Southern Indiana, the Cincinnati area, and beyond. These objectives form the focus of Decatur County’s Visitor/Tourism initiative. The Welcome Center lies at the core of this initiative, uniting arts, culture, economic, and business development groups in one venue.

To build this new facility, the DCVRC is embarking on a capital campaign with a \$1.5 million target.

THE DECATUR COUNTY VISITORS AND RECREATION COMMISSION WELCOME CENTER

THE BIRTH OF A STATE, A COUNTY, AND A CITY

Greensburg, Indiana, is the county seat of Decatur County. In 2000, Greensburg's population of 10,260 accounted for nearly half the Decatur County population of 24,555. Located in Washington Township, Greensburg occupies 4.8 of Decatur County's 373 square miles and the township's 55.29 square miles. Its small-town charm owes much to the early history of the state of Indiana.

The Indiana territory was established in 1800 with two settlements: the Vincennes Tract and Clark's Grant. Native Americans, particularly the Miami Tribe, owned much of the land that later became the state of Indiana. The Miami lived in central and northern Indiana and held a large part of northwest Ohio.

On October 6, 1818, the United States government and representatives of various Native American tribes, including the Miami, signed the Treaty of Saint Mary's. The government acquired land under this treaty that it then subdivided into smaller tracts, including today's Decatur County. Established in 1821, it was named for Commodore Stephen Decatur, Jr., a hero of the First and Second Barbary Wars and the War of 1812 and the first national American military hero not involved in the American Revolution. Decatur died in 1820 of injuries he suffered in a duel.

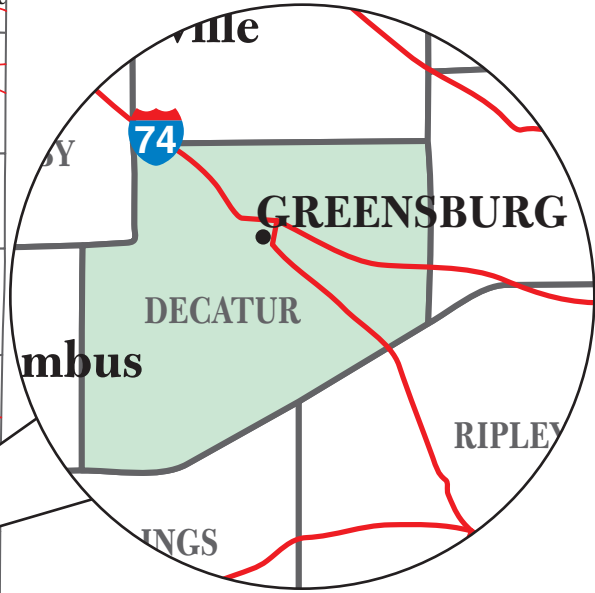
In 1822, four settlers (Thomas Hendricks, John Walker, Joseph English, and Richard Hall) donated land for use as the county seat of Decatur County. Mrs. Thomas Hendricks recommended the name "Greensburg" in memory of her Pennsylvania home town. On June 14, 1822, Greensburg officially became the name of the new Decatur County seat.

The Hendricks family's log home served as Decatur County's first courthouse. County commissioners held their first meeting there on May 14, 1822. Around the same time, they solicited bids for construction of a courthouse on the Public Square in downtown Greensburg. On September 1, 1822, civic development began with the first sale of lots.

Greensburg's first public building was the Decatur County jail, located on the west side of the courthouse yard from 1823-1832. Beginning in 1827, several courthouse buildings preceded the current Romanesque Revival structure, which was built in 1874.

Greensburg is architecturally diverse, including Federal, Italianate, Neoclassical, and Victorian design in the city's heart, but its unique feature owes more to nature than to architecture. In the early 1870s, citizens began to notice first one, then a small grove of trees growing 110 feet above the courthouse yard. Concerned about damage to the roof, officials hired a steeplejack in 1888 to scale the tower and prune the trees. Of two left standing, one grew to a height of 15 feet. Today's large-toothed aspen continues more than 130 years of courthouse tradition.

GREENSBURG'S ROOTS LIE IN THE EARLY SETTLEMENTS—AND SETTLERS—OF INDIANA



GREENSBURG HISTORICAL POPULATIONS

<i>Census</i>	<i>Population</i>	<i>Change</i>
1880	3,198	---
1890	3,596	12.4%
1900	5,034	40.0%
1910	5,420	7.7%
1920	5,345	-1.4%
1930	5,702	6.7%
1940	6,065	6.4%
1950	6,619	9.1%
1960	7,492	13.2%
1970	8,620	15.1%
1980	9,254	7.4%
1990	9,286	0.3%
2000	10,260	10.5%

Source: U.S. Census Bureau

SMALL-TOWN VISITORS, BIG ECONOMIC IMPACT

Greensburg's picturesque charm and historically strong economy have been two of its enduring positive assets. With the arrival of Honda Manufacturing of Indiana in 2008, the local market area gained a prime contributor to its economic basis as well as an attraction to draw visitors and new community members.

In 2004, research showed that visitors from 43 states traveled to the Greensburg area in the period from May to July, but that 88% of visitors came from 13 states, particularly Indiana and its neighbors. Regardless of their age or affluence, visitors tended to come from small towns and rural areas. About 35% were under 45 years of age. An additional 14% were couples and single individuals over the age of 45. Finally, 8.5% of visitors were middle-aged adults with children.

A 2005 survey found that between 2003 and 2005, Greensburg visitors averaged 5.7 leisure trips within Indiana that involved an overnight stay, and 3.8 leisure trips to Greensburg—but that 41.5% of respondents had visited no other part of southern Indiana in the past year.

Restaurants and scenery ranked high on the list of destinations and activities. Most visitors found friendly people and a good travel value in Decatur County. Two thirds of visitors definitely planned a return visit or were very likely to return. Average visitor expenditure was \$82 per person per day for a travel party of 2.8 people over 1.8 days.

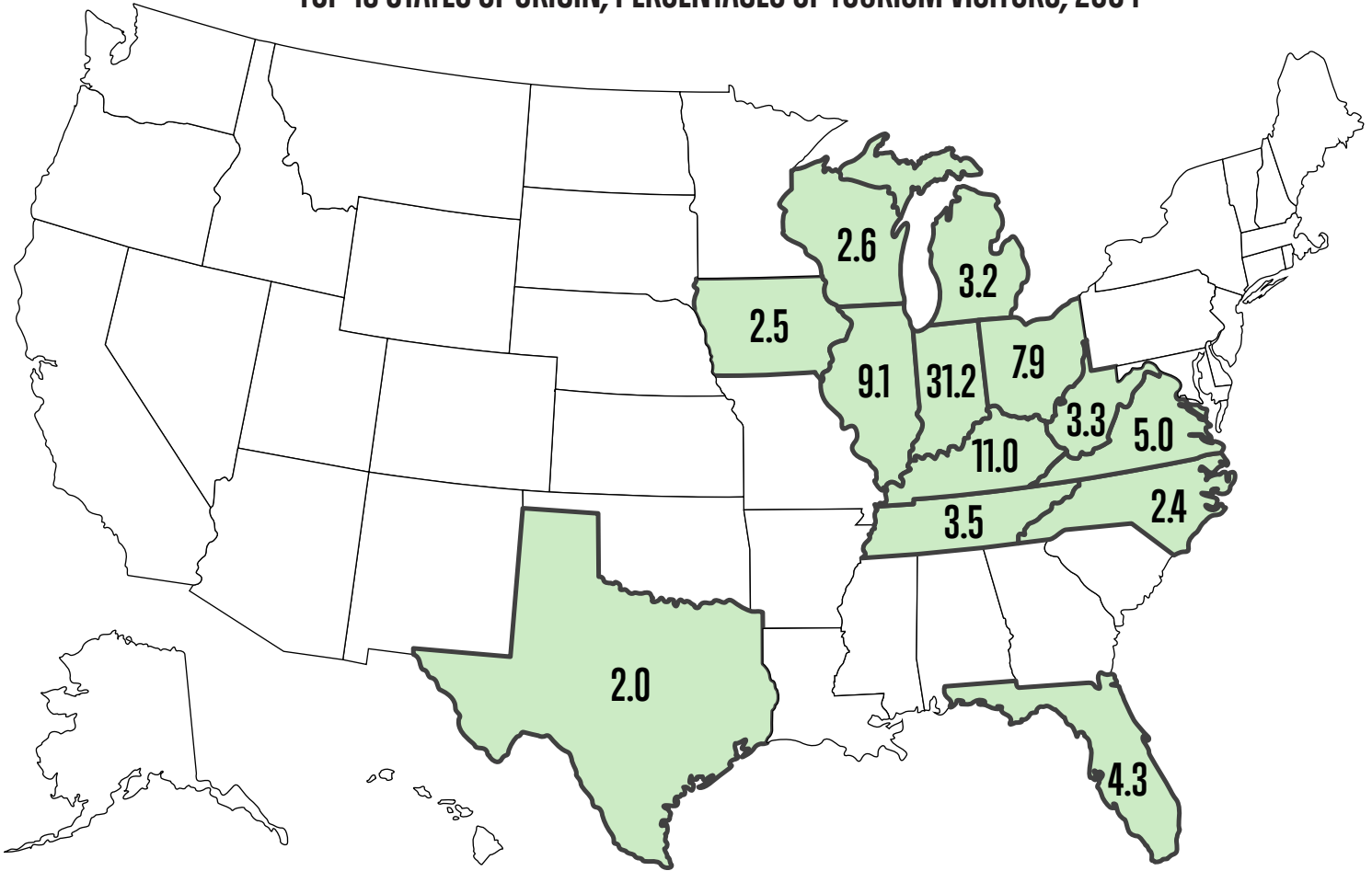
A 2006 study showed that tourism and travel contributed nearly \$33.2 million to the Decatur County economy, with \$23.3 mil-

lion of that amount coming from direct visitor expenditures. Decatur County residents added \$1.8 million in tourism dollars. These economic contributions created 568 jobs in the county (422 from direct expenditures) and nearly \$7.1 million in wages. Of those jobs, more than a third were in high-wage occupations. Nearly 60% of tourism expenditures were for food/beverages and shopping. More than 61% of direct spending came from pass-through visitors (those who stop for meals, fuel, etc. on their way elsewhere) and from lodging.

Appealing to these visitors is critical to Decatur County's success as a travel and tourism destination. Because Decatur County draws its visitors from nearby, it can succeed in attracting tourism even when economic contraction reduces travel volume in larger cities or for longer trips. At the same time, evolving travel trends may increase the flow of visitors from greater distances.

FOSTERING TRAVEL AND TOURISM—AND UNDERSTANDING THOSE WHO VISIT

TOP 13 STATES OF ORIGIN, PERCENTAGES OF TOURISM VISITORS, 2004



TOP 13 STATES, TOURISM VISITORS, 2004

State	Percent of Visitors
Indiana	31.2%
Kentucky	11.0%
Illinois	9.1%
Ohio	7.9%
North Carolina	5.0%
Florida	4.3%
Tennessee	3.5%
West Virginia	3.3%
Michigan	3.2%
Wisconsin	2.6%
Iowa	2.5%
Virginia	2.4%
Texas	2.0%

Source: Strategic Marketing & Research, Inc.

VISITOR MARKET AREA ANALYSIS, 2004

Market Area	Percent of Visitors
Indianapolis, IN	19.8%
Chicago, IL	5.4%
Cincinnati, OH	5.2%
Lexington, KY	4.5%
Louisville, KY	4.3%
Ft. Wayne, IN	2.7%
Dayton, OH	2.5%
Charleston-Huntington, WV	2.3%
Evansville, IN	2.0%

Source: Strategic Marketing & Research, Inc.

VISITED GREENSBURG/DECATUR COUNTY AND ELSEWHERE IN SOUTHERN INDIANA, 2005

Other Location	Percent of Visitors
Columbus	9.4%
Evansville	7.5%
Bloomington	5.7%
Indianapolis	5.7%
Madison	5.7%
Terre Haute	5.7%
Lawrenceburg	3.8%
Nashville	3.8%
Versailles	3.8%
Batesville	1.3%

Source: Strategic Marketing & Research, Inc.

SERVING GREENSBURG, WELCOMING THE WORLD

Capitalizing on Greensburg and Decatur County's historic past, travel and tourism opportunities, and strategic location can enable Greensburg to become a gateway to Southeastern Indiana as well as to Decatur County.

The Welcome Center is an integral, pivotal part of that future, providing a home for the DCVRC itself and for other not-for-profit groups. This facility can help Greensburg-area groups coordinate their efforts and multiply their success.

DCVRC's vision for its Welcome Center:

1. Create a vibrant, active, engaging facility that offers an enjoyable, unique experience to meet current and future needs
2. Provide all of Greensburg with a focal point for shopping, dining, and social attractions
3. Showcase and build on the heritage and historic resources of the community
4. Foster a district whose mixture of uses and activities draws investment from further afield
5. Attract new tourism that will form part of Greensburg's future
6. Make it easy to approach, navigate through, and park in order to walk, bike, or drive in the Decatur County region

The Welcome Center will become a starting point for groups and tours, a meeting place for local and regional events, and a central location in which not-for-profit groups can plan and position Greensburg and Decatur County's tourism future.

Greensburg's geographic location primes it for tourism opportunities. The DCVRC Welcome Center can provide a full-service stop at which visitors learn about Greensburg and nearby destinations. This location can

serve the state as much as it serves the region, county, and community. By increasing visitor traffic and raising Greensburg's profile as a destination, the Welcome Center can enhance Greensburg's appeal and attract tours to Decatur County's scenic landscape.

BRINGING CONTINUITY TO DECATUR COUNTY'S NOT-FOR-PROFIT ORGANIZATIONS



*Top row, l-r: Bicyclists, golf,
Greensburg car show*

Center: Judy Glore painting

*Bottom row, l-r: High Point Orchard,
pies and coffee at Stories Restaurant,
brown bear*



PROMOTING DECATUR COUNTY'S ADVANTAGES

Greensburg's unique attractions center around the hometown appeal of small-city Midwestern charm. With motels, hotels, bed-and-breakfast facilities, and vacation rentals, the area boasts ample lodging to meet travel and tourism needs. However, beyond the kinds of initiatives and impacts that the DCVRC can address, the area needs a public-private partnership among businesses, employers, and city government to plan, fund, and organize larger initiatives. The DCVRC will serve as the overarching planning and implementation body.

Since its inception in 1995, the DCVRC has focused on increasing the number of groups that visit Greensburg and enhancing the delivery of messages about Decatur County's desirability as a destination.

The DCVRC has developed a consistent brand for its marketing materials and messages. To appeal to a broader range of visitors, it has offered multi-lingual materials, advertised in regional publications, and participated in regional marketing projects.

Along with reaching a broader range of audiences, the DCVRC has used technology to enable prospective visitors to connect with the Decatur County region and its leisure offerings. These include an updated website, e-newsletters, and social media outlets.

National groups and sports tournaments are beginning to seek out Greensburg. The DCVRC is increasing Decatur County's visibility through membership in hotel, lodging, travel, and tourism associations. Groups that otherwise might consider Indianapolis or Cincinnati are looking favorably at Greensburg's new meeting spaces, retail shops, and

restaurants. Additional lodging availabilities have enhanced Decatur County's appeal to groups and tours.

The DCVRC works to assure that added tourism opportunities are accompanied by high-level adherence to food safety and customer service standards. Equally importantly, the DCVRC has brought drug-abuse awareness and training to local hospitality businesses. At the same time, the DCVRC is helping Greensburg-area businesses benefit from its understanding of new technologies.

The DCVRC is an integral part of—and partner in—regional efforts toward progress and success. What began as a subdivision of the Decatur County Chamber of Commerce has evolved and grown into an independent entity with a \$200,000 budget.

SERVING THE FULL RANGE OF GREENSBURG-AREA TRAVEL AND TOURISM EFFORTS



*Top row, l-r: Fairfield Inn by Marriott,
Hampton Inn and Suites of Greensburg,
Skydive Greensburg*

Center: Kristy Bell Jewelry

*Bottom row, l-r: Holiday Inn Express,
The Last Supper Museum,
Nancy Owens painting*



A MULTI-PURPOSE HEADQUARTERS

The *Decatur County Visitors and Recreation Commission* (DCVRC) seeks to build a headquarters location that will meet its needs—and provide a home for other Decatur County not-for-profit organizations as well. Located just off southbound I-74 at Exit 132, this new building will become the **GATEWAY TO GREENSBURG**.

The planning process for the **GATEWAY TO GREENSBURG** began early in 2007 and culminated in December 2009, guided by two committees of Greensburg community members. An eight-member working committee met bi-monthly to prepare recommendations and strategies for the Welcome Center's vision, goals. A 12-person steering committee, including members of the working committee, met throughout the process to represent the interests of the community at large and provide feedback on the evolving plan with those interests in mind.

The commission's goals were as follows:

1. Improve Decatur County's viability and expand entertainment and leisure options
2. Maintain Greensburg's small-town feel
3. Encourage leisure/social interaction within the Welcome Center
4. Create a lifestyle with amenities that attract and retain visitors
5. Improve accessibility, circulation, and aesthetics throughout the region
6. Emphasize community history and heritage

All Decatur County not-for-profit organizations will be eligible to lease office space in the new Welcome Center facility. Rental rates will be prorated in accordance with individual tenants' ability to pay.

All tenants will have year-'round, 24-hour access to the facility. A large kitchen-equipped conference area will be available at no charge for tenants' meetings and functions. A receptionist will serve all tenants.

The building's location and features will make it easy for tours and groups to choose Greensburg as a destination.

- Central location for convenient access
- Large restroom facilities for tenants and visitors
- Three major vehicle access points (ingress and egress) to facilitate traffic flow
- 60+ parking spaces to serve large groups
- Parking area configured to accommodate buses as well as cars and trucks

Construction of the 8,162-square-foot structure is slated to begin in 2010 at a cost of \$1.5 million. The facility is designed by architect Robert Arrendale of AET, Inc. (Fishers, Indiana), and will be built by R. L. Rynard Construction. Once complete, the building will be operated, managed, and maintained by 421 Gateway LLC.

ACCOMMODATING DECATUR COUNTY'S NOT-FOR-PROFIT ORGANIZATIONS



Decatur County Visitors and Recreation Commission Welcome Center

MOVING FORWARD WITH A PURPOSE

Welcoming visitors from around the corner, across the country, and around the world is essential to Decatur County's progress. The *Decatur County Visitors and Recreation Commission* is an important part of that mission, as are the other not-for-profit groups that will benefit from office space in the new Welcome Center. Sharing a centralized, convenient, well-equipped facility will enhance these groups' ability to interoperate for the good of Decatur County.

Coordinating volunteer and not-for-profit efforts helps boost their contribution to Decatur County and Greensburg's economy. A centralized facility that coordinates, welcomes, and even provides a destination for visitors facilitates Decatur County tourism—and Decatur County's bottom line.

The DCVRC seeks your help to provide Decatur County with this valuable civic resource. Your donation or pledge toward our capital campaign signals your support for the best of Decatur County—and the best interests of our future. Please join us in helping build the **GATEWAY TO GREENSBURG.**



The large-toothed aspen atop the Decatur County courthouse is the 11th tree to grow there, marking more than 130 years of this unique adornment.

Decatur County Visitors and Recreation Commission

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