



COMMUNITY HEARING VIGO COUNTY FOOD & BEVERAGE

RJL Solutions

9 South 7th Street
Terre Haute, IN 47807

(812) 870-5423
rleslie@rjlsolutions.com

Given the proposed size and scale of the project, the convention center is expected to become the convention and tourism destination of choice in the western Indiana-eastern Illinois region for midsize State and midwestern associations. The project will lead to dramatically higher economic impact over a 30-year period for both Vigo County and the State of Indiana. Most of the increase in economic impact would be due to Vigo County's ability to offer an increased number and variety of events, which will dramatically increase the number of visits made to Vigo County and the State of Indiana.

LOCATION

- Terre Haute is located 75 miles west of Indianapolis.
- Vigo County is home to 5 higher education institutions: Indiana State University (ISU), Rose-Hulman Institute of Technology, Saint Mary-of-the-Woods College, Ivy Tech Community College, and Harrison College
- The current city population for Terre Haute is approximately 61,000.
- The current county population for Vigo County is approximately 108,000.
- Vigo County is in close proximity of the Illinois border, providing an increase of out of state visitors.

CURRENT TOURISM FACTS AND FIGURES

(data provided by the Terre Haute Convention & Visitors Bureau)

- In 2017, Terre Haute welcomed 130,000 visitors with expectations of growth in 2018 and 2019.
- Terre Haute has created a \$40 million tourism industry, and Vigo County employs 3,400 in tourism and/or retail-based industries.
- In 2017, Vigo County received a little over \$2 million in innkeeper's tax revenue at a 6.5% rate.
- In August 2018, the Terre Haute Air Show will bring a projected 80,000 people to Terre Haute within a 2-day time period.
- Annual events hosted in Terre Haute and Vigo County include
 - Terre Haute Air Show
 - Crossroads Blues Festival
 - Scheid Diesel Extravaganza
 - National Cross-Country Championships
 - Miracle on 7th Street
 - Special events at 5 higher education institutions
 - and more.

ALIGNMENT WITH ECONOMIC DEVELOPMENT PLANS

Downtown development was one of the economic development strategies for Terre Haute highlighted by Mayor Bennett's State of the City Address in 2014. Downtown Terre Haute has the potential to grow into a regional tourist destination due to its sports, entertainment, restaurants, hotels, and arts culture. With additional development, the downtown area is expected to attract visitors and business opportunities from the larger Illinois-Indiana region, which will eventually lead to an increase in the quality of life and the jobs and earnings potential for the citizens of Terre Haute and Vigo County. The project is anticipated to increase the attractiveness of the downtown area and spur new economic development activities in the following ways:

- The development and operation of the convention center will enable the City of Terre Haute to integrate tourism and convention activities into the downtown development plan.
- The development of the convention center will create new and larger event spaces to support and encourage more activities in Terre Haute. The project is designed to meet the regional demand for a venue that can host a variety of large events including conventions and exhibitions, which would attract new visitors to Terre Haute, which will positively impact Vigo County and Indiana.
- The new economic activity due to the project will create new jobs, increase the earnings, and enhance the quality of life for the citizens of Terre Haute, Vigo County, and the State of Indiana.

CAPITAL IMPROVEMENT BOARD



The Capital Improvement Board is a group of leaders who strategically choose projects to advance the economic vitality of the community. Its primary guiding principle is to invest in projects and opportunities that will spur tourism and create a more robust quality of life.

When the Indiana General Assembly passed House Bill 1242, authorizing a Vigo County food and beverage tax to help build and maintain a downtown Terre Haute convention center, the CIB launched a series of educational infographics. These infographics that follow, and more, are being shared on the CIB website and Facebook page.



www.VigoCountyCIB.com



@VigoCountyCIB

WHAT WILL

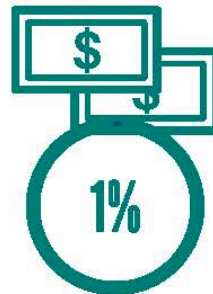


MEAN FOR ME?

when you go out to a restaurant and spend money on a meal



a small additional fee will appear on your bill



if you spend
\$20.00

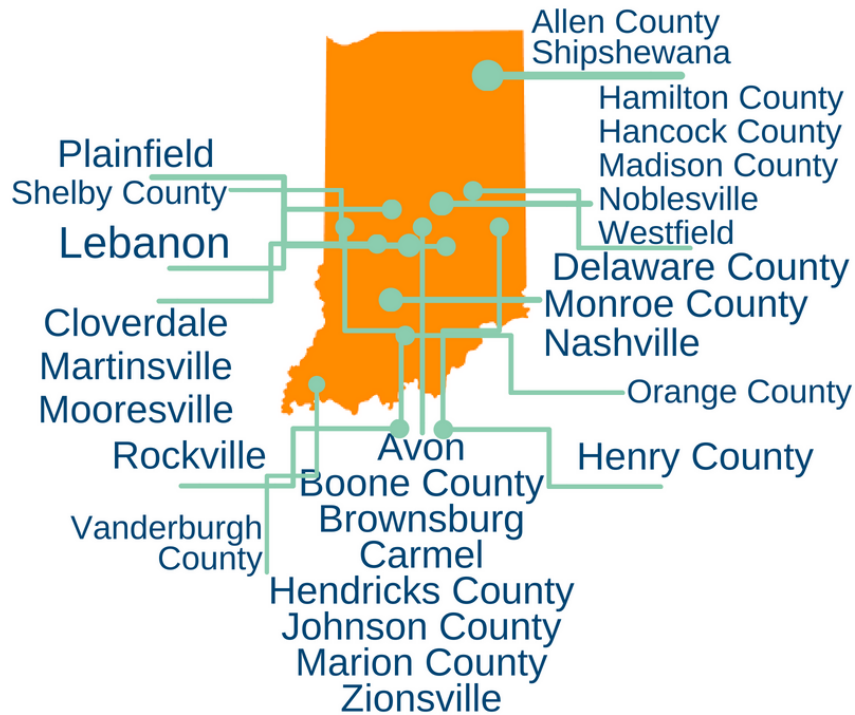
that's an extra
\$0.20

that money goes to making
a convention center a reality



which increases tourism and
improves quality of life for
Vigo County residents

COMMUNITIES WHERE YOU *already* PAY FOOD & BEVERAGE



28 Indiana communities
currently charge
Food & Beverage fees

It's our turn
TO GROW



WHAT EXACTLY DOES FOOD & BEVERAGE AFFECT?

THE 1 % FEE

does NOT apply to ...



GROCERIES

UNPREPARED FOOD

CATERING SERVICE

It DOES apply to ...

Menu

DINE-IN RESTAURANTS

**FAST FOOD
RESTAURANTS**

PREPARED MEALS

HOT BAR ITEMS

BUFFETS

PREPARED DELI ITEMS

CATERED FOOD

+Convention Center Project

A convention center in downtown Terre Haute will attract additional visitors to Vigo County and increase economic activity. The convention center will face downtown and serve as an impactful addition to the community.

As the CIB looks to the future, it is partnering with the Terre Haute Convention and Visitors Bureau to ensure that special consideration is paid to the future by planning for conventions to bring to Terre Haute. The board will be benchmarking other communities with convention centers and determining what will best benefit the community.



THANK YOU

TO THE FOLLOWING COMMUNITY LEADERS FOR YOUR SUPPORT OF VIGO COUNTY FOOD & BEVERAGE

THE BOARD OF COMMISSIONERS OF VIGO COUNTY

JUDITH A. ANDERSON, PRESIDENT

BRAD ANDERSON, SECRETARY

JON MARVEL, MEMBER

VIGO COUNTY COUNCIL

AARON LOUDERMILK, PRESIDENT

BRENDAN KEARNS, PRESIDENT PRO TEMPORE

CITY OF TERRE HAUTE

MAYOR DUKE BENNETT

TERRE HAUTE CONVENTION & VISITORS BUREAU

DAVID A. PATTERSON, EXECUTIVE DIRECTOR

TERRE HAUTE ECONOMIC DEVELOPMENT CORPORATION

STEVE WITT, PRESIDENT

TERRE HAUTE CHAMBER OF COMMERCE

DAVID D. HAYNES, PRESIDENT

THE TERRE HAUTE ARTS & CULTURE COMMUNITY

MARYLEE HAGAN, EXECUTIVE DIRECTOR, VIGO COUNTY HISTORICAL SOCIETY & MUSEUM

JON ROBESON, EXECUTIVE DIRECTOR, ARTS ILLIANA & ARTS ILLIANA GALLERY

SUSAN BAILEY, EXECUTIVE DIRECTOR, SWOPE ART MUSEUM

LYNN HUGHES, EXECUTIVE DIRECTOR, TERRE HAUTE CHILDREN'S MUSEUM

DAVID BOWDEN, ARTISTIC DIRECTOR & CONDUCTOR, TERRE HAUTE SYMPHONY ORCHESTRA

ROB LUNDSTROM, OWNER, THE INDIANA THEATRE

RESTAURATEURS OF VIGO COUNTY

CHEYNE O'LAUGHLIN, CHARLIE'S PUB

GARY MORRIS, CLABBER GIRL BAKE SHOP CAFÉ

ROB LUNDSTROM, THE COPPER BAR

BOO LLOYD, CROSSROADS CAFÉ

ERICA FREE, THE GREAT AMERICAN GRILL AT HILTON GARDEN INN

KELLY FORD, J. FORD'S BLACK ANGUS

CATHY AZAR, SARATOGA RESTAURANT

TOM HELLMAN, 7TH & ELM

ANDY HENDRICKS, TERRE HAUTE BREWING COMPANY

CONNIE WREN, THE VERVE

ZACK WISE, WISE PIES