



### Project Data

#### **Key Scope Items:**

- Market Analysis
- Comparable Small Community Riverfront Assessment
- Physical Development Phasing Recommendations

**HSP Professionals Involved in Project:** Rob Hunden, Rob Smitherman

**Time of Service:** 2011

## Riverfront Opportunities Assessment

*Switzerland County, Indiana*

Hunden Strategic Partners (HSP) was engaged by the Switzerland County Recreation, Tourism and Convention Commission to study the possible uses of vacant land throughout the County along the Ohio River that might boost tourism and the local economy. Other communities along the river have utilized their location to entice visitors and the County hoped to capitalize on its location and bring more people to the area.

Switzerland County is located in southern Indiana, sharing the Ohio River as its border with Kentucky. The river has played an integral part in the County's development history, but has not been fully utilized as a tourist destination. The recently opened Belterra Casino in Florence is an example of potential tourism developments that the County wishes to embark on. Known for its vineyards and wineries, Switzerland County wishes to showcase its location on the Ohio River as a tourism destination.

In this study, HSP professionals analyzed the existing local market as well as examined relevant facilities that currently exist or are planned along the Ohio River (marinas, parks, boat ramps, performing arts centers, riverwalks and retail centers). While larger cities along the river focused on large public/private developments that would draw visitors from a large area, the smaller cities have had success with smaller regional facilities. HSP recommended the County assemble a Riverfront Master Plan that a marina, campground, amphitheater, event space, hiking and biking trails and restaurant/bar facilities.