County-Wide Tourism & Placemaking Action Plan

Hamilton County, Indiana

Hunden Partners was engaged by Hamilton County Tourism and the Hamilton County Sports Authority to develop a 10-year comprehensive tourism master plan and action plan (Plan) for the County. Through funding provided by a federal EDA travel, tourism and outdoor recreation grant, the County is seeking to understand existing tourism demand and help stimulate economic impact for its four fast-growing cities: Carmel, Noblesville, Fishers, and Westfield. The multidisciplinary Hunden Team is composed of tourism, travel, sports, entertainment, and event industry experts from: MMGY NextFactor, Tourism Economics, Legacy Sports Group, and Sports Facilities Companies. The visionary goals for the master plan include:

- Inspire Business of Entertainment Sports and Tourism development (BEST) in the County,
- Provide the Client, including the four rapidly growing cities located in the County, with a 10-year roadmap and action plan, and
- Identify clear steps forward to provide the best in sports, entertainment and event experience for both residents and visitors to the community.

Hunden has executed a detailed assessment of the current and future state of the County's visitor economy. Stakeholder engagement, visioning sessions, comparable destination profiles, workforce and DEI initiatives, and financing strategies were all assessed. Additionally, assessments were made of the history of the County's tourism industry and assets, the County's current assets and impact, and the opportunities for growth within the four major market segments.

These analyses culminated with the final Master Plan deliverable inclusive of three primary strategy outcomes: Tourism Investment Priorities Plan, Tourism Financial Sustainability Plan, and Tourism Workforce Development Strategy. Hunden is conducting further deep-dive market and financial feasibility analyses for the top eight recommended future projects.

Client: Hamilton County Tourism, Inc   **Time Period:**   2022 - 2023