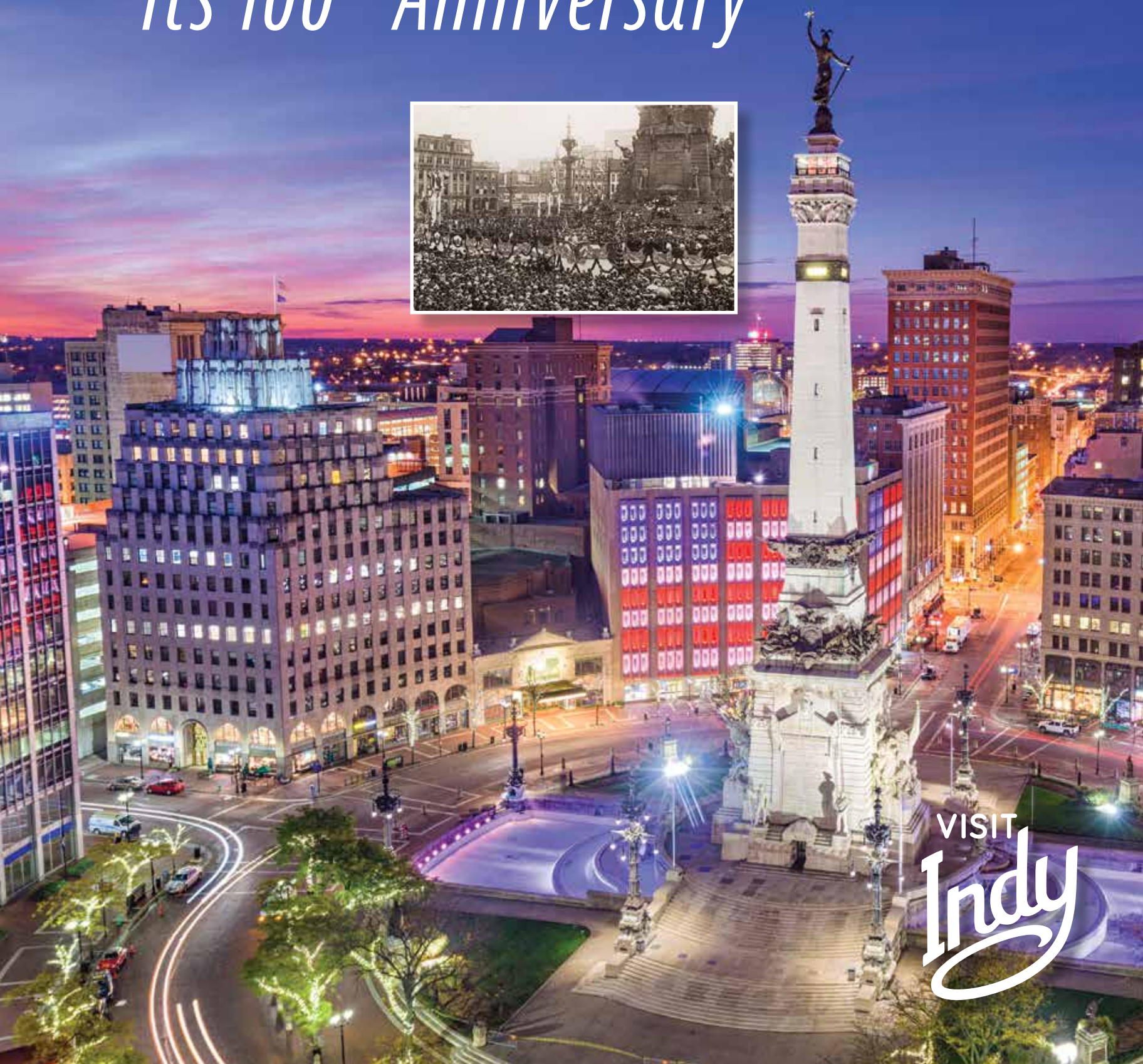




INDIANAPOLIS ACCOLADE

*Visit Indy Celebrates
Its 100th Anniversary*



VISIT
Indy



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Get to Know Leonard Hoops, President & CEO, Visit Indy

What was your first job in the DMO space?

Like a lot of people, I came to it in a roundabout way. After a journalism undergrad at San Jose State, I went into corporate communications at a Fortune 120 company in Silicon Valley. While there I earned an MBA at Santa Clara University and they offered me a promotion out of state. But I didn't want to do that and spotted a job listing in the Sunday newspaper - yes, that used to be a thing - for the Public Relations Director at the San Jose Convention & Visitors Bureau. Somehow, four years later, I was the SVP there. That led to posts in Sacramento and San Francisco before coming to Indy in 2011.

What's been your biggest win while at Visit Indy?

There are a lot of things over the years I'm proud we accomplished - development of a constantly evolving Destination Vision since 2014; successfully advocating for changes to divisive legislation; setting convention sales records;



hosting the entire 2021 NCAA Men's March Madness; and, most recently, breaking ground on an 800-room Signia by Hilton and Phase VI convention center expansion that will open in 2026. But I'm mostly proud of the organizational culture we've built that has helped us sustain success for 12 years.

You are incoming PCMA Chair, what is an area of focus?

There are several, but the primary one is taking a major step in what we're calling our Exponential Growth Strategy. I could say more, but then I'd either have to relocate everyone reading this into a witness protection program or I'd be relieved of my duties as Chair-elect and never make it to Chair!

What are you excited about for Indy's future?

We have an extraordinary amount of development happening in downtown Indianapolis right now that will elevate our leisure and convention demand beyond what anyone outside of Indy might expect. There's the aforementioned HQ hotel and convention center expansion, a new downtown neighborhood called Eleven Park centered by a 20,000-seat soccer stadium, the expansion of our 250-acre White River State Park as part of a 58-mile vision for the river, a complete re-design of our Circle Centre Mall, and new pedestrian-focused green spaces in our convention district. A senior exec with a medical association recently told me, "I think Indy is the next big thing." I agree.

Have you ever driven around the Indy 500 track?

I've taken three spins around the Brickyard. Once as a driver in an actual 1996 IndyCar for three laps; but it had a governor on the throttle that limits you to 120 MPH. Once as a passenger in a "hot lap" car that also does about 120 MPH. And once as a passenger in a special two-seat IndyCar piloted by a former 500 driver at about 185 MPH. You really pull some serious g's in the two-seater.



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Dear Visit Indy Team,

On behalf of the PCMA and CEMA communities, warmest congratulations on your century-long journey!

As a valued partner and admirer of Visit Indy, we have had the pleasure of witnessing your unwavering commitment to excellence. Your team's tireless efforts to showcase the best of Indianapolis have not gone unnoticed, and this milestone is a testament to your remarkable achievements.

It is also worth mentioning that having a classic comedian as your President & CEO adds a unique and delightful touch to your organization, and we look forward to welcoming Leonard as PCMA's incoming Chair.

May you continue to thrive and create remarkable experiences for visitors and residents alike. We look forward to celebrating many more milestones and successes with you in the years to come.

Congratulations once again!

Sherrif Karamat, CAE
President & CEO, PCMA and CEMA



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NBA All-Star
February 16-18



NCAA Men's Basketball Rounds 1 & 2
March 22 & 24



Total Solar Eclipse
April 8



108th Running of the Indianapolis 500
May 20



INDY IS EPIC IN 2024

From top-tier sports to astronomical phenomenon to three nights of Taylor Swift, Hoosier Hospitality will be on display to the world in 2024. Give Indy a chance with your meeting and experience epic for yourself.

VISITINDY.com/MEET



U.S. Olympic Swimming Trials
June 15-24



Taylor Swift Eras Tour
November 1-3



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VISIT INDY: A CENTURY OF PROGRESS



The Indy Chamber establishes the first organized effort to attract conventions—the Indianapolis Convention and Publicity Committee.

A record 137,365 convention-goers attend 312 conventions in the city.

The Indiana Convention Center opens, a \$26 million project, with Sammy Davis, Jr., as the first performer inside the building.

The Indiana Convention Center expands along with building the Hoosier Dome, a \$94 million investment.

1923

1932

1941

1965

1972

1978

1984

1993

The Indy Chamber spins off the Indianapolis Convention and Visitors Bureau as a separate entity.

The Indiana General Assembly creates the Capital Improvement Board to finance, build, and operate the Indiana Convention Center.

Indianapolis Convention and Visitors Bureau changes name to Indianapolis Convention & Visitors Association (ICVA).

The Indiana Convention Center goes through renovation, adding meeting space, a \$43 million investment.





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ICVA recommends a feasibility study for expanding the Indiana Convention Center. Results show significant demand to expand.

Indiana Convention Center nearly doubles in size, a \$275 million investment.

NDY sculptures debut on the eve of hosting the city's seventh NCAA Men's Basketball Final Four.

Indy is the first northern city to host the College Football Playoff National Championship.

2004 | 2008 | 2011 | 2012 | 2015 | 2020 | 2022 | 2023

Lucas Oil Stadium opens, a \$720 million investment. The Indianapolis International Airport's new terminal opens, a \$1.1 billion investment.



Indy hosts Super Bowl XLVI to national acclaim and ICVA rebrands to Visit Indy.

Indianapolis City-County Council unanimously (25-0) approves funding for Phase VI expansion of the Indiana Convention Center.

Visit Indy celebrates 100th anniversary. Phase VI expansion and new headquarter hotel break ground.





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Indy Celebrates a Century of Progress

In 2023, Visit Indy is celebrating its centennial, a milestone few destination marketing organizations globally can claim.

Visit Indy was founded in 1923 as an entity of the Indy Chamber, a \$1,000 line item called the "Indianapolis Convention & Publicity Committee." In 1936, with Indy prospering as a visitor destination, racing capital, and railroad hub, the Indianapolis Convention & Visitors Bureau (later the ICVA) became a separate non-profit.

The region's tourism business leveled off in the '50s and '60s, but in 1972 the Indiana Convention Center (ICC) opened, re-establishing Indy as a premier convention and trade show city. Fifteen years later, the Pan Am Games shined a spotlight on Indy as both a tourism and sports-centric destination.

A lot more happened along the way: White River State Park, Circle Centre Mall, the world's largest children's museum, two NBA arenas, two NFL stadiums, the re-location of the NCAA, Super Bowl XLVI, the best airport in North America, five expansions of the ICC, a 1,000-room HQ hotel, a lauded urban trail, a re-brand as Visit Indy.

But there's so much yet to come. An even grander White River vision. A sixth expansion of the ICC with an accompanying 800-room hotel. More world-class arts and culture, food and beverage, and



Monument Circle at dusk

only-in-Indy experiences.

Visit Indy is proud to steer our

city's and region's tourism strategy into the next century.



1725 Eye Street NW, Eighth Floor, Washington, DC 20006, USA
destinationsinternational.org

Happy 100th birthday Visit Indy!

It's an absolute pleasure and honor to write about a destination that my family and I had the opportunity to live and work in. Although my time as CEO was limited to 2.5 years, the memories are alive and well.

When the opportunity came to potentially join as CEO of the Indianapolis CVB, I wasn't too familiar with the city. However, after one visit and meetings with Jerry Semler, Jim Morris, Michael Browning, Frank Short, Susan Williams, Allison Melangton and many other civic leaders, it became very apparent that this was a unique opportunity. This was a group of visionary civic leaders who would play a major role in the development of downtown Indianapolis and ready to take it to the next level. In addition to a new airport, new stadium, major expansion of the convention center and of course the JW Marriott complex, it was apparent this was a city that had vision and major aspirations for the future.

Hence the tagline "Raising the Game" was born. And clearly no city in the USA at that time could boost these major new additions. The can-do spirit of first time Mayor Greg Ballard served us well as these major new assets came on board and new customers experienced Indianapolis, in many cases for the first time.

I had the privilege to follow two legendary CVB leaders in Destinations International Hall of Famer Bill McGowan and Bob Bedell who provided great leadership, vision and results for Indianapolis for many, many years.

During my tenure, we created Visit Indy and a very passionate and dedicated group of team members who have continued to flourish under the leadership of Leonard Hoops for the past 12 years. Since then, Super Bowls, NCAA Final Four and National Championships, and the global appeal of the reimagined Indianapolis 500 under the leadership of Mark Miles and his team continue to prove that Indy keeps "Raising the Game."

I am proud to say that two of our daughters are alumni of Indiana University and proud to be Hoosiers.

On behalf of my family and our team at Destinations International we wish Visit Indy and the team a Happy 100th Birthday. Here is to the next 100!

Best,

Don Welsh
 President & CEO
 Destinations International

Designing Events to Leave a Lasting Impact

In today's fast-paced world, we understand it's increasingly important to design events that leave a lasting impact on the host destination.

Indy has teamed up with Legacy Collective to revolutionize the way event planners connect with non-profits to create meaningful and efficient collaborations. Through Legacy Collectives' City Giving Circle, planners can peruse Indianapolis-based nonprofits, finding the best giving opportunity that matches your group's connection to the city's community.

Second Helpings, one of 20+ non-profits participating in the Legacy Collective, provides planners with a resource to rescue unused food post-function. Resident volunteers at Second Helpings, under the supervision of training chefs, then prepare food to donate to homeless shelters and missions.

Following Legacy Collective's national brand standards, Indy's City Giving Circle clearly denotes financial responsibility, facilitates grant distribution, and reports on use of funds. Planners can secure grants with confidence, knowing their Indy-based CSR programming will directly benefit those in need.

Learn how you can work with the Indy team to maximize the impact of your event. Learn more at VisitIndy.com/Meet.



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Indy Welcomes All

Visit Indy has emerged as a pioneer in fostering a welcoming and accessible environment for all. Visit Indy's commitment to creating an inclusive destination for visitors from all walks of life is outlined in its equity statement:

"Visit Indy has proudly served as Indianapolis' official destination marketing organization since 1923. We are committed to ensuring Indy continues to be a welcoming destination for all. We are focused on continually learning about inequities within our Black, Brown, Indigenous, and LGBTQ+ communities; as well as for those with different physical and/or neurodevelopmental abilities or challenges, those with different religious beliefs, and all those Marginalized.

With this continued learning comes continued advocacy to close gaps in our community. We listen and engage with our city's diverse communities to create authentic marketing to reach, invite, and welcome a diverse array of visitors. Within our walls, we work to create an environment where everyone feels empowered to bring their full, authentic selves to work. Indiana means "Land of the Indians," and we acknowledge and honor the indigenous communities native to our city, the Miami and Lenape peoples. We have the distinct responsibility to help educate our visitors and our hospitality community about these living cultures."

Moreover, Visit Indy has set a precedent as the first Destination



President & CEO Leonard Hoops with his son, Cannon, at the Indianapolis Zoo.

Marketing Organization (DMO) in the United States to create an accessibility guide specifically tailored to individuals with mobility challenges. This groundbreaking initiative goes beyond rhetoric, demonstrating the organization's dedication to making the city a place where everyone can fully participate in and enjoy all that Indy has to offer. The accessibility guide provides detailed information on wheelchair accessibility, accessible transportation options, and accommodations, empowering visitors with mobility challenges to plan their trips with confidence.

Visit Indy's commitment to DEI extends beyond mere words; it is a tangible and ongoing effort to create a destination that embraces diversity and ensures that everyone feels welcome. By prioritizing inclusivity in their practices, they are setting an example for other destinations across the nation. The organization's proactive stance on creating a welcoming atmosphere for all visitors, regardless of background or ability, positions Indianapolis as a city that values diversity as a strength and is actively working towards making tourism an inclusive experience for everyone.

A City on the Rise: Indiana Convention Center Expansion and Signia by Hilton

Indy's strategically designed convention district, vibrant neighborhoods, and picturesque gathering places provide the ideal setting for successful events.

Indy's momentum has gotten the attention of national media from *Condé Nast Traveler* to *TIME* and earned the city *USA Today's* "#1 Convention City in the U.S." honors. Numerous major developments have the city continuously evolving and moving forward.

An expansion of the Indiana Convention Center, including 143,500 sq.ft. of flexible space, will connect to a new Signia by Hilton Indianapolis hotel, creating an unrivaled convention package. This new property will stand 40 stories tall, offer 800 rooms, and include a top-level bar with skyline views. This project is anticipated to open summer 2026.

Signia by Hilton is a new portfolio of premier hotels in highly sought-after urban and resort destinations. Each Signia by Hilton hotel offers unparalleled, dynamic meetings and event capabilities with world-class design, state-of-the-art technology, signature food and beverage experiences and premium wellness offerings, all backed by the Hilton name




Rendering of the Signia Hilton Hotel and Indiana Convention Center Expansion.

and award-winning Hilton Honors Program.

Indy already touts the most hotels and hotel rooms connected by enclosed skywalks into a center in the U.S., and this expansion will boost those numbers to 13 properties and 5,500+ hotel rooms all under one roof.

To learn more about Indy's connected hotel package, please check out VisitIndy.com/Meet.



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November 20, 2023

Leonard Hoops
President & CEO
Visit Indy
200 South Capitol Avenue, Suite 300
Indianapolis, IN 46225-1063

Dear Leonard,


Congratulations to Visit Indy on 100 years of growth and evolution as the official destination management organization of Indianapolis. Visit Indy's centennial comes at a time when the city is on the move, escalating up the list of world-class destinations for meetings and tourism.

Having personally attended the groundbreaking on the Indiana Convention Center's sixth expansion and headquarters hotel at Pan Am Plaza earlier this year, I am so excited for Indianapolis' future as one of the top convention cities in the nation.

Indianapolis has so much to offer, and the planned convention center expansion and additional downtown hotel rooms is a huge selling point for large citywide meetings. ASAE is so excited to bring its 2026 Annual Meeting & Exposition to Indianapolis and help show off this vibrant city to our attendees, so many of whom are decision-makers for their own associations' future meetings. As you know, the ASAE Annual Meeting is unique in that, on average, 20% of our attendees will book their own events in our host city within five years of attending. I've seen that Hoosier Hospitality up close and personal, and I know the city will shine for our ASAE community.

Again, congratulations on 100 years of exceptional service to the great city of Indianapolis. We look forward to ASAE in 2026 and just seeing what's next from our good friends and partners at Visit Indy.

Warm regards,



Michelle Mason, FASAE, CAE
President and CEO



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Get To Know Team Indy

"My favorite thing about Indy is..."



I love the fact that Indy is within a day's drive of over half of the country's population. Visitors from all over can be here in a day.

- Daren Louis Kingi, Chief Sales Officer



My favorite thing about Indy is how easy it is to find great dining (300+ restaurants!) and entertainment in the downtown area.

- Max Spradlin, Account Manager



My favorite thing about Indy is our fantastic sports venues that are within blocks of each other downtown. It enables us to host some of the greatest sporting events out there such as the Super Bowl, NCAA Final Fours, College Football Playoff, Big Ten Tournaments, NBA All-Star Game, and the upcoming 2024 USA Olympic Swimming Trials.

- Schnette Queisser, Senior National Sports Account Director



I like to say Indy is either the biggest small city or the smallest big city. You get all the big city events and amenities without the big city cost and hassles.

- Chris Cecil, Jr., Account Manager



My favorite thing about Indy is the support we receive from our community from all levels and all industries.

- Minerva Garcia, CASE, HMCC, Senior National Account Director



Indy has an inviting, warm, and welcoming nature. True Hoosier Hospitality.

- Kenneth Hemsley, Jr., National Account Director



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My favorite thing about Indy is the way the city comes alive when we host major events!

- Jon Hixon, Managing Director of Sales



A foodie at heart, I love the variety of unique, local restaurants we have in our cultural districts and neighborhoods.

- Joyce Russell, Managing Director of Sales



My favorite thing about Indy is visiting Hotel Tango! Not a hotel, but a veteran-owned distillery with amazing cocktails. My clients love picking out an Indiana-produced spirits to take home and hearing the story of how Hotel Tango is making a difference for our military vets.

- Jenny Lynch, National Account Director



You don't need a car! You can walk, bike or e-bike, to all the attractions, neighborhoods, restaurants, and parks.

- Nicole Perry, CASE, Senior National Account Director



From the HiFi to The Lawn at White River State Park to Chatter-box, Indy is home to amazing music venues to catch a live show.

- Kevin Harmon, National Account Director



As one of the country's most walkable cities, you can step outside the Indiana Convention Center and get virtually anywhere downtown on the Cultural Trail.

- Brooke Faris, National Account Manager



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Eight Projects That are Reshaping Indy's Convention Campus

The most connected convention campus in the country is growing. With \$1.7 billion in tourism infrastructure investments in the pipeline, there is a lot for planners to be excited about. From expanding the Indiana Convention Center to building new hotels and public spaces, these developments are reshaping Indy's convention campus. Here, we'll explore eight key projects that are propelling Indy into a new era of growth and opportunity.

Indiana Convention Center Expansion

An expansion of the Indiana Convention Center will add 143,500 sq.ft. of flexible space, including a 50,000-sq.-ft. ballroom, junior ballroom, pre-function space, meeting rooms, and will connect to the new Signia by Hilton Headquarter Hotel.



Rendering of Indiana Convention Center Expansion & Signia Hilton Hotel

Signia by Hilton Indianapolis

Hilton chose Indy as one of only four cities to launch its new meeting-centric Signia brand. This new property will stand 40 stories tall, offer 800 rooms, and include



Eleven Park is anchored by a 20,000-seat multipurpose stadium that will be the new permanent home of Indy Eleven.

a top-level bar with skyline views. Upon completion, this hotel will bring the total number of hotel rooms connected via climate-controlled skywalks in Indianapolis to more than 5,500, the most of any city in the U.S.

Cultural Trail Expansion

Indianapolis is known for a clearly connected downtown sphere, navigable through marked trails for both walkers and bikers. The Indianapolis Cultural Trail, an 8-mile biking and pedestrian trail that connects downtown Indy with nearby cultural districts, will undergo its first major expansion in its 10-year history. Two new stretches to the internationally recognized path are in progress along South Street and Indiana Avenue, improving access in a thriving stretch of downtown that includes Lucas Oil Stadium and the Indiana Convention Center.

Renovation of the Indianapolis Motor Speedway Museum

The museum celebrating the famed Indianapolis Motor Speedway is undergoing an \$89 million renovation. Upon completion in 2025, the Museum will take visitors through the iconic aspects of the world's largest single-day sporting event.

Eleven Park

Set to open in 2025, this \$1 billion development will completely transform the space southwest of the convention center to include a 20,000-seat stadium, retail and office space, apartments, and a boutique hotel. With the White River serving as the backdrop for

the new development, the city's main waterway and skyline will share this metropolitan footprint.

The Intercontinental Hotel

A leading luxury global brand, the Intercontinental Hotel is set to welcome guests in the fall of 2024. The luxury property will transform the historic Illinois Building into a 170-room hotel with a rooftop bar and never-before-seen views of Monument Circle.

New Public Space at the Bicentennial Unity Plaza

Public spaces are the lifeblood of a city, and the \$30 million investment at Bicentennial Unity Plaza is an exciting addition to Indy's urban landscape. This new public space promises to be a hub for community gatherings, cultural events, and relaxation, fostering a sense of togetherness.

\$175 Million Redevelopment of City Market

City Market, a historic landmark, is receiving a facelift with a \$175 million redevelopment project. This initiative breathes new life into the area, making it a vibrant hub for dining, shopping, and

cultural experiences.

Indy's growing convention campus is a testament to the city's commitment to progress and reinvention. These eight projects collectively signal a bright future for Indy, attracting visitors, businesses, and residents, and solidifying its reputation as a dynamic and forward-thinking city. As these developments continue to take shape, Indy is poised to become an even more compelling destination for both leisure and business travelers, promising an exciting and bustling experience in the heart of the Midwest.

To learn more about Indy's new developments, please check out VisitIndy.com/Meet.



Bicentennial Unity Plaza



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 Fax: +1.972.702.3065
mpi.org

On behalf of MPI, I want to offer our heartfelt congratulations to Visit Indy on your remarkable 100th anniversary. This milestone is a testament to your unwavering commitment, resilience and passion for the industry.

The World Education Congress (WEC), which took place in June 2018 in Indianapolis, remains a prominent highlight in our collective memory, a clear demonstration of Visit Indy's extraordinary capacity to unite, enlighten and energize MPI's global community. This event remains a symbol of success, embodying the spirit of community and innovation that drives us all.

We are especially grateful for Visit Indy's unwavering support of the MPI Foundation. Your dedication to the growth of our industry, along with Susie Townsend's invaluable contributions as the incoming Chair of our MPI Foundation Global Board of Trustees, truly reflects your commitment. And we are thrilled about, and eagerly anticipating, our recently announced 2024 in-person collaboration with Visit Indy, the MPI Foundation Thought Leaders Summit: Indianapolis, which was recently announced.

As Visit Indy commemorates this significant landmark, it is with gratitude that MPI recognizes the enduring impact of your contributions to this organization and the business events industry. Our partnership is deeply valued, and we look forward to a future replete with collaborative achievements.

Congratulations on setting the pace for a century of excellence. With best wishes for continued success in the many years to come.

Warm regards,



Paul Van Deventer
 President & CEO
 Meeting Professionals International



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Deep Dive: Get to Know Paul Williams, National Account Director, Visit Indy

How long have you been at Visit Indy?

I've spent 24 exceptional years with Visit Indy. We have consistently been named one of the Top Places to Work in Indy, with a remarkable organization of 50+ tremendous people.

How have you seen the destination change?

Across twenty-four years, there's been so much growth within the destination. What's great about Indy is that there is a gameplan for continuous change. We built a new downtown stadium and a new airport in 2008. The convention center was expanded, and a new connected, headquarter hotel complex was built in 2011. This fall we broke ground on another convention center expansion and another downtown, connected headquarter hotel. We've also seen construction begin on a new downtown, 20,000-seat soccer stadium and mixed-use entertainment district.



What meetings will Indy host in 2024 you are excited about?

Since a portion of my market includes faith-based organizations, I'm particularly looking forward to next summer. In early June, the Southern Baptist Convention will welcome 18,000 attendees to Indy, followed by the Gospel Coalition's Women's Conference which brings 9,000 attendees from 24 different countries. Church of God, Cleveland, TN and its 12,000 members kick-off our July convention schedule, immediately followed by the National Eucharistic Congress with 80,000 Catholic congregants. In addition to faith-based organizations, June and July 2024 will be busy with other unique events including the USA Swimming Olympic Trials, Zeta Phi Beta's National Boulé and 75,000 people in for Gen Con, the best four days in gaming. 2024 is a blockbuster year for conventions and events in Indy, but the summer months will be especially enjoyable.

What are some of your favorite places to eat and things to do in Indy?

I'm a foodie at heart. I absolutely love restaurants that offer great

food and an even greater vibe, and fortunately there's no shortage of options in Indy. A few specific restaurants I enjoy dining at with friends, family and clients include Union 50, Tony's Steaks and Seafood, Vida, Harry & Izzy's, Noah Grant's Grill House and Oyster Bar, and Provision.

"I'm also a huge sports fan and there's truly no better city to live in as a sports enthusiast."

I'm also a huge sports fan and there's truly no better city to live in as a sports enthusiast. From attending games and cheering on our hometown teams like NFL Colts to the NBA Pacers and WNBA Fever or to the major sporting events we've had the opportunity to host in Indy like NCAA Final Fours or College Football National Championship game, there's always a sporting event on the calendar.

Tell us about your family.

I've been blessed with an excellent wife and daughter. I can best describe my wife, Cheryl, as a combination of a Mrs. America

contestant, a nuclear physicist, and a mixed martial arts champion. She's beautiful, smart, and very tough. In addition, she's a huge sports fan, which I believe is the result of growing up with all brothers. Cheryl and I are incredibly proud of our daughter, Ashley. Ashley, the fastest in the family, is a product of The Ohio State University track team and an associate at the Indy headquartered NCAA. Ashley and her husband Chris are the center of our universe. Finally, there's our dog, Kofi, a big white Lab/Husky mix with white eyelashes. Kofi has the biggest greeting for me when I arrive home from work every evening and every evening Cheryl responds with, "Kofi loves Paul."



ACCOLADE

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**THE MOST
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IS GETTING BIGGER**

SIGNIA HILTON AND INDIANA CONVENTION CENTER EXPANSION

Opening 2026

VISITINDY.com/MEET

**#1 CONVENTION CITY
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