



Indiana Office of Tourism Development 2020 Emergency Response Report through June 30, 2020

Question 1: Overview of operations or services which were reduced or suspended during the COVID-19 Pandemic.

Programs

- The summer 2020 travel campaign and support media buy totaling \$960,000 was suspended and the designated funds reverted back to the general fund. Those dollars were not under procurement and therefore reverted back to the general fund.
- The annual Media Marketplace was postponed and then ultimately cancelled for the 2020 calendar year.
 - [Executive Order 20-04](#)
 - [Governor Holcomb's Back on Track Plan Stage 1](#)
- The Nashville PR Media Mission Trip with state-wide partners was cancelled.
 - [Executive Order 20-04](#)
- The very popular 20IN20 campaign that was launched at the beginning of the year was put on hold until the stay at home Executive Order was lifted.
 - [Executive Order 20-04](#)
 - [Governor Holcomb's Back on Track Plan Stage 1](#)
- The Lincoln Amphitheatre, which is operated by the Indiana Office of Tourism Development, was not able to hold any of the previously scheduled performances, the entire full capacity (1,500 seat performances) was moved to 2021, which eliminated the normal operations for 2020 and, as a direct result, losing the opportunity of generating more than \$365,000 in earned revenue (and an additional \$40,000 for Lincoln State Park).
 - [Executive Order 20-04](#)
 - [Governor Holcomb's Back on Track Plan Stage 1, 2, 3](#)

Operations

- All out-of-state and in-state travel was prohibited under Governor Holcomb's stage 1 executive order, which resulted no travel throughout the state and a pause in our promotional efforts. Under the current stage, 4.5, the trend is that Hoosiers are safely traveling in-state with their families, enjoying activities while social distancing. This current trend in Hoosier activity has impacted the messaging and promotion efforts of the office, encouraging Hoosiers to safely explore and visit different parts of the state.
 - [Directed by Executive Order 20-08](#)
 - [Governor Holcomb Back on Track Plan Stage 1](#)
 - [Governor Holcomb Back on Track Plan Stage 4.5](#)

- Lincoln Amphitheatre
 - In 2019 nearly \$370,000 of earned revenue was generated which supplements the operational dollars that are received from the state. Not being able to operate in a normal capacity effectively wiped out \$370,000 out for 2020 with very limited means of recouping those losses without the ability to operate in full.
 - Under current stage, 4.5, groups up to 250 are now allowed to gather while remaining socially distant. With the new guidelines, The Lincoln Amphitheatre was able to rent the facility out for functions and small music events to create revenue.
 - [Governor Holcomb's Back on Track Plan Stage 1, 2, 3](#)
 - [Governor Holcomb Back on Track Plan Stage 4.5](#)
 - [Directed by Executive Order 20-08](#)

Question 2: Overview on preparations to address future emergencies and recovery from emergencies based on the state agency's experience with the COVID-19 pandemic.

- The IOTD was able to work from home immediately due to the fact that the staff are often on the road throughout the state for their normal job functions. Productivity was at an all-time high with no disruptions to the activities of the staff.
 - A Telework policy was created and submitted to the Lieutenant Governor's office administration and distributed to all staff.
 - A daily detailed reporting of time management was required.
 - The use of Microsoft Teams and WebEx made not only internal communication exceptional, but also communication with constituents throughout the state and for meetings that would normally be held in person.

- The staff was able to move from working at home remotely and back to the office without issue, no recovery time was needed.

- Weekly stakeholder calls were held to keep partners and constituents up to date with the ever changing news that we were receiving to help them be informed and allowed them to be proactive in their own communities. The calls averaged around 120 participants each week.

- The team also hosted and participated in weekly Public Relation calls, Destination Marketing Organization calls and calls with the industry who cater to the group market.

Question 3: Recommendations for legislation that may be needed to help ensure the agency is prepared to address future emergencies

- The Agency at this time does not have any proposals.

Question 4: Recommendations for legislation to permanently repeal or modify any regulations or laws that were or are partially or fully suspended due to the COVID-19 pandemic.

- The Agency at this time does not have any proposals.