

Conventions Inc.

How Visit Indy spends money to make money

By **IBJ staff**

Visit Indy, the organization charged with promoting Indianapolis' convention and tourism industry, took in \$13.6 million last year and spent the same amount.

The vast majority of revenue came from the Capital Improvement Board, the arm of the city that finances, builds and operates the Indiana Convention Center and Lucas Oil Stadium, among other publicly

owned venues.

Expenses are spread across categories ranging from advertising to employee pensions. (Visit Indy's staff of 40 does not operate the convention center.)

All told, Visit Indy says, the city generated nearly \$800 million in economic activity through conventions and events last year, resulting in \$53.3 million in taxes.

Below are details of where the organization's money came from and how it was spent. •

REVENUE

\$13,563,638

\$11,000,000 operations funding from the Capital Improvement Board



\$500,000 match funding from CIB to entice contributions from hotels, restaurants and other hospitality stakeholders

\$75,000 contributions from hotels, restaurants and other stakeholders

\$387,500 contributions for marketing from such organizations as The Children's Museum of Indianapolis



The Children's Museum of Indianapolis

\$187,473 Housing service for some programs. Visit Indy handles housing, and receives commission, for a variety of events.

\$747,000 partnership dues

\$99,500 royalties from Emmis Communications Corp. on magazine and website advertising. Visit Indy receives half the ad revenue.

\$273,307 fees from conventions and events for facilitating hotel-room bookings

\$293,858 other

VISIT

Indy

EXPENSES

\$13,563,438

Promotions and events

\$4,469,346 Total

\$213,856 advertising production

\$482,700 market research

\$1,407,144 advertising

\$148,000 brochures and other promotions materials

\$141,000 Web development

\$41,000 responding to mailing promotions

\$276,225 marketing contracts with the Indiana Sports Corp. and other organizations

\$162,050 sales trips and bid presentations

\$577,070 hosting potential convention sponsors at the Indianapolis 500, other client development

\$161,350 site visits to convention groups seriously considering Indianapolis

\$339,415 attending trade shows to prospect for conventions

\$399,536 transportation from Indianapolis International Airport for some conventions



\$120,000 software lease to enable Visit Indy to book hotel rooms as a service for conventions and events

Personnel

\$7,159,160 Total

\$4,644,609 base salaries

\$809,529 incentive pay

Highest-paid executives:

President and CEO Leonard Hoops, \$599,868 (includes \$390,218 base and \$126,409 incentive pay)



IBJ file photo

Hoops

Executive Vice President James Wallis, \$293,016 (includes \$201,713 base and \$33,454 incentive pay)

Vice President of Destination Development Matt Carter, \$218,835 (includes \$147,471 base and \$17,257 incentive pay)

\$47,700 part-time wages

\$383,476 payroll taxes

\$782,715 group insurance

\$491,131 pensions

Office

\$733,000 Total

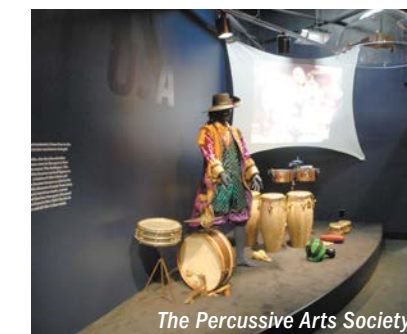
\$120,000 telephone

\$58,000 postage

\$60,000 office supplies

\$15,000 repairs and maintenance

\$420,000 office rent in Claypool Court, paid for by Percussive Arts Society and Drum Corps International in return for bringing conventions to town and building a strategy of attracting music events and organizations



The Percussive Arts Society

Photo courtesy of The Percussive Arts Society

\$60,000 insurance

Miscellaneous

\$1,201,932 Total

\$255,780 fees for accounting, legal and other professional services

\$111,500 trade-group involvement

\$67,200 auto mileage

\$52,000 membership dues and subscriptions

\$137,100 training

\$15,000 bad debt

\$550,352 depreciation on leasehold improvements.

\$13,000 other