

MIBOR ECDC 2021 GRANTEE

THE WHITE RIVER VISION PLAN

GRANTEE

**VISIT INDY AND
HAMILTON COUNTY TOURISM**

INVESTMENT

\$10,000

Project Overview:

The White River Vision Plan is a joint effort between the City of Indianapolis and Hamilton County Tourism, Inc. in partnership with Visit Indy's philanthropic arm, Tourism Tomorrow, Inc. to develop a comprehensive and coordinated regional, community-driven plan to enhance 58 miles of the White River in Marion and Hamilton counties. The 58 miles included in the regional White River Vision Plan in Hamilton and Marion counties includes seven different segments -- identified as "reaches" -- all within an easy bike ride or drive of most homes in central Indiana. The goal of the vision plan is to create an accessible, recreational, and cultural environment that encourages a unique sense of place for the community as a whole.

In early 2021, the MIBOR ECDC sponsored The White River Vision Plan Brand Launch and Awareness Campaign. This investment was matched by more than \$20,000 in additional investments made by participating partners in in-kind and cash contributions. Because of this investment, art canoe projects were installed, community conversations were held, educational programs were prepared and executed, boot scrubbers were placed along the river and MIBOR REALTORS® participated in on land and on water White River experiences.

MIBOR believes the White River can be a community and economic development driver. The White River Vision Plan is reshaping central Indiana's waterways so that the White River can connect a system of parks, diverse communities and historic and cultural destinations.

