

## **Final Recommendations for Washington County**

### ***County Wide Calendar of Events- Tiffany/ Salem Group***

Our first project pitch is a proposal for an Indiana University student in the IT department to develop a CRM (customer relationship management) form that will be linked to the current online calendar for Washington County. This form would enable ease of use for community members to participate in the upload of calendar events. It will have functions for the moderator to approve or deny uploads. There will also be functions to edit posts and for community members to submit images. This will expand the calendar data, as there will be information added that the calendar moderator would otherwise not be privy to. Due to the need for content preview, it would still need to be moderated by a Chamber of Commerce employee such as Tara Kritzer. However, the time needed for that moderation would be reduced to only 1-2 hours a week. The ease of use is due to a CRM form that “talks” to the online calendar system. The moderator will also be there to add additional relevant data that does not get submitted. The moderator will review uploads for relevance and appropriate language.

In addition, on December 8th, 2020, I interviewed Teal, the current moderator for the online Visit Bloomington calendar. By using the Bloomington, Indiana calendar as a case study, I have additional information that will be useful to share with the group. Visitbloomington.com is a non-profit business that has been in operation for 20 years. They use “Simple View” an online web developer that customizes their personal CRM form specific to Bloomington Indiana content. They are fully funded by the 5% Monroe county motel tax. 3% of that tax is being used by VisitBloomington.com to fund the entire online system. There are features like: Take a trip to Bloomington which shows visitors what to do for fun during their stay. Visit Bloomington also has a partnership with a local photographer with a high output format printer that prints the decals for the public calendar kiosks. My recommendation is that an Arts and Administration graduate student at Indiana University could write a grant to secure funding for the initial website launch through Simple View. This second pitch is a major overhaul of the existing system by launching a new VisitWashingtonCounty.com website.

### ***Digital Map of Physical Assets- Connie/ Salem Group***

Another recommendation to build, promote, and sustain county-wide arts programming in Washington County is to create a digital map of the location of each of the county-wide assets identified in the [Washington County Asset Mapping](#) spreadsheet. This map would help in future SHC projects geared towards arts programming, but also help residents of Washington County in planning community and arts events and viewing the resources of the county in a holistic way. One common barrier to programming, especially arts programming, is having the space to have an event, class, or show. Our recommendation to overcome this barrier in Washington County is to create an online accessible map of the county-wide assets that would not only display the geographic location of the assets we have identified, but also the contact information, link to a website, and availability as a venue for community events. This would be especially helpful between the towns of Washington County, as it would provide insight into what places are available in other towns for residents who may not have this information.

In order to get this project accomplished, we propose a partnership with a GIS (geographic information system) class. A class project could be to create a comprehensive and user-friendly resource that lists all assets of Washington County that would include category, contact information, and if applicable, rental and venue availability. In order to avoid the class having to spend too much time looking for the data to enter into the map, our Washington County Asset Map, and the address column added with this project in mind, could be used to expedite that process. A finished project would slightly resemble the map created for the [Sustaining Hoosier Communities Washington County Project Ideas](#) map, but instead of each project having a dot on the map, each community asset would have a dot. Dots could be indicative of the category of asset that each asset falls under (Arts/ Cultural Organization, Community Tradition, Education, Local Business, etc.).

This project would provide benefit to Washington County residents by creating a resource for planning arts and cultural events, identifying future partnerships, and exposing resources that people may have not been familiar with in the past. When you look into the physical assets of a community, not only are traditional art spaces highlighted, but non-traditional arts venues are revealed. By giving arts organizations, as well as other community organizations, access to this information, there is the potential for more activity, as well as increased interaction between the different communities within the county.

***Documentary Short of Washington County Traditions- Christian James and Megan O'Neil***

Our third recommendation is a collaboration between Indiana University students and members of Washington County to make a cohesive film on art and cultural aspects in the different communities of Washington County. A documentary would be successful in helping residents and visitors understand what makes each place unique because having audio as well as visuals is generally a very familiar medium. The hope is to have students at IU work with local members to gain a true feeling and understanding of the communities in order to pinpoint the traditions to display in the documentary. The film could be formatted in a chronological order of events of what a year looks like in Washington County; the events that go on, key members of the community, and locations with significance.

There are several areas of IU that have experience in film and audio such as the Media School, Jacobs School of Music, and departments of folklore, anthropology, and others. These IU students could work alongside with Washington County high school students in media clubs to decide what stories to cover, gather film on, who to interview, etc. Having the documentary primarily done by students allows for them to continue to grow the relationship between IU and Washington County schools while giving both sides a great educational experience.

The outcome of this project could be high quality short documentary videos that could be shared throughout Washington County to showcase their true spirit and even attract visitors. By focusing on the traditions of Washington County in a creative outlet, viewers will be sure to be impacted by the different essence each community holds.

### ***County-Wide Survey- Charley Jackson and Matthew Ruwe***

Our final recommendation for Washington County is to work alongside Indiana University students and professors to create and distribute a survey to residents to get more knowledge on possible assets in the area. One of the main weaknesses in the asset mapping for the smaller towns like Campbellsburg was the lack of insight we had on feasible assets that may be hidden or unable to be found through a Google search. The ones we found on Google may have had outdated information. Also, depending on the impacts of COVID-19, an asset may not even be open currently.

There is a range of ways this survey can be created and distributed. We highly suggest local leaders in Washington County, likely those from the Chamber of Commerce, work with either Masters of Arts Administration students or a survey research course to create a robust survey. This survey can then mostly be disseminated through email lists. On the other hand, if time, finances, and proper safety are in place, surveys could be given by phone or in person. Finally, surveys could also be shared on Facebook since we realized how much of Washington County uses that platform already.

Through this survey, Washington County can get a better, more unified grip on what assets they have beyond major towns like Salem. This way the information is coming directly from the person or organization and will allow for a more focused strategy to create, promote, and sustain county-wide arts programming.

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# Washington County

— Project Pitches —

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# Agenda

- Introduction to...
  - Guiding Question
  - Other Background Information
- Recommendations
- Final Thoughts



## **Guiding Question:**

What would it look like for Washington County to build, promote, and sustain county wide arts programming that reaches a diverse group of residents and visitors?



# Starting with Asset Mapping

Created a collaborative spreadsheet that lists the assets within Washington County that fall relate to the following categories:

- Arts/ Cultural Organization
- Community Tradition
- Local Artist
- Sports and Recreation
- Tourism
- Education
- Physical Spaces
- Local Businesses
- Leadership
- Other

For each of these assets, we then collected the following information for future use:

- Asset Name
- Asset Type
- Town
- Address
- Contact(s)
- Link to Further Information
- Notes





# Recommendation #1: County wide Calendar of Events

**Outcome: A CRM form that links to Washington County event calendar.**

Viewable on: <https://www.washingtoncountytourism.com/>

Pitch: Project in partnership with IU IT graduate student who will program a CRM (customer relationship management) form that links to the online event calendar for Washington County. Form would include type of event, time and date and provide a contact # for follow up information. This project will minimize hours to manage the calendar. Pitfalls: Still needs a moderator. Some people will not use it so outside data sourcing and collection is still necessary.

\*Also share ideas from interview with Visit Bloomington. Case study for a calendar of events project. Website: [visitbloomington.com](http://visitbloomington.com)

- Interview with Teal - Project manager- Non-profit business
- Funding is secured by 3% of the 5% hotel/ airbnb tax for all of monroe county.
- Simple View/ CRM - over 400 website designs for event calendars. Simple view will customize forms. Images are a huge plus!!
- This will promote events that are happening and build a sense of community between the 3 towns.



Bloomington Calendar Kiosk



# Recommendation #2: Mapping Physical Assets

**Main Goal:** Create a digital map of the location of each of the county-wide assets to help in future SHC projects, but also help residents of Washington County in planning community and arts events and viewing the resources of the county in a holistic way.

**IU Involvement:** GIS (geographic information system) Students would create a comprehensive and user-friendly resource that lists all assets of Washington County. Include category, contact information, and if applicable, rental and venue availability

**Local Involvement:** Seek guidance from Chamber of Commerce and local business owners around the content and usability.

**How To:** Leverage the existing asset mapping to create a working, usable map with the help of student expertise



## Recommendation #3: Documentary short of Washington County traditions

***Main Goal: The outcome is a cohesive film on art and cultural aspects of different communities in Washington County.***

- IU Involvement: Students in the Media School; Jacobs School of Music; departments of folklore, anthropology, and others
- Local involvement: Washington County Tourism Bureau; select artists and cultural organizations
- How to: Students will work with members of the towns to decide what aspects of their communities they want to highlight. Students will gather and compile film, audio, interviews, and visuals of the community traditions.



## Recommendation #4: County Wide Survey

*General Plan: work alongside IU students to create and distribute a county-wide survey on Washington County assets*

- IU involvement: Students in the MAAA program in O'Neill could do this work as their practicum project, Ashley Clark
- Local involvement: Chamber of Commerce
- How to: IU and local partners should meet often to discuss goals, look and feel of survey, and dissemination practices. Highly recommend that the survey is distributed through multiple channels to reach a wide variety of people.



# Final Thoughts

***Main goal: present our gathered information along with recommendations for future projects to take place between IU and Washington County***

- County Wide Calendar of Events
- Physical Map of Assets
- Documentary short of Washington County traditions
- County Wide Survey

**Discussion Time- Questions and Comments**

Asset	Category
Campbellsburg Country Festival	Community Tradition
L.M. Sugarbush Maple Syrup Festival	Community Tradition
John Hay Center	Arts/Cultural Organization
The Stevens Memorial Museum (John Hay Center)	Arts/Cultural Organization
The Pioneer Village (John Hay Center)	Arts/Cultural Organization
The John Hay House (John Hay Center)	Arts/Cultural Organization
Geneology and Historical Library (John Hay Center)	Arts/Cultural Organization
The Depot Memorial Museum (John Hay Center)	Arts/Cultural Organization
Old Settler's Day	Community Tradition
Downtown Area	Other
Carnegie Library	Arts/Cultural Organization
Washington County Courthouse	Other
Salem Town Square	Other
Beck's Mill	Arts/Cultural Organization
DePauw Park and Riley's Place	Other
Salem CenterPeace	Arts/Cultural Organization
Brigadier General John Hunt Morgan's Raid Commemorative Markers	Other
Piper Flight Museum	Arts/Cultural Organization
Early Quaker History & Salem	Community Tradition
Salem Leader	Other
Mom & Co	Local Artist
Salem Moose Family Center	Other
The Destination	Other
Huckster's Hall Flea Market	Other
Christmas Parade	Community Tradition
A Country Christmas	Community Tradition
Small Business Saturday	Community Tradition
Tracy's Bar and Grill Karaoke	Other
Misfit Bar and Grill	Other
West Side Tavern	Other
Hunter's Ridge Winery	Other
Amber's Dance Studio	Arts/Cultural Organization
Washington County Theatre	Arts/Cultural Organization
Salem High School	Other
Salem Middle School	Other
Bradie Shrum Lower Elementary	Other
Lake Salinda	Other
Salem Lodge 21 (Masons)	Other
Washington County Fairgrounds	Other
Historical Walking Tour of Crown Hill Cemetary	Community Tradition
Salem VFW	Other
American Legion Post #41	Other
Salem Public Library	Arts/Cultural Organization

Downtown Square  
Lanning House Bed and Breakfast  
Heritage Trail  
Jim Smoak  
Fourth of July Parade  
South Boston Opry  
Alan and Kimberly Bishop  
Silver FOX Café and Upstairs Art

Other  
Other  
Other  
Local Artist  
Community Tradition  
Arts/Cultural Organization  
Local Artist  
Arts/Cultural Organization

Town	Address
Campbellsburg	5 N Franklin Street, Campbellsburg, IN 47108
Salem	321 N. GARRISON HOLLOW RD. SALEM, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	309 E Market St, Salem, IN 47167
Salem	212 N S Main St, Salem, IN 47167
Salem	99 Public Square, Salem, IN 47167
Salem	
Salem	4433 South Beck's Mill Road Salem Indiana 47167
Salem	Salem, IN 47167, United States
Salem	100-198 Old State Rd 60, Salem, IN 47167
Salem	
Salem	State Road 56,Salem, IN 47167
Salem	1931 North Quaker Road,Salem, IN 47167
Salem	117 E Walnut St, Salem, IN 47167, United States
Salem	7645 W Co Rd. 800 N, North Salem, IN
Salem	1004 Webb Street, Salem, IN
Salem	206 N Harristown Road Salem, Indiana 47167
Salem	210 W Mulberry St, Salem, IN
Salem	1001 N Harrison St, Salem, IN 47167
Salem	206 N Harristown Rd, Salem, IN 47167
Salem	321 N Garrison Hollow Rd, Salem, IN 47167
Salem	1305 West Mulberry Street, Salem, IN 47167
Salem	51 Public Sq, Salem, IN
Salem	1117 W. Mulberry St., Salem, IN
Salem	9945 East Garrison Hollow Rd. Salem, IN
Salem	54 Public Square Apartment #200, Salem, IN 47167
Salem	402 N. Harrison St., Salem, IN, 47167
Salem	703 N. Harrison St., Salem, IN, 47167
Salem	500 N Harrison St, Salem, IN 47167, United States
Salem	500 N Harrison St, Salem, IN 47167, United States
Salem	Washington Township, IN 47167
Salem	506 W Poplar St, Salem, IN 47167
Salem	118 N Fair Street, Salem, IN
Salem	207 S Shelby St, Salem, IN 47167
Salem	197 W Hugh Veteran Dr, Salem, IN, 47167
Salem	209 S Main St, Salem, IN
Salem	212 N. Main St, Salem, IN 47167



Salem

Salem

307 E. Market St., Salem, IN 47167

Salem

307 E Market St, Salem, IN 47167, United States

New Pekin

New Pekin

New Pekin

State Rd 160, South Boston, IN

New Pekin

New Pekin

248 S 1st St, New Pekin, IN 47165

Contact(s)	Link to Asset Information
Unsure - No clear event organizer (812)967-4491/(877)841-8851/E-mail	<a href="https://www.facebook.com/groups/101348509906371/">https://www.facebook.com/groups/101348509906371/</a> <a href="http://www.lmsugarbush.com/">http://www.lmsugarbush.com/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/">https://johnhaycenter.org/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/the-stevens-museum/">https://johnhaycenter.org/the-stevens-museum/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/the-pioneer-village/">https://johnhaycenter.org/the-pioneer-village/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/birthplace-of-john-hay/">https://johnhaycenter.org/birthplace-of-john-hay/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/genealogy/">https://johnhaycenter.org/genealogy/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/the-depot-railroad-museum/">https://johnhaycenter.org/the-depot-railroad-museum/</a>
1 (812) 883-6495	<a href="https://johnhaycenter.org/events/old-settlers-days/">https://johnhaycenter.org/events/old-settlers-days/</a>
812-883-5600	<a href="https://salemlib.lib.in.us/">https://salemlib.lib.in.us/</a> <a href="https://en.wikipedia.org/wiki/Washington_County_Courthouse">https://en.wikipedia.org/wiki/Washington_County_Courthouse</a>
812.883.5147	<a href="https://www.becksmill.org/">https://www.becksmill.org/</a>
812-883-2895	<a href="https://cityofsalemin.com/index.php/government/parks-rec">https://cityofsalemin.com/index.php/government/parks-rec</a> <a href="https://cityofsalemin.com/index.php/tourism/visitor-s-guide">https://cityofsalemin.com/index.php/tourism/visitor-s-guide</a> <a href="https://www.in.gov/history/3993.htm">https://www.in.gov/history/3993.htm</a>
812-896-4775/E-mail: info@piperflight	<a href="http://www.piperflightmuseum.org/">http://www.piperflightmuseum.org/</a> <a href="https://www.blueriverfriends.org/">https://www.blueriverfriends.org/</a>
812-883-3281/E-mail: rhonda@saler	<a href="https://www.salemleader.com/">https://www.salemleader.com/</a>
317-410-4639	<a href="https://www.facebook.com/BarbShelandMel/">https://www.facebook.com/BarbShelandMel/</a>
812-883-9684	<a href="https://www.facebook.com/MooseLodge2380">https://www.facebook.com/MooseLodge2380</a>
502-445-9813	<a href="https://www.thedestinationllc.com/">https://www.thedestinationllc.com/</a>
812-896-1001	<a href="https://www.facebook.com/HuckstersHall">https://www.facebook.com/HuckstersHall</a>
812-883-3808	<a href="https://www.facebook.com/events/215761469974944/?acc">https://www.facebook.com/events/215761469974944/?acc</a>
502-445-9813	<a href="https://www.facebook.com/events/352446045866478/?acc">https://www.facebook.com/events/352446045866478/?acc</a>
812-967-4491	<a href="https://www.facebook.com/events/945902842603473/?acc">https://www.facebook.com/events/945902842603473/?acc</a>
812-570-0815	<a href="https://www.facebook.com/Tracys-Bar-Grill-108258174108">https://www.facebook.com/Tracys-Bar-Grill-108258174108</a>
812-972-9700	<a href="https://www.facebook.com/Misfit-Bar-Grill-6877339445835">https://www.facebook.com/Misfit-Bar-Grill-6877339445835</a>
812-404-4001	<a href="https://www.facebook.com/West-Side-Tavern-203720090">https://www.facebook.com/West-Side-Tavern-203720090</a>
812-967-9463	<a href="https://huntersridgewinery.com/">https://huntersridgewinery.com/</a>
812-620-7816	<a href="http://ambersdancestudio.com/">http://ambersdancestudio.com/</a>
812-620-3701/E-mail: washingtonco	<a href="https://www.facebook.com/PiedPiperCT/">https://www.facebook.com/PiedPiperCT/</a>
812-883-3904	<a href="https://www.salemschools.com/">https://www.salemschools.com/</a>
812-883-3808	<a href="https://www.salemschools.com/">https://www.salemschools.com/</a>
812-883-4437	<a href="https://www.salemschools.com/">https://www.salemschools.com/</a>
812-883-4264	<a href="https://www.washingtoncountytourism.com/lake-salinda/">https://www.washingtoncountytourism.com/lake-salinda/</a> <a href="https://www.facebook.com/salemlodge021/?ref=page_inte">https://www.facebook.com/salemlodge021/?ref=page_inte</a>
812-883-5475	<a href="https://www.facebook.com/Washington-County-Fairground">https://www.facebook.com/Washington-County-Fairground</a>
812-883-3304	<a href="https://www.chamberofcommerce.com/united-states/indiana">https://www.chamberofcommerce.com/united-states/indiana</a>
812-883-9802	<a href="https://www.facebook.com/American-Legion-Post-41-Sale">https://www.facebook.com/American-Legion-Post-41-Sale</a>
812-883-5600/E-mail: saleempleill@h	<a href="https://salemlib.lib.in.us/">https://salemlib.lib.in.us/</a>

812-883-6495

<https://johnhaycenter.org/events/facilities/>

812-883-6495

<http://stevens-museum.edan.io/>

812-972-1644

<https://jimsmoak.net>

812-620-5557

<https://pcbo.webs.com> ; <https://www.facebook.com/Pekin4>

<https://www.facebook.com/South-Boston-Oprey-22097293>

<http://homegrowngoodness.blogspot.com> ; <https://www.facebook.com/silverfoxcafe29/>

(812) 967-3699/Email: silverfoxcafe2 <https://www.facebook.com/silverfoxcafe29/>

## Notes

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Pastor: Jeff Wells(No contact info)

Rhonda Smith, General Manager

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No web, contact info, and address

na/salem/veterans-and-military-organizations/2405488-veterans-of-foreign-wars

m-Indiana-580042058692485/

Jill DuChemin(Library Director)

there is no specific geographic location, contact person and contact information

[lthofJuly/about/?ref=page\\_internal](#)

Scott Applegate (director)

distillers and seed breeders

locally sourced food, coffee shop, fresh baked goods, homemade meals; upstairs they show art from lc

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[,7B%5C%22dashboard\\_filter%5C%22%3A%5C%22discovery%5C%22%7D%7D|%22%2C%22has\\_source%](#)  
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