

2024-2028

Visit Noble County
Strategic Plan



Our Mission



OUR MISSION: To promote tourism by connecting partners and events, developing unique assets and enriching visitors' experiences in a way that contributes to economic growth.

OUR VISION: Abundant opportunities for outdoor recreation, including 117 lakes and natural waterways, make Noble County the premier destination in Northeast Indiana for anyone seeking outdoor adventure or to be rejuvenated by nature.

OUR STAFF

The tourism bureau staff is ready to assist visitors, innkeepers, and tourism partners across Noble County and the region!



Grace Caswell
Executive Director



Alexis Wagner
Admin & Data Director



Lyzbeth King
Tourism and Mental Health Intern





Outcomes Summary

The Noble County Convention & Visitors Bureau, also known as Visit Noble County, aims to establish Noble County as the ultimate destination for outdoor recreation in Northeast Indiana. With 117 lakes and natural waterways, Noble County provides ample opportunities for adventure and rejuvenation in nature.

The Visit Noble County Strategic Plan promotes tourism, enhances the quality of life, and cultivates a sense of pride in residents. Connecting tourism, nature, and mental health further propels the marketing and management of our destination. By building connections, developing unique assets, and enhancing visitors' experiences, we aim to contribute to economic growth and community engagement while preserving the natural and cultural heritage of the region.

Grace E Caswell





Our Values

NOBLE County
INDIANA

Our Values:

Cultural Enhancement and Development; Heartfelt Hospitality; Trustworthy and Dependable Marketing; Servant Leadership; Protecting Our Natural Environment; Creating a Vibrant Community.

Our Key Focus Areas:

1. Operations
2. Visitor, Group, and Partner Services
3. Tourism Advocacy
4. Data Collection and Analysis
5. Communications and Marketing
6. Equipping and Training
7. Equity and Accessibility





Strategic Priorities Update



Expand Hours of Operation: The Visitor Center will keep regular office hours from Monday through Friday from 8 a.m. to 4 p.m., while adding Saturdays from 10 a.m. to 2 p.m. between Memorial Day and Labor Day. Full-time employees can work flexible hours and remotely. The Employee handbook, Bylaws, and other operations documents need to be updated and approved by June 1st 2025.



Invest & Grow the Tourism Team: Invest in expanding the team by implementing a paid summer internship program and transitioning administrative staff to full-time salaried positions for improved efficiency and excellence, as per the Noble County CVB budget.



Tourism Grant Program 2.0: Update and expand the Noble County Tourism Grant program include a 50% distribution of funds upon approval and the rest upon reporting. Non-profits can now receive physical check donations, with photo opportunities available to improve both organizations' brand visibility and cater to tourism partner needs for rapid funding. Will review annually based on budget.



Digital Marketing Transformation: Continue to develop widgets, apps, and other features on our website for tailored digital planning and booking experiences. Improve the SEO and accessibility of our website to make our website more accessible for people with vision and hearing impairments, with translation features for Spanish speakers, beginning in 2025. Maintain and analyze the Digital Passport Program for at the next 18 months. Which should be updated as needed based on feedback from all stakeholders. Prizes should be refreshed every two years. In the spring of 2025, look at expanding or removing the digital passport based on the success of the current digital passport.



Seek and Create Tourism Advocate Groups: look for advocates, volunteers, and members passionate about the hospitality side of our industry, including Airbnb hosts, attractions, restaurants, breweries, bed and breakfasts, hotels, etc .Work with local cities and towns, economic development leaders, businesses, non-profits, stakeholders, and investors to improve the current overnight accommodation stock. Work directly with state partners to meet potential investors. Create a Short-Term Rental Networking Group and host an annual meet and greet.



Priorities Continued



Excellence in Data Collection and Analysis: Conduct an annual review of tourism's economic impact with an outside specialist in data collection and analysis. Armed with this data, advocate for more funding opportunities for projects like geo-fencing and kayak kiosks. Partner with the region and state to do a tourism and quality of life GAP assessment of NEIN to determine how Noble County can continue to grow and contribute to the region.



Connect Tourism, Accessibility, and Mental Health: Double down on our water and outdoor recreation assets and continue to grow and create programs and services that allow all people of all backgrounds to have equitable access to water trails and land trails for free or at little cost. Begin with doing an inventory of all our stakeholders to determine the accessibility and ADA compliance of our nature and tourism assets throughout the county. Must be completed by 2026 with ongoing reviews as needed. Collaborate with DNR, Parks Department, Healthcare Providers, and Recreation Partners to offer better support for connecting nature and mental health via destination marketing and management.



Leadership Training and Development: The Executive Director should gradually take on more budgeting and financial oversight of the organization over the next two years. The treasurer should offer accountability and oversight for financial stability, liability, and transparency. Challenging and supporting the ED to grow into a more traditional CEO and CMO skill set will continue to empower the organization and allow for better use of funds to grow the county's assets. While allowing other full-time staff to take on some of the marketing for the organization.



Improve visitor experiences by improving partner services: Partner with restaurants, retail shops, attractions, and overnight accommodations to create new packages, services, and support for sports tourism and group travel, enriching their stay and positively impacting the local economy. Thus giving residents more diverse options in the local Noble County economy.