

Indianapolis Economic Development Center

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Mr. John Smith
National Insurance Appraisers Association
Springfield, Illinois, 62701

Dear Mr. Smith,

As the Executive Director for Economic Development in Indianapolis, I would like to personally invite you and your organization, the National Appraisers Association, to host your three day convention in the city of Indianapolis, or “Indy” as we call it. Ranked “No. 1 Convention City” by USA Today, Indianapolis is the ideal location to host any event at an affordable price, providing easy access to meeting facilities, hotel accommodations, economical transportation, and a variety of social and recreational activities for all guests.

Indianapolis Convention Center and Accommodations

Located just 20 minutes away from the Indianapolis International Airport, the Indianapolis Convention Center offers 566,500 square feet of exhibit space in a convenient location. The convention center recently underwent a \$245 million upgrade to enhance its modern design, as depicted by Figure 1, and is now one of the largest in the nation. It is divided into two floors with multiple halls and rooms located on each floor, allowing you to select the ideal space to host breakout sessions and ensure your guests enjoy themselves (Indianapolis Convention Center and Lucas Oil Stadium, n.d).



Figure 1: Photo depicting the exterior of the Indianapolis Convention Center

In addition, the convention center is connected directly to 12 hotels via an enclosed pedestrian walkway. This is more hotels than any other convention center in the United States, allowing event coordinators the opportunity to select a hotel that best fits their budget and style.

If you and your attendees are looking for a luxurious stay, the 4-star JW Marriott (shown in Figure 2) offers over 1000 available hotel rooms in a convenient location. Named “Best Hotel in Indiana” by Condé Nast Traveler, the JW Marriott offers its award-winning service at an average of \$250 per night. The JW Marriott also offers business packages for professional groups, ranging from \$387–\$587 per night (JW Marriott, n.d.).

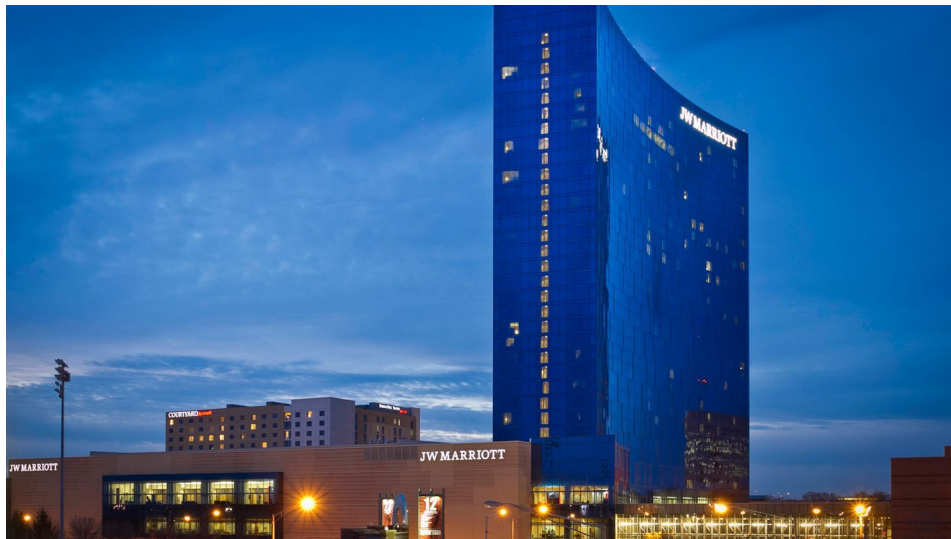


Figure 2: Photo of the 33-story hotel, JW Marriott located in downtown Indianapolis

If your guests prefer an economical hotel option, the Westin Hotel offers rooms as low as \$189 per night. This 4-star hotel features several lavish amenities, such as an indoor pool, multiple spa services, and the in-house restaurant, Shula's Steak House (starwoodhotels.com, n.d.). The Westin and JW Marriott are both connected directly to the Indianapolis Convention center and offer a variety of services, allowing you to select the hotel to best match your needs.

Transportation and Accessibility

Located in the heart of the midwest, the city of Indianapolis is easily accessible by car for attendees who live in nearby states. For those who prefer to fly, the Indianapolis International Airport is conveniently located just 15 minutes from downtown Indianapolis and 20 minutes from the convention center. In addition, getting to the convention center and its surrounding hotels from the airport is easy with the Go Green Airport Shuttle, a public transportation express that transports visitors to Downtown Indy for a flat rate of \$12 (Gotravelexpress.com, n.d.).

The National Appraisers Association needs a city that is convenient not only in location, but also in accessibility. Indy strives to make the city as accessible as possible and offers a variety of

transportation options, such as taxi services, the Pacers bike share program, and the IndyGo public transportation bus system.

The Pacers bikeshare allows users to navigate downtown Indy through quick bike trips. Recently growing in popularity, bikeshare systems are used in major U.S. cities to provide an easy way to get around urban areas. To utilize this program, advise guests to simply locate a bike docking station and pay to ride. Pacers provides multiple payment options, allowing users to purchase day passes or single destination tickets. Download Pacers' BCycle app for more information on dock locations and payment options (Pacers Bikeshare, n.d.).

If biking isn't quite your guests' style, Indianapolis also offers the IndyGo public transportation system. This convenient bus system provides routes all throughout the city with easy-to-navigate website and colored line system, as shown in Figure 3. Passes are available for various prices to best match your guests travel preferences, allowing them to explore Indy without the hassle (IndyGo.net, n.d.).

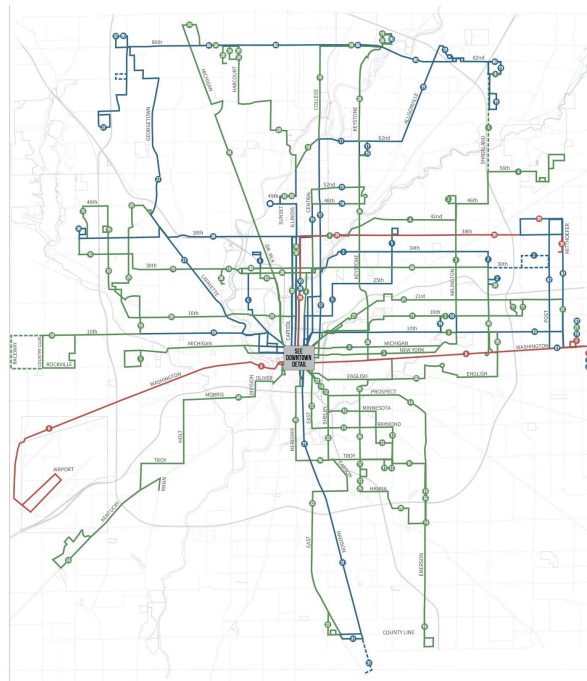


Figure 3: Depiction of the colored IndyGo bus routes

Recreation

During the day, take some time out of your busy schedule to explore downtown Indianapolis and visit some of Indy's most popular attractions, such as "The Greatest Race Course in the World," or Indianapolis Motor Speedway. Every year, Indianapolis hosts the largest racing event of the year, the Indianapolis 500, and thousands travel to view this sporting event (VisitIndy.com, n.d). Although racing is popular in the city, Indianapolis offers so much more when it comes to entertainment and dining.

After a day of networking, take the time to relax and enjoy Indy's cultural and arts districts. If you and your guests are looking for a night spent on the town and want to explore Indy's urban side, be sure to check out the Broad Ripple Village District, as pictured in Figure 4. Here, you will find plenty of opportunities to engage in a lively and upbeat part of town, complete with local DJs, independent art galleries, and unique boutique shops (VisitIndy.com, n.d.).



Figure 4: Image of some of the clubs and venues located in the Broad Ripple District

If upscale is more your style, the Wholesale District is the ideal place to be. Offering some of the best performances in town, this district is busy with sightseers, chic shops, and some of Indy's most attractive dining options, such as St. Elmo Steak House (VisitIndy.com, n.d.). Established in 1902, St. Elmo Steak House is one of the oldest and best-known restaurants in Indianapolis and has been listed in Forbes' "10 Great Classic Restaurants." In addition to its popularity with the locals, St. Elmo is a favorite with celebrities, visited by almost every race car driver who passes through the city (Olmsted, 2012).

Based on the convenience of Indy's hotels and convention center, accessibility of the city, and diversity of entertainment options, I encourage you to consider Indianapolis as the destination for the upcoming National Appraisers Association Conference. If you would like any additional information regarding the city or discussed accommodations, please do not hesitate to reach out.

Sincerely,

Julia Tatom

Executive Director for Economic Development

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