



Economical Evansville Events

Connect with Southern Indiana

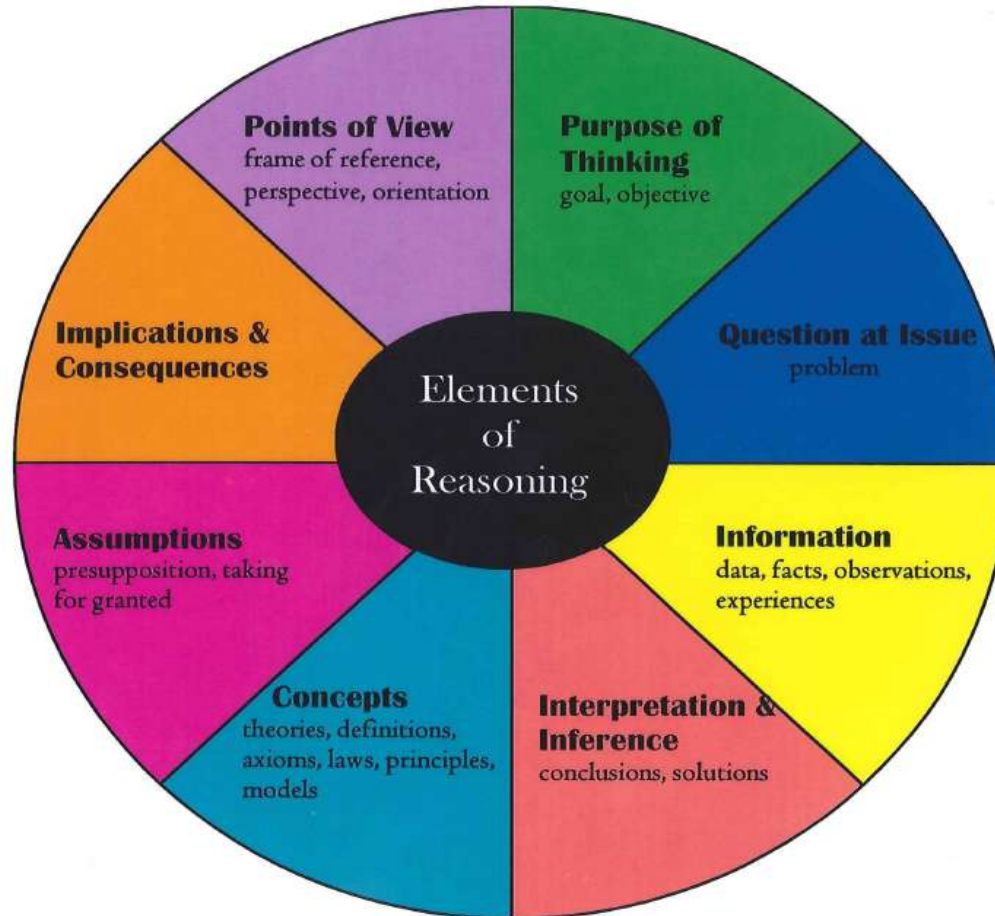
June 12, 2009



Team Members

- Kevin Axsom, FC Tucker Emge Realtors
- Jennifer Bracher, American Electric Power
- Jennifer Craig, SWI-AHEC
- InSuk Granholm, Granholm Philanthropic Services
- Katie Sims, Vectren Corporation
- Jacob Williams, University of Southern Indiana

Critical Thinking Wheel



Problem Statement

- Students, young professionals and budget-conscious families and individuals lack a network to receive information about affordable community recreational resources – a situation that has been magnified by the recent economic situation. These recreational opportunities do exist but are going unrecognized or are being underutilized due to the lack of access to information about community activities, programs and events.



SMART Statement

- By June 12, 2009, develop a method of effective communication to reach our target audience about affordable/economical activities, programs and events in Vanderburgh County.



Area of Focus

- Target Audience
- Benefits to Target Audience
- Type of Events
- Quality of Life Benefits

SWOT Analysis

- **Internal Factors**

- Strengths:

- What can we do better than everyone else?
 - What unique resources do we have?

- Weaknesses:

- What could we improve?
 - What should we avoid?
 - Where do we have fewer resources than others?

SWOT Analysis

- **External Factors**

- Opportunities:

- What opportunities do we have?

- Threats:

- What obstacles do we face?
- What is our competition doing that we should be worried about?
- Could any of our weaknesses seriously threaten our project?



Stakeholder Analysis

- Families and/or individuals who reside in or visit Vanderburgh County
- Businesses that support or benefit from the utilization of local recreational opportunities
- Organizations that offer information in a similar format
- Local nonprofits and other organizations that would benefit from increased utilization



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Website Templates

University of Southern Indiana

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http://web.usi.edu/~ssutton5/eee/default2

Economical Evansville Events

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Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

June	<p>Summer Art Exhibitions Kenneth P. McCutchan Art Center & Palmina F. and Stephen S. Pace Galleries/University of Southern Indiana www.usi.edu/libarts/artcenter-galleries/ <i>Cost: Free</i></p> <p>Stephen Pace in Maine, Art Student RISC Exhibition, and Works from McCutchan Collection from 10am to 4pm (Monday through Friday).</p>
June 1	<p>Introduction to Yoga Central Library-Browning Event Room A www.evpl.org <i>Cost: Free</i></p> <p>Join Brandon Eggleston, PhD for a thirty minute lecture on the history and importance of yoga followed by a Q&A section. The second hour Ean Konopnicki, RYT will teach a beginners yoga class, 5pm.</p>
June 1-5	<p>Evansville Otters of the Frontier League Bosse Field @ 1701 N. Main Street http://www.evansvilleotters.com/ <i>Cost: \$5 General Admission</i></p> <p>Come watch the Otters play the Kalamazoo Kings & Traverse City Beach Bums, 7:05pm</p>
	<p>USI-UE Fine Arts Senior Show Bower-Suhrheinrich Foundation Gallery www.artswin.evansville.net <i>Cost: Free</i></p>

Economical Evansville Events for Kids	
June 1st	No Events Planned
June 2nd	No Events Planned
June 3rd	No Events Planned
June 4th	No Events Planned
June 5th	No Events Planned
June 6th	No Events Planned
June 7th	No Events Planned
June 8th	No Events Planned
June 9th	No Events Planned
June 10th	No Events Planned
June 11th	No Events Planned
June 12th	No Events Planned
June 13th	No Events Planned
June 14th	No Events Planned
June 15th	No Events Planned
June 16th	No Events Planned
June 17th	No Events Planned

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Website Templates

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http://web.utk.edu/~ssutton5/ees/default2

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Economical Evansville Events

Sampling the mediums.

June 5	<p style="text-align: center;">Fabulous First Fridays Downtown Main Street www.downtownevansville.org <i>Cost: Free</i></p> <p>Evansville's signature summer-long monthly series will feature entertaining outdoor events, live bands and bierstubes, cruise-ins, lunch in the park, and much more on the first Friday of every month from May through September.</p>
June 6	<p style="text-align: center;">Wildlife in the City Canoe Program Wesselman Woods Nature Center www.wesselmannaturesociety.org <i>Cost: \$15 (per person, pre-registration is required)</i></p> <p>This safe-passage canoe trip takes you along the Pigeon Creek Greenway passage and into the heart of the city of Evansville, 9am (three hours).</p>
June 6-30	<p style="text-align: center;">The Luster of Silver: Contemporary Metalpoint Drawings Evansville Museum of Arts, History, and Science www.emuseum.org <i>Cost: Free (donations accepted)</i> Tuesday through Saturday 10am to 5pm, Sunday 12pm to 5pm.</p>
June 6-30	<p style="text-align: center;">Bad Astronomy: Myths and Misconceptions Koch Planetarium www.emuseum.org <i>Cost: \$3/adults, \$2/children 3-12 years</i></p>

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June 16th	No Events Planned
June 17th	No Events Planned

[Want to add your organizations event to this list? Please click on this link and send the information.](#)
 Last Updated: May, 2009
 Affiliation

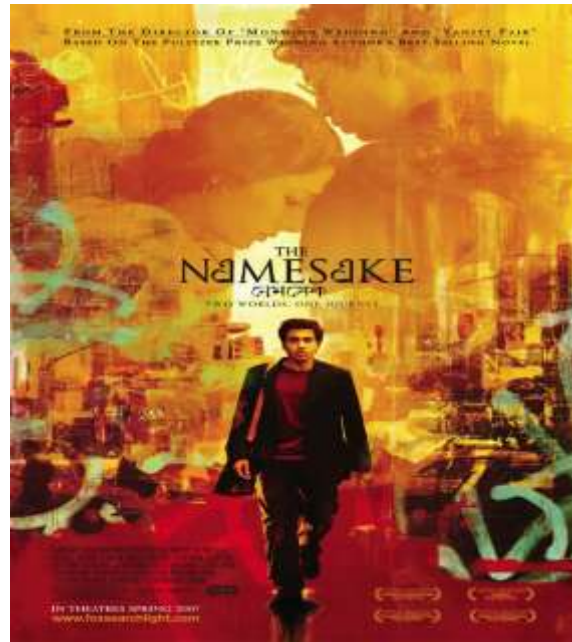
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Project Sustainability

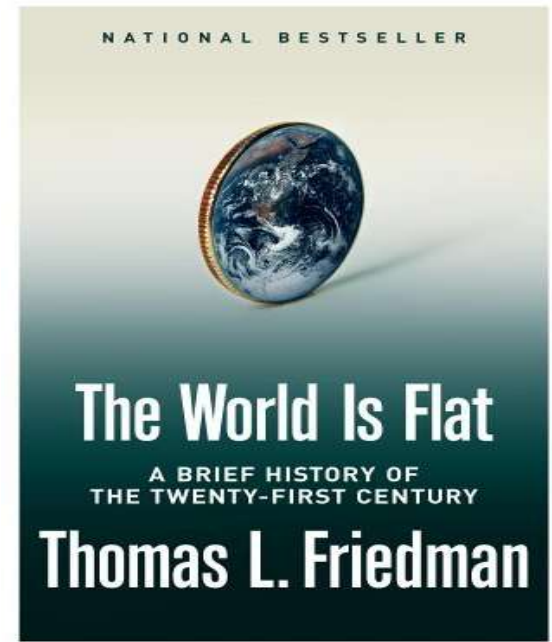
Canoe Evansville



Free Foreign Films



The Centre





Project Sustainability

- **Public Organizations**
 - City of Evansville
 - Vanderburgh County Government
 - Evansville-Vanderburgh Public Library
 - Evansville-Vanderburgh School Corporation
 - University of Southern Indiana
 - University of Evansville



Project Sustainability

- **Private Organizations**
 - Evansville Courier & Press
 - Tucker Publishing Group



Project Sustainability

- **Nonprofit Organizations**

- Chamber of Commerce of Southwest Indiana
- Economic Development Coalition of Southwest Indiana
- Evansville Convention & Visitors Bureau
- Growth Alliance for Greater Evansville
- Young Evansville Professionals



Thank You!

On behalf of the Economical Evansville Events group, we would like to thank you for listening to our presentation and for giving us your feedback.

It has been a pleasure getting to know all of you during the past six months!



Questions

What questions do you have?