

Branding Shelby County

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We intend to help Shelbyville and Shelby County communicate a modern, unique community brand, distinct from the rest of the Indianapolis metro area. Now home to the Indiana Derby, a premier thoroughbred horse race that was broadcast live on WISH-TV this year, our community should proudly claim the race and provide accompanying events, much like Louisville's Kentucky Derby Festival and Indianapolis' Indy 500 Festival. With over 12,000 in attendance at last year's Indiana Grand Racecourse event and over half a million dollars in prizes, a prime opportunity exists for Shelbyville to retain visitors, a majority presumably from the region, to stay in local hotels and connect to the community through various themed events. These events would occur over an extended weekend and need buy-in from and coordination with Indiana Grand Racecourse.

Local resources and organizations already exist that could host a wide range of events and initiatives.

Ideas from the group include:

- Festival/ parade/princess contest tied directly to the Indiana Derby theme
- Offer shuttle transportation from town to the track
- Competitive foot races, from 5K and up
- Concerts
- Purdue University Equine Center tie-in

The community is uniquely positioned to capitalize on our recent investments in the equine and racing fields. We see our task as coordinating the first event and ensuring communication between entities. We will work with stakeholders to identify a formal plan for moving forward in future years.

For more information, contact Kristiaan Rawlings at 317-800-5204 or at info@saturdayshelby.com.