

## ABOUT THE PROJECT

This brief is one in a series about opportunities arising from the development of the Indiana Toll Road. Research was conducted by the Center for Business and Economic Research at Ball State University in conjunction with Building Better Communities at Ball State.

## ABOUT THE AUTHORS

### CENTER FOR BUSINESS & ECONOMIC RESEARCH

The Center for Business and Economic Research is an award-winning economic policy and forecasting research center housed within Ball State University's Miller College of Business. CBER research encompasses health care, public finance, regional economics, transportation and energy sector studies.

#### Center for Business and Economic Research Miller College of Business

Ball State University Muncie, IN 47306  
765-285-5926 • [www.bsu.edu/cber](http://www.bsu.edu/cber)

### BUILDING BETTER COMMUNITIES

Building Better Communities provides comprehensive services to partners across Indiana by connecting them with Ball State University's expertise and resources. BBC offers practical solutions to local challenges and assists with community, economic, and business development.

#### Building Better Communities

Ball State University Muncie, IN 47306  
765-285-2773 • [www.bsu.edu/bbc](http://www.bsu.edu/bbc)

## SECTOR **TOURISM** ACTIVITY **PROMOTION & COORDINATION**

# Tourism Development

The Indiana Toll Road Corridor is home to a variety of recreation areas, state parks, arts and cultural districts, casinos and other tourism resources. In the Corridor, there are eight publicly-owned recreational areas or state parks: Indiana Dunes, Potato Creek, and Pokagon State Parks; Kingsbury, LaSalle, and Pigeon River State Fish and Wildlife Areas; the Potawatomi Inn at Pokagon; and the Indiana Dunes National Lakeshore. The area also offers visitors over a hundred smaller recreational lakes, tourist communities such as Shipshewana, and five riverboat casinos on Lake Michigan.

Additionally, the Corridor also contains the Radisson Star Theatre and the University of Notre Dame with its nationally-recognized football program. Wineries Indiana ([www.indianawines.org](http://www.indianawines.org)) lists eight wineries in the seven-county Corridor. A sampling of museums in the Corridor includes: Old Lighthouse Museum in Michigan City; the Brauer Museum of Art in Valparaiso; the Studebaker National Museum and the Northern Indiana Center for History in South Bend; the Snite Museum of Art at the University of Notre Dame; and the S. Ray Miller Antique Auto Museum, and the New York Central Railroad Museum in Elkhart. The Corridor contains many other tourist destinations.

Recently, the Indiana Economic Development Corporation recognized the economic benefit of helping support a destination retail operation in Porter County. The Northern Indiana Tourism Development Commission serves as a model for broader tourism

promotion and development throughout the Corridor. Presently, the Commission serves five of the seven Corridor counties, in addition to Marshall and Kosciusko counties. Only Steuben and Lake are not affiliated with the Commission.

Such an organization can more effectively and efficiently promote tourism and help create destinations across the Corridor than any single-county tourism development effort. In collaboration with the Commission, the Indiana Toll Road Corridor Economic Development Study group should explore the possibility of expanding the Commission's geographic scope to include the two counties on the eastern and western ends of the Toll Road Corridor. Through such an endeavor, the Commission could increase its capacity to both improve and promote existing tourist destinations and to create new ones.