

HOMETOWN INNOVATIONS



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HOMETOWN INNOVATIONS MAGAZINE

aim Accelerate Indiana Municipalities

Winter 2024 / Spring 2025 | Issue #7



Matt Greller
Chief Executive Officer, Aim

Dear Members,

As we close out the winter of 2024/2025, I thought it might be a nice change to reflect on something not linked to current legislative discussions regarding property tax cuts. Turns out, that is a near impossibility when our members are Hoosier cities and towns and between 50% and 60% of their revenues are derived from property taxes.

But rather than focus on the dollars and cents, we are going to highlight the innovative projects, creative programs, dedicated people, and the trailblazers, making our communities places that families call home.

One of the highlights of the year was our **Aim Awards Program presented by Baker Tilly**, which once again showcased the outstanding initiatives and leadership within our communities. This year's winners demonstrated innovation, resilience, and a deep commitment to making our cities and towns better places to live and work. From transformative infrastructure projects to groundbreaking train safety strategies, these winners set the bar for municipal excellence.

Our Hometown Innovations podcast series experienced remarkable growth in 2025. With engaging discussions on critical municipal topics, expert insights, and inspiring guest speakers, our podcast has become a new resource for local leaders. We covered everything from economic trends and policy changes to leadership stories and community development strategies, offering listeners actionable takeaways to enhance their municipal work. If you haven't tuned in yet, I encourage you to explore our episodes and join the conversation.

Another key focus this year has been the role of women in municipal government. We have seen increasing representation of women in leadership positions, driving change and shaping policies that impact our communities. Our organization remains committed to fostering an inclusive environment where all leaders can thrive. Through leadership development programs, networking opportunities, and mentorship initiatives, we continue to support and empower women in municipal government, ensuring their voices and contributions are recognized and celebrated, through our newest Aim podcast, Run Like a Girl.

As the weather warms up and we face the final two months of the 2025 legislative session, we remain dedicated to serving and supporting our members with new programs, enhanced resources, and continued advocacy.

Thank you for your commitment to your communities and for being an integral part of our organization. I look forward to another year of collaboration, growth, and success. And I hope you enjoy this digital magazine.

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TAKE A LISTEN

Hometown Innovators Featured on the Aim Podcast

The Aim Hometown Innovations Podcast features interviews with municipal leaders, state executives, lawmakers, Aim staff and many other experts in government. Guests sit down with Aim CEO Matt Greller and Aim COO Jennifer Simmons to discuss current events, projects, and highlights of their role.

Matt joins [Governor Eric Holcomb](#) in the Governor's Office to chat about the governor's tenure, READI, Community Crossings, and more!

Madison [Mayor Bob Courtney](#) discusses his path into politics, his dedication to the city, and the hidden treasures that make Madison special.

Bloomington Clerk [Nicole Bolden](#) talks about the clerk's role, public service, and her unique journey.

Speedway Town Manager [Grant Kleinhenz](#) discusses community engagement, the town's upcoming centennial celebration, and the Indianapolis 500's impact.

[Alex Downard](#), Executive Director of Imagine One 85, discusses the initiative's mission, fostering quality communities through collaboration, and a distinctive internship program in Wabash County.

The microphones hit the road to the [2024 Aim Ideas Summit](#) and [2024 ILMCT Annual Conference](#). Matt and Jennifer chat with attendees and staff about the event, workshops, and more! These special episode are fun, fast-paced and a great opportunity to hear from many municipal officials!

You can subscribe to all Aim's Podcasts, including Hometown Innovations, on [Podbean](#), [Apple Podcasts](#), and [Spotify](#) to stay up to date with the latest episodes!

By subscribing, you'll receive automatic updates, ensuring that the newest episode appears on your phone as soon as it's released. No need to search or check for updates - your favorite episodes will be ready to play whenever you are. Subscribing is the fastest and most convenient way to stay informed, inspired, and engaged with insightful discussions on Indiana's local government innovations and community success stories.

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THE POWER OF LOVING WHERE YOU LIVE Peter Kageyama at the 2025 Aim Legislative Dinner

Infrastructure has been a hot topic of discussion in recent years – roads, utilities, sidewalks, and more – but what about a municipality’s emotional infrastructure? At the 2025 Aim Legislative Dinner, nearly 500 attendees were inspired to focus on the heart of their communities when they heard from renowned community development expert and author Peter Kageyama.

Kageyama, best known for *For the Love of Cities: The Love Affair Between People and Their Places*, has spent well over a decade exploring how emotional connections to one’s own city or town affect civic engagement, economic growth, and community pride. His message resonated with the local leaders, as well as state leaders, in the room.

While it may sound too sentimental or nostalgic, love for one’s municipality is a virtual component of community development. Municipal leaders are creating places where people feel valued, safe, and engaged. In his keynote, Kageyama encouraged municipal leaders to move beyond a traditional municipal government, and have residents become active participants in shaping their communities. He highlighted the role of official leaders – passionate citizens and local changemakers – who contribute to the heart of the community.

Kageyama’s presentation also stressed the importance of fun and playfulness in urban and rural design, challenging officials to think about how these characteristics can transform public spaces. Kageyama shared that cities and towns should be more than functional – they should be where people want to live. He shared small projects – or “love notes” – that were powerful in creating more vibrant and memorable public spaces. Examples include murals, pop-up parks, rain art, and interactive art.

The central theme of Kageyama’s work is the idea that emotional infrastructure is just as important as physical infrastructure. A community thrives when its residents feel deeply connected to it, not just when it has roads and buildings. With a sense of ownership, people are more likely to invest their time, energy, and creativity in making their town or city a better place.

By the end of the evening, attendees left with a powerful message: fostering love for a community is not a soft, sentimental goal, it’s a strategic investment in its future. Cities and towns can build stronger engagement, greater resilience, and a deeper sense of belonging by creating places that people cherish.

Celebrating Placemaking & Innovation: Communities Honored at the 2024 Aim Ideas Summit

At the 2024 Aim Ideas Summit in Fort Wayne, Hoosier communities were honored for their outstanding projects and programs in innovation, placemaking, and sustainability. The winning initiatives demonstrated creative transformations, including revitalized downtown districts, advanced energy solutions, and inclusive public spaces. These projects embody the spirit of the Aim Awards Program, serving as exemplary models for municipalities across the state to adapt and scale in their own communities. Click on the links below to watch vibrant videos showcasing each project.

The City of Elkhart received the Program Innovation Award for its [Tolson Center for Community Excellence](#), a reimagined community hub fostering cultural engagement, social inclusion, and recreation. Facing closure in 2018, the center was saved through public advocacy and transformed with \$5 million in capital improvements and \$700,000 in annual operational funding. The revamped center now serves as a focal point for economic development and community building, offering a safe recreational space while strengthening Elkhart's sense of identity and inclusion.

Fort Wayne received the Green Project of the Year Award for its [Utilities Microgrid](#), an innovative project that addresses environmental changes, energy cost savings, and resilience by integrating renewable energy sources like solar and battery storage with natural gas generation to power critical water and wastewater facilities. By modeling over 25,000 scenarios and partnering with experts, Fort Wayne implemented a 5-megawatt solar array, additional natural gas-driven generation, and battery storage. This project secures the city's utilities against future energy cost increases while enhancing sustainability and service quality.

[Young's Creek Park & Amphitheater](#) in Franklin earned an Aim Placemaking Award. After a devastating flood in 2008, the city turned a catastrophe into an opportunity by

designing a space that both mitigates flood risks and serves as a vibrant community hub. Opened in 2022, the park features an amphitheater, splash pad, playground, and trails. It has become the heart of social activity in Franklin, hosting events, festivals, and more.

The City of Greensburg's [Building Bridges Inclusion Park](#) was honored with an Aim Placemaking Award. Inspired by Police Chief Brendan Bridges and his son, the park is a fully accessible play space designed for children of all abilities. Driven by community support, the project raised \$800,000 through crowdfunding, private donations, and local government support. Opened in the fall of 2023, the park is designed to raise awareness of disabilities and inspire the creation of a more welcoming space.





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INDIANAPOLIS



NEW HAVEN

Indianapolis won an Aim Placemaking Award for **SPARK on the Circle**. Launched in 2023 as part of the city’s Downtown Resiliency Strategy, the space transformed part of Monument Circle into a pedestrian-friendly, park-like space featuring green areas, interactive seating, free weekly programming, and vendor services. Developed by Downtown Indy, Inc., Big Car Collaborative, and the Indianapolis Department of Metropolitan Development, the space was designed to offer a safe, active, and engaging environment for all. In its first season, SPARK attracted over 78,000 visitors and hosted nearly 250 events.

The City of New Haven received the Program Innovation Award for its collaboration with **TRAINFO Technology**, highlighting the city’s commitment to urban infrastructure advancements. This partnership led to the installation of solar-powered message boards, enhancing safety and mobility at rail crossings with real-time train data. The technology has reduced rail crossing delays by 35% and improved emergency response times by 90%.

The Town of Remington’s **Downtown Transformation** was awarded an Aim Placemaking Award for its decade-long effort to revitalize the urban center. To overcome a period of decline, the town embarked on a comprehensive effort to renovate the streetscape, restore the Train Depot, and create a new Town Hall. These projects, funded in part by a Downtown Master Planning Grant, were completed in 2023, revitalizing the heart of the community. Remington’s downtown now boasts improved navigation, enhanced pedestrian access, and inviting spaces for community events.

Union City was recognized with the Program Innovation Award for its **Vision Corner Learning Center**. Transforming a once-blighted building into a beacon of innovation, the Center fosters economic development by providing career-focused education. Opened in April 2024, Vision Corner Learning Center offers students hands-on experiences in various fields, including business, healthcare, and media, while showcasing the opportunities available within their hometown.

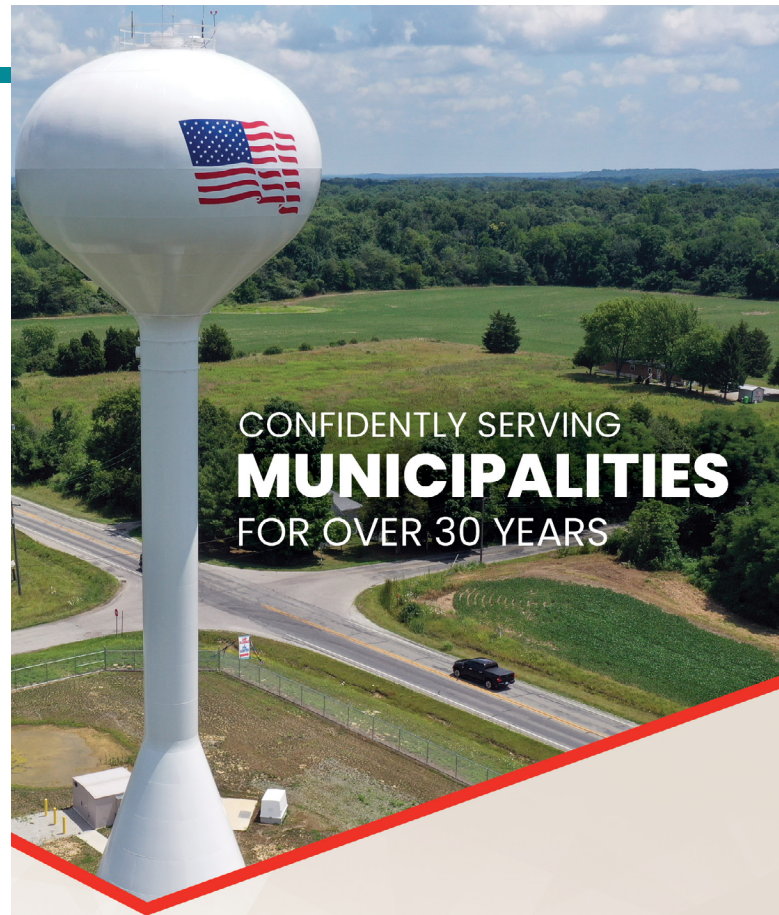


REMINGTON



UNION CITY

Are you interested in submitting your program, project, or initiative for a 2025 Aim Annual Award? Stay tuned for details on award categories, submission guidelines, and key dates. Visit aimindiana.org/ideassummit for more information.



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Event and registration details are coming this summer!

INDIVIDUALS HONORED AT THE 2024 AIM IDEAS SUMMIT



Mayor Tom Henry of Fort Wayne received the 2024 Russel G. Lloyd Distinguished Service Award. Henry served as Fort Wayne's mayor for sixteen years until his passing in March 2024. Under his leadership, Fort Wayne expanded its downtown revitalization efforts, enhanced public safety, and invested in neighborhood improvements to foster a thriving and inclusive city. A lifelong Fort Wayne resident, Henry dedicated his career to improving the city and enhancing the lives of its residents. Mayor Henry's daughter accepted the award on his behalf.



Carmel Utilities Director John Duffy received the 2024 Ivan H. Brinegar Municipal Management Award. Duffy joined the City of Carmel in 1993, becoming the director of Carmel Utilities in 1996. He led the nation's first Bio-Pasteurization system, expanded wastewater treatment, and acquired 10,600+ new water customers, overseeing major infrastructure upgrades. Under his leadership, the city has overhauled and modernized its water and sewer systems and introduced recycling and renewable energy initiatives, making Carmel Utilities more efficient and environmentally sustainable.



Sarah Reed, Community Development Director for the City of Noblesville, was honored with the 2024 Ivan H. Brinegar Municipal Management Award. Reed has been a driving force in municipal planning and economic development for over a decade. She played a key role in the award-winning Innovation Mile Master Plan and Noblesville Event Center, a visionary project spanning nearly 600 acres to foster economic growth and community engagement. Reed's leadership extends to projects such as the Federal Hill Apartments, enhancing downtown Noblesville, and the NOBLE program, which promotes a positive workplace culture.



Clerk-Treasurer Cindy Morrison, Town of Dale, received the 2024 Financial Management Award. Morrison has served as Clerk-Treasurer since 2000, playing a pivotal role in securing funding and spearheading key projects, including the town's splash park and a \$918,000 Community Crossings Grant for road and sidewalk improvements. Known for her compassion and approachability, Morrison is a trusted figure in the community, always ready to lend a helping hand or offer support to those in need. Her warm demeanor and willingness to assist fellow clerk-treasurers with their questions reflect her commitment to collaboration and community spirit.

Do you have someone in mind for a 2025 Aim Annual Award? Keep an eye out for details on guidelines and important dates. Visit aimindiana.org/ideassummit for more information.



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‘RADICAL TRANSPARENCY’: THE PICTURE OF TRUE PUBLIC SERVICE

In the heart of southern Indiana, a former academic is redefining what local government can mean to its citizens. Mayor Treva Hodges of Charlestown, Indiana, has transformed her city’s approach to governance through a commitment to radical transparency and community engagement that stems from her unique background.

“I didn’t intend to ever be in politics, that’s for sure,” Mayor Hodges remarked. “I was teaching in colleges and universities for a decade before I started doing this.”

The transition from academia to politics might seem like a dramatic shift, and it was, at first, for Hodges, who had never seen herself in an elected role. After moving to Charlestown in 2013, she got involved at local government meetings and quickly became a beacon of transparency to her neighbors. Much to Hodges’ surprise, these peers began calling on her to run for mayor. The more time passed, Hodges realized this was a natural evolution of her dedication to public service.

Her background in communication studies has now proven invaluable in her role as mayor, particularly in her innovative approach to government transparency. Through her regularly updated blog and active social media presence, she has created an unprecedented level of access to local government operations.

“When you’re leading the community, you need a vision for where you want to go. For me, that vision is an active community. It’s an active citizenry in the process,” she remarked. “When you’re out there with residents, communicating with them, and getting ideas from them, the vision works.”

During Mayor Hodges’ tenure, Charlestown citizens have seen her penchant for building trust fully on display. These grassroots efforts resonated with constituents and have since paid dividends. Charlestown has seen a marked increase in civic engagement, with residents actively participating in town halls and community planning sessions.

Our corner of Indiana has so many incredible projects that showcase our local talent and creativity. Every new initiative is another reason for people to want to visit southern Indiana – and that’s exactly what we’re aiming for.

- Mayor Treva Hodges, Charlestown



The mayor's blog, which Hodges started during her tenure, has become a model for other small cities looking to increase government transparency and citizen involvement.

But Hodges' impact extends beyond digital innovation. Her emphasis on regional collaboration has positioned Charlestown as a key player in Southern Indiana's development. The Origin Park project, an ambitious regional initiative in neighboring Clarksville, exemplifies her approach to thinking beyond city limits.

"One of the things I am proud of is that we have a very regional focus," Hodges explains. "Our corner of Indiana has so many incredible projects that showcase our local talent and creativity. Every new initiative is another reason for people to want to visit southern Indiana – and that's exactly what we're aiming for."

Perhaps nowhere is Hodges' community-centric approach more evident than in the creation of the Depot Teen Hangout, a project that expanded the city's Family Activities Park into a vibrant youth center. What makes the project unique is how it was developed – with direct input from the teenagers who would use it.

"If you don't tell us what you want, you're going to get what your parents want," Hodges shared with local teens. "We let them design and put the activities they wanted, where they wanted." By leading from a community collaboration perspective, credibility was established with local board members on the project and the approval process was easy. The result is a social space that truly serves its intended audience, complete with study areas and gaming stations, designed according to youth input.

This commitment to inclusive design is also reflected in Charlestown's first accessible playground, a project that emerged from conversations with parents of children with disabilities. The playground has become a symbol of Hodges' broader vision for an inclusive community where every resident feels valued and considered.

As a female mayor in southern Indiana, Hodges has faced unique challenges – and she's quick to admit that she hasn't always been right. "I also admit when I'm wrong. If somebody has a good idea and I did it wrong, I very publicly at times have said, "Thank you for that call out."

Rather than dwell on the difficulties, she focuses instead on the success she's found through the empathetic foundation other women in her life helped lay. "I look first for the reason behind the problem, rather than focusing on the problem itself," she said. "I'm going to pause and ask our community members, "What is it that you need from me in this moment?"

These needs lead to solutions, and the solutions speak for themselves.

Under her leadership, Charlestown has launched the Charlestown Cares activation network, expanded parkland, and integrated social work services into city operations. Each initiative reflects her emphasis on building community

connections and ensuring every resident feels valued. "I'm not so much the leader as the intermediary. The community is leading Charlestown, I'm just the negotiator between the different groups."

Initial skepticism about her leadership has given way to widespread recognition of her effectiveness. Rather than becoming defensive, she chose to let her actions speak louder than words. "Trust isn't given, it's earned. By being transparent about our processes, admitting our mistakes, and always putting community needs first, we've built that trust day by day." Community feedback isn't just welcomed – it has become a cornerstone of the decision-making process. This philosophy has transformed skeptics into supporters.

Looking ahead, Hodges sees Charlestown as a model for how small cities can embrace transparency and community engagement to create meaningful change. "When I say that we practice radical transparency and community involvement and collaboration, I mean it. There's nothing that we do that didn't start as feedback from people or that we haven't asked residents and business owners in our community, "Hey, what do you think about this?"

In a time when trust in government institutions is often at a low ebb, Hodges' approach offers a compelling blueprint for rebuilding that trust through radical transparency and genuine community engagement. Her journey from academic to mayor demonstrates how seemingly disparate experiences can combine to create innovative approaches to public service, innovation that includes a handwritten note to every new resident.

Citizens are at the heart of every decision and initiative the mayor pursues, and it's clear that Hodges' vision of transparent, empathetic leadership has already left an indelible mark on this Southern Indiana community. More than just managing a city, she's helping to build a more connected, inclusive, and engaged Charlestown – one blog post, one town hall, and one project at a time.





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MARKET STREET TO MAIN STREET

Every week during the Legislative Session, Aim brings Statehouse conversations directly to you through *Market Street to Main Street*, the annual legislative series of the *Hometown Innovations Podcast* and a supplement to the Legislative Summary newsletter. In each episode, Aim COO Jennifer Simmons is joined by our legislative team to provide a rundown of key Statehouse actions and legislative issues affecting our members. Listeners get updates on legislative strategy, expectations for the upcoming week, and how Aim is working on key legislation.

Recently, Aim released two special episodes of *Market Street to Main Street* to take a deep dive into the mechanics of property taxes and dispel common myths surrounding them. With the ongoing property tax discussions at the Statehouse, we want to equip cities and towns with the facts they need to navigate complex fiscal challenges.

THE MECHANICS OF PROPERTY TAXES

Join Aim's Policy and Financial Resources Director Campbell Ricci and Greenwood Controller Greg Wright as they break down the fundamentals of property taxes—how they're calculated, how they're distributed, and how tax caps impact municipal budgets. Whether you're looking for a clear explanation of property tax formulas or a refresher on their impact on local government services, this episode is essential listening. [View the Q&A Guide](#) produced from this podcast.

DISPELLING THE MYTHS OF MUNICIPAL BUDGET MANAGEMENT AND PROPERTY TAXES

Misinformation about municipal budgets and financial reserves is everywhere. In this episode, Greg and Campbell set the record straight, covering everything from the necessity of financial reserves to the realities of local government spending. Check out the easy-to-read [document on common myths](#).

Tune in to stay informed and engaged in the legislative process. To listen to *Market Street to Main Street*, visit The Terminal and click the play button on the audio player, or subscribe to *Aim Hometown Innovations Podcast* on [Podbean](#), [Apple Podcasts](#), or [Spotify](#).



WHAT, LIKE IT'S HARD? CELEBRATING INDIANA'S FEMALE LEADERS



Running for political office requires strength, commitment, and courage. Aim's *Run Like a Girl* podcast challenges outdated stereotypes and reclaims the phrase, proving that running like a girl is something to be proud of. Hosted by Aim COO Jennifer Simmons, the podcast spotlights female leaders across Indiana's government, sharing their challenges, victories, and the resources needed to encourage more women to step into leadership roles.

The first episode features Charlestown [Mayor Treva Hodges](#), the city's first female mayor and the first woman to hold the position in Clark County. Mayor Hodges has a Ph.D. in Humanities and Women and Gender Studies and previously taught Communication Studies, Argumentation, and Debate at the University of Alabama.

From northern Indiana, Angola Council Member [Jennifer Sharkey](#) joined the podcast to discuss working in a male-dominated field and her first term in office. Jennifer is the LTAP Lead Research Engineer, helping communities solve their engineering and technical challenges. She holds a Master of Public Administration, a Master of Business Administration, and a Master of Science in Civil Engineering.

Prior to leaving office at the end of 2024, Indiana [Lieutenant Governor Suzanne Crouch](#) reflected on her years of public service and strong advocacy for mental health, addiction services, and disability rights. Lt. Gov. Crouch previously served as Indiana's State Auditor, a member of the Indiana House of Representatives, and Vanderburgh County Auditor.

Prominent [female government affairs reporters](#) explored the role of media in politics, sharing their experiences as women covering state government. Niki Kelly (Indiana Capital Chronicle), Kaitlin Lange (IndyStar), and Lesley Weidenbener (Indianapolis Business Journal) offered insights on the challenges and

responsibilities of being a female journalist in political reporting.

Francisco Council President [Cari Mabrey](#) spoke about her experience as both a woman and a disabled person in local government. Committed to improving residents' quality of life, fostering community engagement, and managing town resources effectively, Cari is dedicated to making a difference in Francisco.

At a local coffee shop, Jennifer sat down with two of her longtime mentors – [Kathy Davis](#), Indiana's first female Lieutenant Governor, and [Tonya Galbraith](#), former Town Manager of McCordsville. They reflected on their decades of experience in government and discussed how leadership opportunities for women have evolved over time.

[Mayor Deb Whitfield](#) of Lawrence shared her journey from healthcare professional to mayor, emphasizing her previous work in diversity, equity, and inclusion (DEI) and her dedication to economic development and public safety.

In the most recent episode, [1972 Group took over](#) hosting duties for a discussion on Black female mayors in Indiana. Featuring Mayors Angie Nelson Deutch (Michigan City), Stephanie Terry (Evansville), Sharon Tucker (Fort Wayne), and Deb Whitfield (Lawrence), the episode explored the unique challenges faced by women of color in politics and their strategies for community engagement.

By sharing the stories and amplifying the voices of Hoosier women, *Run Like a Girl* serves as both a source of inspiration and a call to action. The podcast encourages more women to pursue leadership roles and create meaningful change in their communities.

Want to join the conversation? [Reach out!](#) We'd love to hear how you *Run Like a Girl*.



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INDIANA WAS TAYLOR-MADE FOR THE ERAS TOUR

Taylor Swift's Eras Tour headed to Indianapolis, and Indiana cities and towns rolled out the "Red" carpet with Swiftie-themed events to celebrate. Whether fans were ready to "Shake It Off" on the dance floor or find their "Lover" at a themed party, Indiana offered everything needed to feel "Fearless."

AVON: Washington Township Parks Taylor Swift Party

In Avon, Washington Township Parks and Recreation hosted a Taylor Swift Party on October 30. Fans participated in Swiftie Singo (Bingo with a Swiftie twist), Taylor-themed coloring, a selfie station, and friendship bracelet crafting.

BARGERSVILLE: Taylor Swift Trivia Night

For Swifties not ready to hang up their 22 Hat after the concert weekend, Taylor Swift Trivia Night on November 15 at The Sycamore at Mallow Run Winery in Bargersville provided the perfect setting to "paint the town blue." With specialty cocktails and prizes, fans tested their Swiftie knowledge to prove they were the ultimate Taylor expert.

BEECH GROVE: "Beech Grove (Taylor's Version)"

Beech Grove transformed into "Beech Grove (Taylor's Version)" for the weekend, complete with a city-wide rebrand and the temporary renaming of "Main Street (Taylor's Version)," showing Swifties that "You Belong With Me." Local businesses joined in with themed menu items, including a Taylor-inspired martini and a "Midnight's Snack" pizza topped with edible glitter. The Eras Dance Block Party on November 2 featured live music, pop-up vendors, and exclusive Taylor merch.

CARMEL: Shake It Off Fest and Tay-Riffic Par-Tay

In Carmel, fans sang and danced with other Swifties at Shake It Off Fest on November 2. The Music Playhouse also hosted the Tay-Riffic Par-Tay, offering singing, dancing, games, and crafts for all ages on November 2 and 3.

DELPHI: The Era's Tour Friendship Bracelets

On October 30, the Delphi Public Library hosted a Friendship Bracelets event, where fans created, swapped, and treasured friendship bracelets. This fan tradition allowed Swifties to share "invisible string" connections as they celebrated the tour.

FISHERS: Battle of the Eras DJ Duel

In Fishers, Swifties enjoyed the Battle of the Eras DJ Duel on October 30 at the Nickel Plate District Amphitheater. This high-energy DJ showdown featured remixed versions of Swift's greatest hits, creating a dance party experience for Swifties dressed as their favorite eras.

GREENWOOD: Eras: Parks Version

On October 27, Greenwood Fieldhouse invited Swifties to Eras: Parks Version, where fans enjoyed live music from Taylor tribute act The Bejeweled Band. The event included bracelet-making stations, refreshments, and sing-alongs, making for a "Bejeweled" evening.

INDIANAPOLIS: Taylor Swift Weekend

On October 30, Indianapolis Mayor Joe Hogsett issued a proclamation designating the first weekend of November 2024 as Taylor Swift Weekend. The proclamation, surrounded by a design similar to the Lover album cover, was sure to adorn the walls of Hoosier Swifties.

INDIANAPOLIS: Street Names

In partnership with local businesses, Indianapolis installed temporary street signs renaming downtown streets in honor of Taylor's music. These changes enhanced the experience for Taylor Swift fans visiting the city for the concerts. Each sign featured a color scheme corresponding to the album or era of the song it represented.

INDIANAPOLIS: TAY/Gate at the Indiana State Museum

The Indiana State Museum celebrated Taylor's arrival in Indy with TAY/Gate, a themed tailgate featuring food, drinks, bracelet-making, karaoke, and local vendors. The VIP experience offered DJ entertainment, exclusive food and drink options, and more.

INDIANAPOLIS: Swiftie Par-TAY at the Children's Museum

The Children's Museum of Indianapolis hosted a Swiftie Par-TAY from November 1 – 3, complete with bracelet trading, dance parties, and a display featuring a dress Taylor wore on Dancing with the Stars.

PLAINFIELD: The Eras Collection Merchandise

Fans in Plainfield explored the town store for Eras Collection merchandise. Originally designed for the town's annual Quaker Day celebration at the end of September, the apparel let fans "Stay, Stay, Stay" "In Our Plainfield Era" long after Taylor left town.

Whether local or traveling to Indiana for Taylor's Eras Tour, the state "Welcomed You to New York" (or at least its Midwestern counterpart) with celebrations that captured the spirit and community that make Swift's fans so unique. "So make the friendship bracelets, take the moment, and taste it", Indiana, as the state enjoyed a Taylor-made weekend!

The logo for Accelerate Indiana Municipalities (AIM) features the lowercase letters 'aim' in a bold, teal, sans-serif font. The letter 'i' is unique, with a solid teal circle above it that is not connected to the stem of the letter.

Accelerate Indiana Municipalities

AIM STATEMENT OF PURPOSE

Our purpose is to foster, promote and advocate for the success of Hoosier municipalities as laboratories of innovation, hubs of talent and the engines driving our state's economy.