

QUALITY OF LIFE PROJECT INTRODUCTION

THE MILL

The Mill, a 65+ acre emerging entertainment district near the Wabash River in Terre Haute, Indiana has become an economic asset for the city. Located at 2403 Prairieton Road, the venue boasts of an amphitheater capable of hosting large-scale music and entertainment events, with on-site parking designed to attract visitors. The Mill featured six shows in 2021 with 20,000 people in attendance. In 2022, Mill featured 11 shows, and attendance grew to 40,000 people. The Mill continues to be developed into a booming entertainment district with the development of lodging and other on-site boarding facilities. The READI funds of \$194,000 and the matching amount of \$815,750 facilitated improvements in accessibility for all attendees. Gravel pathways were upgraded to concrete pathways for smoother navigation. Americans with Disabilities Act (ADA) compliant parking spots were added throughout the facilities for easier navigation. Permanent handicap-accessible restrooms were built along with dedicated ADA seating areas for individuals with disabilities. The Mill Project improvements began in August 2022 and were completed by July 2023. The Mill is a critical piece of infrastructure to improve the overall quality of place for Terre Haute and the surrounding area. As The Mill continues to expand the entertainment district, plans are being made for more events that will bring visitors into the community which will amplify the tourism spending for local businesses, restaurants, shopping centers, and downtown of Terre Haute.

Source: IEDC and RJL Solutions



QUALITY OF LIFE PROJECT OVERVIEW

THE MILL

READI funds enabled The Mill to enhance ADA accessibility, improve parking and pathways, and develop permanent facilities, thereby boosting local tourism and community engagement. The project was completed in July of 2023.

BEFORE (Aug 2022 - July 2023)

AFTER (Aug 2023 - July 2024)

Unique Visitors

42,300

47,500

↑ 12.3%

Total Visits

62,400

70,699

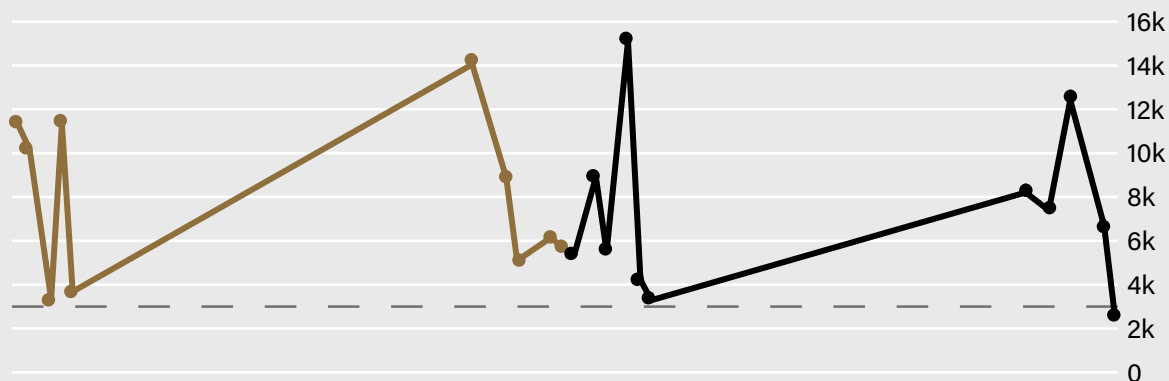
↑ 13.3%

Most Daily Visits

35,619 (Saturdays)

29,218 (Fridays)

Days With Over 3,000 Visits



Project Investment

■ \$815,750

Non-READI Sources

■ \$194,000

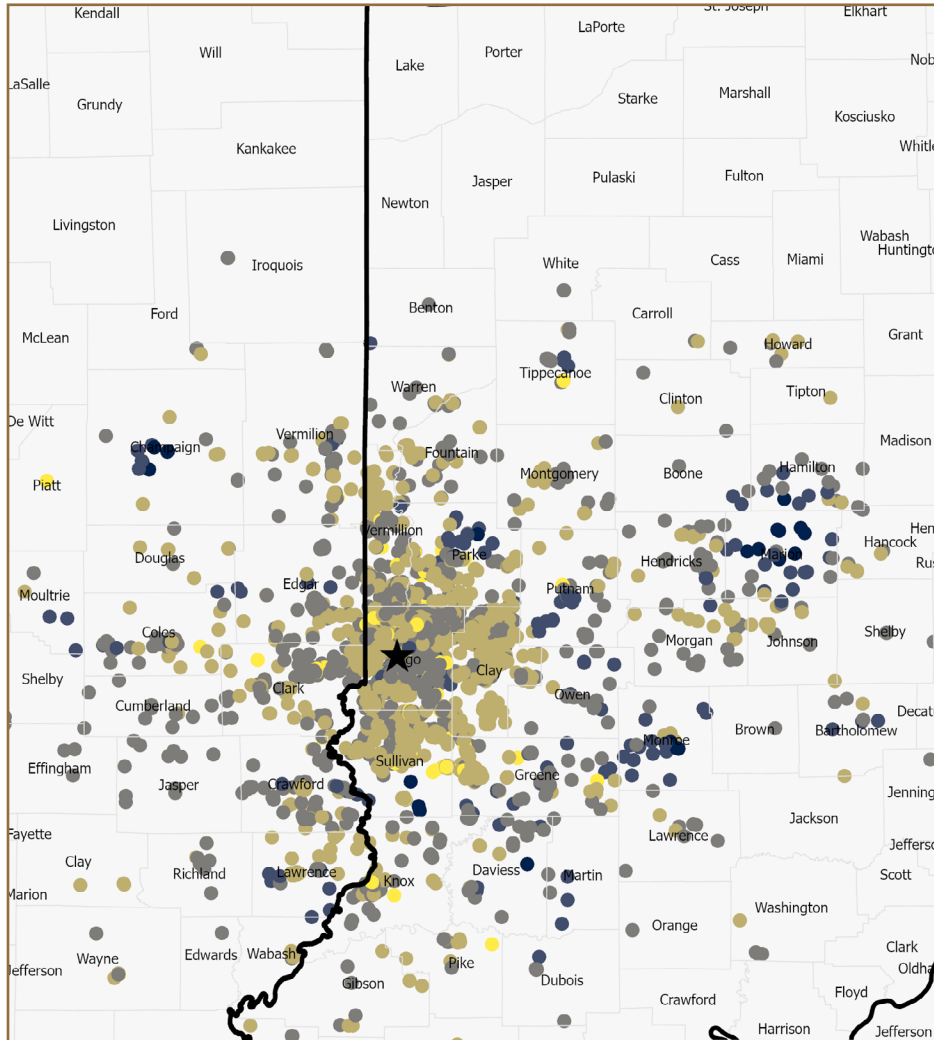
READI Program Match

Total **\$1,009,750**

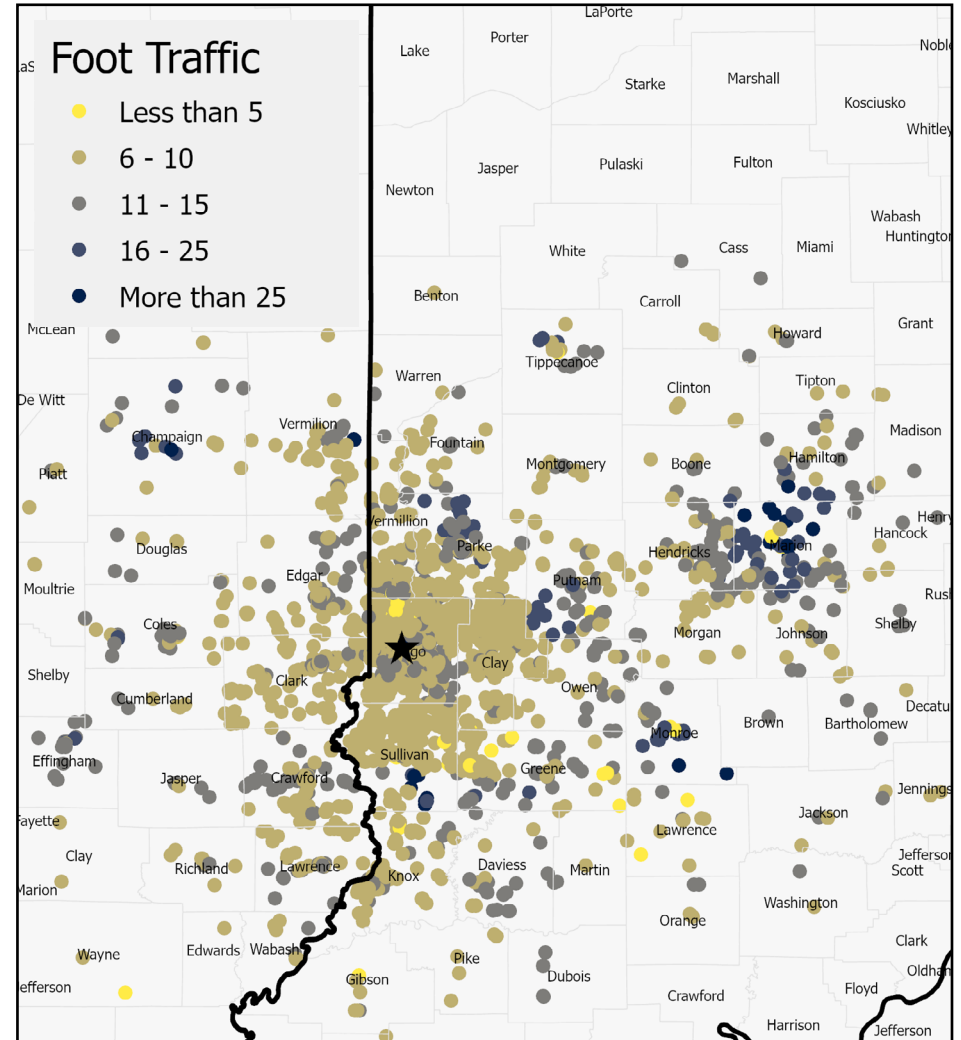
QUALITY OF LIFE PROJECT FOOT TRAFFIC

THE MILL

BEFORE (Aug 2022 - July 2023)



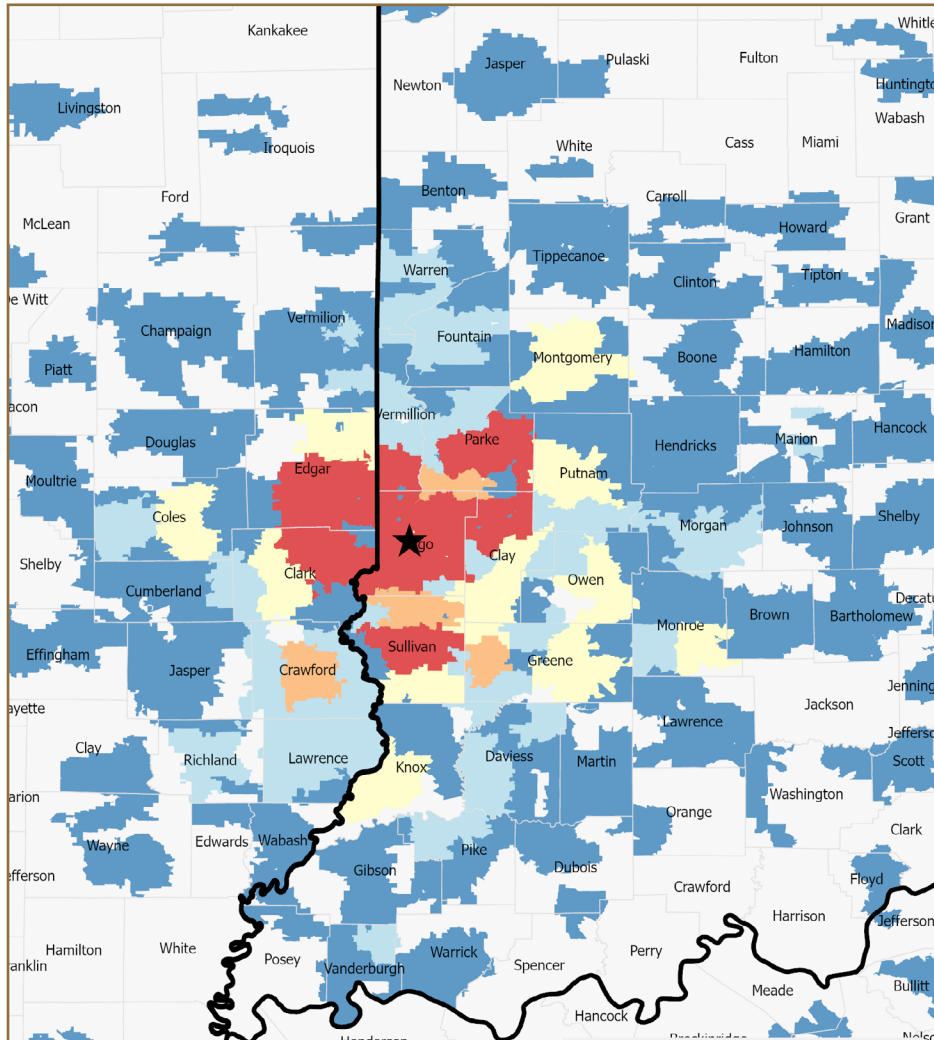
AFTER (Aug 2023 - July 2024)



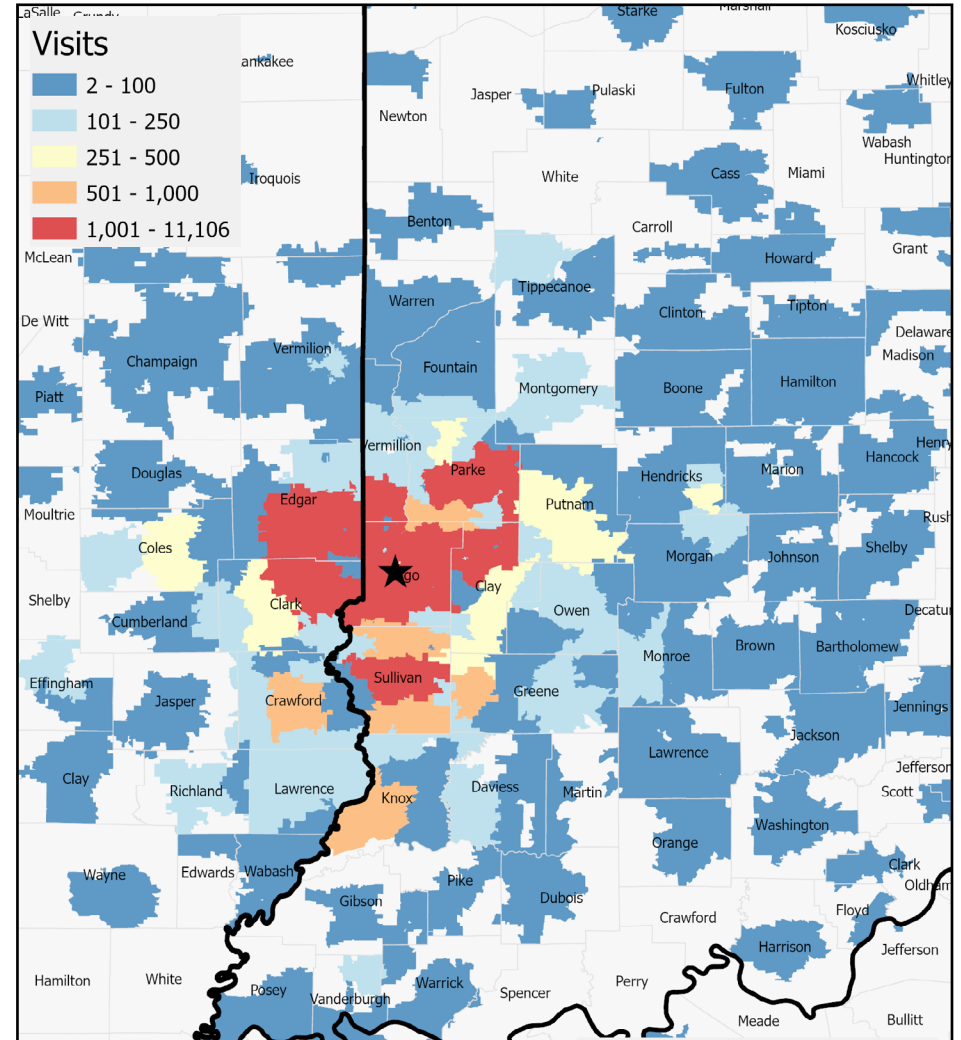
QUALITY OF LIFE PROJECT VISITS

THE MILL

BEFORE (Aug 2022 - July 2023)



AFTER (Aug 2023 - July 2024)



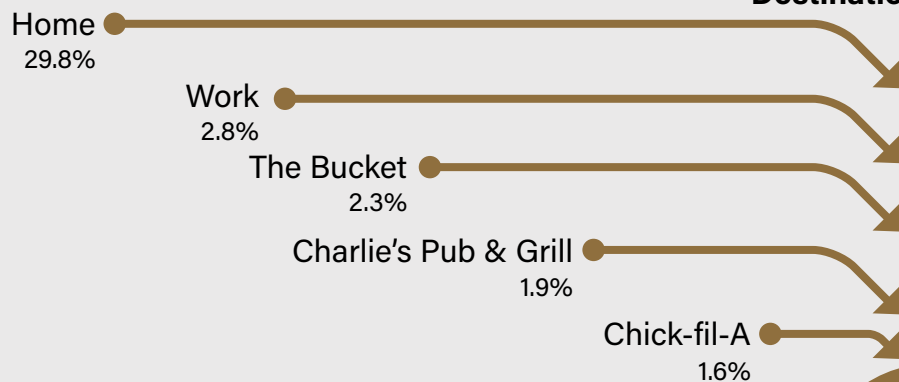
THE MILL



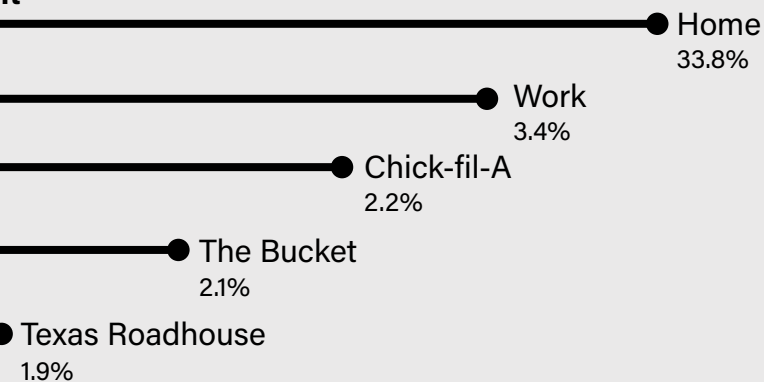
BEFORE (Aug 2022 - July 2023)

AFTER (Aug 2023 - July 2024)

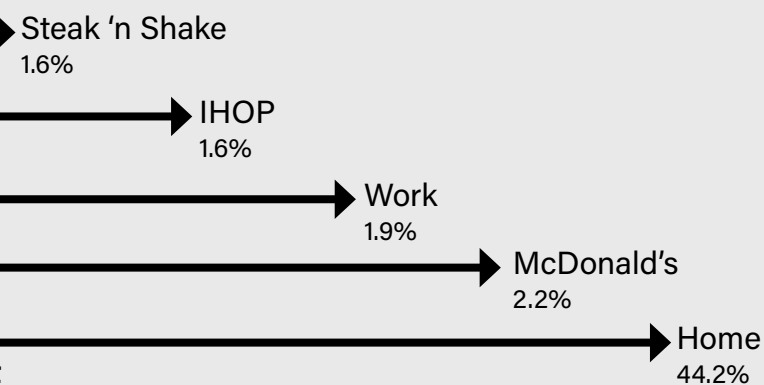
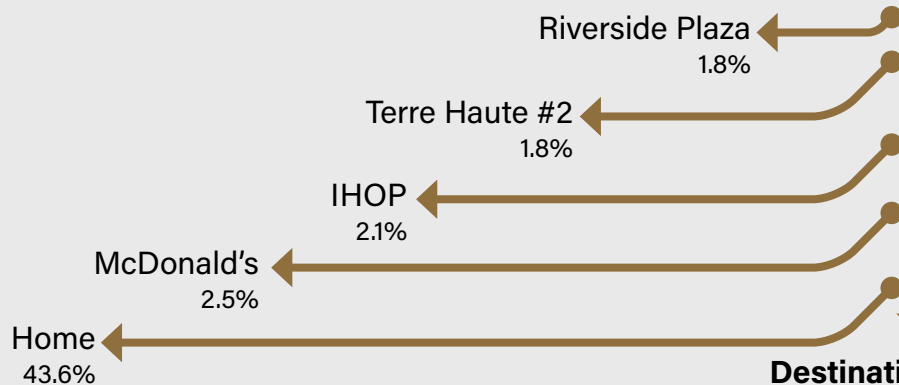
Destination Prior to Visit



The Mill



Destination After Visit



QUALITY OF LIFE PROJECT DRILLDOWN

THE MILL

BEFORE (Aug 2022 - July 2023)

Unique Visitors

Visit	62,400	➡	70,699
Visit YoY	195.3%	➡	13.2%
Visitors	42,300	➡	47,500
Visit Frequency	1.48	➡	1.49
Panel Visits	5,400	➡	7,000

High Frequency Visits

Days with over 3,000 visits	8	➡	9
Days with over 6,000 visits	5	➡	5
Days with over 9,000 visits	3	➡	2
Days with over 12,000 visits	1	➡	1

Visitor Journey

Prior: Most Place	Home (29.8%)	➡	Home (33.8%)
Prior: Second Most Place	Work (2.8%)	➡	Work (3.4%)
Post: Most Place	Home (43.6%)	➡	Home (44.2%)
Post: Second Most Place	McDonald's (2.5%)	➡	McDonald's (2.2%)

AFTER (Aug 2023 - July 2024)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Saturday (35,619)	➡	Friday (29,218)
Least Daily Visits	Wednesday (233)	➡	Tuesday (670)
Most Hourly Visits	8:00 pm (54,790)	➡	8:00 pm (59,944)
Average Visit Duration	231 min	➡	227 min
Median Visit Duration	244 min	➡	239 min

Demographic Characteristics

Median Household Income	\$50,023	➡	\$55,000
Bachelor's Degree or Higher	20.9%	➡	21.5%
Median Age	36.5	➡	36.8
Most Common Ethnicity	White (88.8%)	➡	White (87.3%)
Persons Per Household	2.37	➡	2.36

Favorite Places

First Favorite Place	Towne South (Shopping Center, 1.5 mi, 28,185 Visitors, 66.6%)	➡	Towne South (Shopping Center, 1.5 mi, 33,125 Visitors, 69.7%)
Second Favorite Place	Haute City Center (Shopping Center, 1.2 mi, 27,892 visitors, 66.0%)	➡	Haute City Center (Shopping Center, 1.2 mi, 32,948 visitors, 69.3%)