



# THE DAYBREAKER

**November 16th, 2023**



Today we had 14 in person attendees and 7 ZOOM attendees.



## **Service Opportunities:**

1. United Way's Read to Succeed program needs volunteers to work with elementary school students: To sign up go to [www.unlafayette.org/readtosucceed](http://www.unlafayette.org/readtosucceed). To learn more about the program contact Amy O'Shey @ [aoshey@uwlafayette.org](mailto:aoshey@uwlafayette.org) or call 765- 742-9077 ext .244.

2. If you would like to become certified to do interviews with veterans to retain their stories there will be a training sessions on December 7<sup>th</sup> at the Salt Box. Contact Paula Davis for more information.

## **Social Opportunities:**

**Save the Date for our Rotary Christmas Party on Wednesday, December 6 from 6-8 PM**

**All-Indiana Rotary Global Scholarship Deadline to apply: Dec. 22, 2023**

**Do you know a graduating college senior from your area who can use \$40,000 to pursue a graduate degree at an overseas university? Please share about the 2024-25 All-Indiana Global Scholarship. The application and all of the information they need is at [www.rotaryglobalscholar.com](http://www.rotaryglobalscholar.com).**

**With the three Indiana districts' support, we've opened the application process to college seniors who will graduate by May 2024 – or who have already graduated -- from a four-year Indiana college (or who maintain a legal residence in the state). Rotary family members aren't eligible.**

**Applicants must commit to pursue graduate-level studies at a university outside North America in a program that aligns with one of Rotary's seven areas of focus: Peace and conflict prevention/resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, and economic and community development.**

**Our 2024-25 All-Indiana Scholar will be an ambassador for Rotary and for the state of Indiana. During the one to four years as a Rotary scholar, he or she will speak at clubs and districts overseas and in Indiana. We're funding the global scholarship with \$24,000 in DDF (District Designated Funds) (\$8,00 from each of the three districts) and with \$16,000 from The Rotary Foundation's World Fund.**

**Timeline: Dec. 22 Deadline to apply**

**Jan. 5 Select finalists for interviews.**

**Jan. 20 Interview finalists on Zoom and select the nominee. What You Need to Know...**

**1. Help us get the word out! Just send graduating seniors the [www.rotaryglobalscholar.com](http://www.rotaryglobalscholar.com) link.**

**2. Notify college administrators and faculty members in your area.**

**3. In coming weeks, students may contact you about completing the required “club endorsement form.” You can find it at [www.rotaryglobalscholar.com](http://www.rotaryglobalscholar.com).**

**Questions? Email our scholarship committee at [apply@rotaryglobalscholar.com](mailto:apply@rotaryglobalscholar.com). Or give Scholarship Committee Co-Chair Jim Bright a call at (812) 219-0228.**

**Happy Birthday to all Rotarians with birthdays in October, November, and December. Thank you for your donations to our Foundation totaling \$450.00!**

**This quarter Happy Bucks go to the Central Catholic Rotary Interact Club. Please stay happy to benefit our Interact Club!!**

**GUESTS:** None

**INVOCATION:** John Heller

**PROGRAM:** Jo Wade – Tourism in Tippecanoe County

Jo, who has been a long-time Rotarian and past president of the Noon Club, was able to present our program today, filling in for a speaker who had to cancel at the last minute. She is the Director of Destination Marketing Organization of Tippecanoe County, the updated Convention and Visitors Bureau. She commented that the name with “Bureau” seemed to be an impediment to people using the site, concerned that it was a bureaucracy. She did note that their national organization uses the DMO nomenclature as well.

She stressed the economic benefits of tourism in the area, with recent post-pandemic figures showing over \$446M spent on tourism! Even factoring in that some of the income goes to national chain hotels and restaurants, over \$253M stays in the area and provides for 6,207 jobs (which would increase if the hospitality industry locally could fill job vacancies) and provides over \$48M in state and local taxes.

The operations of the DMO include:

1. Community relations
2. Sponsorship of festivals and capital projects
3. Media material
4. Paid ads on Media
5. Servicing – providing visitor packets and materials.
6. Working with groups to provide tours and tradeshow.
7. Sports events – often youth sports

8. Meetings and conventions despite the trend that most hotels do not want to host these.
9. Use of social media
10. Use of traditional media
11. Email outreach
12. Blogs and other public relations efforts



She noted with pride that Tippecanoe County is the 7<sup>th</sup> largest county in the state for tourism, while Bloomington's county is 8<sup>th</sup>.

In answer to questions, she noted that while the company managing the Purdue Union is less interested in meetings, they are still quite successful and are able to charge \$600/night for rooms. She noted that there are now

over 700 hotel rooms in the area, with an 82% occupancy rate and that over 50% is considered the break-even point. She mentioned that the new hotels being built are mainly interested in sleeping rooms and less in meeting space or restaurants. She also noted that the Air BNB business in the area is flourishing.

**Thought of the Week:** The things that we share in our world are far more valuable than those which divide us. — *Donald Williams, NASA astronaut*

**Trivia Question for the week:** Which country celebrates Thanksgiving on the second Monday in October?

**Answer from last week's trivia question:** Where is the smallest town in the USA?

In the lonesome grasslands of Nebraska near the South Dakota border lies the municipality of [Monowi](#). The town's sole resident is Elsie Eiler, a woman



in her 80s who is the town's mayor, clerk, librarian, and treasurer. As Monowi is an incorporated town for the purposes of the U.S. Census, Eiler receives state funding for municipal road work. However, she has to raise her own funds for the town's taxes to pay for the street lighting and water.

Credit: [REUTERS](#)/ Alamy Stock Photo

### UPCOMING PROGRAMS:

November 23<sup>rd</sup> ~ HAPPY THANKSGIVING

November 30<sup>th</sup> ~ Amy O'Shea, United Way Director of Community Impact - Read to Succeed

December 7<sup>th</sup> ~ **First Edition -- Bring a Guest**

December 21<sup>st</sup> – Kelly Russell – Artisan Auctions – “Helping non-profits fundraise”

January 4<sup>th</sup> ~ Dr. Keith Cherkauer - Indiana Water Resources Director the LEAP Project


January 11<sup>th</sup> ~ Claudine Laufman - Lafayette Parks Department

January 18<sup>th</sup> ~ Candy Silver - Community Foundation of Greater Lafayette - 100 Men and Women Who Give

January 25<sup>th</sup> ~ Prof. David Sanders ~ the Leap Project

Please bring new unwrapped toys to Rotary for Toys for Tots

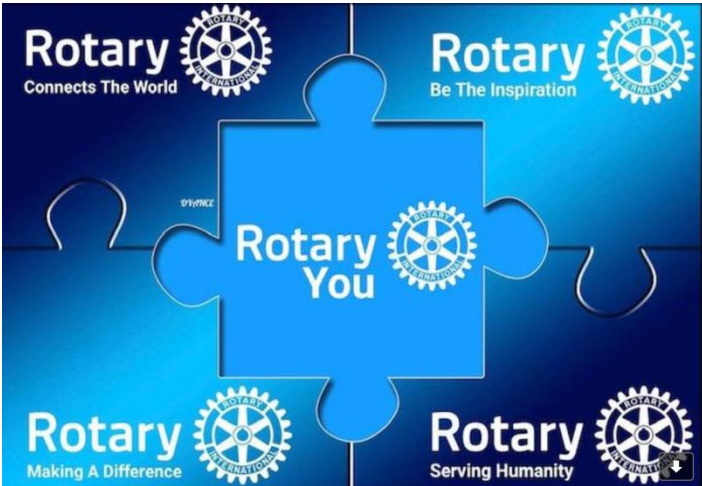
# TOYS FOR TOTS



**U.S. MARINE CORPS**

For more information go to [www.toysfortots.org](http://www.toysfortots.org)

[www.facebook.com/toysfortots](http://www.facebook.com/toysfortots)      [www.twitter.com/ToysForTots\\_USA](http://www.twitter.com/ToysForTots_USA)



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