

Collection #  
P 0723

**INDIANA CONVENTION CENTER AND VISITORS ASSOCIATION  
COLLECTION, CA. 1936–1999**

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## COLLECTION INFORMATION

VOLUME OF COLLECTION: 1 photograph box, 1 OVA photo folder, 5 manuscript folders, 1 printed book

COLLECTION DATES: ca. 1936–1999

PROVENANCE: Indiana Convention Center & Lucas Oil Stadium, Indianapolis, IN

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS:

ACCESSION NUMBER: 2014.0029

NOTES:

## HISTORICAL SKETCH

The Indiana Convention and Visitors Association (ICVA) originated around 1923, when local businessmen founded the Indianapolis Convention and Publicity Bureau (ICPB). The objective of these organizations was to attract convention business to the city. By 1932, conventions generated over \$5 million for Indianapolis. Though the convention business experienced a decline during World War II, tourism in Indianapolis increased after the war.

The ICPB changed its name to the Indianapolis Convention and Visitors Bureau (ICVB) by 1947. Through the 1960s, tourism continued to generate millions for the local economy. The ICVB was reorganized in 1977, and by the following year had developed revenue of \$192 million.

The ICVB was located in the 1201 suite of the Roosevelt Building on North Illinois Street. In 1972, a new convention center was opened at 100 South Capitol Avenue. In 1983, the ICVB changed its name to the current Indiana Convention and Visitors Association.

In 1984, the Hoosier Dome was built as an expansion to the Convention Center. By 1993, other significant expansions to the convention center were completed, including skywalks to downtown hotels. Lucas Oil Stadium was included as part of the convention center upon its completion in 2008.

### Sources:

Markisohn, Deborah B., "Indianapolis Convention Center," *The Encyclopedia of Indianapolis*, ed. David J. Bodenhamer and Robert G. Barrows (Bloomington & Indianapolis: Indiana University Press, 1994) 734.

Markisohn, Deborah B., "Indianapolis Convention and Visitors Association," *The Encyclopedia of Indianapolis*, ed. David J. Bodenhamer and Robert G. Barrows (Bloomington & Indianapolis: Indiana University Press, 1994) 771-772.

Information in collection.

## **SCOPE AND CONTENT NOTE**

This collection contains various images from sites and events in Indianapolis and Indiana including hotels, government and other buildings, memorials, Indianapolis 500, country clubs, state and Indianapolis parks, exhibitions, conventions, athletes, and stadiums. Also within the collection are promotional materials and documents from the convention bureau including copies from “Outdoor Indiana,” “Indianapolis Welcomes You” brochures, “Indianapolis. City on a Fast Track” booklet, as well as Circle Centre and Conseco Fieldhouse grand opening fliers and invitations.

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