



U.S. OLYMPIC TEAM TRIALS



INDIANAPOLIS | LUCAS OIL STADIUM





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WELCOME
SHANA FERGUSON





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INDIANA SPORTS CORP
JULIA MARTINEZ





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EVENT OVERVIEW

Trena Roudebush



EVENT GOALS

1. Take this event to the next level through generating excitement and connection across communities within regional proximity to Indianapolis and deliver an experience like none other for all competing athletes.
2. Help USA Swimming move their agenda as it relates to their swimming strategy pyramid using Olympic Trials to advance the sport by curating opportunities for all swimmers – from Learn to Swim programming, to supporting and elevating the sport at the club level, to the competitive success of the National Team.
3. Develop and execute a marketing strategy that exceeds expectations of ticket sales goals.
4. Create community engagement opportunities that serve and attract a diverse audience.



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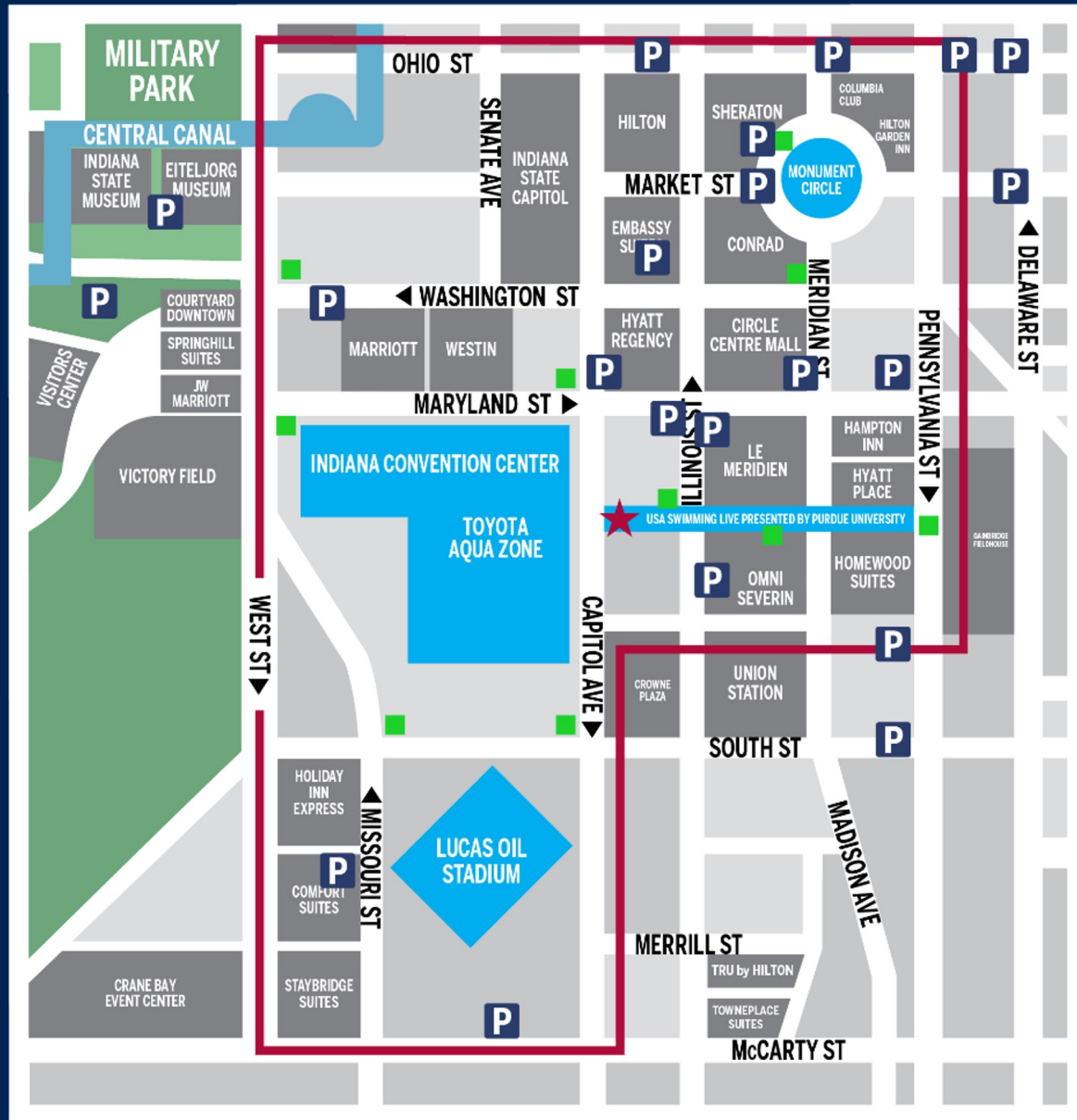
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MAP KEY

- Special Event Locations
- ▬ Trials Campus
- ★ Eiffel Tower
- Wayfinding Cubes (10)
- P Parking



TOYOTA AQUA ZONE

- **Location:** Indiana Convention Center – Halls I-K
- **Daily Hours of Operation – June 15 - 23**
 - Retail Opens at 9:00 AM
 - All activations 1:00 PM (post-prelims) – 7:00 PM
- **Public Fan Fest of U.S. Olympic Swimming Trials**
 - Sponsor Activations
 - Food & Beverage
 - Retail
 - Athlete Appearances
 - Daily Programming



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USA SWIMMING LIVE

presented by Purdue University

- **Daily Hours of Operation**
 - June 15 - 23: 1:00 PM – 7:00 PM
- **Daily entertainment from 1:00 PM – 7:00 PM**
 - DJs
 - Performances
 - Art displays
 - Photo opportunities
 - Sponsor Activations
 - Swim Up Bar



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PHOTO OPPORTUNITIES



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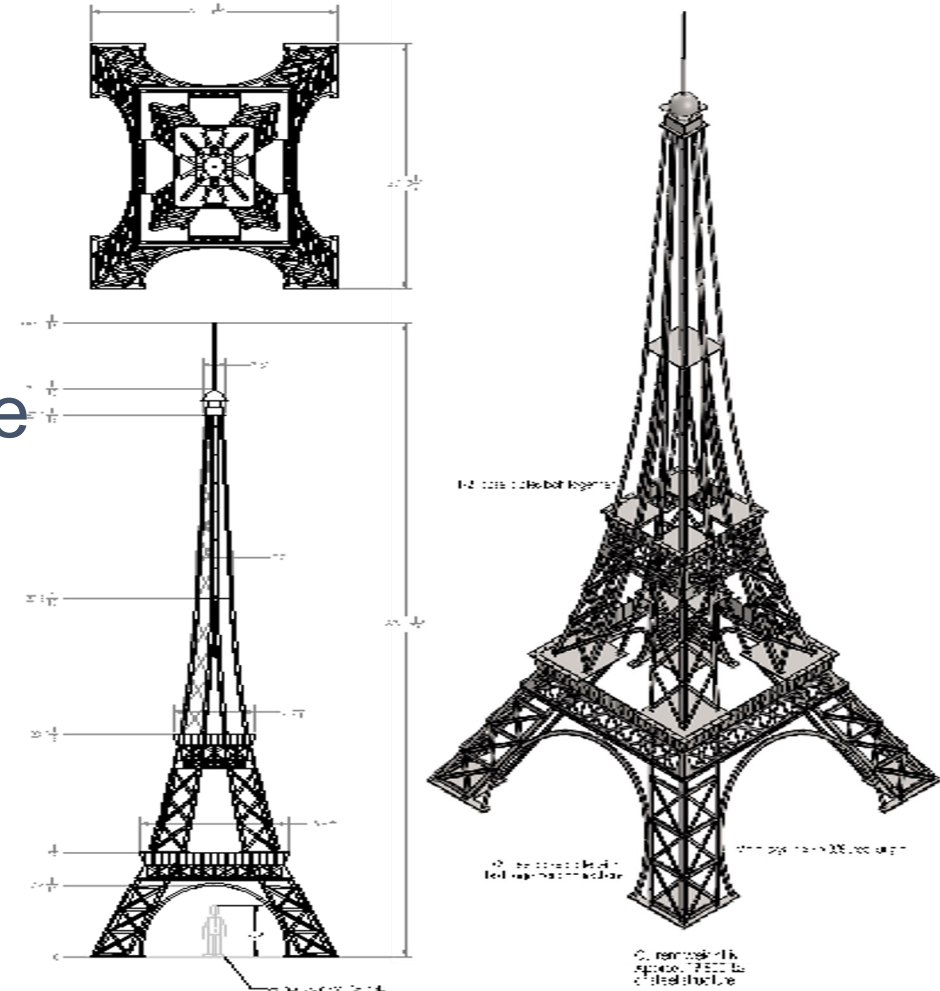
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EIFFEL TOWER

presented by AES Indiana

- **Designed by The Latinas Welding Guild**
 - 66 feet tall
 - Nearly 14,000 lb. replica
 - Being assembled in multiple parts on the intersection of Georgia St. and Capitol Ave.



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ALL LANES LEAD TO INDY ARTWORK

presented by CICF



LUCIE RICE
All Lanes Lead to Indy, 2024
Digital



MONROE BUSH
Victory is a Gift from the Perseverance of the Past, 2024
Digital Photography and Design



MARY MINDIOLA
A View from Below, 2024
Magazine Collage



JOY HERNANDEZ
Lighting the Way - All Lanes Lead to Indy, 2024
Aerosol and Acrylic Marker



KYNG RHODES
Emerge, 2024
Acrylic and Charcoal on Canvas



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JUNE 15-23, 2024
OPEN DAILY 1-7 PM
GEORGIA STREET

OneAmericaSM
Financial
CONCERT SERIES

FREE TO THE PUBLIC



LOVELYTHEBAND **JUNE 15**
SATURDAY
5:30-7PM



JOHN DRISKELL HOPKINS **JUNE 16**
SUNDAY
5:30-7PM



THE MOTET **JUNE 17**
MONDAY
5:30-7PM



SAVED BY THE 90s **JUNE 18**
TUESDAY
5:30-7PM



BRITTNEY SPENCER **JUNE 19**
WEDNESDAY
5:30-7PM



**TAYLOR SWIFT NIGHT:
THE TAYLOR PARTY** **JUNE 20**
THURSDAY
5:30-7PM



FASTBALL **JUNE 21**
FRIDAY
5:30-7PM



TO BE ANNOUNCED **JUNE 22**
SATURDAY
5:30-7PM



SIX FOOT BLONDE **JUNE 23**
SUNDAY
5:30-7PM



1 White River

Water for the U.S. Olympic Swimming Trials is supplied by the White River.



2 Water Treatment Facility

Water is removed from the White River at a Water Treatment Facility that filters and prepares the water.



3 Lucas Oil Stadium

The water is sent to a pool inside Lucas Oil Stadium where swimmers set world records.



4 Wastewater Treatment Facility

After the races, the water goes to a Wastewater Treatment Facility to be cleaned.



5 Water Return

The water is returned to the White River in better, cleaner condition than it started.

ECONOMIC & SOCIAL IMPACT

- More than \$100 million in estimated economic impact
- 9 nights on NBC, reaching more than 28 million viewers
- Nearly 1,000 athletes competing
- Over 200,000 fans over 9 days
- 50,000 Hoosiers 5+ years of age taught to be swim safe through Swim IN Safety presented by Lilly by the end of 2024



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JULIA MARTINEZ





Kyle Mechelin

My ID

My Dashboard

Notifications

Events

Portal

Training

News

Event History

Log out

Upcoming

Start Date/Time

End Date/Time

Name

Search

Clear S



2024 Indiana Sports Corp Promotional Events

Indianapolis, Indiana, United States



U.S. OLYMPIC TEAM TRIALS SWIMMING



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EVENT SHIFT PREPARATION

Event History

06/03/2024

To

06/03/2024

Filter

SAT, JUN 15, 2024 12:00 AM TO SUN, JUN 23, 2024 11:59 PM

2024 U.S. Olympic Team Trials - Swimming: Indy Experience, Aqua Zone, & USA Swimming LIVE

- Items to check:
 - unisex shirt size
 - shift time
 - meeting location
- Know Before You Go Email



Information



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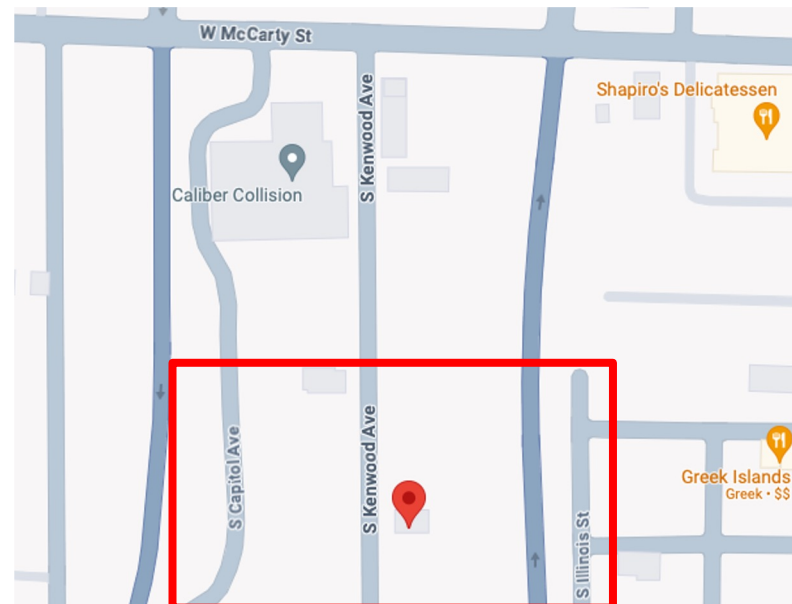


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EVENT SHIFT PARKING

- Gate Ten surface lot: 917 S. Kenwood Ave.
*** Please look for the
Indiana Sports Corp A frame signage



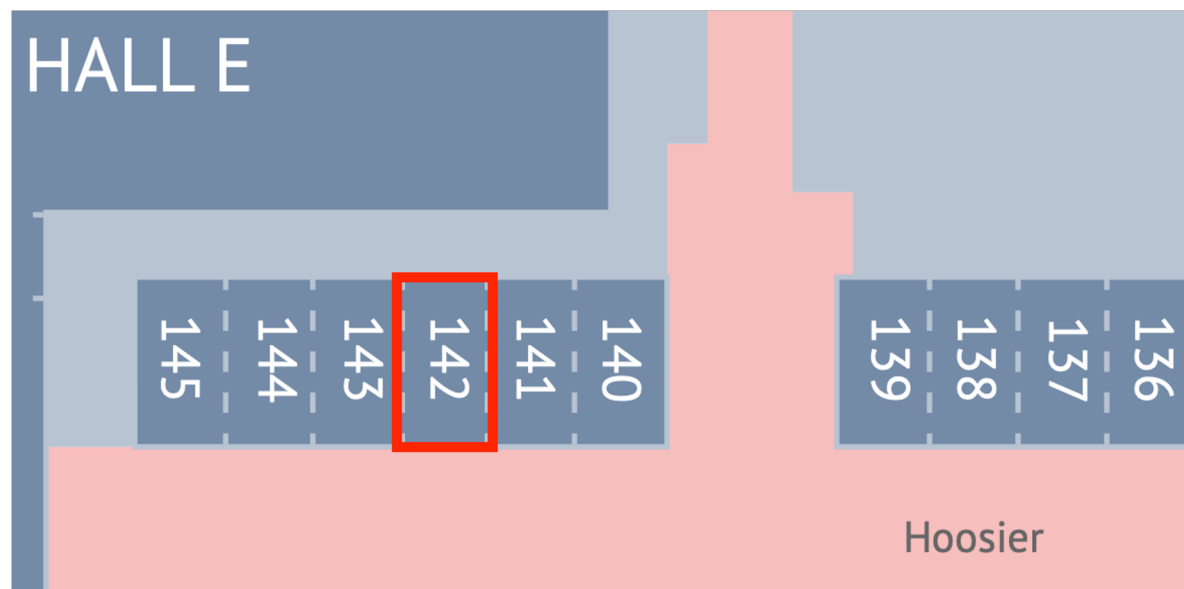
- Shuttle Route & Timing
 - two dropoff/pickup shuttles: 7AM-9AM and 12PM-4:30PM
 - one pickup shuttle: 4:30-9PM
- *** Please look for the shuttles that have the Indiana Sports Corp logo



VOLUNTEER HEADQUARTERS

- Indiana Convention Center Room 142
- Plan to arrive at check-in 15 minutes before shift

Shifts requiring check-in at other locations will be notified in advance of their shift.



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NO STADIUM ACCESS

VOLUNTEER

VOLUNTEER INFORMATION

EMERGENCY
463.207.9041

INDIANA SPORTS CORP VOLUNTEER HEADQUARTERS
463.207.9034 | Indiana Convention Center Room 142
Open 1-8PM

LUCAS OIL STADIUM TICKET OFFICE
317.262.3389 | Southeast Corner of Lucas Oil Stadium



NO STADIUM ACCESS

By registering as an Indiana Sports Corp volunteer, you have signed a waiver agreeing to the policies and guidelines of the Indiana Sports Corp Volunteer Program and USA Swimming. While volunteering, this credential must be worn and visible at all times; is not transferable; not valid for anywhere inside the stadium; and may be revoked at the discretion of Indiana Sports Corp staff.



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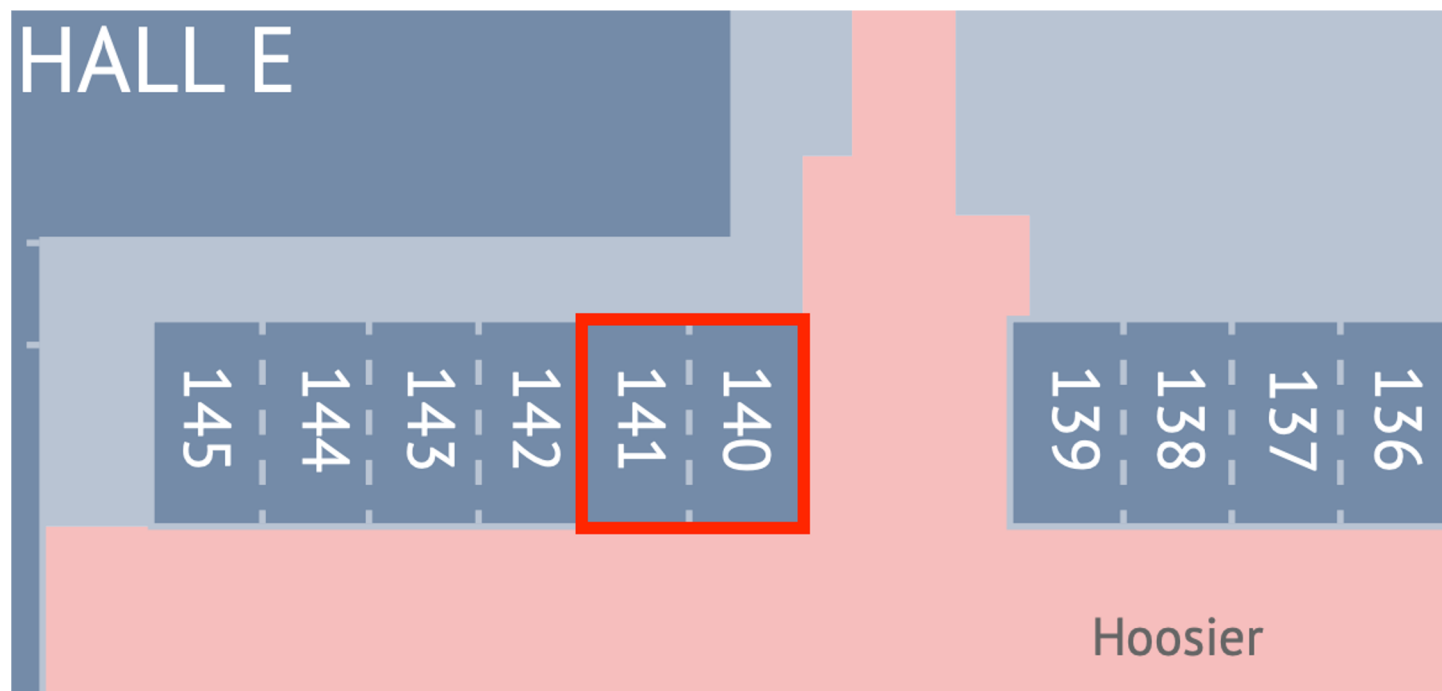


LORI PEARSON & JENNI GRAINGER



VOLUNTEER LOUNGE

- Indianapolis Convention Center Rooms 140-141 (connected to Volunteer HQ); open 1-8 PM daily



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INDY GOES FOR GOLD!



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JOHN MELLINGER



SUPER SERVICE

The Super Service program was developed for Super Bowl XCVI but was designed to be an ongoing destination management and customer service tool to be used by all Indiana hospitality employees. Hoosier Hospitality resonates within Indiana and a service standard has been set. Over 23,000 people have taken the program since its inception.

The intent is to use service as a strategy. In that way, guests' experience would be defined by the service they received. The training also ensures a consistent level of service throughout the state. By exceeding visitors' expectations the goal is to encourage return visits.



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EXCEEDING EXPECTATIONS

- S** Seek out and uncover guests' needs
- E** Establish rapport and gain trust
- R** Recommend experiences tailored to the guest
- V** View each person as a guest in your own home
- E** Encourage guests to return to Indy



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LEARN

When facing guests who voice concern, this acronym will help your interaction with the guest and instill patience and understanding.

LEARN is a five-step process that stands for:

Listen, Empathize, Apologize, React, Notify

Guests who do voice a concern should not be seen as an adversary but rather a partner. They are giving you the opportunity to make something right; they trust you.



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HUMAN TRAFFICKING RED FLAGS

- Inability to speak to individual alone
- Acts as if instructed by another, as though they are forced or coerced to carry out specific activities
- Not in control of their own identification
- Signs of physical abuse and/or refusing to make eye contact
- Branding or tattoos



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HUMAN TRAFFICKING – WHAT TO DO

- Do not attempt to rescue a trafficking victim – these situations can be very dangerous
- Please contact the Volunteer Hotline (463) 207-9034 if there is cause for concern. The Indiana Sports Corp and onsite security teams will assist



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FOR WHAT TO DO AND SEE IN INDY



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CHELSEA HARING-COZZI



COALITION FOR HOMELESSNESS INTERVENTION & PREVENTION (CHIP)

- 1,600 individuals experience homelessness in Indianapolis on a given day
- 20% of those experiencing homelessness are unsheltered – staying outside or in places not meant for human habitation
- Lack of affordable housing and housing access drive homelessness



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CHIP – WHAT TO DO

- If someone asks you for something, it is ok to smile, politely say no and continue on
- If someone needs assistance or you want to engage a street outreach team, call the Volunteer Hotline at (463) 207-9034 to request an outreach response
- If you are concerned about an individual's health or safety, please contact the Volunteer Hotline
- Be compassionate, be consistent, be aware, and be safe



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CHIP – RESOURCES

- For cooling center information, please call the Volunteer Hotline
- CHIP’s Handbook of Help will be provided onsite - see below for the online resource

www.chipindy.org

 Indianapolis “Keys to Housing” Resource Guide 

WHAT IS YOUR CURRENT SITUATION?

I am staying outside or in a car and need help finding an emergency shelter or other immediate resources.


Call Indiana 2-1-1. They can help you find shelter if you need it. Once you are safely in shelter, shelter staff can also talk to you about housing options. The phone line is available 24/7.

Indiana 2-1-1
Dial 211 or (866) 211-9966

For all other needs, call 211 or visit the Handbook of Help

INDIANA 2-1-1
Phone: Dial 211 or (866) 211-9966 (available 24/7)
Text: Text your ZIP Code to 898-211 (available Monday-Friday 8am-5pm)
Online: <https://indianacommunityconnect.in.gov/>

HANDBOOK OF HELP
<https://www.chipindy.org/handbook-of-help.html>

 DON'T FORGET: if any of your contact info changes, please notify an access point. We can't help you if we can't find you!

I am staying in an emergency shelter, outside, or in a car and need help finding a long-term housing solution.

Contact an access point. If you call, you might have to leave a message, but they should call you back. Please leave only one message but call back if you do not hear from anyone within 2-3 business days. Most are only open during regular business hours.

Adult & Child
603 E Washington St., 46204 (9th Floor)
WALK-INS ONLY, WEDNESDAYS 9-11:30AM & 1:30PM-3:30PM
OR
CALL COORDINATED ENTRY ASSESSMENT VOICEMAIL LINE
317-296-4044
Damian Center
317-632-0123 | 26 N Arsenal Ave., 46201
CALL TO SET APPOINTMENT

Homeless Initiative Program (HIP)
317-957-2275—Triage: M, T, Th, F 8:30-11:30am
VETERAN AND NON-VETERAN ACCESS POINT
PHONE ONLY PLEASE — NOT ACCEPTING WALK-INS

Horizon House
317-423-8909 x476 | 1033 E Washington St., 46202

VETERAN ACCESS POINTS
H.V.A.F. of Indiana
317-951-0688 | 964 N Pennsylvania St., 46204
RRH Program Screener Line 317-789-8404
Walk ins welcome M-F 8am-5pm
InteCare
855-896-4345 or ssvf@intecare.org
Volunteers of America Ohio & Indiana
855-332-8387 | 1800 N. Meridian St. Suite 300 46202

I am seeking assistance to maintain my current housing.

IF YOU NEED COMMUNITY RESOURCES:
Contact a community or neighborhood center. Most are open during regular business hours.

Hawthorne Community Center
317-637-4312 | 70 N Mount St., 46222

Indiana Legal Services
844-243-8570 | 1200 Madison Ave., Suite 300, 46225


Indianapolis Urban League
317-693-7603 | 777 Indiana Ave., 46202

John Boner Neighborhood Centers
317-633-8210 | 2236 E 10th St., 46201

PACE
ONLY FOR PEOPLE WITH FELONY CONVICTIONS(S)
317-612-6800 | 2855 N Keystone Ave., Suite 170, 46218

IF YOU THINK YOU MAY BECOME HOMELESS WITHIN THE NEXT 14 DAYS:
Homeless Initiative Program (HIP)
317-957-2275—Triage: M, T, Th, F 8:30-11:30am
PHONE ONLY PLEASE — NOT ACCEPTING WALK-INS

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POWER OF ONE
Neelay Bhatt





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KIM ARNOTT & JOAN BROWNING KETTERMAN



NEXT STEPS

- Check Your Event Passport!
 - Pool Viewing - sections 231-233
 - Meet Operations Meet & Greet - section 231
 - Athlete Meet & Greet - outside the elevator bank at section 231
 - Uniform Pick Up
 - Uniform Group A - section 233
 - Uniform Group B - to the left as your exit this room





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Nancy Canning





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THANK YOU

