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“Middle of Everywhere” Video Promotes Bourbon Opportunities

Bourbon, IN (June 13, 2018) – If you’re not already familiar with the small town of Bourbon, Indiana, and its many unique opportunities, you will be soon. The community is pleased to unveil a [promotional video](#) that will be used to attract potential residents and businesses. Bourbon, which is located near major markets such as Indianapolis, South Bend, and Chicago, is in the “middle of everywhere.”

With over 1,600 residents, Bourbon has the family-friendly environment of a small town with the business-friendly practices you’d expect from a larger community. Bourbon Town Council President, Les McFarland, states, “Bourbon is a great place to live and do business. This video will help more people see what makes our town special, and why it would be a great place to call home.”

This marketing effort is just one of many ways that Bourbon is working to grow their community. In 2017, the Town approved their new Comprehensive Plan, which provides a strategy for future growth. Bourbon created this plan on the foundation of community engagement by conducting stakeholder interviews, two input surveys with over 400 respondents, and two public open houses. The plan includes goals such as improving quality of life, as well as working towards more residential, industrial, and commercial developments.

The town has already begun implementing this plan. Last summer, Bourbon leaders launched Food Truck Friday. The event promotes downtown businesses and recreational activity, drawing a crowd from inside and outside the community. Bourbon is planning to expand housing opportunities with a new residential development. Town leaders are also working grow the commercial corridor along US Hwy 30 and SR 331, and recently celebrated the addition of a new Dollar General. These activities demonstrate Bourbon’s dedication to preserving its small-town charm, while growing the economy.

This video is one of many that has been produced by Big Idea Company for Marshall County communities. In 2015, Big Idea created a video which helped the area win \$42 million in funding through the Regional Cities Initiative. Recently, the company produced a promotional video for the Town of Argos and two videos for the Town of Culver which helped them receive Stellar designation. They are also creating a video for the County as part of its new branding campaign. These videos have shown what words alone cannot—that Marshall County and its communities are great places to live.

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About Marshall County Economic Development Corporation

The Marshall County Economic Development Corporation (MCEDC) is the lead countywide economic development organization servicing Marshall County, the City of Plymouth, and the Towns of Bremen, Bourbon, Argos, Culver, and LaPaz. MCEDC’s mission is to expand and diversify the economy of the county and its communities by fostering investment in new and existing businesses and creating entrepreneurial capacity. Visit MCEDC on the web at www.marshallcountyledc.org, like us on [Facebook](#), and follow us on [Twitter](#).

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