

CAMP INDYHUB

GRANTEE

INDYHUB

INVESTMENT

\$6,000

Project Overview:

Camp IndyHub presented by MIBOR REALTOR® Association was a series of in-person curated visits and digital experiences to keep Indy's 20-and 30-somethings feeling connected to each other and the city of Indianapolis. With the help of a grant from the MIBOR Economic and Community Development Council, IndyHub was able to plan, design and execute (6) in-person events, (1) virtual panel, and (4) digital content pieces. During Camp IndyHub, campers explored hidden spots, learned new skills, and experienced Indy's art, culture, and history with a camp-like feel and Indy twist.

MIBOR members were invited to participate and speak at each of the six in-person Camp IndyHub events. Three of our members, Regina Jones, Michelle Hammes and Steve Thompson, were invited to participate in a virtual panel, Camp IndyHub Raise the Bar with MIBOR: What You Need to Know About Buying a Home. The panel, securing over 2,200 views, discussed tips for first-time homebuyers as well as communicating the value REALTORS® bring to the real estate transaction, marketplace and community.

The investment can be marked as a success for both IndyHub and MIBOR. By convening a partnership with IndyHub, MIBOR was able to advance community development efforts that are place-based, and people-focused. The success of this year's Camp IndyHub programming was measured by (1) diversity in locations and in local partners, (2) the attendance of live events and viewership of digital content, (3) the diversity of event attendees and (4) the responses of attendees to post-event surveys. According to the guidelines IndyHub set for themselves, Camp IndyHub was very successful as they partnered with 7 local partners in 5 different locations serving over 100 diverse individuals, who felt closer to Indianapolis after the conclusion of the program and rated their experience as 5 stars (on a scale of 1-5).

- + Improves Quality of Life
- + Improves Community Livability
- + Promotes Cultural Opportunities
- + Fosters Community Engagement and Participation
- + Increases Programing at IndyHub
- + Promotes Volunteerism
- + Encourages Talent Retention Among Young Professionals
- + Connects Talent to the Local Community

- + Promotes Inclusive Activation and Programming
- + Promotes Active Living
- + Increases Tourism Opportunities
- + Promotes Unique Visitor Experiences
- + Promotes Natural Features and Destinations
- + Promotes Homebuyer Education
- + Promotes MIBOR as the Definitive Source by
- + Communicating the Value REALTORS® Bring to the Real Estate Transaction, Marketplace, and Community