

SCDC receives \$5,000 grant to retool Web site

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Staff writer

The Realtor Community Investment Initiative announced on Thursday that the Shelby County Development Corp. has received a \$5,000 grant from the Metropolitan Board of Realtors to fund updates to the SCDC Web site.

Brienne Delaney, economic and community development liaison at MIBOR, made the presentation to Dan Theobald, executive director of the SCDC, during the Shelby County Division of MIBOR meeting

in the Intelliplèx Medical Arts building conference room.

Theobald said that the Web site at www.shelbydevelopment.com has languished on his list of needed updates to SCDC marketing tools. He noted that when economic times are difficult, businesses need to expand their marketing efforts instead of pulling back.

"Hard times are when you need to roll up your sleeves and market yourself," Theobald told the assembled Realtors and MIBOR affiliates.

In 2007 and 2008, SCDC

received a total of \$15,000 from the RCII to help fund the interactive Web site, www.welcomehonda.com, aimed at convincing Greensburg Honda employees relocating from other states to choose Shelby County for their future homes. The site is still up and running and provides videos of people talking about the good news of the county along with information on Shelby County history, education, quality of life and links to houses listed for sale and Realtors in the community.

Delaney said that SCDC

received the grant for the third year in a row from RCII because of the quality of the projects submitted by the organization. The RCII invested \$100,000 in four central Indiana organizations in 2006, \$160,000 in sixteen groups in 2007 and \$100,000 in 13 organizations in 2008. The RCII was created by MIBOR to provide central Indiana groups the needed funding to improve their quality of life initiatives around the region and often focuses on projects that will promote economic development and "work for the betterment of the region and its citizens."