

By Charlee Beasor



Visit Indy's fun committee plans special events for employees throughout the year, including "surprises and delights" to foster camaraderie.

Visit Indy

CHAMPIONING THE CIRCLE CITY

"I do believe the team here, from the entry level to the executive team, is the best I've worked with, and I've been nearly 25 years in this industry. They choose to sell Indy and they're exceptional at it."

— Leonard Hoops
president and CEO of Visit Indy

The #LoveIndy statues are currently located at the Indianapolis International Airport, Bankers Life Fieldhouse, and at Maryland and West streets.

Positively Indy

- Previously known as the Indianapolis Convention & Visitors Association
- Rebranded as Visit Indy in 2012
- Focus group and survey respondents were referring to the city as "Indy" when listing positive attributes and "Indianapolis" when citing negative perceptions
- The #LoveIndy campaign started in 2015 and saw the placement of _NDY statues around the city for photo-ops to help boost Indianapolis' image as a welcoming destination

Non-profit, pro-employee

- 62 full-time employees
- Compensation often on par with for-profit companies
- Free parking, flexible scheduling, perks for special events and ticket discounts
- Fun Committee plans employee events and "surprises and delights"
- Philanthropic endeavors include an annual giving campaign for the United Way, as well as support for the Ronald McDonald House and Riley Hospital for Children

Three Ps

One of the most critical aspects of the Visit Indy employment strategy is the "three Ps":

- Productivity
- Positivity
- Progressive

Tourism is top

- Indianapolis International Airport has been named the best airport in North America by the Airports Council International for five years in a row
- *USA Today* named Indianapolis the No. 1 convention city in America in 2014
- 26 million annual visitors spend about \$4.4 billion

Destination: Indy

Despite the frequently-cited challenge that Indy has no "oceans or mountains," Hoops points to Paris as an example of what a city can do.

"The one advantage (Paris) has is a 2,000-year head start. That's a lot of time to perfect the croissant and cultural institutions. That doesn't mean it's not possible to do what they've accomplished. We are driven to continually use the three Ps and continually progress in making Indy a destination."

