



2013

The City of Noblesville's Economic Development Department is a publicly funded organization dedicated to the growth and prosperity of Noblesville, Indiana. Our purpose is to allocate and leverage economic development resources to sustain and enhance the economic growth, vitality and global competitiveness of Noblesville as a superior business location.

**City of Noblesville  
Economic Development  
Annual Report**

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# INTRODUCTION

## ABOUT THE ECONOMIC DEVELOPMENT DEPARTMENT

The Economic Development Department leads the City’s business attraction and retention efforts, and is the point of contact for people seeking local assistance with site selection, marketing, demographic information, and business resources. The department also works to enhance the Noblesville business climate in order to grow the local economy by promoting tourism, redevelopment, sustainability, and quality of life initiatives.

## ANNUAL REPORT PURPOSE

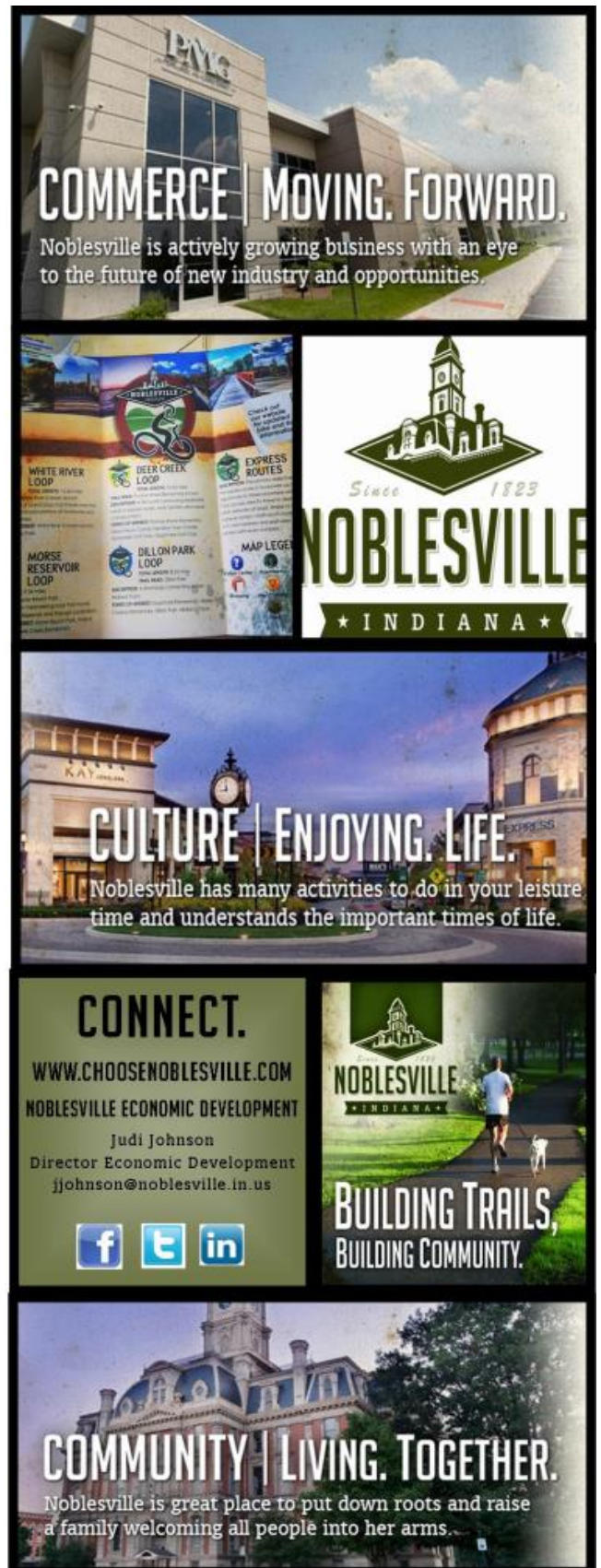
This report is designed to provide a summary of actions taken to advance economic development in Noblesville during the 2013 fiscal year.

## VISION STATEMENT

Noblesville will be a community with a distinct identity, well planned and aesthetically pleasing with a balance of residential, commercial, industrial and recreational development that offers a high quality of life to its citizens.

## MISSION STATEMENT

Identify, develop, and implement projects that Create, Retain, and Reinvest wealth throughout Noblesville’s economy, community, and natural resources.



**DEPARTMENT ORGANIZATION & COMMITTEE STRUCTURE**

**NOBLESVILLE MAYOR JOHN DITSLEAR**

**NOBLESVILLE COMMON COUNCIL**

ROY JOHNSON – PRESIDENT

BRIAN AYER

MARK BOICE

RICK TAYLOR

GREG O’CONNOR

STEPHEN WOOD

JEFF ZECKEL

**COMMON COUNCIL ECONOMIC DEVELOPMENT COMMITTEE**

RICK TAYLOR – CHAIRMAN

BRIAN AYER

GREG O’CONNOR

**FAÇADE GRANT PROGRAM –DESIGN REVIEW COMMITTEE**

JOHN ADAMS

ANDREW HABEL

MIKE MARINARO

RENEE OLDHAM

HEATHER MACINNIS

**ECONOMIC DEVELOPMENT STAFF**



JUDI JOHNSON  
DIRECTOR

ALAINA SHONKWILER  
ECONOMIC DEVELOPMENT SPECIALIST

## MESSAGE FROM THE DIRECTOR

The Noblesville Economic Development Department continued to look comprehensively at economic development within the City of Noblesville, emphasizing the importance of the whole and the interdependence of its parts. An all angles approach to the creation of wealth and community was laid out in the Economic Development Strategic Plan crafted in 2012. This year, 2013 was the second year of implementation of the plan. Below are listed some of the goals that were set and outcomes achieved by our team.

- Goal: Attract, Retain, and assist in Expansion of Targeted Businesses as indicated by the Noblesville Economic Analysis results prepared by RW Armstrong in 2012.
  - Noblesville is home to 6 Medical Device Manufacturers and attracted it's 7<sup>th</sup> in 2013: NEXXT Spine.
  - Noblesville attracted a Life Sciences Pharmaceutical Manufacturer and Distributor, Pharmakon Pharmaceuticals Inc.
  - Noblesville retained and assisted in the expansion of Robotics company, RZ Automation
  - Noblesville assisted in the Personal Property expansion of Pneumatics Manufacturer, SMC Corporation
  - Noblesville assisted in the retention and future expansion of ID Castings, a redevelopment project attracted through the use of approximately \$71,000 Federal Brownfield Assessment dollars.
  - Noblesville assisted with the retention and future expansion of Noble Industries.

Future Total Capital Investment in Noblesville from the above projects will be approximately \$12,922,931.00. 196 New jobs have been promised with the retention of 690. Annual wages average from \$45,000 to \$79,000.

- Goal: Serve as a portal to facilitate and develop connections and foster relationships between business, government, education, the arts, tourism, and other economic development organizations.
  - The Economic Development Department Staff supports and partners with many economic development and community organizations to further develop relationships and promote Noblesville. These are listed in this report.
- Goal: Continue to produce an up-to-date detailed inventory data base of available existing buildings, land, and available infrastructure which allows us the ability to quickly and accurately submit for attraction, retention, and expansion projects.
  - A quarterly audit is conducted in order to update available buildings and sites. The Economic Development Department submitted for 64 potential attraction, retention, and/or expansion projects in 2013. We were successful with 6 projects equating to a 9.4% success rate.
- Goal: Partner in proactive efforts to develop the Riverfront, Gateways, Trails, Cultural Arts, Brownfield sites, the Noblesville Workforce, and Downtown.
  - Two of our partnerships resulted :
    - In the attraction of a full Ivy Tech Campus to Noblesville, which will serve Hamilton County and beyond, that will assist in business attraction, workforce development and community development.
    - In the development of a downtown riverfront trail and a west side downtown riverfront park. The future of which will serve as a catalyst for eventual downtown and riverfront development.
- Goal: Create and implement a new Choose Noblesville website that specifically focuses on the needs and interests of those searching for a new business location, a desire to further develop in Noblesville, or are searching for information relevant to Noblesville's business landscape.
  - The Choose Noblesville website is created and will be launched in the first quarter of 2014.

As you read this year's Economic Development Annual report you will see additional highlights of the year, department data and metrics, along with other initiatives we have either instituted or had the opportunity with which to partner.

As we look to 2014 and beyond, our team will continue to give attention to the goals and action steps outlined in our strategic plan. We are also very excited about the roadmap laid before us through the creation of the new Noblesville Comprehensive Master Plan. The Economic Development Department looks forward to further utilizing these documents in our efforts to create, retain, and reinvest wealth in Noblesville.

Judi Johnson – Director of Economic Development

## NOBLESVILLE ECONOMIC STATISTICS

### Population Demographics

2013 December estimate	56,458
2010 Certified by Census (15 <sup>th</sup> Largest Community in Indiana)	51,969
2012 Unincorporated Noblesville	5,625
2013 Unincorporated Noblesville estimate	5,617
2000	28,590
Population percent change 2000-2013	97.5%

Source: 2013 December Estimate from Noblesville Planning Department; Other Data from 2010 US Census

### Labor Force – 2013

Noblesville 2013	Number	Noblesville 2012	Pct. Change
Labor Force	27,583	26,473	4%
Employment	26,108	24,583	6%
Unemployment	1,475	1,890	-22%

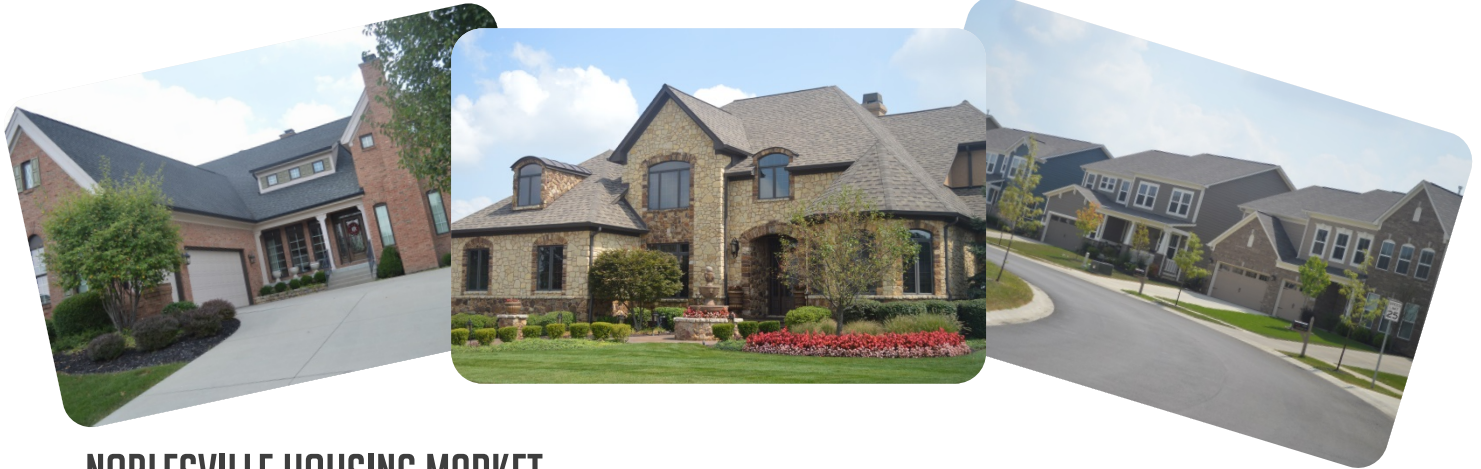
Unemployment Rates	2013	2012	2011
Noblesville Rate	5.3	7.1	6.7
Indiana Rate	6.9	8.5	8.0
U.S. Rate	6.7	7.6	7.4

Source: Indiana Department of Workforce Development

### Labor Force Quality & Education 2010

High School Graduates	93.72%
Bachelor’s Degree and Higher	44.19%
White Collar Workforce	57%
Blue Collar Workforce	42%
Universities in County + 50 Miles	22
Community Colleges in County + 50 Miles	5

Source: 2010 US Census



## NOBLESVILLE HOUSING MARKET

2007: 618 new home construction permits.

2008: 439 new home construction permits, average cost: \$141,500

2009: 412 new home construction permits, average cost: \$143,300

2010: 326 new home construction permits, (average house size 3,314 square feet with 33 of the 326 being custom homes: 10.1%)

2011: 410 new home construction permits, average cost: \$170,372 (average house size 3,455 square feet with 28 of the 410 being custom homes: 7%)

2012: 391 new house permits, average cost \$184,174 (average house size 3,708 square feet with 25 of 391 being custom homes: 4.6%)

2013: 427 new house permits, average cost \$200,928 (average house size 3,612 square feet with 24 of 427 being custom homes: 5.6%)

## PERMITS – ESTIMATED VALUATIONS

Permit numbers were up in 2013 from 2012. The estimated valuation for 2013 permits increased \$46.5 million from 2012 with large projects like school facility expansions, Terry Lee Hyundai, and L.A. Fitness being the most significant.

### Building Permits Issued

Type	Number*
Single Family	427 <sup>^</sup>
Duplex & Attached Single Family	7 <sup>-</sup>
Multi-Family Units	258 <sup>^</sup>
Commercial New	14 <sup>^</sup>
Commercial Addition or Remodel	69 <sup>^</sup>
Industrial Addition or Remodel	0 <sup>v</sup>
Residential Addition or Remodel	130 <sup>^</sup>
Accessory Structure	56 <sup>^</sup>

\* <sup>^</sup>=Increase from 2012,  
<sup>v</sup>=Decrease from 2012,  
<sup>-</sup> = no change

*Data from Noblesville  
 Planning Department*



**BUILDING & CONSTRUCTION PERMITS**

<b>Non-Residential</b>	<b>Building Permits Issued</b>						
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012 as of 12.4</b>	<b>2013</b>
Commercial	59	45	10	13	12	14	14
Additions	12	6	7	8		53	67
Industrial	2	2	0	0	0	1	0
Institutional	6	4	5	4	17	4	5
<b>Total Non-Residential</b>	<b>79</b>	<b>57</b>	<b>22</b>	<b>25</b>	<b>29</b>	<b>72</b>	<b>86</b>
<b>Residential</b>							
Single Family	618	429	394	326	410	392	427
Additions	62	64	64	52	47	57	72
Remodels						47	58
Duplexes	15	7	8	4	2	5	7
Multi Family	26	34	20	11	0	2	27 (244 Units)
<b>Total Residential</b>	<b>721</b>	<b>534</b>	<b>486</b>	<b>393</b>	<b>459</b>	<b>503</b>	<b>591</b>
<b>Totals</b>	<b>800</b>	<b>591</b>	<b>508</b>	<b>418</b>	<b>488</b>	<b>575</b>	<b>677</b>

<b>Non-Residential</b>	<b>Total Construction Value Permitted</b>						
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012 as of 12.4</b>	<b>2013</b>
Commercial	\$73,059,735	\$76,193,243	\$5,613,113	\$2,905,511	\$4,265,362	\$10,654,094	\$7,932,000
Additions	\$1,681,656	\$3,306,750	\$503,000	\$1,384,000	1,786,400	\$43,534,000	\$200,000
Remodels						\$10,527,656	\$16,833,531
Industrial	\$2,150,000	\$965,000	\$0	\$0	\$0	\$2,300,000	\$0
Institutional	\$4,648,900	\$1,581,920	\$2,940,130	\$177,600	\$37,224,781	\$171,000	\$21,542,500
<b>Total Non-Residential</b>	<b>\$81,540,291</b>	<b>\$82,046,913</b>	<b>\$9,056,243</b>	<b>\$4,467,111</b>	<b>\$43,276,543</b>	<b>\$67,186,750</b>	<b>\$46,508,031.00</b>
<b>Residential</b>							
Single Family	\$103,057,967	\$61,146,520	\$56,146,385	\$52,735,052	\$70,704,383	\$73,732,897	\$85,796,334
Additions	\$1,681,656	\$1,463,764	\$1,618,759	\$1,018,615	\$1,064,681	\$1,717,364	\$2,544,284
Remodels						\$1,986,220	\$1,376,515
Duplexes	\$3,046,060	\$1,404,927	\$1,517,368	\$858,800	\$325.52	\$1,207,990	\$2,011,810
Multi Family	\$1,218,000	\$29,032,276	\$16,906,644	\$5,300,400	\$0	\$700,000	\$14,153,689
<b>Total Residential</b>	<b>\$109,003,683</b>	<b>\$93,047,487</b>	<b>\$76,189,156</b>	<b>\$59,912,867</b>	<b>\$71,769,390</b>	<b>\$79,344,471</b>	<b>\$105,882,632</b>
<b>Totals</b>	<b>\$190,543,974</b>	<b>\$175,094,400</b>	<b>\$85,245,399</b>	<b>\$64,379,978</b>	<b>\$115,045,933</b>	<b>\$146,531,221</b>	<b>\$152,490,663.00</b>

<b>Non-Residential</b>	<b>Total Square Footage Permitted</b>						
	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Commercial	888,287	1,288,597	150,208	108,412	90,643	304,374	189,460
Additions	71,952	21,707	9,753	18,815	27,100	777,619	335,654
Industrial (includes remodel numbers)	23,526	34,820	0	0	0	81,971	0
Institutional	235,974	8,241	14,588	18,898	23,602	7,096	161,293
<b>Total Non-Residential</b>	<b>1,219,739</b>	<b>1,353,365</b>	<b>174,549</b>	<b>146,125</b>	<b>141,345</b>	<b>1,171,060</b>	<b>686,407</b>
<b>Residential</b>							
Single Family	2,048,715	1,396,835	1,147,415	1,021,595	1,436,080	1,450,414	1,542,417
Additions	27,438	34,608	32,839	25,604	31,560	17,057	35,904
Remodels						39,236	43,933
Duplexes	68,829	30,592	29,492	17,473	9,887	17,058	36,557
Multi Family	38,302	740,421	336,068	77,548	0	6,111	337,027
<b>Total Residential</b>	<b>2,183,284</b>	<b>2,202,456</b>	<b>1,545,814</b>	<b>1,142,220</b>	<b>1,477,527</b>	<b>1,529,876</b>	<b>1,995,838</b>
<b>Totals</b>	<b>3,403,023</b>	<b>3,555,821</b>	<b>1,720,363</b>	<b>1,288,345</b>	<b>1,618,872</b>	<b>2,700,936</b>	<b>2,672,245</b>

DEPARTMENT DATA & METRICS

Year at a Glance



**Business Visits:** 34

**Identified new business starts:** 48

**Attraction, Expansion/Retention Projects:**

-Noblesville submissions: 64

-total requests for submission received from HCA, IEDC and Indy Partnership: 85

-total submission requests received from other sources: 31

...Unable to submit for 52 projects due to misc. needed criteria - i.e.: rail

**Grant Dollars Given for Downtown Facades:** \$59,165.50 (private investment of \$158,810.94)

**New Jobs promised through City incentives:** 196

**Return on Investment dollars for incentives given:**  
 \$1,118,389.40 (taxes garnered projected out 10 years)  
 \$1,336,310.00 COIT dollars (projected out 10 years)

**Events held/partnered by Economic Development:** 11

**Speaking Engagements by staff:** 7

**Marketing/Advertising and/or Promotion dollars spent:** \$21,468.60

**ChooseNoblesville.com Website Analytics:**

...page visits: 10,922

...page views: 25,451

...avg. # of page visits per visitor: 2.33

...viewed the most by: Noblesville, Indianapolis

...New Visitors: 79.29%

**Staff Education/ Training hours:** 230

DEPARTMENT DATA & METRICS (CONTINUED)

**NEW BUSINESS VENTURES:** It is difficult to determine an exhaustive list of new business ventures each year because the City does not require a business operation license or permit. The Secretary of the State’s Office within Indiana State Government requires them to register but oftentimes it is under the auspices of parent corporations or LLC’s which makes it difficult to ascertain exactly who it is. Oftentimes the Economic Development Department will hear about new developments, staff will see them as they are out in the community, and we speak often with the Noblesville Chamber of Commerce. Another way we can determine new business is through new construction & renovation permits through the Planning Department. The list on the following pages represents some of those businesses.

**New Business Ventures-2013**

LA Fitness	16640 Mercantile Blvd	<b>La Hacienda</b>	14741 Hazel Dell Crossing Ste 1000
Panda Express	13305 Tegler Dr	Journey To Health	14300 Mundy Dr
Hobby Lobby	545 Noble Creek Dr	McClure O’Farrell Attorneys	5570 Pebble Village Ln Ste 300
Home Goods	17120 Mercantile Blvd	Tiffany Lawn & Garden Supply	1801 South 10 <sup>th</sup> St
Pharmakon Pharmaceuticals	14450 Getz Rd	Accelerated Physical Therapy	15887 Cumberland Rd Ste 103
HHC Rehab	9669 E. 146 <sup>th</sup> St	Southside Truck & Auto	1618 South 10 <sup>th</sup> St
Wet Seal	13971 Town Center Blvd Ste 700	Pilipis Behavioral Group	152 South 9 <sup>th</sup> St
Menchie’s	17043 Mercantile Blvd	Little House Art Gallery	293 South 8 <sup>th</sup> St
Nemo’s Sports Pub & Grill	15887 Cumberland Rd Ste 111	Urban Pastries	14741 Hazel Dell Crossing Ste 500
Pizza Hut	14765 Hazel Dell Crossing Ste 900	World Class Motors	10000 Over Drive
Crazy 8	13976 Town Center Blvd Ste 400	Hit Factory Sports Academy	15320 Herriman Blvd
The Joint Chiropractic	14191 Town Center Blvd Ste100	At Home With Us	982 Logan St
The Vitamin Shoppe	17143 Mercantile Blvd	Noblesville Family Chiropractic	953 Maple Ave
Kinney Dancewear	14753 Hazel Dell Crossing Ste 600	Simply Chic	14765 Hazel Dell Crossing Ste 100
Yats Cajun Creole Restaurant	13901 Town Center Blvd Ste 900	Tamer’s Hair Studio	23 South 9 <sup>th</sup> St
ZZZ, LLC	15248 Stoney Creek Way	Int’l Disaster Emergency Service	355 Park 32 West Dr
Vom Fass	13185 Harrell Parkway Ste 150	Center Stage Vintage Guitars	998 South 10 <sup>th</sup> St
Academy of Allergy, Asthma & Sinus	14540 Prairie Lakes Blvd N Ste 207	Good Journeys House Of Healing	17901 River Rd Ste F
North Indy Fence, Deck & Rail	10330 Pleasant St Ste 400	Hoop World	17555 Willowview Rd Ste D
Accelerated Physical Therapy	15887 Cumberland Rd Ste 102	Computer Corner	17021 Clover Rd
Ritman & Associates	1154 Conner St	Aio Wireless	2610 Conner St
Rio Grande	20805 Hague Rd	Shelter Distribution	15425 Herriman Blvd
AllCare Rheumatology	18077 River Rd Ste 206	Pools Of Fun	14741 Hazel Dell Crossing Ste 300
Nickloy & Higdon	5540 Pebble Village Ln, Ste 300	Pullien’s Cafeteria	17901 River Rd Ste A-13

**DEPARTMENT DATA & METRICS (CONTINUED)**

**Average Unemployment Percentage: Noblesville**

2005	2006	2007	2008	2009	2010	2011	2012	2013
4.2	3.8	3.6	4.8	8.9	9.3	7.9	6.5	5.3

**Number of Jobs created (promised) through the use of incentives: Noblesville**

2005	2006	2007	2008	2009	2010	2011	2012	2013
17	320	171	811	210	21	162	298	196

**Identified New Business Starts:** Note\* there are no means of identifying except permits, ribbon cuttings or notification. The city does not require licensing of new businesses.

2005	2006	2007	2008	2009	2010	2011	2012	2013
unknown	unknown	61	124 <small>Hamilton Twn Ctr Opens</small>	64	53	57	44	48

**Existing Business Visits**

2005	2006	2007	2008-2009*	2010	2011	2012**	2013
N/A	N/A	N/A	149	12	16	87	34

\*2008-2009 the Economic Development assigned a staff person to focus specifically on business retention and expansion during 2008 and 2009.  
 \*\* 2012 the Economic Development Department hired two new staff members and thus scheduled many introductory meetings with area businesses.



Economic Development and Planning Staff tour SMC's expansion project



Eric Warne – President & COO, Mayor John Ditslear, and Todd Irwin CEO at the Blue Sky Technology Partners open house at their newest Noblesville location.



Ribbon Cutting and Grand Opening at Pilipis Behavioral Group LLC on 9<sup>th</sup> Street in downtown Noblesville.

**PROJECT OVERVIEW**

<b>PROJECTS</b>	<b>2013</b>
Total Projects possible	116
Project: actual submissions	64
Projects : unable to submit (factors beyond our control: i.e.: Rail)	52
Project: success attraction/expansion/retention	6
Success rate	9.4%



President of Nexxt Spine, Andy Elsbury, shows a sample of their product

**Attraction:**

**NEXXT Spine: Medical Device Manufacturer:**  
**Pharmakon Parmacueticals: Life Sciences/ Distribution & Warehousing**

**Retention:**

**Noble Industries: Manufacturing**  
**Foundry ID Castings: Manufacturing**  
**RZ Automation: Robotics**

**Expansion:**

**SMC Corporation: Pneumatics Manufacturing**  
**RZ Automation: Robotics**

**Development:**

**Ivy Tech Community College and Terry Lee Crossing (Retail)**



**Return on Investment:** The Economic Development Department evaluates incentivized projects that have received tax relief on new assessed value, either personal and/or real property tax phase-ins, or any other form of assistance approved by the Noblesville Common Council. The diagram below details and compares taxes abated and gained in 2011, 2012, and 2013. These dollars represent the value (each column) over what would be the maximum length of all phase-in’s and other assistance provided. These are estimates based on yearly tax rates and show the return on investment for Noblesville due to our investment in attraction, retention, or expansion projects. 100% tax accrual begins at end of abatement or established development agreement period. Also important to return on investment are amount of jobs created by incentivized projects.

(Max length of phase in: 10 years. The COIT amount is due to the new payroll projections)

	Projects approved in 2011 (over maximum life – 2021)	Projects approved in 2012 (over maximum life – 2022)	Projects approved in 2013 (over maximum life – 2023)
New Taxes Abated by the City	\$2,161,419.00	\$3,968,732.00	\$783,912.60
New Taxes Gained by City	\$1,914,903.00	\$3,569,502.00	\$1,118,389.40
New COIT \$ Gained by City	\$1,095,560.20	\$3,795,068.80 (only includes SMC and Noble Industries payroll projections)	\$1,336,310.00
City Total Taxes Gained	\$3,010,463.20	\$7,364,570.80	\$2,454,699.40
Jobs Created	162	298	196

## HONORS & AWARDS



**BlueSky Technology Partners** was again honored at the Indiana Chamber of Commerce 8th Annual Best Places to Work in Indiana awards banquet. This year, a record 100 companies were designated a Best Place to Work; BlueSky ranked #3 in the newly created small business category, up from #13 in last year's small to medium sized business category.



**SMC Corporate of America** voted by **Automation World** as a "First Team" Supplier for Leadership in Automation in the category of Pneumatic Motion.



**Noblesville** ranks #8 on NerdWallet.com's top ten list of "Best Towns in Indiana for Young Families"

**Syd's Fine Food & Spirits** listed #18 on Indianapolis Monthly's Top 25 Best Bars 2013.



**Purgatory Golf Club** named #33 on the list of 2013 Top 50 Golf Courses for Women, published by *Golf Digest*. Purgatory has been recognized on this annual list every year since 2003.



**Forest Park Golf Course** ranked #3 on Golf Digest's Best Short Course in the State of Indiana 2013.



POPULAR SEARCHES: world's largest gingerbread house, best travel deals on mobile phone, 2014 MLB trends, price cut on luxury beds' auction

Slide 7 of 11

9 best small cities to move to

**4. Noblesville, Ind.**

Near Indianapolis, Noblesville and its 55,075 residents are in the middle of America's Corn Belt.

Cities in this small city is 38 percent below the national average, which comes at a bit of a premium because the cost of living is 7 points more than the average for the rest of the country. The median household income, however, is also above average by 27 percent at \$66,926. Noblesville's median home price is 6 percent below the national average at \$156,300, and there is one home on the market for every 84 residents there.

The unemployment rate in Noblesville is 11 percent less than the national average of 6.4 percent.

**Noblesville** ranks #4 on Movoto.com's top ten list of "Best Small Cities to Move to" in the United States. In the past year, Movoto Real Estate has ranked cities of all sizes across a variety of criteria—some serious and some decidedly not. For their latest ranking, they went smaller in scale and shed some light on the 10 best small cities in America to move to.

## 2013 ENTERPRISE AWARDS

City of Noblesville and Noblesville Chamber of Commerce partner to spotlight those businesses and business persons who strengthen the economy of Noblesville through their determination, hard work, community involvement and dedication to growth and innovation.



### 2013 Enterprise Awards winners (from left to right):

**Young Professional of the Year:** Alaina Shonkwiler of City of Noblesville, Economic Development

**Best New Construction/Renovation – Noblesville Schools Educational Services Center:** Jeff Bragg of Noblesville Schools,

**Business of the Year:** Jay Merrell of IDI Composites International,

**Business Person of the Year:** Darren Peterson, Peterson Architecture

**Best Small Business:** Laurie Dyer of T&T Sales and Promotions.



## SPECIAL PROJECTS

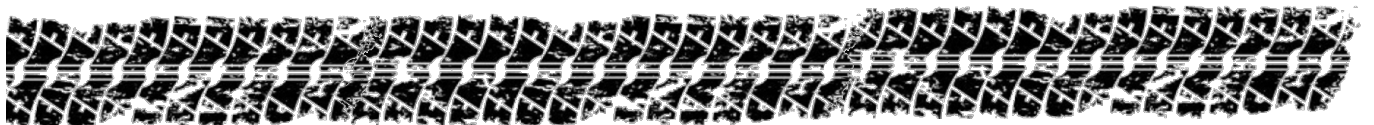
### BOX CITY



2013 was the inaugural year for the Planning Department’s Box City program. Philip Hagee, Long Range Planner, led the initiative in partnership with Promise Road Elementary School. Planning, Economic Development staff and other City staff paired up with 3<sup>rd</sup> and 4<sup>th</sup> graders to learn about the local development process and share knowledge about how exactly buildings get built in the community.

Learning objectives included scaling maps; learning about lots, blocks, zoning, and land use; going through the actual building approval and permitting process; and general ideas about why certain uses are encouraged (or discouraged) to develop in particular places.

This is intended to be an annual program as it was a huge success. Strengths and weaknesses were analyzed in a debriefing at the end of the program last year. We are looking forward to sharing our ideas with other communities to spread the knowledge and exciting experience of developing cities and towns. We were thrilled to support this Planning Department initiative.



### BIKE MAP



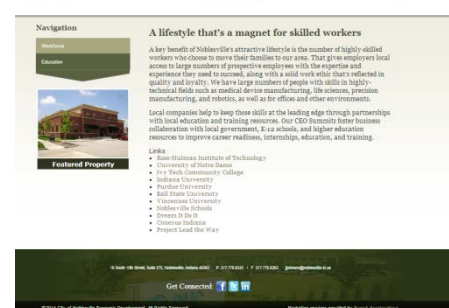
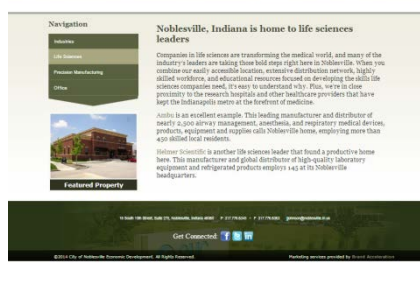
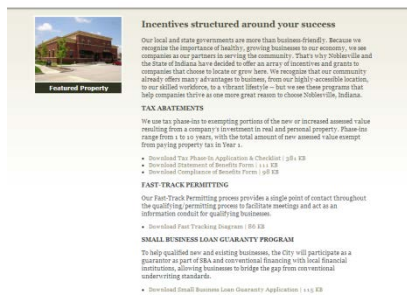
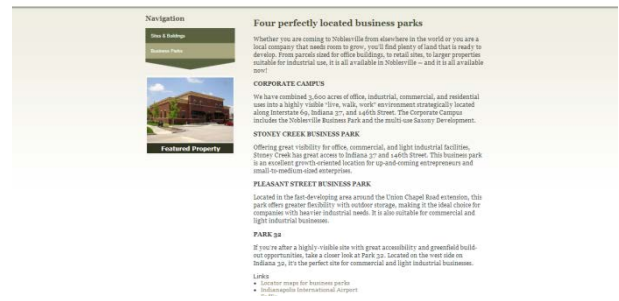
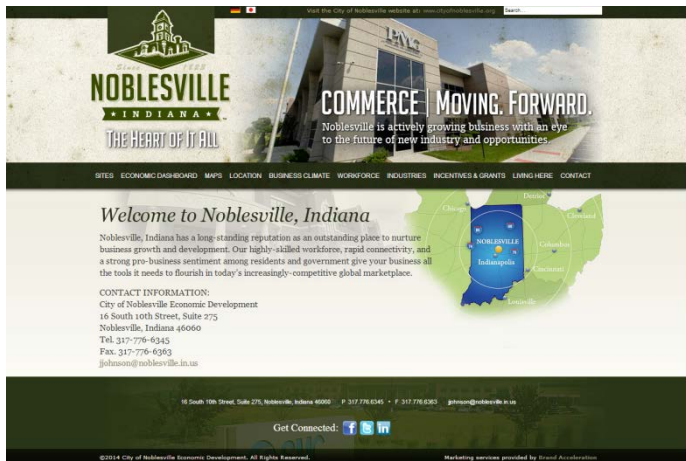
The Economic Development Department received a grant from the Central Indiana Bicycling Association (CIBA) Foundation for the creation of a new bicycle map. Partnering with the Parks and Planning Departments, the new map highlights more than 74 miles of trails. Our staff engaged several cycling groups in the process of determining safe and viable loops (4 loops and several express routes).

The map was released prior to the 2013 Bike to Work Day and is available now. <http://www.cityofnoblesville.org/BikeMap>

# CHOOSE NOBLESVILLE.COM - WEBSITE UPDATE

The City of Noblesville's Economic Development website, [www.choosenoblesville.com](http://www.choosenoblesville.com) was launched in 2011 with the mission of providing a one stop website option for economic development with a "go to market" strategy. Although successful in its endeavor, the website needed updates in order to be successful in today's world of ever changing technology and message strategy development. This dictates the need to refocus our strategy while also realigning and collaborating with the city's comprehensive [www.cityofnoblesville.org](http://www.cityofnoblesville.org) website.

The bulk of the website redesign occurred in late summer and fall of 2013, this included communicating with many businesses in our target industries and coordinating photo shoots of actual employees and functions within that business to showcase them on the new website. Below is a snapshot of the website in its unpublished form. Anticipated "go live" date is in the spring of 2014.



## WORKFORCE DEVELOPMENT

An important aspect of Economic Development is a thriving workforce. Our department is tasked with providing resources, creating partnerships, and promoting collaboration that supports the development and sustainability of our local and regional workforce. A workforce must be appropriately obtained, educated, and connected, so that current and future local business needs are met.

The Economic Development Department partners with many organizations to discuss these issues. One excellent partner, and resource, is the Noblesville Workforce Development Council, facilitated by Vision Noblesville. The Council is comprised of representatives from Noblesville Economic Development, Noblesville School Administration, Noblesville High School, Noblesville Chamber of Commerce, WorkOne-Region 5, Ivy Tech Community College, and several private business representatives.

Dr. Kathleen Lee, Chancellor of Ivy Tech – Central Indiana addresses the CEO Summit



### CEO Summit 2013:

The goal of this year’s Summit, hosted by the Economic Development Department, the Mayor’s Office, and the Noblesville Workforce Development Council, was to

- #1. Update and expose our business leaders on the most current trends and initiatives to help them succeed in workforce development and training.
- #2. Provide access to dynamic speakers and leaders that are not normally available to them.
- #3. Provide an opportunity to hear how “one of their own” is dealing with workforce development and its related issues. And # 4. To provide the city with an opportunity to learn and listen from the industry on their concerns and needs.

Speakers at the Summit included Eric Dodan, CEO of the Indiana Economic Development Corporation, Dr. Kathleen Lee, Chancellor of Ivy Tech – Central Indiana, Joanie Hensley, Director of Human Resources, SMC Corporation, Jeff Bryant, Noblesville High School Principal, and Christy Langley, Director of Planning, City of Noblesville.



Economic Development Department Intern – Luis Sorto addresses the Chamber audience.

### High School Internship Program:

The Economic Development Department participated, for the second year with the Noblesville High School Career Exploration Internship Program. Due to the success of the 2012 pilot program, the high school was able to expand the program to include both semesters so interns and their respective business location could take advantage of a longer period of time utilizing each other’s abilities and offerings. Our intern for the 2013-2014 school year is Luis Sorto. Luis assisted with workforce development, sister city research, and Noblesville land owner research and data compilation. Luis was a guest speaker at the Enterprise Awards and informed the audience of the benefits the opportunity to intern for the City of Noblesville Economic Development Department offered him. Luis will focus on Cultural and Community Development second semester.

## IVY TECH



The Economic Development Department was involved early on in the recruitment of Ivy Tech to Noblesville. We look forward to the renovation and opening of Ivy Tech – Hamilton County in the fall of 2014. It will be located in the previous Noblesville Middle School located just off SR 32/ Conner Street at 300 North 17th Street. The Economic Development Department, in partnership with the Noblesville Workforce Development Council, and the Hamilton County Alliance - the County Economic Development organization, will continue to connect businesses from Noblesville and all other Hamilton County Communities with the Ivy Tech Corporate College Staff to align desired curriculum and certification needs.

The Hamilton County Campus in Noblesville will be home to the 32nd Ivy Tech campus and will provide Hamilton County residents easier access to college credits, technical certificates and associate degrees. Ivy Tech began offering classes in Hamilton County in 1980 and during the spring 2013 semester, more than 3,000 students took advantage of this opportunity. Ivy Tech is busy at work to determine what the site will look like and how to best serve the Hamilton County Community.

## ARTS COUNCIL

The **Noblesville Arts Council** formed under the auspices of the Vision Noblesville Education pillar. The group represents 15+ organizations working collaboratively to improve and enhance a culture of arts in Noblesville. Economic Development staff member, Alaina Shonkwiler serves on this council. The Arts Council has drafted a five-point strategic plan to achieve this mission:

- Increase our community’s awareness and appreciation for the arts (create a culture that values the arts and artists).
- Increase support for artists and art organizations through funding, advocacy, and the sharing of marketing strategies, best art management practices, etc.
- Encourage connectivity between artists and the community through shared spaces and communication strategies.
- Work with city and county departments to create policies that encourage a full range of art activities in Noblesville.
- Support the city’s efforts in creating a downtown cultural district.

The primary focus is to increase our community’s education, awareness and appreciation for the arts. This includes the participation of Arts Council members in developing programming to encourage a dynamic arts community in Noblesville.

### Arts Council Members represent the following organizations:

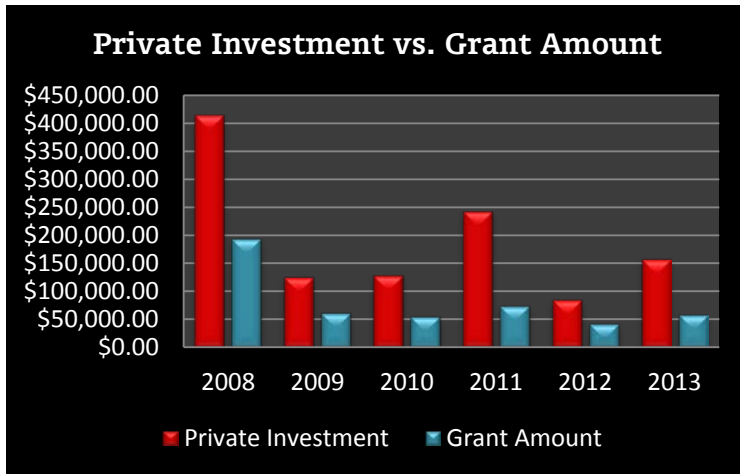
City of Noblesville	Nickel Plate Arts	Noblesville Main Street	Logan Street Sanctuary	Hamilton County Artists’ Association
Hamilton County Government	Hamilton East Public Library	Noblesville Schools	Noblesville Chamber of Commerce – YPG	Noblesville Preservation Alliance
The Belfry Theatre	Hamilton County Convention & Visitors Bureau	Noblesville Cultural Arts Commission	Local Artist – The Torch Queen	Deliberate Media

## DOWNTOWN

The Economic Development Department has a full time staff person dedicated to the continued renewal of the Central Business District and the implementation of the goals listed in the 2012 Economic Development Strategic Plan. Economic Development Specialist Alaina Shonkwiler offers support for downtown events and programming, serves on the Board of Directors for Noblesville Main Street and chairs that organization’s Economic Development committee, administers the City’s Façade Grant Program, builds upon existing beautification improvements, assists with the marketing of the downtown as a destination area and acts as a liaison for the Hamilton County Convention and Visitors Bureau, Hamilton County Commissioners, and Nickel Plate Arts. Alaina also works with the downtown building owners for infill and collaborates with the Downtown Merchants Association to strengthen existing businesses located in the downtown core.

The 2013 year saw many valuable additions to the downtown landscape, including several arts and cultural initiatives rising to the surface and the enhancement of new cultural experiences enhancing the downtown Noblesville sense of place within the community. Also, 2013 marks the 6<sup>th</sup> year for the Façade Grant Improvement Program which has stimulated enormous investment in the downtown and promotes the preservation and restoration of historically significant commercial buildings within our Central Business District.

### FAÇADE GRANT OVERVIEW



### Facade Grant Funding 2008-2013

2008 Grant Fund Total	\$232,100.13
2009 Appropriation	\$20,000.00
Transfer from 312	\$4,000.00
2010 Appropriation	\$50,000.00
2010 Transfer from 312	\$2,500.00
2011 Appropriation	\$50,000.00
Add'l 2011 Appropriation	\$50,000.00
2012 Appropriation	\$75,000.00
2013 Appropriation	\$75,000.00
<b>Current Funds Available</b>	<b>\$80,509.52</b>

### 2013 Completed Façade Grant Projects



## DUKE ENERGY PROJECT

In early 2013, Duke Energy notified Economic Development staff member and Downtown Liaison, Alaina Shonkwiler, that the sole transformer powering an entire square block in downtown Noblesville was in dire need of replacement due to an unusual number of power outages and multiple power surges that ultimately resulted in a minor fire within the transformer.

More than 47 downtown businesses and 3 residents would be affected by the planned upgrade. Duke Energy District Manager, Mark LaBarr, Noblesville Main Street Executive Director, Renee Oldham, and Alaina Shonkwiler personally visited each business impacted by the downtown rebuild project and explained the project necessity and plan to modernize the power facilities in the area. This proactive plan was initiated by the Economic Development Department.



### PROJECT RESULTS:

- Project completed more than 12 hours earlier than anticipated.
- The circa 1954 transformer was upgraded to three separate transformers that have the ability to increase downtown capacity.
- Downtown businesses were able to stay open during the project due to Duke Energy providing "alternative power sources".
- Downtown Businesses were pleased with both the City and Duke Energy for partnering with them and meeting their needs during the duration of the project.

### Project Overview:

- Upgrade/Modernize the power source for the East Side of the Courthouse Square
- Affected area is the FULL square block between 9<sup>th</sup> & 10<sup>th</sup> Streets and Logan & Conner Streets
- Affects the Stoplight at SR 32 & 10<sup>th</sup> (Duke plans to "re-feed" secondary power source from 9<sup>th</sup> & Logan Stoplight during the project)
- Both Alleyways must be closed off for 4 full days (including no tenant parking)
- Extra parking spaces required for Duke's equipment – specifically on the south side of Logan Street & west side of 10<sup>th</sup>.
- This was a Rain or Shine project

### Duke Energy's Portion:

- Duke Energy had three teams of 12-16 hour shifts working round the clock from Sunday – Wednesday.
- Lights Out on Monday & Tuesday
- Duke Energy provided traffic control for the alleyway areas
- The biggest challenge was resources – required smaller trucks due to turn radius in Alleys. Could not get enough manpower for the Spring Break week and cannot start on Sunday due to Easter.
- A Mechanic on site for preventative maintenance
- Provided the Customer Notification Letter and a FAQ sheet

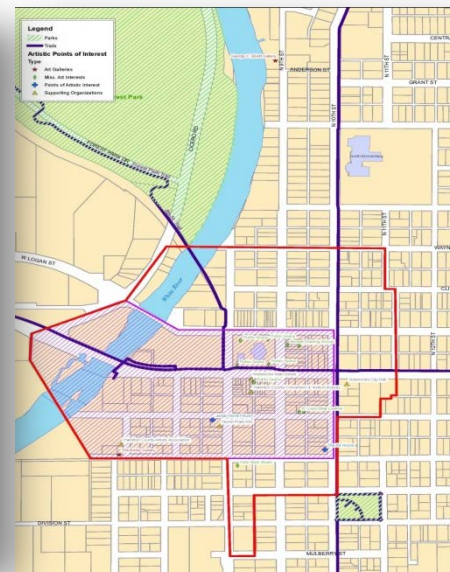
## EMERGENCE OF CULTURAL ARTS

# THE **heART** OF A CITY



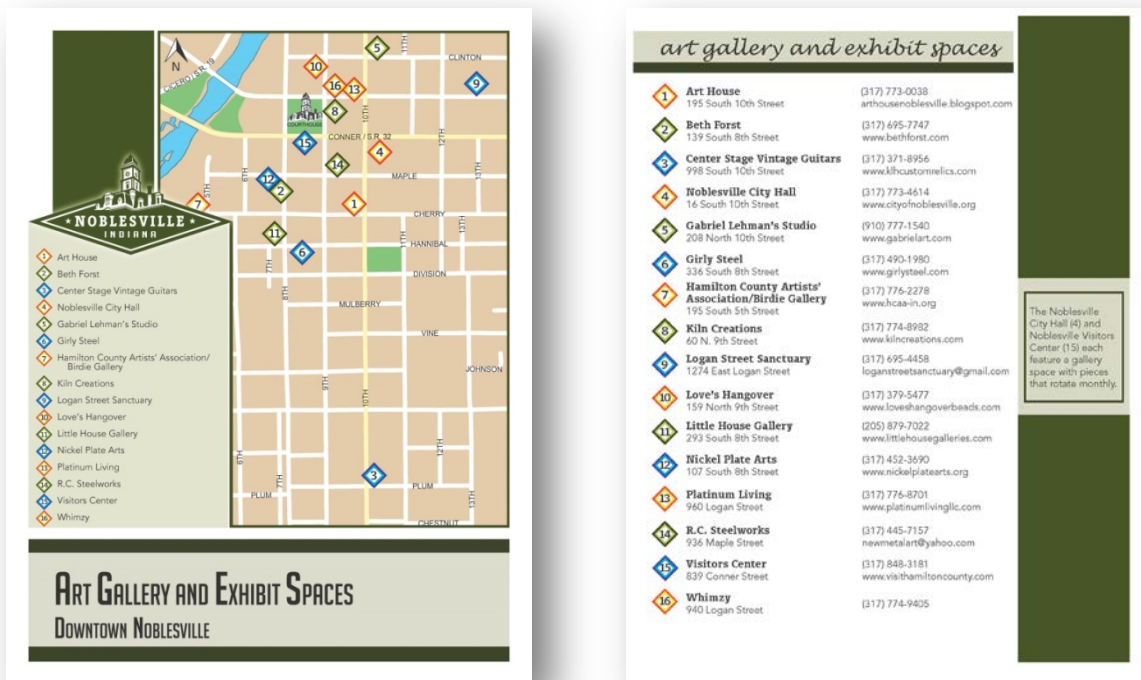
The Economic Development Department has long been working on a Cultural Arts initiative focused on the downtown area. In late 2012 and early 2013, the city received a Community Cultural Planning Consultancy from the Indiana Arts Commission to provide technical assistance in planning a Cultural Arts District in downtown Noblesville. Local arts and cultural organizations committed to partnering with the Economic Development Department in this planning effort through the creation of a Cultural Arts Working Group (many of these members are now members of the Vision Noblesville Arts Council). The consultancy resulted in a final recommendation that downtown Noblesville has the foundations for the creation of such a district, and weaving together the cultural, social and economic assets of existing arts organizations and supporting entities will strengthen the development of a cultural district. The benefits of a strong Cultural Arts District are business development and expansion, downtown revitalization, historic preservation, increased community identity, increased diversity, and the growth of creative enterprises.

Utilizing the results of the Community Cultural Planning Consultancy, the Economic Development Department is in the process of developing a defined Cultural Arts District in downtown Noblesville. The district will be defined both geographically and by cultural and arts assets to support its intent. We have identified key placemaking initiatives for a cultural district such as the development of key district structures and character areas: public art, gathering spaces, walkability and trails, integration of historic buildings, etc. as it strengthens the capacity of businesses, arts and culture. The partners in supporting this effort have long been established and currently are engaged in our Arts Council. The Economic Development Department is focusing on building and supporting collaborations and relationships among business, and creative and cultural assets and partners to foster programming and placemaking in the creation of a Noblesville Cultural Arts District.



Potential Cultural Arts District Map from efforts of Cultural Arts Working Group

**ART MAP** Falling within the Cultural Arts Emergence in the downtown Noblesville area, the Economic Development Department partnered with Nickel Plate Arts and created a new map that highlights the many artists and arts experiences in the downtown area. Unique shops and artistic spaces are found throughout downtown and the new map will help residents and visitors connect with these attractions. Within an easily walkable area, people will find the Nickel Plate Arts campus, numerous art galleries, artist studios, antique stores, and a variety of specialty shops. The Art Gallery & Exhibit Spaces map is available on the City of Noblesville website, as well as at the Noblesville Visitor Center, Nickel Plate Arts campus and City Hall.



## LOGAN STREET SANCTUARY

Noblesville is a vibrant and dynamic home for many in the cultural arts community. New arts initiatives have sprung up among the landscape and are offering a new venue for the arts as well as studio spaces for artists. In search of studio space, John Gilmore found that many of the newly established galleries and studios were already full and had long waiting lists for available space. With that information, he purchased an old church on Logan Street that was vacant for over three years and has offered his property as gallery and studio space for local artists and arts organizations. Economic Development Specialist, Alaina Shonkwiler, assisted the Logan Street Sanctuary in acquiring a zoning variance for the new use of this space and introduced the newly established Logan Street Sanctuary to Nickel Plate Arts, Noblesville Main Street, Noblesville Preservation Alliance, and the Polk Street Review to help solidify this new venture in the Noblesville arts landscape.

*Art Lives Here.*



John Gilmore plays with his band at the Logan Street Sanctuary

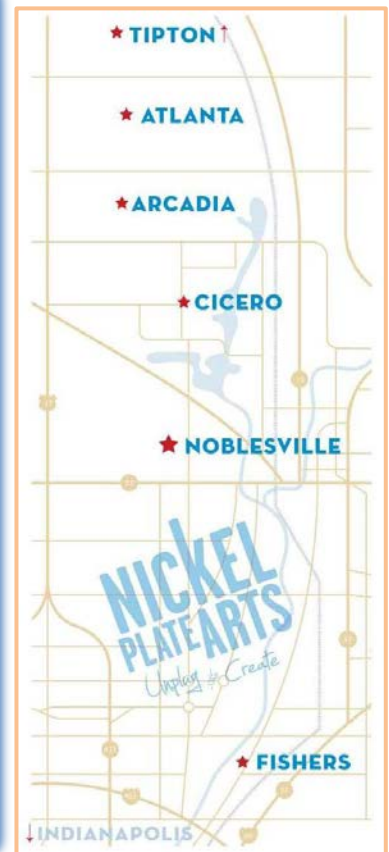


## SPONSORSHIP & PROMOTIONS



### Noblesville Arts District Development Sponsor

In 2013 the Economic Development Department committed to a \$5,000 sponsorship of the Nickel Plate Arts campus in downtown Noblesville. The Nickel Plate Arts initiative was born out of the Hamilton County Convention and Visitors Bureau and is a space where artists, art lovers, art hobbyists, teachers, students and curious passerby regularly congregate for exhibits, events, meetings and gatherings. This \$5,000 sponsorship supports the daily operation of the main campus. It ensures that Nickel Plate Arts' doors remain open and that fun, creative, energetic people are nearly always on hand to build goodwill and momentum for the arts community.



## HIPSTORIC

The merging of the terms hip<sup>1</sup> and historic<sup>2</sup> to form an interesting and expressive word for a historic and authentic place that is also modern or trendy to create the word **HIPSTORIC**.

**HIP<sup>1</sup>** Adjective *informal*—compare to hipster, a slang term  
 ...a person or place who follows the latest trends and fashions.  
 ...fashionably current, cooler than cool, the pinnacle of what is “it”

**HISTORIC<sup>2</sup>** Adjective —compare to antique, historical, notable  
 ...of or concerning history; of the past  
 ...of or relating to the character of history



The City of Noblesville Economic Development Department and Noblesville Main Street have partnered on a strategy for engaging the community to connect and activate new cultural experiences throughout the city. Hipstoric sets a tone; it is not a new brand. The general objective is to position Hipstoric as a cultural initiative to bring people and businesses to Noblesville’s Downtown Square. This initiative will emphasize the importance of maintaining the historic design aesthetic with a modern application and to reflect a design attitude that respects the existing building character for a timeless style. **Hipstoric**; creates a feeling in everyone who hears it and flows well within the objectives of the 2012 Economic Development Strategic Plan. The partnership on Hipstoric was established in fall of 2013 and the implementation of key tactics within the strategy will occur through enhancement of existing downtown events and within other placemaking and cultural arts opportunities.

## REGIONAL OUTREACH & COMMUNITY PARTNERSHIPS

### REGIONALISM

#### **\*BROWNFIELD ASSESSMENT GRANT**

The U.S. E.P.A. awarded the City of Noblesville and Towns of Sheridan and Arcadia (the Coalition) funds for the assessment of properties community-wide within the Coalition area. The grant includes \$300,000 for the assessment of sites contaminated by hazardous substances and \$100,000 for assessment of the petroleum contaminated sites. These funds have been and will be used to prioritize and investigate the historic uses of the properties; determine the type, severity, and extent of contaminants; and develop remedial alternatives that will allow for safe and viable reuse of the properties. The EPA defines a brownfield as real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

During 2013, the Coalition will have the following outputs:

- Prioritize brownfield properties/sites...6 Noblesville properties were identified
- Conduct up to nine Phase I Environmental Site Assessments (ESAs), which will include three (3) Petroleum ESAs and six (6) Hazardous Substances ESAs
- Complete up to seven (7) Phase II ESAs, which will include two (2) Petroleum Phase II ESAs and five (5) Hazardous Substances Phase II ESAs
- Prepare up to three (3) Cleanup and Redevelopment Plans, which will include one (1) Petroleum plan and two (2) Hazardous Substances plans
- Community Participation

The grant monies spent, and to be spent, will be used to incentivize private and public reuse of properties that have been previously developed. From sites located in the downtown central business district that might contain asbestos or lead based paint, to former commercial properties such as former car dealerships or dry cleaners to former industrial or manufacturing plants. Use of this grant can cover most of the upfront; out of pocket expenses to determine if an environmental problem may challenge redevelopment. This grant will remove these road blocks, as these upfront expenses that are often too expensive or too risky for a purchaser or developer. The performance period for this grant is three years.

#### **\*Hamilton County Economic Development and Planning Community Meetings**

Noblesville Economic Development hosted the first ever Hamilton County Community meeting. The purpose of these quarterly meetings, where Economic Development and Planning professionals come together, is to meet, discuss, and highlight best regional partnership practices. There were 3 Community meetings in 2013. Noblesville, Cicero, and Westfield hosted in each respective location. Over the course of 2013 meetings, the Noblesville team discussed our Brownfield Assessment Grant Coalition, Trails Development and Box City. We look forward to further regional partnership in 2014.

## PARTNERSHIPS

Noblesville Economic Development partners with many organizations to build our strength of networking, knowledge, relationship, support, and education.

### **Noblesville Chamber of Commerce**

The Economic Development Department partners with the Chamber on the Annual Enterprise Awards in order to honor both businesses and individual business persons for their hard work throughout the year.

Judi Johnson serves on the Board of Directors and also serves on the Business Advocacy Committee. Alaina Shonkwiler serves on the Membership Outreach committee.

The Mayor and the Economic Development Department often partner with the Chamber by participating in new business ribbon cuttings. Our team also collaborates on business visit selection and attendance.

### **Hamilton County Alliance**

The Hamilton County Alliance acts as the county's economic development organization. They partner with the various communities throughout the region to attract new employers, conduct economic research and market Hamilton County. The HCA acts as an additional information resource and colleague for business attraction. Judi Johnson serves on the Board of Directors and the Tactical Economic Development Team.

### **Indiana Economic Development Corporation**

The IEDC is the State of Indiana's lead economic development agency. The IEDC focuses its efforts on growing and retaining businesses in Indiana and attracting new business to the state. We use them regularly as an information resource and project attraction partner.

### **Indiana Economic Development Association**

We are annual members of the IEDA which is a state organization that is made up of economic developers, utility providers, attorneys, consultants, financial institutions, higher Ed professionals, engineers, architects, and construction professionals. IEDA is both a great networking resource and educational resource. Throughout the year we attend IEDA events and conferences.

### **Hamilton County Convention and Visitor Bureau**

The HCCVB is a constant partner in promoting Noblesville. In 2013 we jointly realized the emergence of the Nickel Plate Arts Campus. We look forward to opportunities and ways that we can continue to partner with the HCCVB. We hope to incorporate their expertise in programming activities for the Riverwalk and future West Side Park (i.e. bike rental, etc). Alaina serves as a liaison to the HCCVB and the Nickel Plate Arts initiative. The Economic Development Department works closely with the HCCVB in creating new opportunities for investment in Community Development projects.

**Indy Partnership**

The IP has experienced transition in its staff structure and is now acting as an arm of Develop Indy through the City of Indianapolis. They act as the source for data and resources for the 10 county Indianapolis region, representing its local economic development organizations to provide a coordinated, seamless response to companies seeking a new home.

**Indiana Office of Tourism Development**

The IOTD acts as a state-wide advertising arm for local tourism opportunities. Most of our partnerships are through paid media but we also get free online event listings and discounted listings in the Indiana Travel Guides that get distributed throughout the Midwest.

**International Economic Development Council**

The IEDC is a national membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession. This is also the organization that certifies economic development professionals and provides opportunities for continuing education.

**Japan-America Society of Indiana**

This cultural and educational organization's mission is to serve as a bridge of friendship between the people of Indiana and Japan. We began our membership in late 2010 and have since attended events to strengthen ties with our existing Japanese-owned companies and hope to ultimately to create new ones for potential business attraction.

**America China Society of Indiana**

ACSI's purpose is to strengthen the Indiana-China business relationship, grow sustainable economies, cultivate leadership in business, and foster respect for our respective cultures. ACSI is a leading force, advocate, and catalyst for new business development opportunities in Indiana and China

**Noblesville City Administration/City Departments /Economic Development Common Council representatives**

The Economic Development Department, City Departments, Mayor's Office, and the Common Council Economic Development Committee provide a team approach towards, creating, retaining and reinvesting wealth into the community. We conduct monthly meetings, attend business visits and consult on decisions on a daily basis. This year we partnered on projects such as Midland Trace Trail, Riverwalk Trail, West Side Park, a newly formed Development Team (future development discussion) and other misc. initiatives.

**Noblesville Main Street**

Noblesville Main Street has been a partner with the City for several years. Originating in City Hall the organization continuously seeks improvement and looks for new partnerships throughout the community. Along with partnering in several events NMS now occupies the top office space of the Noblesville Visitors Center and maintains a working relationship with the downtown merchants. Alaina serves as a member of their Board of Directors and chair of the NMS Economic Development Committee.

**Oklahoma University/Economic Development Institute**

OU/EDI is another arm of the professional certification process. They hold continuing education classes throughout the year.

**SCORE**

SCORE has office space in City hall and also acts as our go-to business counselors when we have inquiries from individuals on how to start a business in Noblesville. They will be serving as part of our Small Business Loan Guaranty process.

**Vision Noblesville**

Vision Noblesville is located in Noblesville City Hall. It is guided by three components: Community, Vision, and Excellence. There are 110 community leaders involved in Vision Noblesville through its many committees and volunteer opportunities. Analysis through metrics and measurement provide the foundation of its current and future endeavors. There are 4 pillars in the overall structure: Education, Environment, Growth, and People. The Noblesville Economic Development Department is actively involved in the Growth and Education pillars.

**Noblesville Schools**

In 2013 the Economic Development Department aligned Noblesville High School with business partners as they prepared to launch their 2013 Career Exploration Internship pilot program. The Economic Development Department was the first to sign up to obtain a high school intern. The Economic Development Department continually connects School Administration with potential partnerships.



## 2014 – LOOKING AHEAD

The 2012 Economic Development Strategic Plan and the 2014 New Comprehensive Master Plan have both created a progressive roadmap for our department. We are excited to focus on already established and on-going goals along with new short term goals (1-3 years) in 2014. Staff's everyday responsibilities and activities are always performed and prioritized keeping in mind the immediate and future needs of our Noblesville Businesses and Community.

IN 2014 we have the following goals:

- Attract new business. Retain, and assist in the expansion of, existing businesses.
- Develop a strategy for the use of public financial incentives that set standards to be met while also realizing the importance of continued flexibility.
- Continue to partner with the Workforce Development Council, Noblesville School Corporation, local businesses, Hamilton County Alliance, and Ivy Tech to determine workforce skill gaps, STEM needs, development of career ladders programs to improve access to higher paying jobs through continuing education and training, and develop job placement programs for qualified workers.
- Continue to identify qualified brownfield properties and perform assessments through the use of our Federal Brownfield Assessment Grant.
- Host a CEO Summit and continue to partner in industry roundtables with the Noblesville Chamber of Commerce Business Advocacy Team.
- Initiate a formal business visitation program and develop a broader business retention and expansion strategy that includes a business appreciation program, business surveying, business awards, and increased communication and promotion attention.
- Continue to embrace regionalism and increase partnerships with local resources.
- Continue to devote a staff member to work in collaboration with other city departments and downtown organizations to improve downtown revitalization and beautification, economic development, cultural emergence, promotion, connection, west side of the river development, and streetscape planning.
- Continue to partner with the Noblesville Arts Council on Arts Education and Programming in Noblesville.
- Facilitate public arts projects, such as murals, by helping to identify appropriate locations.
- Research the creation of a Noblesville Cultural Arts Master Plan for the City of Noblesville.