



# 2014 Annual Report



Noblesville Economic Development | [ChooseNoblesville.com](http://ChooseNoblesville.com)  
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The Economic Development Department leads the City’s business attraction, retention, and expansion 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.



## 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

MARK BOICE – PRESIDENT

BRIAN AYER      ROY JOHNSON      RICK TAYLOR  
GREG O’CONNOR      STEPHEN WOOD      JEFF ZECKEL

COMMON COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

RICK TAYLOR – CHAIRMAN

BRIAN AYER      MARK BOICE

FAÇADE GRANT PROGRAM –DESIGN REVIEW COMMITTEE

JOHN ADAMS      ANDREW HABEL      MIKE MARINARO  
CHRIS OWENS      HEATHER MACINNIS

ECONOMIC DEVELOPMENT STAFF



JUDI JOHNSON  
DIRECTOR



SARAH REED, AICP  
ECONOMIC DEVELOPMENT  
SPECIALIST



ALAINA SHONKWILER  
ECONOMIC DEVELOPMENT  
SPECIALIST



## MESSAGE FROM THE DIRECTOR

Throughout the year, the Economic Development Department received attention from site selectors and businesses looking for help in locating, relocating, or expanding businesses in Noblesville.

It became evident, early in the year, that Noblesville would grow in the Life Sciences sector with the announcement that we had successfully attracted Zevacor Molecular. Zevacor Molecular, an independently owned healthcare firm that manufactures and distributes PET and SPECT radiopharmaceuticals, has committed to this multi-million dollar project to introduce a commercial medical 70 MeV Cyclotron in order to stabilize the domestic supply of medical isotopes needed to diagnose and treat critical illnesses. This attraction involved Zevacor's purchasing a vacant 72,000 square foot facility located in Saxony Business Park. They are currently renovating their facility to house the only commercially owned 70MeV cyclotron in the nation. Zevacor will manufacture medical isotopes used in diagnostic imaging and therapies within oncology, neurology, and cardiology. Capital investment in both real and personal property will be approximately \$40,000,000.00. Zevacor Molecular will hire 46 new high wage employees.



*Pharmakon Pharmaceuticals building in Noblesville's Corporate Campus*

Pharmakon Pharmaceuticals, an FDA registered DEA licensed manufacturer providing accurate and reliable sterile admixing services, relocated to Noblesville in early 2014. They renovated a 35,000 square foot facility in Saxony Business Park and then, due to significant growth, announced in November 2014 that they would expand by an additional 50,000 square feet. This will ultimately result in an 85,000 square foot pharmaceutical facility. Capital investment overall will be approximately \$9,700,000.00. They relocated 47 jobs and will be hiring 150 new employees.

An especially successful win in 2014 was the attraction of Cabela's, the World's Foremost Outfitter® of hunting, fishing and outdoor gear. Cabela's decided to locate at the Exit 210 retail node adjacent to the Hamilton Town Center Simon Mall. Cabela's will open late fall of 2015. Cabela's will employ approximately 250 full and part time employees in their 80,000 square foot building. Destination Retailer Cabela's will sustain and attract additional investment in Noblesville for years to come. Estimated construction cost is \$12,300,000.00.



In 2014, Noblesville announced corporate capital investment of over \$100,000,000.00. Noblesville's announced corporate investment led the way in Hamilton County and constituted 44% of overall announced Hamilton County investment.

Approximately 39 new businesses opened their doors in 2014 (This is a conservative number as the city does not require obtaining a business license to operate).

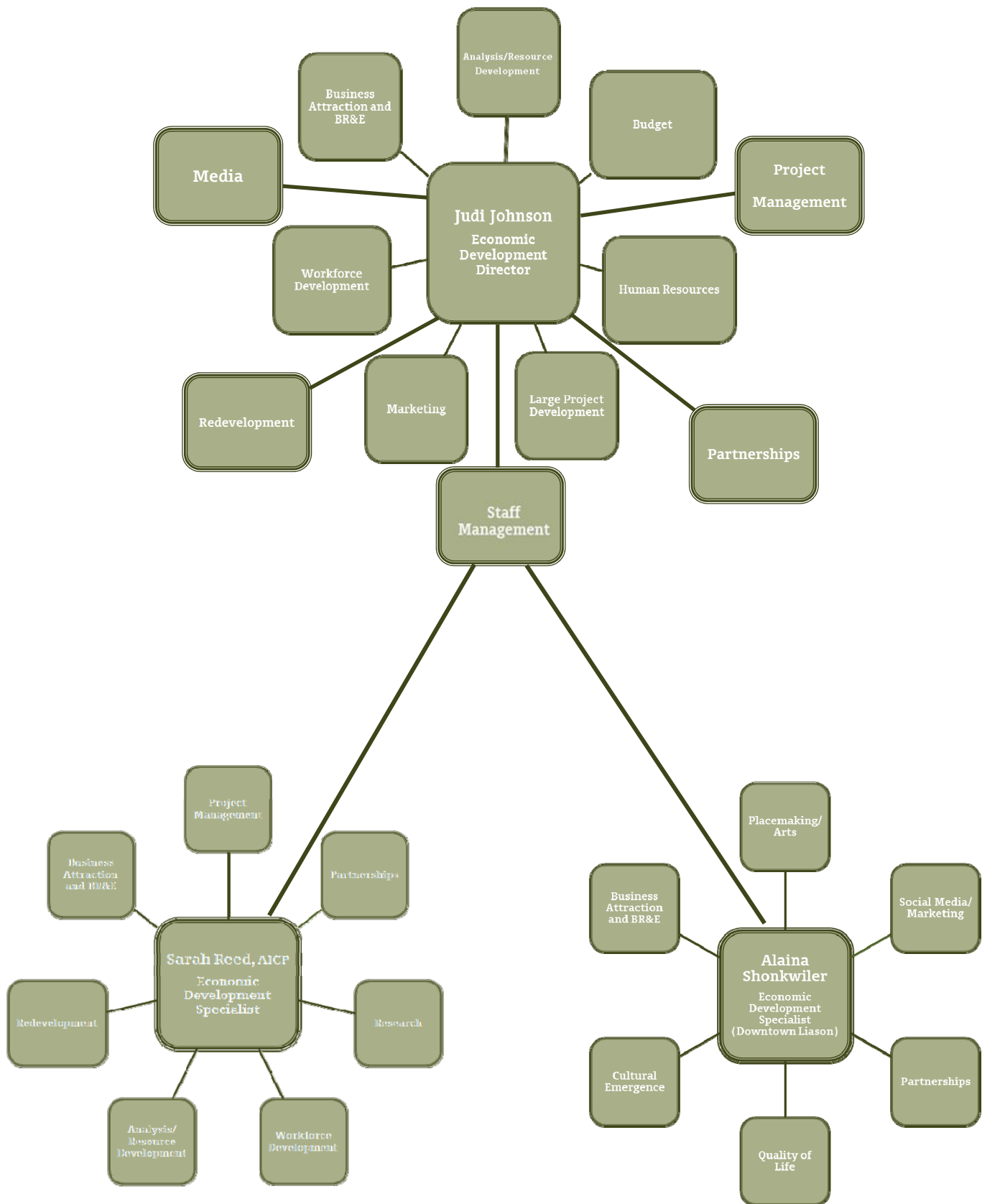
In 2015, our focus will be directed toward development and implementation of a new Business Retention and Expansion program called "Stay Here, Grow Here", a program that will provide resources and assistance to Noblesville's existing businesses. Workforce Development efforts will continue in

order to improve the quality and skills of the Noblesville workforce, help businesses meet their human resource demands, and provide channels for businesses and workers to connect. We will concentrate on the growth and enhancement of our "Hipstoric" downtown, the attraction of targeted industry sectors, Federal Hill District development, Cultural Arts emergence, Placemaking, and local and regional partnerships.



Judi Johnson - Director of Economic Development

# NOBLESVILLE ECONOMIC DEVELOPMENT STAFF MATRIX



# NOBLESVILLE ECONOMIC PROFILE

## COMMUNITY DEMOGRAPHIC PROFILE

*Noblesville, Indiana is an authentic community that has long provided the perfect balance of a highly educated workforce, outstanding quality of life, affordable housing and some of the state's best schools. You'll find all those factors and more at work in Noblesville.*

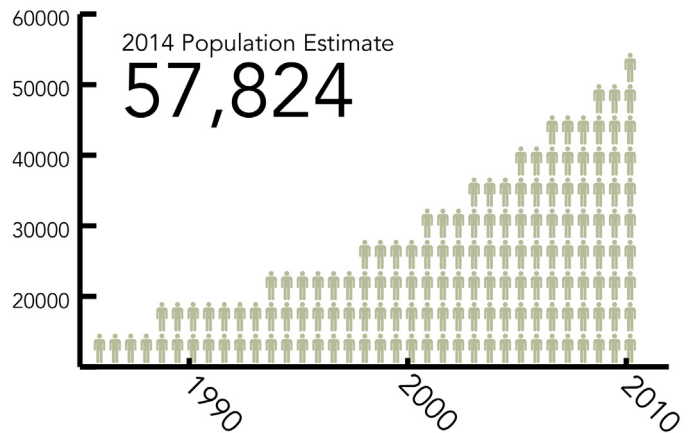
### LABOR FORCE (Dec. 2014)

Labor Force	29,212
Employment	27,832
Unemployment	1,380

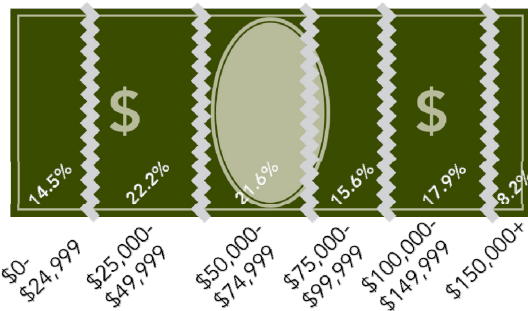
### UNEMPLOYMENT RATE (Dec. 2014)

Noblesville	4.7 %
Hamilton County	4.1 %
Indiana	5.8 %
United States	5.4 %

Source: Indiana Department of Workforce Development



## INCOME



### POPULATION

	City of Noblesville	Noblesville Township
2014 December Est.	57,824	5,609
2013 December Est.	56,548	5,617
2010 Census*	51,969	
2000 Census*	28,590	

Source: December Estimates from the Noblesville Planning Dept.

Source: \* U.S. Census Bureau

## NOBLESVILLE SCHOOLS DATA 2014



### SCHOOLS

- 12th Largest High School in the State
- Only Hamilton County school district with all schools rated 'A' by Dept. of Education
- Silver Medal High School by US News and World Report
- 92% Graduates Pursuing College
- 2014-15 Enrollment is 9,934

## NOBLESVILLE HOUSING MARKET 2014

**\$234,827**

Average Home Cost

**3,904**

Average Home Size (sq ft)

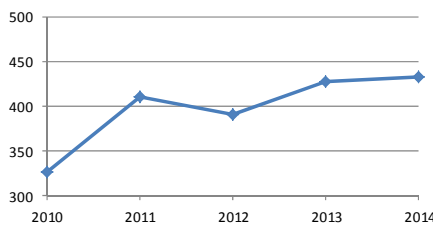


2010 - 2014

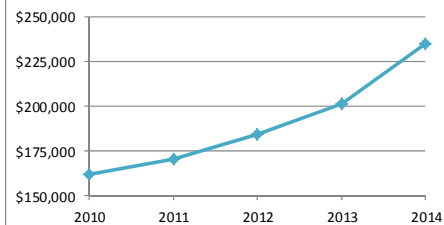
**433**

Housing Permits Issued

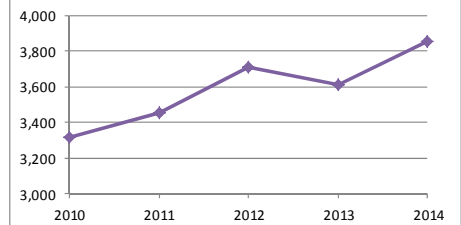
### Number of Permits Issued



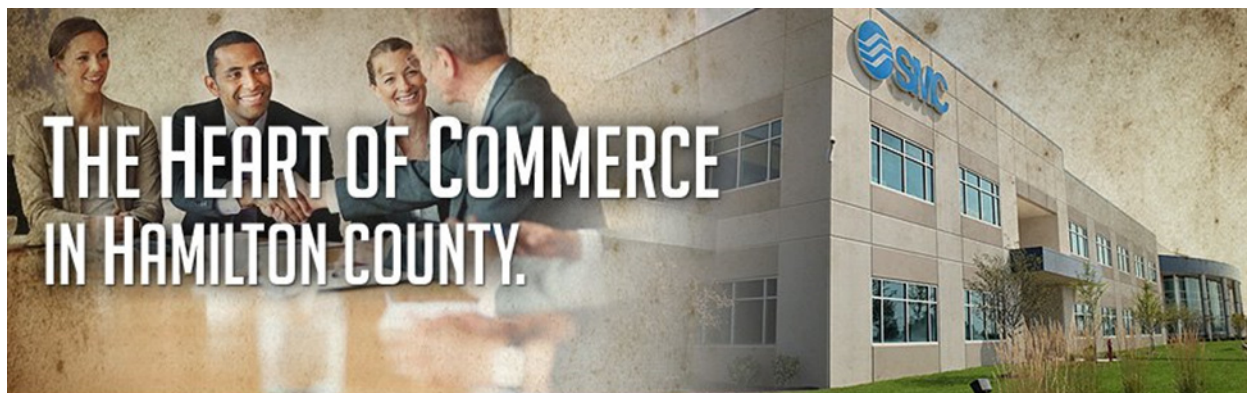
### Average Home Cost



### Average Home Size







## NOBLESVILLE TOP EMPLOYERS 2014

### TOP 20 EMPLOYERS

Noblesville Schools	1526	Cardon & Associates	154
Riverview Health	980	Riverwalk Village	150
Hamilton County	775	Community Health Network	133
SMC Corporation of America	680	Metro Plastics Technologies, Inc.	92
City of Noblesville	380	Riverwalk Commons	78
Ambu, Inc.	425	Burco Corporation	70
Helmer Scientific	224	Index Corporation	62
Ryan Fireprotection, Inc.	195	Blue Sky Technology	62
Industrial Dielectrics, Inc.	170	Stanley Security Solutions, Inc	58
Perfecto Manufacturing, Inc.	160	Noble Industries, Inc	55

### TOP 10 EXISTING INDUSTRIES

Medical Device Manufacturing	Financial & Investment Services
Precision Manufacturing	Professional & Business Services
Pharmaceutical Manufacturing	Administrative & Support Services
Information Technology & eCommerce	Retail
Healthcare	Agriculture

### TOP 5 INTERNATIONAL FIRMS

SMC Corporation of America	Industrial Dielectrics, Inc.
Helmer Scientific	Index Corporation
Ambu, Inc.	



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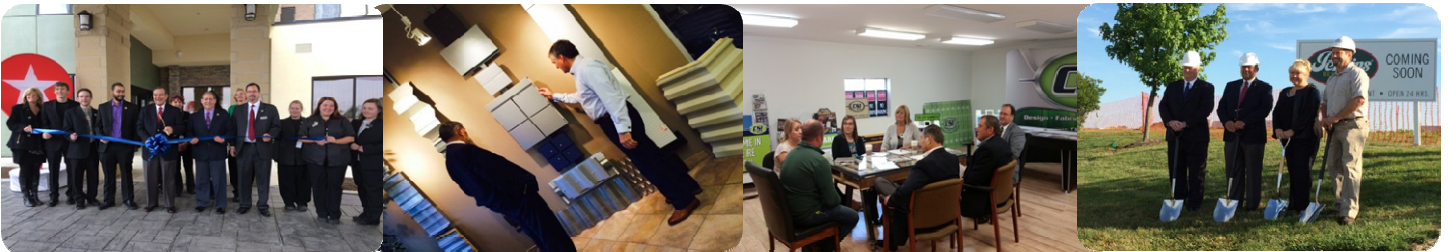
## DEPARTMENT YEAR AT A GLANCE

**Business Visits: 80**

**Identified new business starts: 39**

**Attraction, Expansion/Retention Projects:**

- Noblesville submissions: 47
- Total requests for submission received from HCA, IEDC, Indy Partnership, and other sources: 103
- Unable to submit for 56 projects due to misc. needed criteria - i.e.: rail



**Façade Grant Dollars for Downtown Public Investment: \$133,389.12**

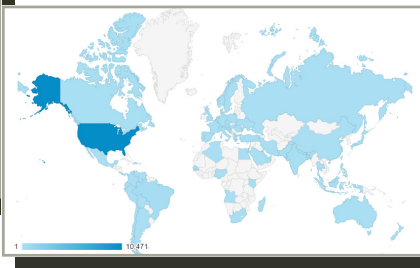
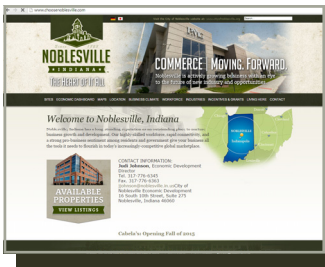
**Façade Grant Dollars for Downtown Private Investment: \$150,714.11**

**New Jobs promised through City incentives: 198**

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

**Speaking Engagements by staff: 7**

**Marketing/Advertising and/or Promotion dollars spent: \$57,346.00**



**Invest Hamilton County:** Noblesville led the county with the most capital investment from announced projects resulting in approximately \$100 million dollars.

**ChooseNoblesville.com Website Analytics:**

- Page views: 26,372
- Viewed the most by: Noblesville, Indianapolis, Fishers, Carmel, and Chicago
- Viewed internationally by 75 different countries
- New Visitors: 79.92%

**Staff Education/ Training hours: 230**

## NEW BUSINESS VENTURES 2014

**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. Frequently the Economic Development Department will hear about new developments, staff will see them as they are out in the community, and we speak regularly with the Noblesville Chamber of Commerce. Another way we can determine new business is through new construction, renovation, & sign permits through the Planning Department. The list below represents some of those businesses.

### New Business Ventures: 2014

Chuy's Restaurant	Charlotte Russe	Rally, Rock & Ride
Midwest Eye Consultants	Wings, Etc. Restaurant	Site Architecture
Noblesville Towne Market	Gandolfo's Deli	Anytime Fitness
Godby Discount Furniture	Cookie Cutters	Noblesville Orthodontics
Hot House Communications	Ameriana Bank	AH Collections
Jaggers Restaurant	Prestige Dry Cleaning	Ling's Oriental Martial Arts
Tucano's Brazilian Grill	Foot Wellness	First Signature Lending
Soma	i Nails	Pharmakon Compounding
Paxxal Pallets	Cumberland Pointe Dental Care	Courtyard by Marriott
The Ville Restaurant	Shelter Distribution	Clean for You LLC
Town Spirits & Fine Wines	Noblesville Kids Dentistry	Banks & Brower LLC
Perkins Restaurant (HTC)	Durbin Jungbauer LLC	Abby Custer Photography
Naked Monkey	Buck's Barber Shop	Falcon Finds





## PROJECTS OVERVIEW

Total Projects Received	103
Project Submissions	47
Projects Unable to Submit	56
Successful Projects	5
Success Rate	10.6%



**ATTRACTION:** Cabela's, the World's Foremost Outfitter of hunting, fishing and outdoor gear is under construction at Exit 210 off of Interstate 69. The anticipated opening is early fall of 2015. Cabela's will hire approximately 250 full and part time employees and the facility will be 80 thousand square feet.



**ATTRACTION:** In 2014, Zevacor Molecular purchased a 72 thousand square foot building in the Saxony Business Park. Renovations are currently under way to accommodate the only commercially owned 70 MeV Cyclotron, dedicated to medical use, in the United States. The facility will be used to manufacture medical isotopes used in the diagnostic imaging and therapies within oncology, neurology and cardiology. Manufacturing equipment also opens up the ability to research isotopes currently not widely available in the United States such as Copper-67 which is a therapeutic for treating cancer. Zevacor plans to hire 46 high wage employees by December 2018.



**ATTRACTION:** Pro-gard Products LLC. purchased the old RMI building at 9650 E.148th Street and will be expanding that building by 15K square feet immediately. Pro-gard manufacturer's law enforcement products such as: Vehicle Trade Anti-theft Systems, Gun Racks, Push Bumpers, Trunk and Seat Organizers, Prisoner Transport Partitions, Prisoner Transport Seats, Floor Pans, and much more. They have also expressed an interest in purchasing the 2.75 acreage to the west of their location for additional expansion in the future. Pro-gard will retain and relocate their existing 34 employees and is expected to hire an additional 5.



**RETENTION:** LeMaster Steel Erectors, Inc. is a 35 year old company that has had a Noblesville office for 30 years, and their Corporate Headquarters are located in Elkhart, IN. LeMaster's has recently completed the construction of a new 10,625 SF building on 2 acres located in the Pleasant Street Business Park. LeMaster's will retain their existing 48 employees and is expected to hire an additional 5 employees.



**EXPANSION:** Pharmakon Pharmaceuticals relocated their corporate headquarters and the pharmaceutical division to the Saxony Business Park in January of 2014. Significant growth prompted them to acquire an additional 7 contiguous acres on which they will construct a 50,000 square foot building that will connect to their existing building via a pedestrian bridge. The expansion will be used for the company's long term care pharmacy business and also provide space for anticipated future growth. Pharmakon will hire an additional 62 employees.





# STAY HERE ★ GROW HERE

★ *Noblesville* ★

The business retention and expansion program “Stay Here|Grow Here” was initiated by Mayor Ditslear to provide a framework to continue and strengthen communication between the City of Noblesville and our local business community. Modern technology and evolving data sources are vital to the enhancement of our connection with the companies we serve, allowing us to develop a unique approach. “Stay Here|Grow Here” will help the Economic Development Department provide more business specific solutions and utilize technology in a modern approach to economic development practices.

Below we have identified the “Stay Here|Grow Here” guiding principles and an abridged list of the elements and products included in the program. The five guiding principles are collaboration, communication, collection, consideration, and change. Each principle will be identified and defined within the program and each includes goals, objectives, actions, and measurements to track the Department’s success.

COLLABORATION



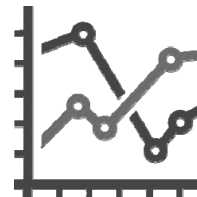
COMMUNICATION



COLLECTION



CONSIDERATION



CHANGE



### STAY HERE|GROW HERE ELEMENTS:

- Partnerships
- Workforce Development
- Business to Business Communication
- City to Business Communication
- Business Survey and Analysis

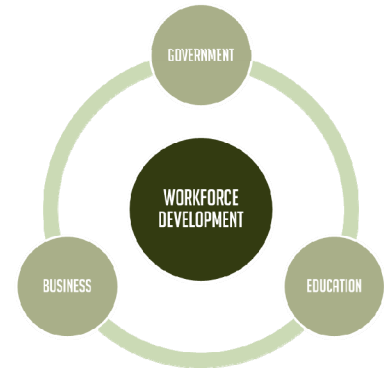
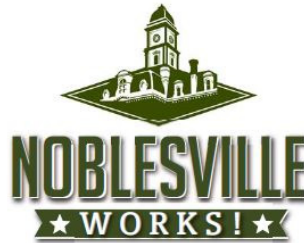
### STAY HERE|GROW HERE PRODUCTS:

- Business Visits
- Appreciation
- Business Park Directory/Map
- Education Opportunities
- Virtual Business Resource Center

Economic Development staffer Sarah Reed is project lead and continues to implement a majority of the “Stay Here|Grow Here” elements daily. Throughout 2014, new element ideas were developed, outlined, and added to the components of the initiative. Key components of “Stay Here|Grow Here” that are being developed include: marketing and promotional items, the virtual business resource center, and a monthly newsletter template. “Stay Here|Grow Here” will have a strong web and social media presence in 2015.

# WORKFORCE DEVELOPMENT

The City of Noblesville Economic Development Department set a goal of helping to develop a pipeline of talented, workforce-ready individuals to support the needs of the business community. This Workforce Development initiative became a collaborative effort between the City, businesses, and schools. The Economic Development Department has assigned a high level of priority to the Workforce Development partnership of government, business, and education and is continually expanding to adapt to the growing needs of today's workforce.



## GOVERNMENT:

**Stay Here. Grow Here.** This is the Economic Development Department's Business Retention & Expansion program. It contains a heavy focus on creating and implementing Workforce Development initiatives and partnerships.

**Workforce Development Council.** The Workforce Development Council was initiated by the City to bring government, businesses, and educators together at one table to discuss the talent needs within the region and how to develop that talented workforce locally. In 2014, the Council put together the framework for the Workforce Soft Skill Standards and are currently in the planning phase for a community-wide roll out in the 2015-2016 school year. "Noblesville Works!" will be an effort to increase awareness and to educate the community about the importance that soft skills play in society.

The Workforce Soft Skills Program was developed to foster collaboration between the City, businesses, and schools with a community-wide effort to increase awareness of soft skills throughout society. This program will help exemplify the importance of these skills in today's modern, technology-driven work environment.

Soft skills are vital to career readiness and success. With the help of the Economic Development Department and the continued Workforce Development Council efforts, Noblesville will develop a pipeline of talented, workforce-ready individuals to support the needs of our business community.



**Connecting Classrooms & Careers.** Economic Development staff attends Connecting Classrooms & Careers which is a series of events convened by Congresswoman Susan W. Brooks to bridge the gap between educators and industry. The events are aimed at advancing and strengthening our workforce by introducing teachers, counselors, principals, and community leaders to various career industries. Speakers in the industry tell their career pathway "story" including training they went through, goals, obstacles, and then identify what that particular industry is looking for in their future workforce/recruiting initiatives.



# WORKFORCE DEVELOPMENT (CONTINUED)

## BUSINESS:

**“Made in Noblesville”–Executive Engagement.** These sessions were created by Economic Development to be a networking best practices forum, in its simplest form, for higher level executives of the City’s existing businesses and are facilitated by a consultant. There are currently 16 manufacturing and STEM executives actively involved in this peer to peer networking and action group. Two sessions were held in 2014, the initial on September 15<sup>th</sup> at City Hall and the second on November 12<sup>th</sup> at SMC Corporation. At the initial session, the group decided to continue meeting and to travel and showcase a different participating business for each event. Future sessions are planned quarterly, with the first quarter meeting to be held at Helmer Scientific.

Executive Engagement attendees were asked for feedback on several topics, this is what they had to say:

**The current business climate [in Noblesville] is:** “Improving, manufacturing [is] getting stronger.”

**The biggest challenge facing my company is:** “Finding and attracting the best people.”

**An improvement made recently in my business is:** “Robots, automated inspection, [and] new machinery.”

**What is Noblesville’s best business resource:** “Network. Many manufacturers and local businesses to help.”

**City of Noblesville government:** “[Is] helpful and cares.”

**NHS Industry Tours.** The Industry Tours are an organized effort to introduce students in their junior year to various career industries. Students have toured 5 local businesses and t-shirts were created for participants to help increase awareness of the program among other students and throughout the community. Economic Development has connected businesses to Noblesville High School as tour locations and also provides promotional items.



## EDUCATION:

**NHS Internship Program.** The Internship Program started with a pilot program in January 2013 with 22 students. The program enrollment has steadily increased with 90 students and 28 businesses in the 2013-2014 school year and the 2014-2015 school year has 166 students and 47 businesses participating. Economic Development supports and participates in the Internship Program each year.

**Ivy Tech.** The Economic Development Department, in partnership with the Noblesville Workforce Development Council, and the Hamilton County Economic Development Corporation, the Noblesville Chamber and Noblesville Schools continued throughout 2014 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 is home to the 32nd Ivy Tech campus and provides Hamilton County residents easier access to college credits, technical certificates and associate degrees. Ivy Tech began offering classes in Hamilton County in 1980 and currently has approximately 2,600 students. Ivy Tech is determined to serve the Noblesville and Hamilton County Community.

# DOWNTOWN NOBLESVILLE

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 Economic Development Strategic Plan and the freshly updated Noblesville Comprehensive Master 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 city downtown liaison for Hamilton County Tourism, Inc., Hamilton County Commissioners, the Noblesville Arts Council and Nickel Plate Arts. Alaina also works with the downtown building owners for infill and collaborates with the downtown merchants to strengthen existing businesses located in the downtown core.

The downtown symbolizes the identity of Noblesville as a city. Thus, the City of Noblesville invests a significant amount of capital into the downtown, it's infrastructure, it's beauty and strives to preserve the historic charm while renewing the district as a whole. Below is the breakdown of public investment dollars spent in the downtown area.

## 2014 CITY OF NOBLESVILLE CENTRAL BUSINESS DISTRICT EXPENDITURES

Project	City Funds	State Funds	Misc. Funds	Total
8th Street Resurfacing	\$ 261,500.00			\$ 261,500.00
8th Street Railroad	\$ 158,000.00	\$ 150,000.00	\$ 50,000.00	\$ 358,000.00
Conner Street Sidewalk			\$ 80,000.00	\$ 80,000.00
SR 32/38 Resurfacing		\$ 387,500.00		\$ 387,500.00
City Façade Grant Program	\$ 133,389.00		\$ 150,714.00	\$ 284,103.00
Downtown Flower Baskets	\$ 2,272.00			
<b>TOTAL 2014 INVESTMENT</b>	<b>\$ 555,161.00</b>	<b>\$ 537,500.00</b>	<b>\$ 280,714.00</b>	<b>\$ 1,371,103.00</b>

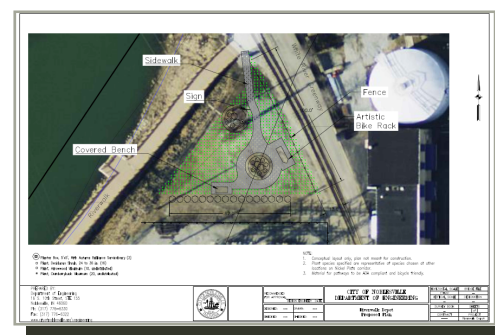
Source: City of Noblesville Engineering and Economic Development Departments

Note: Project costs not directly attributed to City funds are based on project estimates and are not "as-built" figures,

Misc. Funds are denoted as grants or private investment dollars.

2014 marks the 7th 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. 2014 also saw many valuable additions to the downtown landscape, including 14 new businesses [see page 10], 4 businesses retained (At Home With Us, Sweet Home Cupcakes, The Wild Bookstore, and Delk's Antiques), a new Executive Director for Noblesville Main Street, the groundwork for a downtown pocket park/trailhead and the continuance of several arts and cultural placemaking initiatives. All of these factors led to the enhancement of the experience of downtown Noblesville for both residents and visitors.

One example of placemaking is the planning and preparation for a downtown "pocket park". A pocket park is a small park accessible to the general public. Pocket parks are frequently created on a single vacant building lot or on small, irregular pieces of land. The City owns a prime parcel for such a mini-park. Though this downtown parcel, located northwest of the intersection of 8th Street and Logan Street, is ripe with attributes such as its proximity to downtown and that it intersects the White River Greenway trail and the newly established Riverwalk trail, it comes with a few tricky features. For instance, it is immediately adjacent to the Duke Energy Substation, contains 3 power poles and 3 guy wires that anchor at the center of the parcel and also has a 40 foot easement managed by the Hoosier Heritage Port Authority as one edge of the parcel runs parallel to the railroad that cuts through downtown Noblesville. In 2014, the Economic Development Department initiated the effort to beautify this small parcel in downtown and is coordinating the collaboration between city departments (Parks, Streets, Engineering and Wastewater) with the external stakeholders (Duke Energy and the Hoosier Heritage Port Authority). Though this project is ongoing, 2014 saw incredible progress in the design of the space. The first city funded public art piece was designed, created and is ready for installation in this awesome little park. With the assistance of a \$5,000 Duke Energy Foundation grant, the future park, called the "Riverwalk Depot" will feature a large train engine sculpture designed and installed by Rick Heflin, owner of RC Metalworks in downtown Noblesville. The pocket park will also include way finding signage; a bicycle repair station that includes an air pump and tools; and native landscaping accents.



# NOBLESVILLE ARTS COUNCIL

Noblesville is host to a wide variety of art organizations and artists who over the years have worked independently. In August 2013, the Noblesville Arts Council was formed to begin collaborative efforts to improve and enhance a culture of arts, with a current emphasis on the creation of a downtown cultural arts district. Nineteen organizations serve on the Council representing artists, art organizations, city and county government, area businesses, city and county economic development groups, and local schools and library. Council members commit to supporting the Council's work through programming, technical assistance, and impact measurement.

In 2014, 16 organizations collaborated to combine historic events (Old Mill Festival and Hamilton County Artists Association Gathering of Plein Artists) with new programming (such as the Polk Street Film Festival) to create the Nickel Plate Arts Festival. This event brought 2,500 visitors and residents to downtown Noblesville over three days to experience live performances, art competition, craft opportunities, and artisan shopping. The Noblesville Arts Council participated on many levels to support the efforts of this weekend and the Economic Development staff liaison created a collaborative image of all of the event happenings to push out on all Council members social media avenues (see image on right).

[illegible]

Noblesville Arts Council – June 4, 2014

Throughout 2014, the Council completed a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) of Noblesville as a place that fosters the arts, programming of cultural experiences, and relationships with Noblesville art stakeholders. The next task after the SWOT analysis, was to map all of the artistic assets of the Noblesville community and included an exercise for the Council to gain a clear sense of what resources they, personally or the organization in which they represent, can bring to our collective table to enhance the arts in Noblesville. Resources are primarily --- dollars, expertise/talents (people), materials or programming. With these documents, the Arts Council then created an operating framework on which the Council should focus mutual energies as well as developed and strengthened partnerships within participating entities. Additionally, several council members initiated a collective calendar for arts and cultural events in Noblesville. The calendar conversation is integral in fostering the continued collaboration of local arts organizations through a supportive and mutually beneficial resource. Finally, as the Arts Council Blueprint began to take shape, the Economic Development Department allocated 2014 funds to hire a consultant to take the rough draft of this committee produced document; refine and enhance the product and create a rollout/marketing strategy of the information to the general public. TAYLOR SIEFKER WILLIAMS Design Group, LLC was hired in the fall of 2014 to finalize the Noblesville Arts Council Blueprint. The final product is expected to be rolled out to the public in the spring of 2015.

The Economic Development Department acts as a city liaison to all of the participating Arts Council organizations and will act as the group's convener beginning in 2015 to ensure that collaborative efforts progress and to assist with policy issues.



## **Noblesville Arts Council : 2014 Blueprint Components**

**Vision:** To empower and promote a collective culture of the arts in Noblesville to make the city a vibrant place to both live and visit.

**Mission:** This Council will be a dynamic, community-based group utilizing the principles of collective impact to encourage collaborative approaches to building and maintaining a dynamic arts community. This document is considered a blueprint that will always be reviewed and renewed.

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### **Strategy 1: Create a Noblesville Cultural Arts Strategic Blueprint**

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- 1.1 Research: Review, update, and expand the 2012-2013 Community Cultural Arts Consultancy and the current inventory of artists and venues.
- 1.2 Create the Blueprint with mechanisms for continuous review and improvement of the Blueprint.
- 1.3 Create a comprehensive mechanism to review and encourage public art for the City.
- 1.4 Develop a communications plan to educate our community on the Blueprint and create regular community feedback mechanisms.
- 1.5 Work with the appropriate governmental agencies and Hamilton County Tourism Inc./Main Street to create a cultural arts district for the downtown area.
- 1.6 Develop a mechanism so these efforts have operational integrity and sustainability. Assess models used around the country to develop professional expertise and funding to continue the work of the Blueprint.
- 1.7 Intentionally utilize cultural arts as an economic development and tourism driver, clearly developing and monitoring metrics on these endeavor

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### **Strategy 2: Increase community awareness and appreciation of the arts by identifying and promoting opportunities to naturally engage with artists and art related experiences.**

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- 2.1 Regularly use the Arts Council to discuss/develop programming to engage the community in the arts (for example: digitals boards, utilizing youth art, community Art Clubs). This activity would also inform, support, enhance, and expand our current assets.
- 2.2 Identify existing and future venues for the entire community and create strategies to integrate arts into our everyday lives.
- 2.3 Create a communications strategy to inform the public on a regular basis of activities in our arts community, our notable artists, and our art heritage. This strategy would include measuring the art impact on our community.
- 2.4 Intentionally utilize cultural arts to encourage community and neighborhood development and vibrancy.
- 2.5 Promote connectivity between the arts and the educational community

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### **Strategy 3: Foster a supportive environment for artists and art organizations to connect through advocacy, professional development, marketing, and the identification of funding sources.**

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- 3.1 Promote connectivity between the arts and business communities.
- 3.2 Create an advocacy plan to be a voice in local, state, and federal arts issues.
- 3.3 Create a communications strategy to inform artists and art organizations of opportunities and current trends.
- 3.4 Create an arts incubation program to support a wide range of artists to make sure there are low entrance barriers for new artists and ideas in our community.
- 3.5 Develop programming and learning opportunities for artists to improve their personal training, business & marketing strategies, audience training, etc.

# NOBLESVILLE CULTURAL ARTS DISTRICT

The Economic Development Department is focused on a Cultural Arts initiative central to the downtown area. For the past 3 years, local arts and cultural organizations have committed to partnering with the Economic Development Department in these efforts through the creation of a Cultural Arts Working Group in 2012-2013 and the establishment of the Noblesville Arts Council in 2014 (see page 15). It is clear that through the efforts of both the city and these cultural groups, downtown Noblesville has the foundations for the creation of such a cultural arts 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.

Economic Development Department in collaboration with the Noblesville Arts Council 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 characteristics, the Riverwalk Depot, 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 the Noblesville 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.

As a key player in the Noblesville Arts Council and in the formation of a city-wide Cultural Arts “Blueprint”, the Noblesville Economic Development department is focused primarily on the creation of a Noblesville Cultural Arts District. Our staff have worked hard to bring to light the creative class that currently exists in Noblesville, primarily in the downtown central business district, and highlighting their work in creative ways such as the 2014 Banner Art Gallery. Our department, in collaboration with Noblesville Main Street and Nickel Plate Arts utilized the ever present street pole banners in the downtown as a new way to showcase artists in the Noblesville area. Artists were able to submit up to three works for consideration. Ultimately 23 artists digitally submitted 57 pieces of art for 24 pole banners. The banners were on display from the end of August through early November. The end goal is to expand this open air gallery exhibit to showcase the artistic fabric and core of Noblesville.

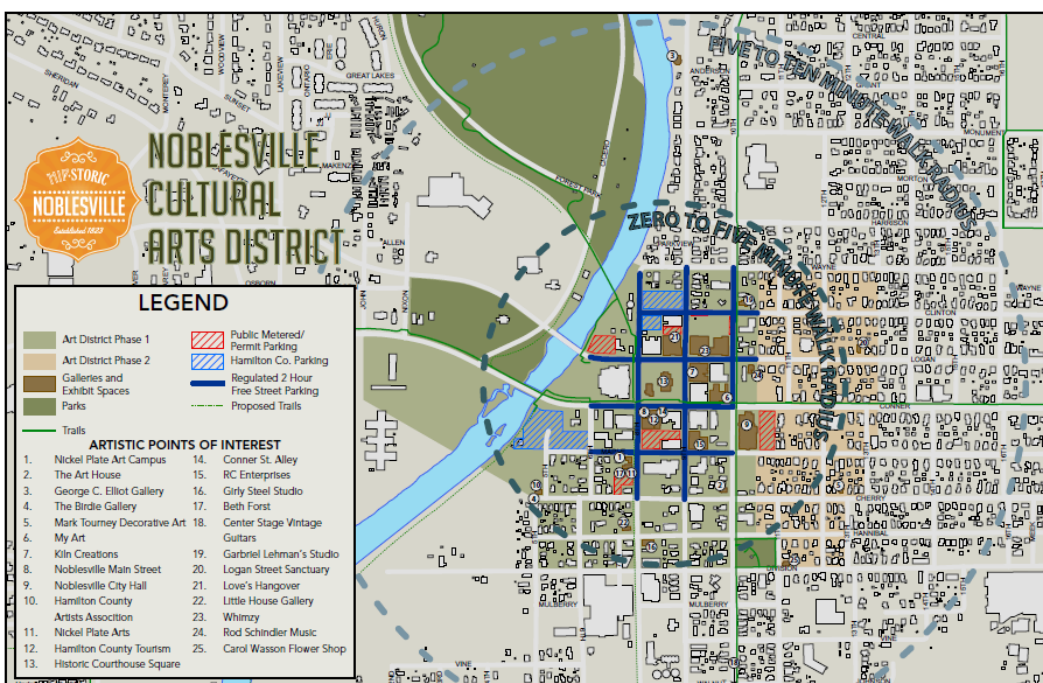


## NOBLESVILLE CULTURAL ARTS DISTRICT (CONTINUED)

The City intends to apply for the State of Indiana–Cultural Arts District status for FY2016 (applications are due fall of 2015). We are diligently working towards establishing and enhancing our foundation for this application. The Economic Development Department received a technical assistance grant from the Indiana Arts Commission in 2012 to assist us in working towards establishing a Noblesville Cultural Arts District. The grant provided Noblesville a consultant to assist in an assessment of our cultural arts foundations. We launched a working group of arts and cultural stakeholders in the community and that team developed a “Cultural Assets Map” of Noblesville that really lays out the cultural landscape of our community. The City recently established an Arts Council who has tasked themselves with developing a Cultural Arts Master Plan/Blueprint and has set out to continue to develop our cultural assets. We applied twice previously and were denied, however we received feedback on those applications and have taken that into consideration as we move forward with our pursuit of arts community development and awareness in our community. However, we intend to establish the Noblesville Cultural Arts District with a city designated district in 2015 as a precursor to the State application.

Noblesville’s historic, well-preserved, thriving downtown square is a source of pride for its residents and businesses as well as a frequent destination for visitors from all over Indiana and beyond. Noblesville has integrated key elements into its participation in the Nickel Plate Arts Collaborative to ensure sustainability which will greatly enhance our proposed Cultural Arts District. The City and Noblesville Main Street have aptly branded the area *Hipstoric* and continually partner on establishing related programming. The City offers the Downtown Façade Grant Program to ensure an authentic historic courthouse square to host a wide variety of *hipstoric* events and programs. The Arts Council, created in 2013, anticipates having a full Arts Master Plan by early 2015. The City’s 10 year Comprehensive Master Plan, fully updated in 2013 and adopted in 2014, has an entire section on Arts & Culture and another section on downtown, which will encompass the planned Cultural Arts District.

The City is fortunate to have partners in the performing and visual arts that have impressive longevity. The Belfry Theater is celebrating its 50 year anniversary; the Noblesville Cultural Arts Commission was created 22 years ago and sustains Indiana’s longest continuous running Shakespeare in the Park program; and Noblesville Main Street will enjoy its 25<sup>th</sup> year anniversary this year. Combined with new partners in Nickel Plate Arts, Logan Street Sanctuary, and an ever-growing list of local artists, the City is poised to create a place in downtown Noblesville that celebrates the arts and draws both the resident and tourist to the vibrant community.





## 2014 HIPSTORIC NOBLESVILLE

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 downtown. The general objective is to position Hipstoric as a cultural initiative to bring people and businesses to Noblesville's Downtown. This initiative emphasizes 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 Economic Development Strategic Plan.



The partnership on Hipstoric and the implementation of key tactics within the strategy to enhance existing downtown events and within other placemaking and cultural arts opportunities occurred throughout 2014.

One example is the Hipstoric Beards & Brews event which brought six area breweries together in the oldest city in Hamilton County to host a new event embracing the Hipstoric initiative. Held November 1st in the parking lot at 8th & Maple Ave in downtown, Noblesville hosted the championship beard contest in which participants entered preliminary contests at the participating breweries. Noblesville's own Barley Island, Grand Junction Brewing Company of Westfield, Fisher's Triton and Indy-area breweries Fountain Square and Three Wise Men Brewery all hosted the preliminary beard contests on their turn during the month of October.

Their bearded representatives competed at the Noblesville Beards & Brews Championship, alongside interested walk-up community members!



With the success of this event, our department and Noblesville Main Street are further embracing Hipstoric and collaborating on future events and cultural experiences that embody Hipstoric Noblesville. 2015 will host the 2nd annual Beards & Brews event in the fall as well as an underground movie series in the spring.

With the development of this Hipstoric initiative, local merchants are ramping up

their inventory and we are attracting more businesses within the creative sector to fill second floor spaces.

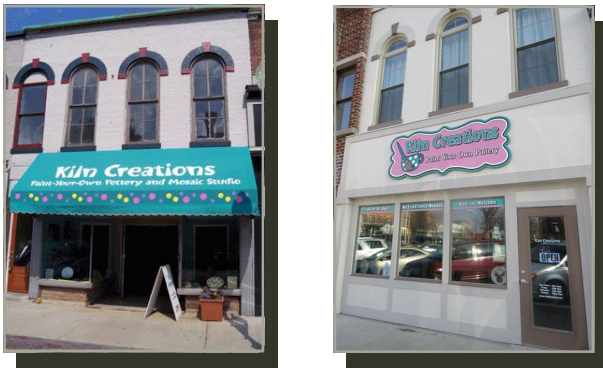


## NOBLESVILLE FAÇADE IMPROVEMENT GRANT

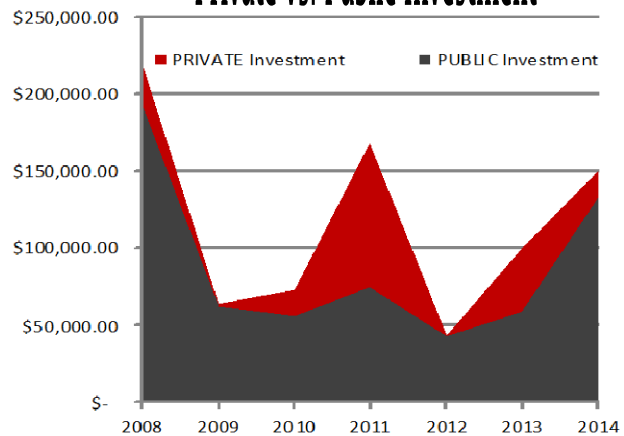
The 2014 year marked the 7th year of the Noblesville Façade Grant Program. The annual request to council for funding from the Logan Street TIF for the Façade Grant fund is \$75,000. Due to a higher than normal amount of private investment/multiple parcel projects in late summer of 2014, the \$75,000 that was requested in July 2014 was depleted by September. Due to additional interest in the program, the Façade Grant administrator requested an additional \$55,000. This allowed for two additional applications to be approved and has left \$7,937 in the fund to rollover for future 2015 projects. This program has capitalized on the success of our downtown and improves the built-environment upholding Noblesville's culture, heritage and design that really sets our community apart from the other Hamilton County cities. This program is a great example of a public-private partnership that not only strengthens the community but improves the local economy.

Property Address	Building(s)	Project Investment	Grant Amount	BofW Approval Date
60N. 9th Street	Kiln Creations*	\$30,000.00	\$15,500.00	8/12/2014
970 & 984 Logan	Nova 29*	\$106,483.00	\$43,579.00	5/27/2014
44 S. 8th Street	FF&S*	\$21,260.00	\$10,630.00	6/24/2014
68 N. 9th Street	Blue Door Builders	\$18,890.00	\$9,445.00	9/9/2014
54 S. 9th Street	Matteo & Emily DiRosa*	\$47,313.00	\$24,156.50	9/9/2014
198 S. 9th Street	Campbell Kyle Proffitt	\$10,157.23	\$5,078.62	10/28/2014
199 N. 9th Street	Rowland Printing	\$50,000.00	\$25,000.00	11/25/2014
2014 Totals	7	\$284,103.23	\$133,389.12	

KILN CREATIONS: before & after



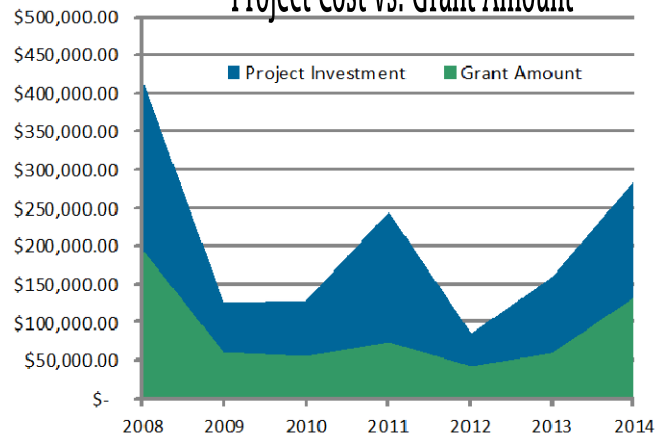
Private vs. Public Investment



NOVA29: before & after



Project Cost vs. Grant Amount



## HONORS & AWARDS

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BlueSky Technology Partners & IDSolutions of Noblesville were honored at the Indiana Chamber of Commerce 9th Annual Best Places to Work in Indiana awards banquet. This year, BlueSky Technology celebrates their 4th year in a row as a finalist in the small to medium sized business category.

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Ivy Tech opened their Hamilton County Campus in Noblesville in August with an enrollment of 1,257 students. They have grown to approximately 2,600 students.

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Noblesville Schools received all "A"s this year from the Indiana Department of Education. Each of the 10 schools and the district overall were graded "A".

Noblesville Schools was also awarded as a Silver Medal High School by US News & World Report and were also referenced by Newsweek and The Daily Beast as one of the best high schools in the nation.



Nexxt Spine LLC has been selected for the 2014 Best of Noblesville Award in the Manufacturers category by the Noblesville Award Program.



BlueSky Technology Partners, an eCommerce consulting firm, was recognized as the 2014 Corporate Volunteer of the Year, at the monthly Chamber of Commerce luncheon for the annual Vision Noblesville awards. The corporate volunteering award honors one business each year that has made a substantial and positive impact on the community. BlueSky Technology Partners has focused on giving back to the community since its founding in 2006, beginning with small philanthropic events that have grown into the BlueSky Cares Program, a program that lets employees use their talents to give back to the community. Over the years, BlueSky employees have served Brooke's Place, Janus Developmental Services, the Live Like Andi Foundation, and the American Diabetes Foundation.

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Noblesville ranks #20 on NerdWallet.com's list of "Best Small Cities in the United States".

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Standard & Poor's upgraded Noblesville's bond rating to AA, citing the city's "very strong economy" and "good financial practices".



## REGIONAL & COMMUNITY PARTNERSHIPS

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

### **Noblesville Chamber of Commerce**

A new Chamber President was named in 2014. Bob DuBois relocated to Noblesville from Cape Cod where he successfully led their Chamber of Commerce for 27 years

Judi Johnson continues to serve 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 and grand openings. Our team also collaborates on business visit selection and attendance.

### **Hamilton County Economic Development Corporation**

The Hamilton County Economic Development Corporation acts as the county's economic development regional organization. They partner with the various communities throughout the region to attract new employers, conduct economic research and market Hamilton County. The HCEDC 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 non-profit organization 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 Tourism Incorporated**

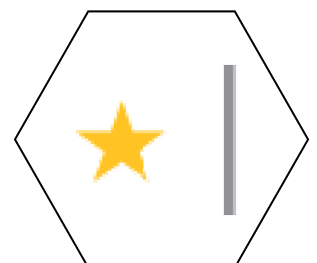
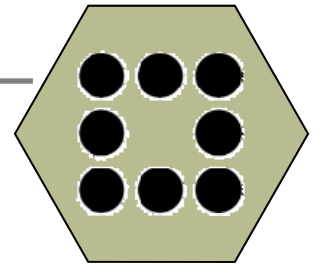
Hamilton County Tourism Inc. is a constant partner in promoting Noblesville. In 2014 we continued to support and market the Nickel Plate Arts Campus. We look forward to opportunities and ways that we can also continue to partner with the HCT. We hope to incorporate their expertise in programming activities for the Riverwalk area and future Federal Hill Park (i.e. bike rental, etc). Alaina serves as a liaison to the HCT and the Nickel Plate Arts initiative. The Economic Development Department works closely with the HCT in creating new opportunities for investment in Community Development projects.

### **Indy Partnership**

The IP is co-located with Indianapolis economic development agency, Develop Indy. They act as the source for data and resources for the 10 county Indianapolis region, representing local economic development organizations to provide a coordinated, seamless response to companies seeking a new home.

### **Indiana Office of Tourism Development**

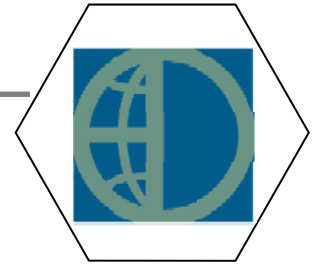
The IOTD acts as a state-wide advertising arm for local tourism opportunities. Most of our partnerships are through paid media but we also get free online event listings and discounted listings in the Indiana Travel Guides that get distributed throughout the Midwest.



## REGIONAL & COMMUNITY PARTNERSHIPS (CONTINUED)

### 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.



### 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 the attraction of Cabela's, approval of Federal Hill Park, and other misc. initiatives.



### Noblesville Main Street

Noblesville Main Street has been a partner with the City for several years. NMS hired new Executive Director, Chris Owens in 2014 and looks forward to our growing collaboration and partnership. Alaina serves as a member of their Board of Directors and chair of the NMS Economic Development Committee. Our two organizations worked closely together with branding downtown as "Hipstoric", bringing the successful "Beards and Brews" to downtown, and many other initiatives.



### Oklahoma University/Economic Development Institute

OU/EDI is another arm of the professional certification process. They hold continuing education classes throughout the year. Judi Johnson is a graduate of OUEDI, Sarah Reed and Alaina Shonkwiler attended their first year session in 2014.



### 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 2014 the Economic Development Department continued to align Noblesville High School with business partners as they grew their successful Career Exploration Internship program. The Economic Development Department is mentoring it's third high school intern in 2014/2015. The Economic Development Department continually connects School Administration with potential partnerships and opportunities.





# BROWNFIELD ASSESSMENT GRANT—NOBLESVILLE COALITION

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The U.S. EPA Brownfield Assessment Grant awarded in 2012 to the Noblesville Coalition (the “Coalition”), consisting of Noblesville, Sheridan, and Arcadia, has seen momentum on many projects moving forward toward redevelopment. The U.S. EPA Brownfield Grant provided assessment funds, \$300,000 for hazardous materials and \$100,000 for petroleum contamination, to inventory, characterize, assess, and conduct planning, and community involvement related to Brownfield sites.

The 2014 Noblesville Coalition consisting of Noblesville, Sheridan, and Arcadia was formed as part of a vision to foster cooperation and collaboration in northern Hamilton County on Brownfield and Economic Development efforts. The Coalition originally included Sheridan, Arcadia, and Noblesville. Cicero was added in 2014 and Atlanta will join the coalition in 2015.

The consultant, Soils and Materials Engineers (SME), wrote our successful grant application in 2012 and manages the grant on behalf of the Coalition. SME has once again applied for an additional U.S. EPA Brownfield Grant for the Noblesville Coalition and we will learn in early 2015 if granted funding.

The Noblesville Coalition has moved several projects forward:

- Assessment of the former Noblesville Foundry building by new owners, ID Castings. A phase 2 assessment was done which resulted in new ownership of the facility and the investment of \$31 million dollars in personal property. Further capital investment of \$20 million will be used on building renovation and new construction costs. In November of 2014, ID Castings purchased the Warner Bodies facility, along with several acres, contiguous to their present footprint, for future development
- Two new housing projects with the Hamilton County Area Neighborhood development (HAND) in Noblesville
- Assessment of properties at the future 6.4 acre Noblesville Federal Hill Park
- Assessment of property to expand Biddle Park in Sheridan
- Assessment of property at the Conner Street Boys and Girls Club in Noblesville
- Assessment of a former manufacturing facility in Cicero

Two of the goals of the grant are to ensure the regions sustainability and future marketability and also to continue to enhance quality of life by offering a tool to attract arts, education and recreational redevelopment opportunities. The Brownfield grant funds provide us with a resource to accomplish all of those economic development objectives.

## Federal Hill Park

Panoramic view of Federal Hill parcels from southeast corner (intersection of SR 19 & 32) taken Oct. 2014



## 2014—IN REVIEW

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- 5 competitive projects were successfully attracted, retained, and/or expanded, with a total private corporate investment of over \$100,000,000.00 and approximately 198 new jobs.
- Brownfield coalition management—added Cicero and Atlanta to the original coalition that consists of Noblesville, Sheridan, and Arcadia. 12 assessments took place in 2014, 11 hazardous materials assessments and on petroleum assessment were performed using federal grant dollars totaling \$109,879.21.
- Continued partnerships and collaboration with multiple organizations locally, statewide, and nationally.
- Formulated the “Made In Noblesville”, Executive Engagement CEO group in order to provide peer to peer best practices and relationship building.
- Attracted destination retailer Cabela’s to Noblesville’s Exit 210 Saxony Development. Construction permit stated a capital investment of \$12,300,000.00
- Co-lead Noblesville Arts Council and hired a marketing consultant for the Cultural Arts Master Plan and Workforce Soft Skills roll-out.
- Assisted with obtaining an Indiana service mark designation for the “Hipstoric” initiative and held the 1st “Beards and Brew” event.
- Co-lead Workforce Development efforts and participated in a Workforce sub-committee for educators in high school and middle school.
- Initiated Corporate Campus land owner interviews and analysis in order to be proactive with any interested investors.
- Instituted Salesforce CRM software to generate metrics and institutional knowledge.
- Had 251 earned media placements.
- The newly created Economic Development Website was launched and received 26,372 page views in 2014.
- Managed 7 Façade Grants that resulted in \$150,714.11 in private investment and \$133,389.12 in grant funding.
- Mentored Noblesville High School Intern during 2014 with 504 hours on site.
- Conducted 80 business visits.

## 2015—LOOKING AHEAD

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Our department’s first priority is always on attraction, retention, and expansion of businesses. In support of that priority, we look forward to these other initiatives that complement our mission to identify, develop, and implement projects that create, retain and reinvest wealth throughout Noblesville.

- Federal Hill District Ordinance creation that replaces the West Gateway designation
- Resolution and Ordinance declaring designation of Riverfront Redevelopment District.
- Riverwalk Depot development completion (Downtown Pocket Park).
- Targeted Industry Analysis completed with renewed focus on marketing and outreach strategy for targeted attraction.
- Stay Here. Grow Here. Program external document roll-out and implementation. A strong Workforce Development emphasis continued.
- Additional analysis and improvement of attraction resources such as GIS, project submission forms and process.
- Creation of a visual education/workforce pipeline profile for use in telling the city’s work ready story.
- Cultural Arts Master Plan completed and implemented
- Compilation of downtown business inventory followed by analysis of needs and wants determination.
- We will apply for a Noblesville Cultural Arts District status (would take effect in 2016 if granted)