



Annual 2015 Report



ChooseNoblesville.com | StayHereGrowHere.com | NoblesvilleWorks.com

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**NOBLESVILLE
WORKS!**

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INTRODUCTION

About the Economic Development Department

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.

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



JUDI JOHNSON
DIRECTOR



SARAH REED, AICP
ASSISTANT DIRECTOR



ALAINA SHONKWILER
ASSISTANT DIRECTOR

MAYOR JOHN DITSLEAR

COMMON COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

GREG O'CONNOR – CHAIRMAN, BRIAN AYER, JEFF ZECKEL

FAÇADE GRANT PROGRAM – DESIGN REVIEW COMMITTEE

JOHN ADAMS, ANDREW HABEL, MATT YATE, CHRIS OWENS, HEATHER MACINNIS

Message from the director

The 2015 benchmark of success for Noblesville's Economic Development Department was community wealth creation, overall community resilience, and improvement in Noblesville's quality of life.

This annual report will highlight our 2015 contributions to commercial growth, community development and investment in enhanced cultural amenities.

2015 brought many accomplishments and some challenges. This report will highlight specific outcomes and can be used as a resource to learn more about Noblesville.

WE ARE HAVING AN IMPACT ON SEVERAL MAJOR AREAS:

Economy

Noblesville commerce had positive growth. Although we do not require a business license, we witnessed the opening or expansion of at least 48 businesses in 2015. Our department assisted with the promised attraction, expansion and/or retention of 9 industrial/office/commercial projects. These 9 projects resulted in approximately 35 Million dollars of promised capital investment, 415,000 square feet of new or renovated facility space, 179 new promised jobs, and 62 retained jobs. Our **"Stay Here, Grow Here" program funded the promotion of 7 local businesses through video and print marketing. An** additional outreach we conducted was with our Corporate Campus land owners with the intent of identifying potential land purchase opportunities for businesses or developers and the ability to establish relationships for future discussion.

Workforce

Investment in human capital has resulted in very successful collaborative partnerships leading to productive engagement. Our department is in its fourth year of facilitating a very successful and beneficial business, education, and government Workforce Development Council. This year the Council rolled out the NoblesvilleWORKS soft skills program that incorporates marketing, promotion, motivation, recognition and resources, all to elevate the importance of soft skills within students and families, business settings and the community overall. We are in our third year of facilitating a Workforce 200 committee that focuses on sharpening employment skills and employment opportunities for the at-risk youth of Noblesville. Our businesses are currently challenged by a very low (3.2 %) unemployment rate that lends additional focus and importance on the attraction and training of new workers. We are encouraged by the innovative educational vision of Noblesville Schools and we continue to assist in their nationally recognized internship program.

Community

Our department continued to invest in cultural capital in order to create and sustain Noblesville's values and traditions. This was done to leverage other types of capital like tourism and the arts. We embraced our first downtown mural, funded downtown events, and once again sponsored the Nickel Plate Arts Campus. We turned a blighted downtown gravel lot into a wonderful community gathering place and focused on bringing the arts community together to continue the strategy for cultural district distinction. We promoted the increased visibility and appreciation of cultural attributes in our community.

Watch for further commercial, community, and cultural growth in 2016. Keep up with us by following our department on Facebook - Noblesville Economic Development, Twitter - @noblesvilleed, www.ChooseNoblesville.com, and www.StayHereGrowHere.com. We also funded portions of www.HipstoricNoblesville.com. You will enjoy viewing the video and reading the blogs of "People, Places and Experiences" on that website



"The Economic Development team is united by ideas and by the support of our mission, which is to identify, develop, and implement projects that Create, Retain and Reinvest wealth throughout Noblesville's economy, community and natural resources. Our core deliverables consist of projects, programs, initiatives, and processes that contribute to the growth and well being of Noblesville."

Judi Johnson - Director of Economic Development

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.

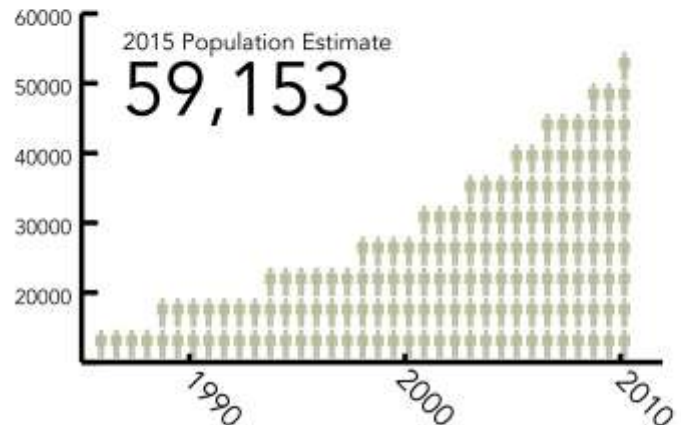
LABOR FORCE (Nov. 2015)

Labor Force	31,848
Employment	30,818
Unemployment	1,030

UNEMPLOYMENT RATE (Nov. 2015)

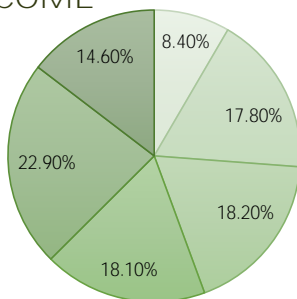
Noblesville	3.2 %
Hamilton County	3.3 %
Indiana	4.5 %
United States	4.8 %

Sources: Indiana Department of Workforce Development
NOT SEASONALLY ADJUSTED



HOUSEHOLD INCOME

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000+



POPULATION	City of Noblesville	Noblesville Township
2015 December Est.	59,153	5,614
2014 December Est.	57,824	5,609
2010 Census*	51,969	
2000 Census*	28,590	

Source: December Estimates from the Noblesville Planning Department
Source: * U.S. Census Bureau

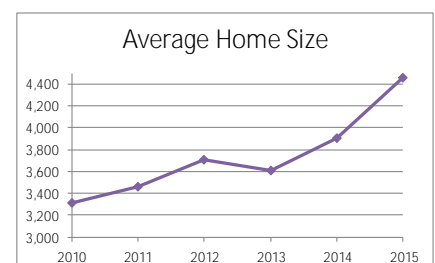
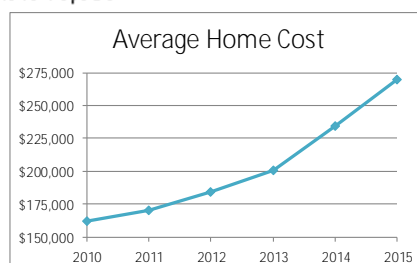
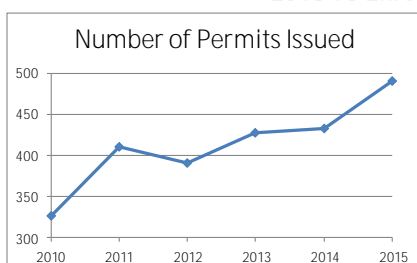
Noblesville Schools Data 2015



- 11th Largest Public High School in the State
- All schools in the district rated 'A' by Department of Education
- One of only a few districts in the nation with Project Lead the Way STEM curriculum implemented K-12
- Innovative learning curriculum studied by other schools districts
- 2015-16 Enrollment is 10,059

SCHOOLS

Noblesville Housing Market 2015





COMMERCE. WORKING. Together.

LARGEST EMPLOYERS

Source: City of Noblesville - Economic Development Department

PRIVATE SECTOR (NON-RETAIL)	EMPLOYEES	PRODUCTS/SERVICES
SMC Corporation of America	680	Pneumatic automation products manufacturing
Ambu, Inc.	425	Anesthesia/respiratory care product manufacturing
Helmer Scientific	224	Design/manufacturing of refrigerated lab equipment
Ryan Fireprotection, Inc.	195	Design/installation of custom fire protection systems
Industrial Dielectrics, Inc.	170	Engineered thermoset plastic compounds/laminates/parts
Carbon & Associates	154	Skilled nursing/ assisted living facility
Riverwalk Village	150	Skilled nursing facility
Perfecto Manufacturing, Inc.	140	Aquarium products/accessories manufacturing
Community Health Network	133	Healthcare/Medical Offices/Outpatient services
Riverwalk Commons	78	Assisted living facility
IDSolutions	72	Video communications and technology
Burco Corporation	70	Custom plastic injection molding and prototyping
BlueSky Technology Partners	62	Technology with a focus on e-Commerce
Metro Plastics Technology, Inc.	62	Custom plastic injection molding and micro molding
Stanley Security Solutions, Inc.	58	Produce/install correctional facility electronic systems
Noble Industries, Inc.	55	Sheet metal fabrication/powder coating
Index Corporation	53	CNC turning machine manufacturing
Ambassador Medical/GE	50	Refurbished ultrasound equipment/parts
Performance Marketing Group	50	Marketing programs to build brand and corporate identity
Indiana Surgery Center	44	Outpatient Surgery Center
Taylorred Systems, Inc.	38	Design/install telecommunications systems

PUBLIC SECTOR	EMPLOYEES	SERVICES
Noblesville Schools	1529	Public schools
Riverview Health	1291	Healthcare
Hamilton County	775	County government
City of Noblesville	380	Municipal government
Hamilton East Public Library	40	Regional library

Source: Noblesville Economic Development Department

PRIVATE SECTOR (RETAIL)	EMPLOYEES (Includes Full Time & Part Time)
Wal-Mart Stores, Inc.	400
Hare Chevrolet	210
Cabela's	158

Source: Dunn and Bradstreet



ChooseNoblesville.com

New Business Ventures 2015

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. 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 Businesses & Expansion/Relocation of Existing Businesses

Hare Chevrolet Truck Center

Terry Lee Hyundai

Mooyah's Burgers & Fries

Jersey Mikes Subs

The Excel Center

Krenolies Donuts

Deer Creek Brewery

Goodwill Industries

Georgia Direct Carpet

Rustic Spa

Moore Restoration

Five Star Restoration

Jump-n-Play

Marco's Pizza

RZ Automation

Community First Bank

Chick-Fil-A

Scotty's Brewhouse

Heidi Pops Gourmet Popcorn

Zevacor Molecular

Cabela's

aH Collection

Yankee Candle Company

Ambassador Medical Expansion

Aspen Creek Dining

Visionworks Doctors of Optometry

Harbour Town Diner

Jumpers Restaurant

Darlington Foods

Maria's Mexican Restaurant

Pro-Guard

Dairy Queen Grill & Chill

European Wax Center

1 of One Art Gallery

South of Chicago Pizza

The Rugged Company

Lil Bloomers

Miller Consulting

NuStart Health

Shine Yoga Wellness Studio

Sweet Roos

Private Capital Management Group

RC Metalworks

Boden's Bakery

H & R Block

Smith House

Pathways to Healing

Wild Birds Unlimited

Prather Family Eye Care



DEPARTMENT Year at a Glance

Business Visits: 19

Identified new business starts: 49

New /Retained Jobs promised through City incentives: 179 new 62 retained

Marketing/Advertising and/or Promotion : 35% of Total Budget

Staff Education/ Training hours: 274.25

Projects Overview

Total Projects Received	84
• Project Submissions	37
• Projects Unable to Submit	47
Department Specific Project Submittals (IKEA & Top Golf)	2
Successful Projects - 6 with incentives/ 3 without incentives	9
Success Rate [9 Wins out of 37 Submittals]	24%
Percent of Total Projects Won [9 Wins out of 84 Total]	10.7%

Attraction:

- Poets Walk
- Dura Products, Inc.
- Embassy Suites and Conference Center
- Timberline Properties



Retention:

- Blue Sky Technology Partners



Expansion:

- IDI Composites International
- Helmer Scientific



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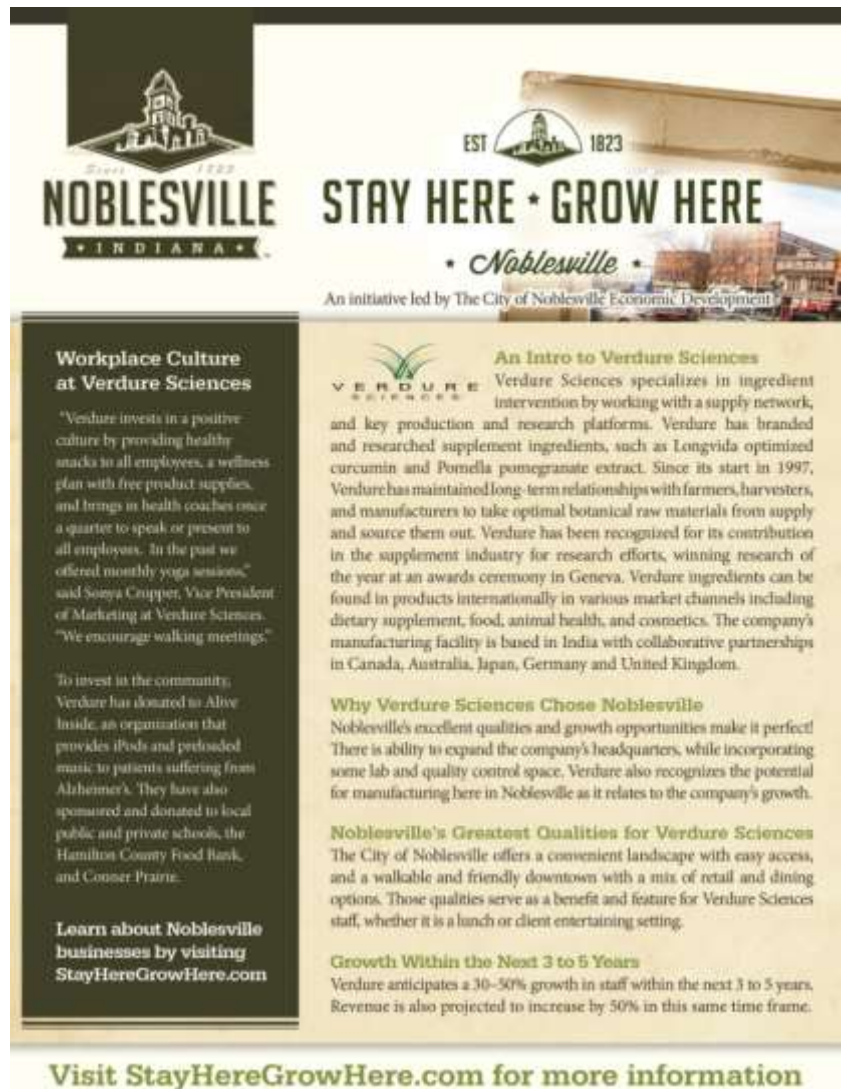
STAY HERE ★ GROW HERE

★ *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.

Stay Here|Grow Here Products:

- www.StayHereGrowHere.com
Launched in 2015
- **“Made in Noblesville”**
Executive Engagement
 - 4 Meetings in 2015
 - 6 Planned in 2016
- Business Spotlight Series
 - 5 Video & Print Spotlights
 - 7 Print Only Spotlights
- Media Partnerships
 - Current In Noblesville
 - atNoblesville Magazine
- Noblesville WORKS
Soft Skills Campaign
- Virtual Business Resource Center



NOBLESVILLE
★ INDIANA ★

STAY HERE ★ GROW HERE
★ *Noblesville* ★

An initiative led by The City of Noblesville Economic Development

Workplace Culture at Verdure Sciences

“Verdure invests in a positive culture by providing healthy snacks to all employees, a wellness plan with free product supplies, and brings in health coaches once a quarter to speak or present to all employees. In the past we offered monthly yoga sessions,” said Sonya Cropper, Vice President of Marketing at Verdure Sciences. “We encourage walking meetings.”

To invest in the community, Verdure has donated to Alive Inside, an organization that provides iPods and preloaded music to patients suffering from Alzheimer’s. They have also sponsored and donated to local public and private schools, the Hamilton County Food Bank, and Conser Prairie.

Learn about Noblesville businesses by visiting StayHereGrowHere.com

An Intro to Verdure Sciences

Verdure Sciences specializes in ingredient intervention by working with a supply network, and key production and research platforms. Verdure has branded and researched supplement ingredients, such as Longvida optimized curcumin and Pomella pomegranate extract. Since its start in 1997, Verdure has maintained long-term relationships with farmers, harvesters, and manufacturers to take optimal botanical raw materials from supply and source them out. Verdure has been recognized for its contribution in the supplement industry for research efforts, winning research of the year at an awards ceremony in Geneva. Verdure ingredients can be found in products internationally in various market channels including dietary supplement, food, animal health, and cosmetics. The company’s manufacturing facility is based in India with collaborative partnerships in Canada, Australia, Japan, Germany and United Kingdom.

Why Verdure Sciences Chose Noblesville

Noblesville’s excellent qualities and growth opportunities make it perfect! There is ability to expand the company’s headquarters, while incorporating some lab and quality control space. Verdure also recognizes the potential for manufacturing here in Noblesville as it relates to the company’s growth.

Noblesville’s Greatest Qualities for Verdure Sciences

The City of Noblesville offers a convenient landscape with easy access, and a walkable and friendly downtown with a mix of retail and dining options. Those qualities serve as a benefit and feature for Verdure Sciences staff, whether it is a lunch or client entertaining setting.

Growth Within the Next 3 to 5 Years

Verdure anticipates a 30-50% growth in staff within the next 3 to 5 years. Revenue is also projected to increase by 50% in this same time frame.

Visit StayHereGrowHere.com for more information

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.

NoblesvilleWORKS Soft Skills Campaign: The Noblesville WORKS Soft Skills Program, launched in August of 2015, was developed to foster collaboration between the city, businesses, and schools with a community-wide effort to increase awareness of soft skills throughout Noblesville. For more information, search #NoblesvilleWORKS or visit the website:

<http://www.stayheregrowhere.com/noblesville-works/>

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.

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 26 manufacturing and STEM executives actively involved in this peer to peer networking and action group. Four sessions were held in 2015, and the showcase businesses included: Helmer Scientific, Nexxt Spine, RZ Automation, and Spectrum Brands. The group continues to meet at a different participating business for each event. Due to the success of the group, six sessions are planned for 2016.



Workforce Development (Continued)

Education:

NHS Industry Tours. The Industry Tours are an organized effort to introduce students in their junior year to various career industries. Economic Development has connected businesses to Noblesville High School as tour locations and in 2015 participated as a location for the first Government and Public Administration Industry Tour.

NHS Internship Program. The Internship Program started with a pilot program in January 2013 with 22 students. The program enrollment has continued to increase with 166 students and 47 businesses in the 2014-2015 school year and the 2015-2016 school year has 203 students placed at all elementary schools and 56 businesses.

City of Noblesville Interns. Economic Development hosted two interns for the 2015-2016 school year. Chloe McIntire and Melissa Baker have worked on several projects including: a **downtown business and building inventory**; “**Box City**” at Promise Road Elementary; public relations and marketing; and event planning and facilitation. Both were asked to provide a quote to summarize what they have learned from their experience working with local government.



CHLOE
MCINTIRE

Economic
Development

“As an intern in the Economic Development department, I have had the unique opportunity to see our city from a different perspective, allowing me to better appreciate all of the hard work that is essential to the continued growth and development of this community. More importantly, however, I have seen first-hand the importance of teamwork, flexibility, communication and determination in not only the workplace but everyday life.”

Chloe McIntire

melissa
baker

Economic
Development

“Interning at City Hall has been an amazing learning experience for me because I have been able to witness and contribute to all of the hard work that goes in to making Noblesville the great city that it is.”

Melissa Baker

Downtown Noblesville

The downtown symbolizes the identity of Noblesville as a city. 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.

2015 City of Noblesville Central Business District Investment

Project	City Funds	Misc. Funds	Total
Noblesville Main Street Grant	\$ 25,000.00		\$ 25,000.00
Nickel Plate Arts Grant	\$ 5,000.00		\$ 5,000.00
Downtown Creative Culture Enhancement	\$ 3,000.00	\$ 500.00	\$ 3,500.00
Downtown Destination Marketing	\$ 41,190.00		\$ 41,190.00
Riverwalk Depot Pocket Park	\$ 6,618.65	\$ 43,910.00	\$ 50,528.65
Street Rehabilitation	\$ 25,000.00		\$ 25,000.00
Downtown Flowers	\$ 2,272.00		\$ 2,272.00
City Façade Grant Program	\$ 59,942.00	\$ 62,699.56	\$ 122,641.56
TOTAL 2015 INVESTMENT	\$168,022.65	\$107,109.56	\$275,132.21

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.

No State Funding was received for Downtown Projects in 2015.



Economic Development Department Downtown Focus

- 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 Noblesville Comprehensive Master Plan.
- Support for downtown events and programming, building upon existing beautification improvements, assists with the marketing of the downtown as a destination area
- **Serves on the Board of Directors for Noblesville Main Street and chairperson of that organization's Economic Development committee**
- **Administers the City's Façade Grant Program**
- Serves as city downtown liaison for Hamilton County Tourism, Inc., Hamilton County Commissioners, the Noblesville Arts Council and Nickel Plate Arts.
- Focuses on downtown building owners for infill and collaborates with the downtown merchants to strengthen existing businesses located in the downtown core.

Incentive Tools for 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.

2015 marks the 8th 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. 2015 also saw many valuable additions to the downtown landscape, including 6 new businesses, the creation of 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.

Façade Grant Improvement Program

The Façade Grant Improvement 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.

	2008	2009	2010	2011	2012	2013	2014	2015	TOTAL
Project Investment	\$ 415,179.39	\$ 126,328.27	\$ 129,536.48	\$ 243,231.28	\$ 86,247.21	\$ 158,810.94	\$ 284,103.23	\$ 122,611.56	\$ 1,566,048.36
Grant Amount	\$ 194,364.81	\$ 62,235.32	\$ 55,026.44	\$ 74,585.15	\$ 42,842.14	\$ 59,165.50	\$ 133,389.12	\$ 59,942.00	\$ 682,550.48
Total Projects	15	6	5	4	4	4	7	3	48

Riverfront Redevelopment District

The Riverfront Redevelopment District designation is an economic incentive tool allowed for by Indiana Code to increase retail and tourism activities which will strengthen the economic vitality of a riverfront area. Traditionally, Indiana communities are limited on the number of alcoholic beverage licenses that can be active based on population. Those licenses are also bought and sold on the open market which can sometimes drastically increase the cost. Through the creation of this district, the city is able to attract additional development opportunities, expand the tax base through additional development and create more opportunities for the people of Noblesville, Hamilton County and surrounding areas to enjoy the various venues present in this riverfront redevelopment district.

RIVERFRONT DISTRICT LICENSES

1. South of Chicago Pizza
2. Courtney's Kitchen (upgraded current 2 way)
3. SmithHouse
4. Matteo's Ristorante
5. The Rail Station (formerly The Silver Dollar)
6. Rosie's Place (upgrading current 2 way)
7. Asian Grill (upgrading current 2 way)
8. Sunrise Café at Uptown
9. Nova29 (upgrading current 2 way used by The VILLE)



PENDING APPLICATION or NOTIFIED of INTEREST

- Michaelangelo's (upgrading current 2 way)
- BlueSky Building (6,000 sq ft restaurant)
- Rebellion Doughnuts (new restaurant concept)

Creative Placemaking in Noblesville

Creative Placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place. Placemaking is a key strategy in economic development across the nation. Together through collaboration, our department is taking this placemaking initiative to showcase, support and enhance the connection between community and culture. One example of placemaking is the newly **established downtown Noblesville “pocket park”**. **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. Located northwest of the intersection of 8th Street and Logan Street, this parcel was ripe with attributes such as its proximity to downtown and that it intersects the White River Greenway trail and the newly established Riverwalk trail. This amenity came at no additional cost to the tax payers and was made possible through generous in-kind support and grants amounting to approximately \$44,000 in donated goods and services. The project was a collaboration of several city departments including 319 man hours by street department employees – and led by Economic Development Department. The design of the park is to integrate art with function. Riverwalk Depot includes a pathway, a covered bench and two specific components to increase the functionality for cyclists, including a bicycle repair station. The centerpiece of the area is a one of a kind metal sculpture of a large train engine that also serves as a bicycle rack.



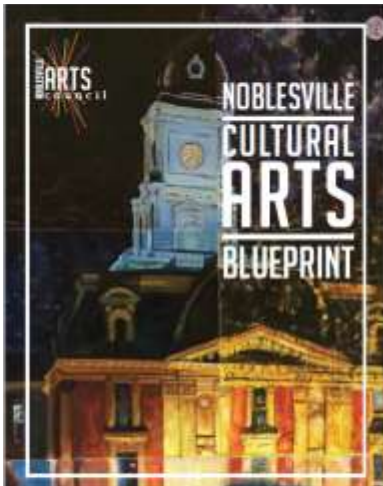
The City of Noblesville Economic Development Department and Noblesville Main Street have continued to partner on a strategy for engaging the community to connect and activate new cultural experiences throughout the downtown. **The general objective is to position Hipstoric™ as a cultural initiative to 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. Hipstoric™ is not a trendy, catchy word, it's an emotional connection to Noblesville, made vibrant through the local business owners, artists, musicians, students and individuals who authentically share their love of this city and the community it offers.** A city of nearly 60,000 makes Noblesville a large second class city; however, the sense of culture and ever-growing art landscape embraces the downtown square as a central gathering jewel.



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.**

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



Creation of the Noblesville cultural arts blueprint

It's vision is to empower and promote a collective culture of the arts in Noblesville to make the city a vibrant place to both live and visit and contains four strategies:

1. Create a plan that brings cultural arts district designation and provides a way for the review and installation of public art.
2. Increase community awareness and appreciation for the arts by increasing programming.
3. Foster a supportive environment for artists to thrive.
4. Complement the City of Noblesville Comprehensive Master Plan

[illegible]

Average Spending outside of Ticket Price

MEMBERSHIP \$28.35
NONMEMBER \$26.82
SENIORS \$24.60

OVERALL CREATIVE ECONOMIC IMPACT - BIRMINGHAM & INDIANAPOLIS

	BIRMINGHAM	INDIANAPOLIS	BIRMINGHAM	INDIANAPOLIS
	2010	2011	2010	2011
Direct	\$1,389,864	\$1,368,339	\$793,883.12	\$863,758.88
Indirect	\$49,370	\$1,236,846	\$467,963.88	\$1,135,388
Total	\$1,439,234	\$2,605,185	\$1,261,847	\$1,999,147
Spending Multiplier	1.17	1.17	1.17	1.17
Total Economic Impact	\$1,684,900	\$3,061,370	\$1,479,014.16	\$2,338,294.56
Jobs	117	219	107	169

Hamilton County Tourism Statistics:

- More than 2-million visitors annually
- Visitors account for direct expenditures of \$375 million, with an indirect economic impact of \$671 million
- 33% on food and beverage, 27% on retail, 17% on entertainment and recreation, 11% lodging, 1% miscellaneous and transportation
- 70,373 jobs supported by tourism
- \$5 cents of every income dollar goes in Hamilton County
- \$416 million in state tax revenue

Source: 2012 Economic Impact of Tourism in Indiana (December 2013), Research-Designers

visit hamilton county indiana

IMPLEMENTATION TIMELINE

Completion	1.1.	Review & Update Consultancy
	1.2.	Create the Strategic Draft for Arts Council and Elected Officials Discussion
	2.1.	Ask Arts Council for improvements
	2.4.	Use cultural arts for community development
	4.1.	Promote connectivity with city and educational communities
Planning	4.2.	Increase connectivity of Community's Heritage
	4.3.	Revised through the arts
	4.4.	Improve communication on downtown redevelopment
	4.5.	
	4.6.	
January/April 2015	1.3.	Promote and promote public art
	1.4.	Develop government and finance model
September/December 2015	1.6.	Communicate the draft blueprint to the community
	1.8.	Create a city designated cultural arts district
	1.9.	Develop metrics on the inclusive economy and economic development
	1.10.	Increase participation of the arts and measure its impact
	3.4.	Create an arts incubation program
	3.5.	Increase business training for artists
	4.3.	Develop a parking management program for downtown
	4.7.	Create a downtown redevelopment district
2016	1.3.	Seek State of Indiana approval on a cultural arts district
	2.2.	Expand artistic events and integrate an arts duty organization
	3.1.	Reinforce connectivity with arts and business
	3.2.	Reaffirm plan for fiscal, time and festival season
	3.3.	Strategic to long-term
	4.5.	Consider city wide programming and funding
	4.6.	Facilitate public art projects
	4.9.	Improve communication and connectivity in downtown
	4.11.	Analyze real assessment for downtown
	4.12.	Habitat District submission
2017	4.7.	Increase recreation along downtown
	4.2.	Connect downtown trail to Midland Trail Trail
	4.7.	Reinforce development of an arts center building
	4.12.	Streetscape for Corner Street, 8th, 9th, 10th between Maple and Logan
	4.14.	Reinforce connectivity for buses and pedestrians going from downtown to the west side
	4.15.	Increase connectivity on downtown
	4.16.	

ARTS
COUNCIL
OF
INDIANA

26 Cultural Arts Strategic Roadmap

“In keeping with our philosophy of flexibility and adaptability, the Blueprint proposes a public/private partnership to fulfill the Blueprint components and encourage more public art. It is our hope that this Blueprint will be both enduring and adaptable so that our children, and their children, will be proud of belonging to a community that actively celebrates all artistic expressions and a wide variety of artists.”

- Noblesville Arts Council Members

NOBLESVILLE Cultural Arts District (continued)

The City intends to apply for the State of Indiana—Cultural Arts District status for FY2017 (applications are due fall of 2016). 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 established an Arts Council who developed a Cultural Arts Master Plan/Blueprint and has set out to continue to develop our cultural assets and 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 2016 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 Noblesville Arts Council, established in 2013, created a full Cultural Arts Master Blueprint in 2015 and will spend 2016 implementing the strategies within that document. **The City’s 10 year Comprehensive Master Plan** 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 City is poised to create a cultural arts district within downtown Noblesville that celebrates the arts and draws both the resident and tourist to the vibrant community.



HONORS & AWARDS



BlueSky Technology Partners & IDSolutions of Noblesville were honored at the Indiana Chamber of Commerce 10th Annual Best Places to Work in Indiana awards banquet. This year, BlueSky Technology celebrates their 5th year in a row as a finalist in the small to medium sized business category.



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 High School, Noblesville West Middle School and Hinkle Creek Elementary received 4-star school

rankings for the second year in a row.

Noblesville High School teacher Don Wettrick was named the 2015 Indiana Innovation award winner, and took his students to Google & Stanford in 2015.



Noblesville High School teacher Bethany Robinson was named Indiana Jazz Educator of the Year by the Indianapolis Jazz Foundation.

Alaina Shonkwiler, Economic Development Assistant Director for the City of Noblesville, was honored for being one of **Indy's Best & Brightest** for 2015. Shonkwiler was a finalists in the government category.



Economic Development Specialist, Sarah Reed, was named the new Director of Planning for the City of Noblesville by Mayor John Ditslear. Reed will begin her new role in Planning beginning February 2016.

IDSolutions of Noblesville was honored as one of the Healthiest Employers of Indiana. ID Solutions created a wellness program that revolved around health games and challenges designed to include, engage and motivate their staff to adopt a healthy life and active lifestyle and were awarded this designation by Activate Healthcare, Humana Vitality and Castlight health.



Peterson Architecture, a full service architectural and planning firm, was recognized as the 2015 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. Peterson Architecture has focused on giving back to the community since its founding. Over the years, Peterson Architecture has served the community by hosting food and clothing drives, raising money to relieve hunger anxiety locally and hosting various events in our downtown.



Riverview Health was chosen as a 5-Star Excellence Award Winner by Professional Research Consultants, Inc. This award was given to the 3-East Inpatient Medical and Surgery Unit for scoring in the top 10 percent nationally.

Standard & Poor's gave Noblesville an AA bond rating, 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

Judi Johnson served her second term (6 years) on the Board of Directors and also serves on the Business Advocacy 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 Executive 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 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

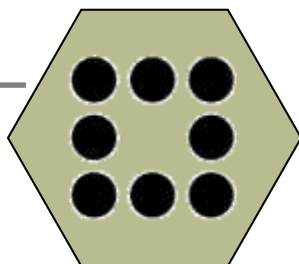
Hamilton County Tourism Inc. is a constant partner in promoting Noblesville. In 2015 we continued to support and market the Nickel Plate Arts Campus. We look forward to opportunities and ways that we can also continue to partner with the HCT. We hope to incorporate their expertise in programming activities for the Riverwalk area and future Federal Hill Commons Park (i.e. bike rental, etc.). Alaina serves as a liaison to 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 the Indy Chamber of Commerce. 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 jobs 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. We receive white papers throughout the year that speak to current trends, news, and economic development professional development knowledge and training assistance.

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 Embassy Suites & Convention Center, approval of the Riverfront Redevelopment District Ordinance, and many other misc. initiatives.

Noblesville Main Street

Noblesville Main Street has been a partner with the City for many years. Alaina serves as a member of their Board of Directors and is chair of the NMS Economic Development Committee. Our two organizations work closely together to brand our "Hipstoric" downtown. We participated in once again bringing the successful "Beards and Brews" event to downtown, along with many other initiatives that highlight the People, Places and Experiences of downtown Noblesville.

Oklahoma University/Economic Development Institute

OU/EDI is another arm of the professional certification process. They provide continuing education classes throughout the year. Judi Johnson graduated from OUEDI in 2011. Sarah Reed and Alaina Shonkwiler attended their second year session in 2015 and will graduate in 2016.

Vision Noblesville

Vision Noblesville wrapped up it's final year and was successful working with the Southwest Quad neighborhood initiative, support of the mass transportation discussion, and also partnering with the Economic Development Departments' Workforce and Arts initiatives.

Noblesville Schools

In 2015 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 fourth and fifth high school intern in 2015/2016. The Economic Development Department continually connects School Administration with potential partnerships and opportunities. Sarah is a member of the Noblesville Schools Community Advisory Council.



Brownfield assessment grant—Noblesville coalition update

The U.S. EPA Brownfield Assessment Grant awarded in 2012 to the Noblesville Coalition (the “Coalition”), consisting of Noblesville, Sheridan, Cicero, Arcadia and Atlanta, resulted in many successful redevelopment projects moving forward toward redevelopment or marketability. 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 2015 Noblesville Coalition found opportunity to foster additional cooperation and collaboration in northern Hamilton County on Brownfield and Economic Development efforts. This coalition therefore felt it in our best interest to once again submit an application request for an additional 3 year hazardous materials and petroleum contamination assessment grant . Unfortunately, this time around our application came short of approval by a few points due to minimal use of our petroleum funds from the original allocation. Because we came so close to application approval in 2015, we decided to try again in 2016. This time we will only request hazardous materials assessment money. We await this round of results.

Update on Noblesville brownfield redevelopment projects:

- The Noblesville Foundry, attracted due to a phase 2 assessment, has invested \$31 million dollars in personal property. ID Castings is in the process of building renovation and new construction costs of approximately \$20 million that will subsequently result in several new jobs to downtown Noblesville . ID Castings did utilize some original historic façade materials, along with more structurally sound materials, in completion of its 9th Street facing exterior walls.
- Ribbon cuttings were conducted on two new housing projects from the Hamilton County Area Neighborhood development (HAND) organization.
- **Noblesville’s Federal Hill Commons, a 6.4 acre “Central Park”, is under construction and will open Fall of 2016.**
- Conner Street Boys and Girls Club in Noblesville is considering next steps in their growth strategy and the possible marketing of this the building to other users.

We will continue our efforts promoting Noblesville’s brownfield reuse sites and their marketability. Our hopes are to once again be approved to use new Federal Brownfield hazardous material assessment grant monies to attract arts, education and recreational redevelopment opportunities.

EPA Assessment Grant City of Noblesville				
Property	Performed on Behalf of:	Redevelopment Plans	Investment	Notes
Indiana Ductile	ID Castings	Reuse of foundry	\$52,000,000	retained 20+ jobs, plans to add 200 additional, reinvestment underway
814 South Division	HAND	Housing	NA	Open
398 S. 7th Street	HAND	Parking for Housing	NA	Open
1255 S. 16th	HAND	Affordable Housing	NA	NA
Noblesville Grain Elevator	HAND	Affordable Housing, Commerical	12,532,811.00	Credits approved for project construction planned, this was just released this week but I haven't seen the developmmnt specifics only total planned investment
848 Logan Street	Belfry	Community Theatre	Pending	Fundraising is on-going
1448 Connor Street	Boys & Girls club	Redevelopment Plans	NA	deciding use and direction
West Side Park	City	Westside Park	\$11,000,000	increased greenspace by 6.4 acres
107 W. Logan Street	City	Westside Park		increased greenspace by 6.4 acres
Total			\$75,532,811	

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CONOMIC DEVELOPMENT DEPARTMENT GOALS - 2016

Our goals are based on the Noblesville Comprehensive Master Plan, the Economic Development Strategic Plan and on Noblesville's corporate and community needs.

Our core deliverables will continue to be projects, programs, initiatives, and processes that contribute to the growth and well-being of Noblesville.

In 2016 we will:

Strengthen our business attraction capacity by analyzing our incentive tools and processes, creating an enhanced project submission packet, building relationships with developers, brokers, land owners, and others who can evaluate and promote Noblesville's future ability to attract new businesses. We will create a more enhanced database of building and land parcels for quick reference, evaluation and submission.

Elevate our Business Retention and Expansion "Stay Here. Grow Here" program by increasing outcomes within the Noblesville Workforce Development Council that will result in student, resident, and worker growth and attraction. We will continue to strengthen our relationships with the Noblesville business community by increasing the amount of "Made in Noblesville" Executive Engagement meetings. The "Stay Here Grow Here" website will increase the amount of valuable resources for new and existing businesses. We will continue to market and promote Noblesville as a place to live, work, and visit. Our department will look to further assist our entrepreneurial and innovative community and look for a location for co-working space. We realize it is important to identify suppliers and vendors of existing Noblesville businesses that are not located in Noblesville and to also connect potential suppliers and vendors already in Noblesville who could provide cost savings due to logistics and known availability. We will identify production chain gaps through surveying our businesses.

Focus on Downtown development by continuing to implement future esthetic infrastructure improvements, increase our cultural and urban residential and tourism opportunities while also receiving recognition as a Noblesville Cultural Arts District. We will promote connection between the east and west sides of the White River by advocating for and selling Federal Hill District and our Central Business District as an emerging business growth and experience opportunity. We will identify other arts and cultural opportunities and implement through a connection of resources and with other appropriate organizations

Measure our progress and provide quarterly reports to Administration and Council in order that this analysis provide continuous communication and transparency.

Market and identify specific available sites ready for development, infill, purchase and leasing opportunities. We will market the city's investment in community assets such as trails, arts, culture, education, and park development as means to achieve earned media. Such earned media also results in opportunities for business recruitment and growth potential. We will continue to reach out to the community through social platforms so they are well informed of our department's efforts and actions.

Enhance departmental staff development and performance through continuing education. We will also evaluate department processes and procedures with a goal of ensuring institutional knowledge and accuracy.

Annual Report Executive Summary

Noblesville Economic Development Department

This executive summary provides an overview of the activities of the Noblesville Economic Development Department in 2015.

This summary will detail how the Noblesville Economic Development Department provided business and community support and assistance through staff advocacy and attention. Our mission was to create community wealth as a result of initiatives, programs and processes; thereby producing a better and growing Noblesville. The full annual report will be available to view on line by the end of March 2015 at www.ChooseNoblesville.com, the Noblesville Economic Development web site, and will provide a comprehensive review of achievements.

Our goal has been – and remains – to help Noblesville become a model community that effectively serves a rapidly growing population and spurs sustainable economic growth.

In pursuing that goal, the Noblesville Economic Development Department has placed emphasis and priority on continued business growth, workforce development, community development and the alignment of the City's resources to advance the economic and social development of our community.

As we all look forward to our continued momentum, I believe this report will effectively serve Administration in its efforts to serve the citizens of Noblesville.

Our record of achievements over the past year includes:

Business Development:

We attracted and Expanded 9 corporate projects with an overall promised capital investment of \$35,000,000.00. These projects involved recruitment of 179 new jobs and retention of 62 jobs and promised over 415,000 square feet of facility new construction or renovation.

Out of 85 opportunities, we submitted 39 proposals to attract or retain companies to Noblesville. We won 6 of these opportunities for a 15% win ratio. We also assisted with 3 other business projects that did not involve incentives.

We managed and completed a 3 year Federal Brownfield \$300,000.00 Hazardous Materials and \$100,000.00 Petroleum Containment Assessment Grant. Completed assessment of 12 Brownfield sites within the regional coalition. One project that resulted from this tool will invest over \$50,000,000.00 in real and personal property and hire 200 new employees.

Noblesville Economic Development rolled out our Business Retention and Expansion website "Stay Here. Grow Here." We prepared external document implementation and built out the website to highlight promotions of local businesses and provide a portal for business resources.

In June 2015 we crafted and received approval from Council for an ordinance declaring a Riverfront Redevelopment District in downtown Noblesville. Council approved 10 licenses. We also successfully created local application packet and assisted with the acceptance of 9 approved licenses.

We conducted 19 business visits and participated in several ribbon cuttings and grand openings.

Five local business promotional videos and two print promotional pieces were produced and funded. They resulted in the knowledge and identification of three business expansion needs.

Economic Development funded four sessions of the "Made in Noblesville" Executive Engagement peer-to-peer group. This group benchmarked best practices and solved some peer efficiency issues resulting in cost savings.

We started regional I-69 meetings with Fishers, Anderson, Madison County and Hamilton County to discuss the need to strategize with collaborative effort the vision of this corridor.

Workforce Development:

We facilitated the 4th year of the Noblesville Workforce Development Council and Workforce 200 subcommittee.

Our 4th and 5th Noblesville High School student interns were mentored and supervised by the Economic Development Department.

We are in the process (along with Noblesville High School English students) of creating a Noblesville Educational/Workforce pipeline visual both in static and digital form.

Economic Development rolled out the Noblesville Workforce Development Council NoblesvilleWORKS soft skills initiative through a city press conference announcement. We managed the implementation of the marketing plan from the onset of roll out. We also received national attention for the program and numerous requests for information and assistance with schools and other organizations.

Continued to partner with the Noblesville Workforce Development Council to determine which workforce skills are missing in Noblesville and how they can be developed through continuing education opportunities.

Participated in the Hamilton County Transit Forum.

Partnered with Noblesville Schools to create a student led innovation center that will serve as a hub for entrepreneurial activity, business problem solving and next level skills development.

Community Development:

Requested and assisted the Planning department with an ordinance changing the official name of the West Side Overlay District to the Federal Hill District

Managed and completed the construction of the Riverwalk Depot Pocket Park. Procured over \$44,000 in donations in the formation of a true community investment place making site. This trailhead is completed and increases connectivity and use of downtown trails.

To date, we have managed 48 Façade grant projects resulting in private investment of \$883,497.80 and \$ 682,550.48 public grant dollars for a total investment of \$1,566,048.36

Participated on the Noblesville downtown parking task force. Suggested solutions for already built permitted lots to bring permit cost down in order to motivate use.

Collaborated with downtown organizations such as Noblesville Main Street, Nickel Plate Arts and Hamilton County Tourism to cross promote downtown destination marketing via Hipstoric branding and tourism events.

Partnered with Central Indiana Bicycle Association on a grant for additional downtown bicycle amenities (racks, etc.)

Completed two public art projects within the downtown – a mural and a train bike rack art sculpture in the Riverwalk Depot Pocket Park. We facilitate the Noblesville Art Council to focus specifically on a mechanism which will enhance opportunities for public art.

Funded and guided the 35% use of Economic Development budget toward marketing, website, Salesforce CRM, and promotional dollars of Noblesville as a site destination and also used to promote cultural downtown amenities.

Department Development:

Conducted 12 Economic Development Common Council Committee meetings, Attended 24 Development Team Committee meetings, several Planning monthly meetings, and most regularly scheduled Board of Works and Common Council meetings.

Built out our Salesforce CRM data base to further allow for economic development focus and utilization. Provided quarterly metrics on staff performance from this data base and presented to Administration and Council.

Department Challenges:

Along with these activities and successes, we are posed with challenges. These consist of:

- Low inventory of existing buildings for purchase or lease
- Other community competition
- Workforce availability/Workforce housing
- Cost of Land/ Ownership of Land
- Tax Caps
- Small Economic Development Staff
- Budget constraints do not allow further business development outreach, strategizing, and consultant assistance.