



JOHNSON COUNTY
DEVELOPMENT CORP

ASPIRE
JOHNSON COUNTY
Imagining . Inspiring . Impacting a Great Community

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Franklin Economic Development Fee Proposal

Organization applying: Aspire Johnson County/Johnson County Development Corporation

Mission Statement: JCDC will reach globally to enhance our county's quality of life, standard of living, and tax base by developing a diversified and high income employment environment, and by cultivating new capital investment through the retention and expansion of our existing marketplace and the attraction of new companies to our community.

Current Board of Directors: These are the Board of Directors for JCDC. Aspire Johnson County is a program of JCDC and as such this is the board for Aspire.

Bemis Group
CAT Reman
CenturyLink
City of Franklin
City of Greenwood
Community Hospital South
County Commissioner
County Council
County Line Partners LLC/Greenwood Partner
Daily Journal
Duke Energy Indiana
Endress+Hauser, Inc
Ferguson Construction
First Merchants
Fletcher Chrysler
Franklin College
Horizon Bank
HWC
Indiana-American Water

Johnson County REMC
 Johnson Memorial Hospital
 J Owen Media
 KYB
 Linville Farms
 Louisville & Indiana Railroad
 Main Source
 MIBOR
 Milestone Contractors
 Mitsubishi
 NSK Precision Corp
 Runnebohm Construction
 Sherman & Armbruster
 The Peterson Company, LLC
 Town of Bargersville
 Town of Whiteland
 Vectren
 Williams, Barrett, & Wilkowski

Annual Operating Budget: Aspire Johnson County annual budget

Salary/Benefits	\$52,450
Speaker/Consultant Fee	10,000
Equipment	1,860
Mileage	600
Business Mtg Expenses	1,200
Web Hosting	1,200
Marketing/Promotion	10,500
Special Even	2,000
Printing	1,000
Miscellaneous	500
Total	\$81,310

Description of how funds would be used and the impact it will have on economic development in Franklin:

Aspire Johnson County has a mission of making Johnson County a destination to live, work, and play. The program is developing projects for completing that mission through four focus teams, Infrastructure, Talent Retention and Attraction, Quality of Life, and Branding. These are four key economic drivers for the county and the municipalities alike.

This project is directly related to two of these focus areas, quality of life and branding. The project will create a walking tour and application for downtown Franklin which can be replicated and used by the other municipalities as well. Franklin was chosen for this pilot project because of their relationship with Google, through the Franklin Community School Corporation. Indeed, this project will specifically utilize the high school tech students for the creation of the application and Google map.

The goal is to create a unique user map for the downtown which will consist of a Google map, accessed via an app that the Franklin high school tech students will create, that shows the users current location, with icons for specific locations downtown. When the user clicks on the icon, it will bring up a video of a local person describing the location, history, why it is such an important part of the fabric of the community, and why a visitor would want to come there. The map will allow the user to easily find this location. In addition, there will be a page on the Aspire Johnson County website, www.aspirejohnsoncounty.org, which will also show the map and icons and also have access to the videos. The goal will also include creating a template that will allow local residents to submit videos describing the site and the importance of that site to them and why as a local they choose to spend time there, which will be archived on the website.

The purpose of creating this map is to have a tool for residents and visitors alike to use to learn more about a location in Franklin and encourage them to visit. The website will be a tool that a prospective visitor can use to learn what is here and encourage them to visit. For example, if a family will be here on a Saturday for a child's sporting event and will have several hours of free time between games, they can use this map and website to find something to do or a place to eat that is recommended by the locals. Another example would be someone coming to an event at the Artcraft and using this map to find other things to do in the community, hopefully encouraging them to extend their time in Franklin and even to return for further activities in the community. This will directly impact the economy for the downtown businesses by introducing their business to new customers via a community marketing map. In addition, this map can be used by prospective companies as they research Franklin in their site selection process. Many other organizations, such as the Franklin Chamber and Discover Downtown Franklin, can use this map to promote the local businesses and amenities located downtown, further expanding the marketing reach for the businesses.

The final goal for this project will be to use the template created for downtown Franklin by the other municipalities as well as the county and have a website that can link them together for viewing. The collaboration between Aspire Johnson County, JCDC, the Franklin Community School Corporation, and the City of Franklin will allow a valuable marketing tool to be created for the downtown community.

This project is a true placemaking project that will provide benefits both immediate and long-term. Franklin has been seen by many as a visionary city willing to invest in its assets including the dynamic and vibrant downtown. This project unfortunately is not able to be funded through the Aspire budget and will not be able to be completed without a funding source. The opportunity this economic development fee proposal will provide is greatly appreciated.

Amount of funds requested and budget detail:

Budget Estimate:

Videographer, Producer, equipment, production, etc. for six videos	\$14,000.00
Application creation	\$ 2,000.00
Website page creation	\$ 500.00
Program administration	<u>\$ 500.00</u>
Total	\$17,000.00

In-Kind donation for application estimate \$2,000.00

Grant request from Franklin EDC \$15,000.00

Please note: Payment may be made to the Aspire Johnson County fund held at the Johnson County Community Foundation for payments that are required to be given to a 501(c) 3.

Timeline:

The students will work on the creation of the application during the first semester of school. Determination of locations, scripts, and local participation will also be done during this first semester. Actual videotaping will occur when the weather is appropriate during late winter, early spring with completion of the project expected by the end of the school year in May, 2016.