



# Franklin City Council Update

Johnson County, Indiana

February 5, 2024

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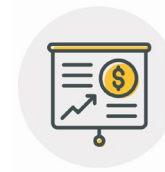
# Aspire Economic Development + Chamber Alliance

To Grow. To Achieve. To Succeed.

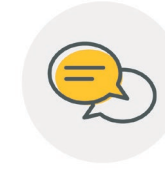


- Aspire Economic Development + Chamber Alliance is the local economic development organization for Johnson County and chamber of commerce serving Johnson and southern Marion Counties.
- Purpose is to drive **economic development** and **business success**.
- 501c6 nonprofit.
- Single board of directors, two governance councils: Economic Development and Business Advocacy.

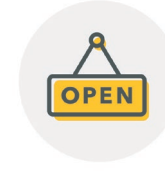
## *Key Service Areas*



Economic Development



Business Advocacy



Entrepreneurial Services



Community Development



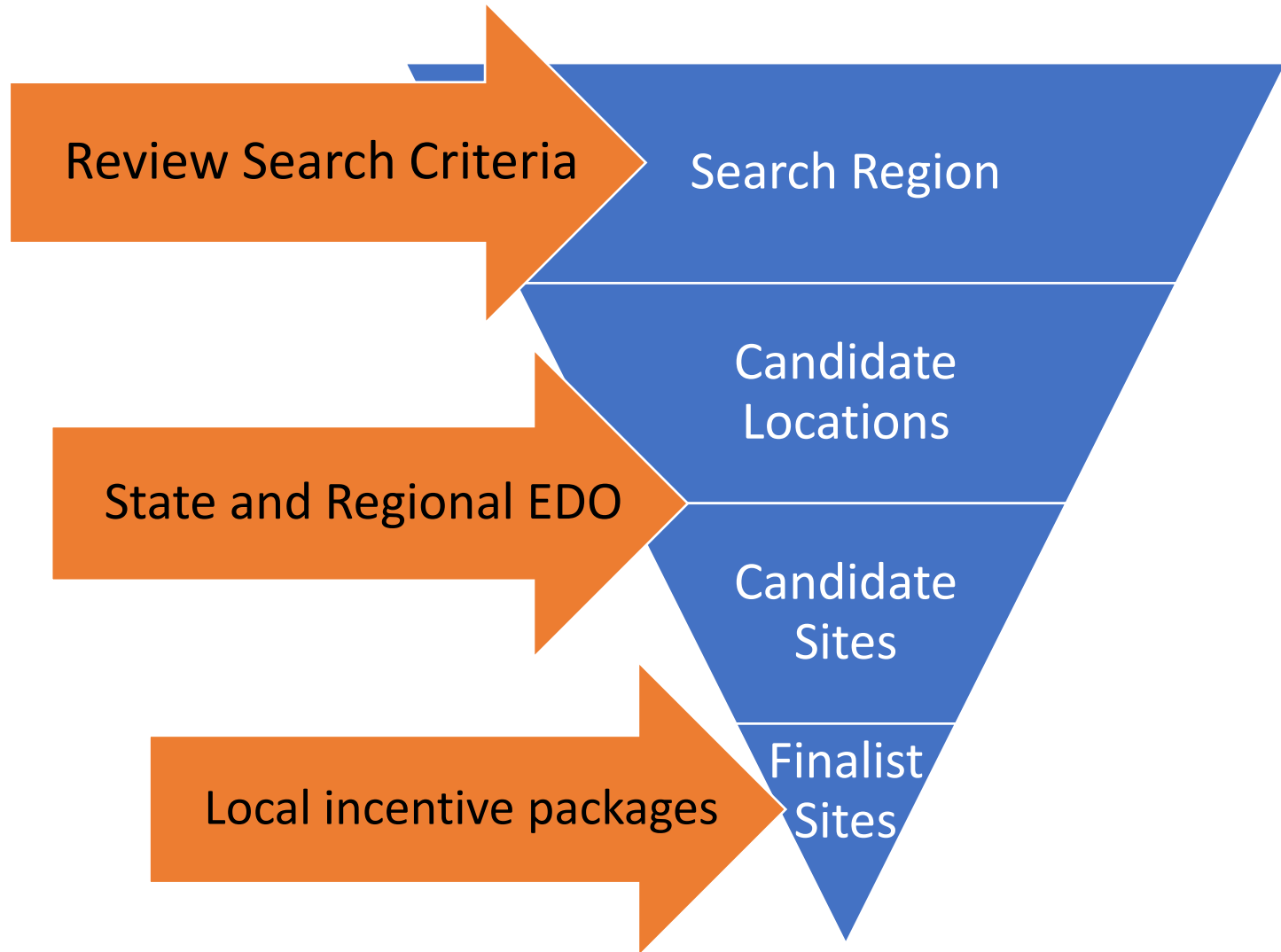
Member Services

# Aspire Economic Development Team

- Project Lead Response
- Relationship Building - Marketing
  - Site Selectors, Brokers, Real Estate Professionals, Higher Ed
- Business Support (ex: Manufacturing Readiness Grants)
- Workforce Development



# Site Selection Process



- Maintaining Site & Buildings Database
- Utilities at site and capacities available
- Desired industries at each site
- Workforce and Industry data on-hand
- Developing relationships with Brokers and Site Selectors through regular connections, roundtable events, etc.
- Offense and Defense for desirable or undesirable sites/industries
- National Life Science marketing campaign
- National talent attraction campaigns

# Aspire Economic Development + Chamber Alliance

## Johnson County Economic Strategic Plan



**50%**

**More jobs in  
advanced  
industries**

2020 Base: 4,104  
2025 Goal: 6,156  
Current: 5,009

**15%**

**Average wage  
growth - all  
workers**

2020 Base: \$19.23  
2025 Goal: \$22.12  
Current: \$23.45



1. Drive innovation to boost business and industry development.



2. Boost site development for catalyst projects.



3. Nurture community collaboration and engagement.



4. Embrace and pursue opportunities for enhanced livability and quality of place.



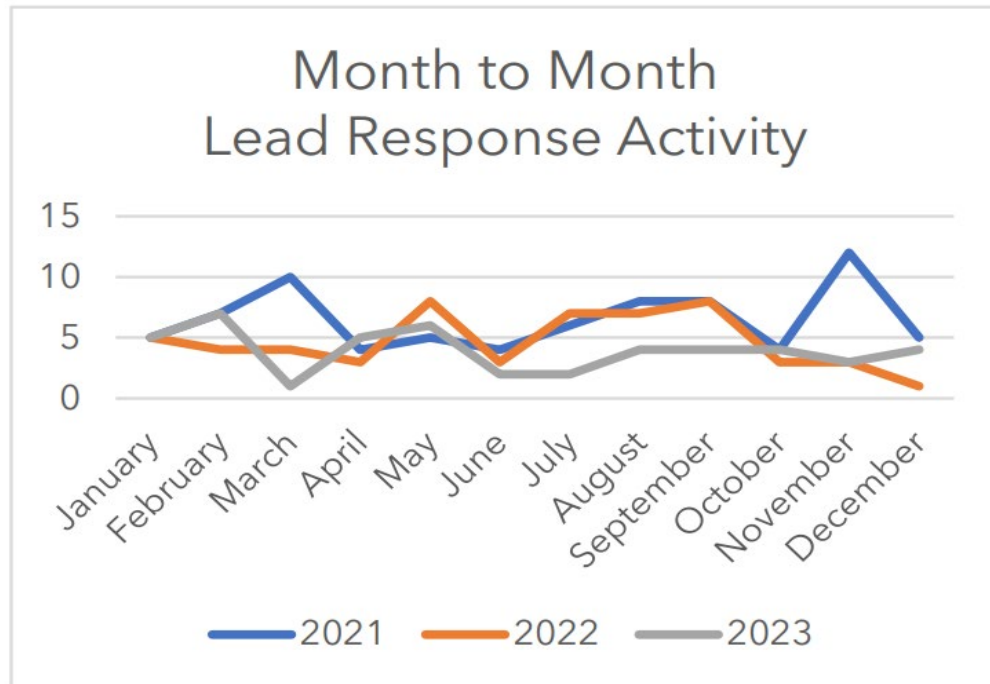
5. Magnify and deliver robust education and workforce endeavors.

# 2023 Activity Update

## County-wide efforts



Lead Pipeline	2022	2023
Inquiry Responses	57	49
Potential Jobs	12,953	9,143
Potential Investment	\$4,521,200,003	\$6,133,370,000



- Incoming project leads have slowed over the last 12 months
  - IEDC, IndyPartnership, direct leads from brokers/companies
- Regular Action Step Re-prioritization
- Community Workshops
  - Early Childhood Education & Daycare
  - Mental Health
  - Housing



# Workforce Development

## School to Work Efforts



- 2,009 Business/Student/Teacher engagements over the 2022-23 school year
- Internship 101 Event
- Teacher Field Trips
- Mock interviews – Over 20 business leaders and 90 FACS student
- Medical Device Shark Tank
- Education-Industry Collaborative
- Hands-on Career Exposure Events – medical fields and trades fair



# Marketing

## Franklin Annual Update



**Not just shovel-ready.  
Mortarboard-ready, too.**



- Life sciences campaign – Over 2,000 touches with life sciences companies this year, showcasing land availability and workforce



# Franklin City Council

## Annual Update & Continuing Support



- Business Support – Business Retention & Expansion efforts
- Fostering Broker – Site Selector Relationships and Community Education
  - Hosting Broker-Developer Roundtables
- READI 1 & 2.0
  - Monthly Johnson County touch base meetings on top of bi-weekly
- 2024
  - National Talent Attraction Campaign with Life in Indy program
  - Employer Resource Network



# Questions?

For more information, please contact:

Amanda Rubadue, CEcD | 317.537.0037

[arubadue@AspireJohnsonCounty.com](mailto:arubadue@AspireJohnsonCounty.com)