





Franklin EDC Update

Johnson County, Indiana

August 12, 2024

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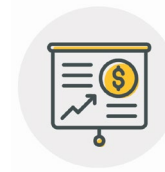
Aspire Economic Development + Chamber Alliance

To Grow. To Achieve. To Succeed.

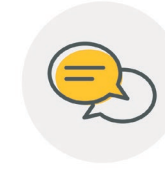


- Aspire Economic Development + Chamber Alliance is the local economic development organization for Johnson County and chamber of commerce serving Johnson and southern Marion Counties.
- Purpose is to drive **economic development** and **business success**.
- 501c6 nonprofit.
- Single board of directors,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

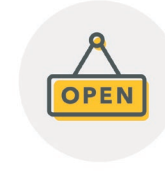
Key Service Areas



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: Grants, Incentives)
- Workforce Development



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: 4,716

15%

**Average wage
growth - all
workers**

2020 Base: \$19.23
2025 Goal: \$22.12
Current: \$24.24



1. Drive innovation to boost business and industry development.



2. Boost site development for catalyst projects.



3. Nurture community collaboration and engagement.

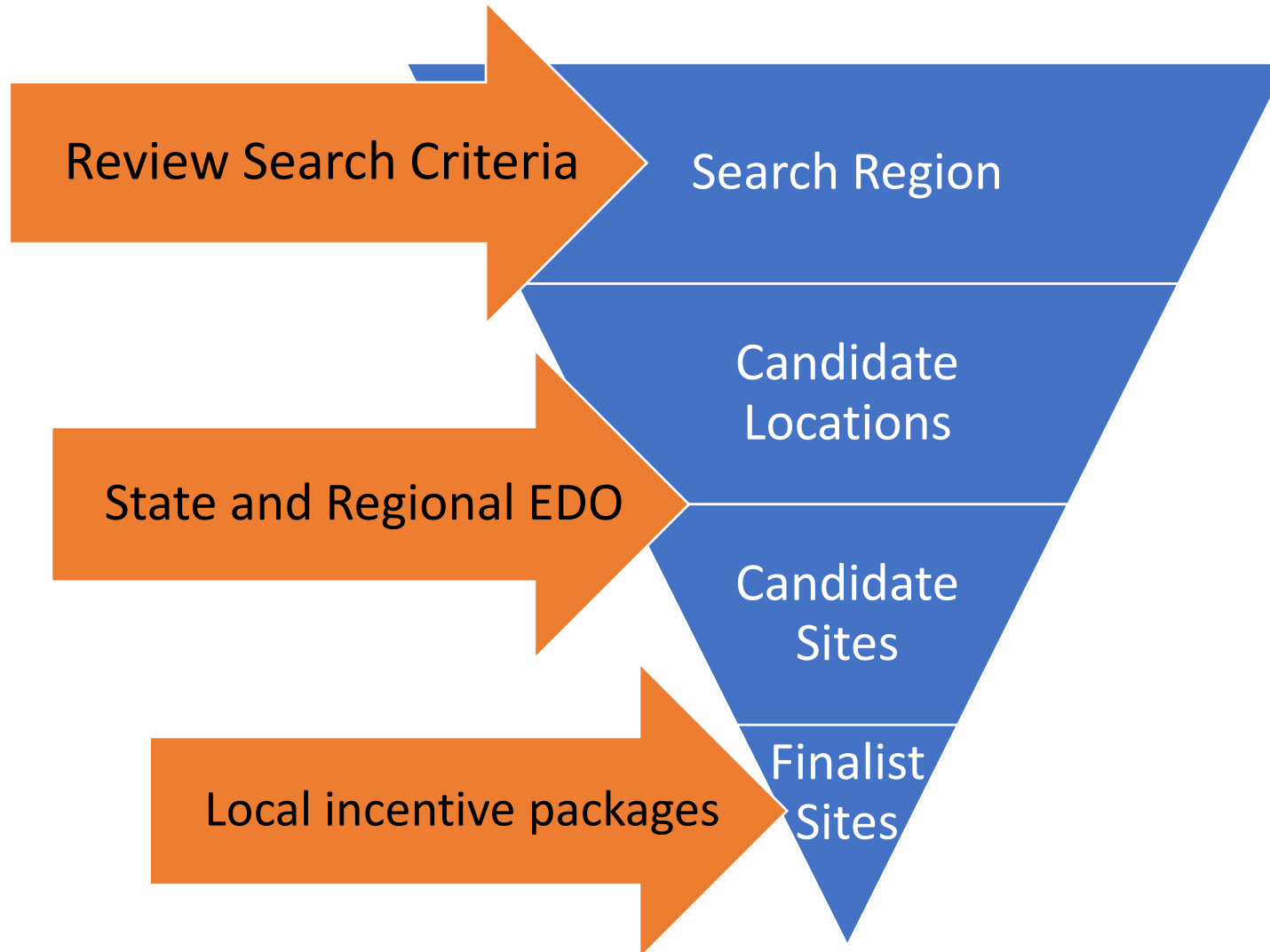


4. Embrace and pursue opportunities for enhanced livability and quality of place.



5. Magnify and deliver robust education and workforce endeavors.

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 site selector marketing campaigns
- National talent attraction campaigns

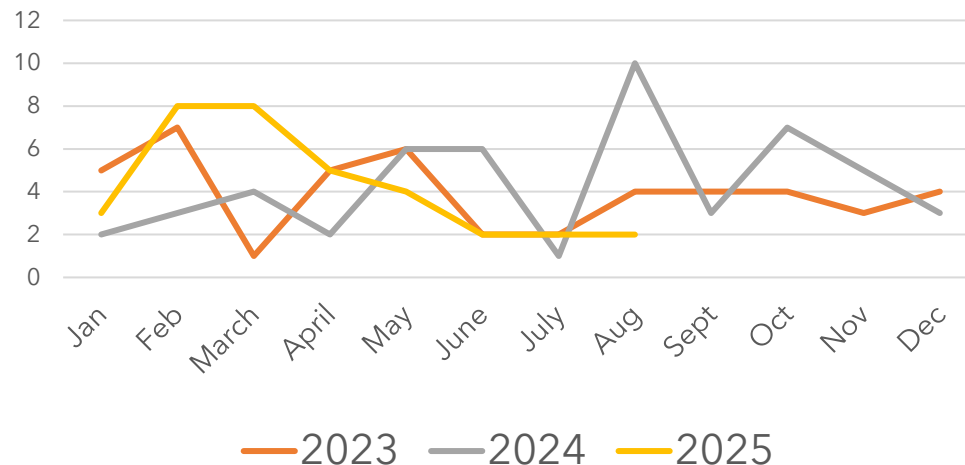
2024-25 Activity Update

County-wide efforts



Lead Pipeline	TTM 2023-24	TTM 2024-25
Inquiry Responses	53	57
Potential Jobs	8,603	22,271
Potential Investment	\$5,273,670,000	\$11,598,450,000

Month to Month
Lead Response Activity



- Incoming project leads have slowed over the last 12+ months
 - IEDC, IndyPartnership, direct leads from brokers/companies
- IEDC Leads in Q1/Q2 - 2025
 - Seeking existing building: 35
 - Seeking land sites: 18
 - Seeking either: 7

Business Development

County-wide Efforts



1,828

Outbound
Marketing
Touches

35

Broker/Site
Selector
Conversations

0

Site Visits

28

BRE Visits

Workforce Development

School to Work (S2W) Efforts

- 3,941 Business/Student/Teacher engagements over the 2024-25 school year – 97% increase over the previous school year
- State designated Intermediary – hosting 2,161 high school seniors for Career Discovery Meetings
- Skilled Trades Showcase – 16 companies & 261 high school student
- Teacher Fieldtrips
- JCAMP administrator
- Educator-led Outreach Program – Engaged 99 employers and recruited an additional 61 new employer partners for S2W



Economic Strategic Plan Update



August

- Stakeholder listening sessions
- Data gathering

September

- Review target industries & key themes
- Begin to develop overarching goals

October

- Finalize overarching goals
- Develop strategies & implementation plan

November

- Plan to designer for buildout
- Present draft to EDAC for review and comments

- Data Gathering for Strategic Plan:
 - SWOT analysis
 - Project lead analysis
 - Site inventory review
 - Regional workforce analysis for key industries



Questions?

For more information, please contact:

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Aspire

economic development
+ chamber alliance

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