



2023 INVESTOR RESOURCE GUIDE

66 S. WATER STREET
FRANKLIN, IN 46131

1499 WINDHORST WAY, SUITE 160
GREENWOOD, IN 46143

317.888.4856 | [ASPIREJOHNSONCOUNTY.COM](https://aspirejohnsoncounty.com)



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WHO DO WE SERVE?

Aspiring entrepreneurs, small businesses, and large corporations looking to launch, locate, expand, or do business in Johnson County and southern Indy.

WHO IS ELIGIBLE FOR MEMBERSHIP?

We welcome any business and individual investor excited about our local economy, business success, and access to valuable member investor services. If you are interested please contact Aspire at info@aspirejohnsoncounty.com.

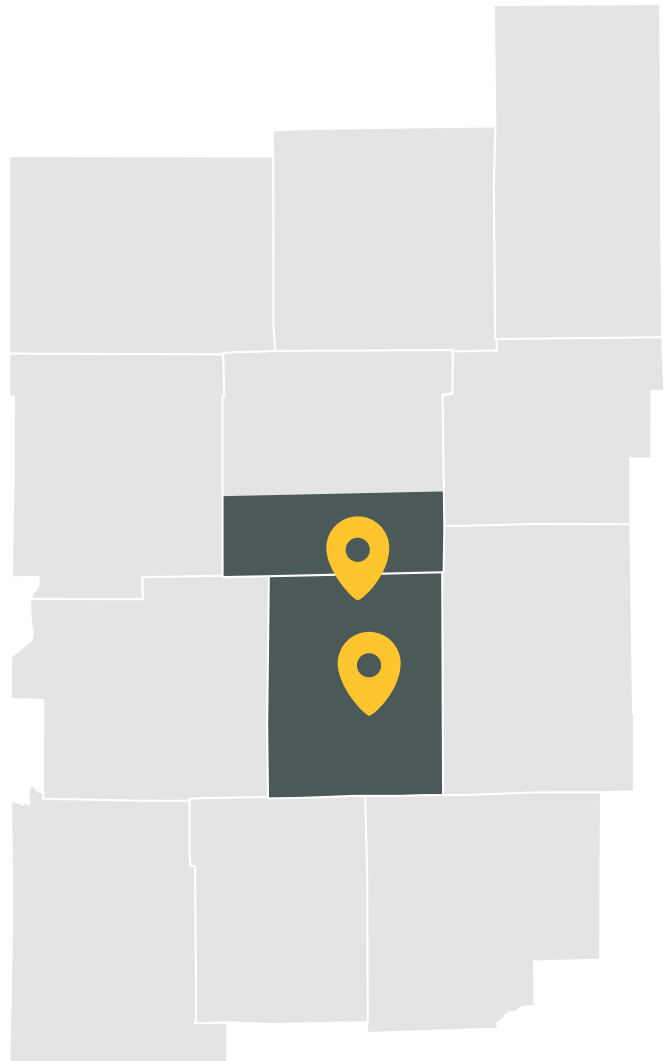
OFFICE LOCATIONS

FRANKLIN

66 S. Water Street
Franklin, IN 46131

GREENWOOD

1499 Windhorst Way
Suite 160
Greenwood, IN 46143





ABOUT ASPIRE

Aspire Economic Development + Chamber Alliance drives economic development and business success in Johnson County and southern Indianapolis.

As a local economic development organization, Aspire delivers strategic services to enhance returns on investment. This includes site location and business attraction, expansion, and retention. Aspire also works in talent attraction and retention to build up a workforce that is in high demand by employers.

As a chamber of commerce, Aspire's extensive connections throughout the business community makes us the go-to for support and resources for entrepreneurs. We support businesses every step of the way - from concept to launch to expansion. We can connect our members to resources for technical coaching and microlending programs. Aspire also hosts educational events on topics of importance to the business community.

Our public policy advocacy, lobbying campaigns, and educational programs are founded on a pro-business and community development philosophy. Aspire specializes in programs to convene business leaders and elected officials in Johnson County. We believe a prosperous and growing economy is at the base of a thriving society.

Membership with Aspire is a ticket to the leading access point to a large network of business leaders and industries in all areas of Johnson County and southern Indianapolis. Members will have ample networking opportunities to grow your financial, human, and social capital. Members have first-hand access to resources such as public policy and economic updates, business savings and targeted marketing.

Aspire's community development work goes beyond helping businesses succeed to include our local residents. We develop and execute plans that enhance our quality of life, infrastructure, and public services. We uncover barriers, gaps, and opportunities for growth through community engagement, planning and placemaking.

Aspire's role in the area is to serve and bring together workers and employers, consumers and producers, students and educators, and taxpayers and government officials. Investing in Aspire is to be a part of our mission to drive economic development and create an environment for lasting business success.

STRATEGIC PLAN

A strong, vibrant community and a skilled workforce make Johnson County Indiana stand out among Midwestern communities. We believe that these assets can be used as catalysts for further development.

To establish a path forward for the county, Aspire has developed a 5-year strategic plan that identifies opportunities and corresponding goals. By 2025, we hope to achieve two key goals:

- Attract and develop 50% more advanced industries jobs
- Grow average annual wages by 15% for all workers

Our data-driven approach has helped us develop a series of goals that will ensure our economy and communities flourish in the next five years and well into the future. When measured collectively, these goals will have a positive impact on the wider community.

1. Drive innovation to boost business and industry development.
2. Boost site development for catalyst projects.
3. Nurturing 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.

Aspire Johnson County was formed to create a stronger, more unified engine to drive economic growth and business success. Setting the bar high is in our name.



ASPIRE STAFF



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BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Chair | Rob Campbell

Vice Chair, Economic Development |
Leeanne Lollar
Donaldson Capital Management

Vice Chair, Business Advocacy |
Eric Prime
Van Valer Law Firm

Secretary | Greg Simons
Simons Bitzer & Associates

Treasurer | Julia Saltsgaver
Quality Connection of Central Indiana

Past Chair | Marisol Sanchez
Endress + Hauser

David Coffey, Mutual Savings Bank

Dr. David Dunkle, Johnson Memorial Health

Chris Hamm, HWC Engineering

**Jacque Haynes, CCIM, Midland Atlantic
Properties**

Jamie Medlock, Group Stellar

Lee Ann Logan, Franciscan Health

Pat Sherman, Compass Pointe CPAs

MEMBER INVESTOR LEVELS

IMPACT

\$1,730

Five
directory
category
listings

Two included
+ \$50 off
E-News
ads

Two included
+ \$100 off
M2M
emails

Member
profile with
photo on
website

Monthly
complimentary
electronic
member
list

Directory
category
web banner
ad

Share
membership
with two
additional
locations

Two
Celebrate Aspire
event tickets
+ program
recognition

10 educational
program event
tickets

ADVOCATE

\$865

Four
directory
category
listings

One included
+ \$50 off
E-News
ads

One included
+ \$100 off
M2M
emails

Member
profile with
photo on
website

Directory
category
web banner
ad

Two
Celebrate
Aspire event
tickets

Six
educational
program event
tickets

ENGAGED <75 EMPLOYEES ONLY

\$630

Four
directory
category
listings

\$50 off
E-News
ads

\$100 off
M2M
emails

Member
profile with
photo on
website

Directory
category
web banner
ad

One
Celebrate
Aspire event
ticket

Four
educational
program event
tickets

CONNECTED <30 EMPLOYEES ONLY

\$420

Three
directory
category
listings

\$25 off
E-News
ads

\$50 off
M2M
emails

Two
educational
program event
tickets

CONTACT US:

info@aspirejohnsoncounty.com
317.888.4856

MARKETING:

- Member 2 Member (M2M) \$250
- E-News ads \$75
- Mailing labels \$100
- Mailing list (Excel) \$100

MEMBER SAVINGS PROGRAMS:

- Office supplies
- Constant Contact
- Workers' comp insurance
- Aspire prescription discount card

ALL LEVELS INCLUDE:

- Social media listings
- Member Expert article in E-Newsletter (*Limited availability*)
- Member Profile article in E-Newsletter (*Limited availability*)
- Member mailing list or labels (*may request once a year at no extra cost*)
- Aspire membership window decal and online member logo
- Investor-only business referrals
- Online Aspire directory page with logo and social media links
- Government advocacy at the local and state levels
- Access to attend networking events: Coffee Connections, Business Unwind, Maximize Your Membership, and Tidings + Tinsel

ASPIRE AMBASSADORS

Our Ambassadors are highly visible, esteemed volunteers who serve as crucial liaisons between Aspire investors and the Aspire staff. Each Ambassador makes a commitment to developing personal connections with our members to build a loyal, engaged membership base, helping members get the most of their benefits and keeping them invested in Aspire. All new Aspire member investors are assigned an Ambassador upon membership.



MEMBER ONLINE PORTAL

Website Benefits

Each Aspire member is assigned their own unique login credentials that allows them to post events, job openings, news online, and referral reports. Access referral reports are a great way to see how many people are finding you through the Aspire website.

Referral Report

You can view your referral report at any time through the Member Online Portal. When visiting our website, click the three stacked lines on the upper right side to access the website menu. Scroll down to About Us. Here will be a link to login to your member portal.

The report can also be viewed in two different ways: by total referrals per month or by referral type. The report automatically defaults to only the current date; however this can be changed by clicking the date and manually changing the time frame.

Referral reports are handy and give value to your Aspire membership. It is fast and easy. In review, here are the quick steps:

- 1 Login to the Aspire website using your member login credentials (If you do not have credentials, please call the office).
- 2 Find the referral report.
- 3 Uncheck "search engine indexing".
- 4 Change the date, and your results are available instantly.

Value Report for Johnson Memorial Health

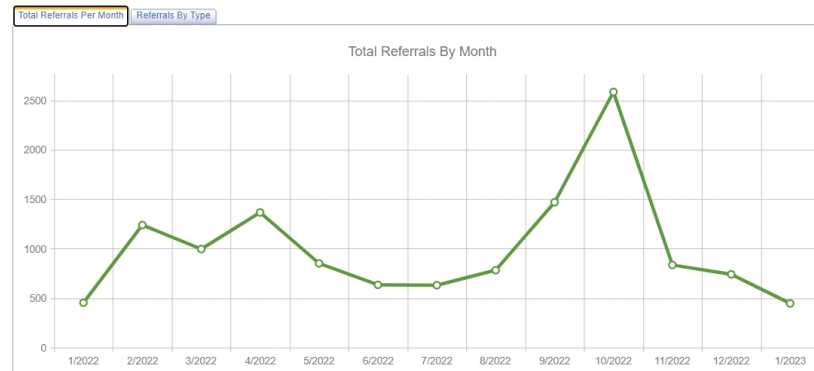
Showing referrals from 01/16/2022 to 01/16/2023

Aspire Economic Development + Chamber Alliance Member Snapshot

Johnson Memorial Health

1125 West Jefferson Street
Franklin, IN, 46131

☒ Include Referrals from Search Engine Indexing
Health and Wellness



TOTAL REFERRALS

13,026

TOTAL IMPRESSIONS

10,671

TOTAL LEADS

2,355

LEAD RATE

22.07%

AFFINITY PROGRAMS: OFFICE SUPPLY, EMAIL, AND INSURANCE SAVINGS

Aspire has partnered with the following companies to provide our members exclusive access to group savings on office supplies, email marketing, and insurance.



Office360 offers a special Aspire Economic Development + Chamber Alliance pricing program on 100 of the top office products items, as well as deep discounting on over 30,000 items, all available for next day delivery. To open an account with Office360 please contact: Brenda Kelley, Account Manager at: 317.445.2007 or b.kelley@office3sixty.com.



Constant Contact offers discounts on their email marketing to help you stay in touch with your customers. Plus, you get our unlimited, award- winning FREE support and personal coaching to help you do it right every step of the way! With your Aspire membership, you receive up to 20% at 6 month prepay and 25% at 12 month.



Accident Fund Insurance of America, worker compensation program, offers members a 5% up-front discount, an opportunity for long-term dividends, no minimum premium to qualify, and access to Accident Fund's online Loss Prevention Toolbox. Contact Aspire for a list of independent agents.



The Aspire Economic Development + Chamber Alliance Rx Card is a free prescription discount program that offers free drug cards to all investors, investors' employees, friends, and family. The program provides discounts on both brand and generic medications up to 75%. The program has no restrictions to membership, no income requirements, no age limitations and there are no applications to fill out. All members are eligible to receive savings! Contact Aspire to receive copies of the Rx Card.

For more information on these savings programs, contact Aspire at 317.888.4856 or info@aspirejohnsoncounty.com



SMALL BUSINESS MENTORING

Aspire has partnered with the following organizations to support growing businesses. Meeting with advisors can be held virtually or in person and are available at no cost.



SCORE is Counselors To America's Small Business providing free counseling for starting or expanding your business, solving business challenges and more.

Local SCORE Counselor

Mike Crumbo | 317.226.7264
mike.crumb@gmail.com



The Indiana Business Development Center (SBDC) is a government agency that helps grow the economy of Indiana by providing entrepreneurs with the education, information and tools necessary to build successful businesses. Examples include FREE demographic business reports to help estimate a company's target market, industry marketing reports to help identify macro national trends, and financial analysis reports that compare a firm's performance to other businesses in their industry.

ISBDC Business Advisor

Dan Drexler | 317.940.3919
isbdc.org
Email Central Indiana SBDC for more information at
central@isbdc.org.



BOI offers small business loans (microloans) from \$1,000 to \$50,000+ that are available for startups or existing businesses. No minimum credit score is required. Your interest rate will be prime plus 3% to 8%.

Contact BOI

info@businessownership.org

MARKETING OPPORTUNITIES

Aspire offers a variety of marketing opportunities to help you stand out in the business community. Check your membership level as some of these marketing opportunities are included or discounted.

1

Annual Community Guide and Membership Directory

A copy of the community guide is directly mailed to your business with a total of 15,000 copies printed and distributed throughout the year. This resource has information about the southside community and our Aspire members. Members are listed both alphabetically and by their category listings. Advertising opportunities are available through our publisher.



2

THIS WEEK @ ENEWSLETTER

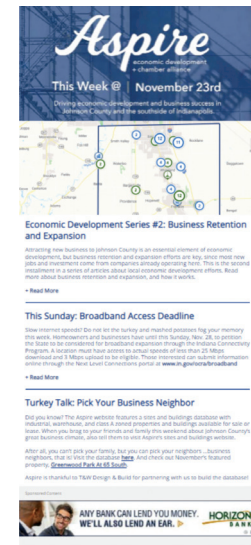
The Aspire E-Newsletter is sent weekly to 1600+ local business people.

Member News Briefs

Newsworthy write-up about employees and leadership; company milestones, awards and achievement; mergers and acquisitions; and grand openings or relocations. This benefit is available at all membership levels. Reserved on a first-request basis. Email your submissions to info@aspirejohnsoncounty.com.

ENews Ads

This opportunity is to include a banner ad that will display in between content areas. Your ad will be linked to your online Aspire business directory listing or a landing page you specify. Location of ads (top, middle, bottom) are on a first-commit basis.



3

M2M Emails

Send announcements about your special offers, new services, company awards, new employees, or seminars and events. Your M2M Email will reach more than 1,600 local business people and come from Aspire, but contains your content and graphics. Due to the demand for the M2M email marketing program, all M2M emails must be pre-paid by at least two weeks before their release date.



The Aspire Partner Program is an annual (calendar year), personalized membership and marketing program that makes it easy to engage with the Johnson County and Southern Indy area business community. Partners have first opportunity at sponsorship and marketing for the following year. To learn more, contact Aspire at info@aspirejohnsoncounty.com.

2023 PROGRAMS AND EVENTS CALENDAR

For more information including times, locations, and event descriptions and to register, visit our event page at aspirejohnsoncounty.com/events.

JANUARY

- 10 - HR Roundtable
- 13 - Legislation Matters
- 17 - Coffee Connections

FEBRUARY

- 1 - Community Workshop
- 7 - Coffee Connections
- 14 - Aspire 2 Luncheon
- 21 - Professional Matters
- 23 - MYM Maximize Your Membership

MARCH

- 2 - Greenwood Mayor State of the City
- 8 - Women Leaders Workshop
- 14 - HR Roundtable
- 16 - Coffee Connections

APRIL

- 6 - Aspire 2 Luncheon
- 14 - Legislation Matters
- 18 - Coffee Connections
- 27 - Celebrate Aspire

MAY

- 3 - Community Workshop
- 9 - HR Roundtable
- 9 - MYM Maximize Your Membership
- 12 - W.I.L.D. Peer Networking
- 18 - Legislation Matters: Municipal Matters
- 23 - Coffee Connections

JUNE

- 13 - Business Unwind
- 15 - Professional Matters
- 20 - Coffee Connections

JULY

- 11 - HR Roundtable
- 20 - Golf Classic
- 25 - Coffee Connections

AUGUST

- 1 - MYM Maximize Your Membership
- 2 - Community Workshop
- 8 - Legislation Matters
- 15 - Coffee Connections
- 24 - Business Unwind

SEPTEMBER

- 8 - W.I.L.D. Peer Networking
- 12 - HR Roundtable
- 14 - Workforce Development Conference
- 19 - Aspire 2 Luncheon
- 26 - Coffee Connections

OCTOBER

- 19 - Aspire 2 Luncheon
- 24 - Coffee Connections
- 31 - MYM Maximize Your Membership

NOVEMBER

- 8 - Economic Outlook
- 14 - HR Roundtable
- 14 - Coffee Connections
- 16 - Professional Matters
- 28 - Legislation Matters: Pints + Policy

DECEMBER

- 7 - Tidings + Tinsel
- 12 - Coffee Connections
- 15 - W.I.L.D. Peer Networking

 SIGNATURE PROGRAMS

 EDUCATIONAL PROGRAMS

 NETWORKING PROGRAMS

 COLLABORATIVE PROGRAMS

 CONTINUING
EDUCATION
PROGRAMS

*Event dates are subject to change.

ADVOCACY



We believe that Aspire's engagement in legislative issues echoes our investors' collective voice and demonstrates strong leadership. Below you will find our three **legislative session policy priorities**.

WHY PUBLIC POLICY MATTERS TO BUSINESS

A healthy business environment is essential to growing the economy, creating jobs, and improving our quality of life. Decisions made by elected officials have a direct impact on business. Legislative and executive branches at all levels of government regularly consider legislation regulating infrastructure, permitting, taxes, trade, and construction.

Aspire's role is to advocate for business interest. We do this by convening forums with business leaders and elected officials, as well as lobbying directly for specific bills and issues. Our Business Advocacy Council (BAC) monitors and researches issues and recommends policy positions. Aspire's board of directors reviews and adopts our final policy positions.

2023 LEGISLATIVE PRIORITIES

Early Childhood Education / Childcare - Aspire supports public-funding for quality early childhood education - from daycare to PreK - for Hoosier children, especially those who are from income-limited families. Studies show children who are ready for kindergarten are more likely to be reading at the third-grade level by the end of third grade, and more likely to graduate high-school. A strong educational foundation is critical, and the state should focus on quality and affordability, collect data, and provide a multitude of types of providers. Importantly, access to affordable quality childcare is an important recruitment tool and assists with the labor participation rate. A child placed in a stable educational environment provides more certainty and stability for their parents in the workforce.

Attainable Housing - Aspire supports policies and local government incentives that promote attainable housing for all income earners in a growing workforce. We support a comprehensive planning and development strategy, connecting attainable housing to placemaking and quality of life. Robust economies like Johnson County and the Central Indiana area must continue to attract talented workers to sustain new business and GDP growth. Increasing the inventory of housing to support all income earners means more residents can join and stay in our community. Moreover, providing local governments a wide variety of tools in their economic development toolkit to foster support for attainable housing alongside quality of place efforts such as transit, parks, and mixed-use development, will support residents' upward mobility.

Business Autonomy/Free Enterprise - Aspire supports loosening of red tape, limiting unnecessary or duplicative regulation, and reduction of government interference to ensure that businesses across the state can operate freely and efficiently. Over-reaching administrative rulemaking and legislative regulations unduly burden businesses of all sizes, thereby hampering innovation, expansion, and job growth. Streamlining government processes and making them easy to navigate will help our community save taxpayer dollars, and to be a good place to do business. Hoosier businesses value their ability to operate autonomously when it comes to making decisions that are right for their business.

MEETING SPACES

Aspire offices in Greenwood and Franklin feature conference rooms and a member office that provide a professional space perfect for in-person or virtual business meetings, seminars, and interviews.

Members get complimentary rentals during regular business hours! Please call the office to reserve the space, 317.888.4856.



THANK YOU TO OUR 2023 PARTNERS

Aspire Partners, below, go “above and beyond” in their commitment to Aspire and leadership within the business community. They are passionate about the Southside business community and passionate about Aspire. Call the office to learn more about how you can become an Aspire Partner.

– PLATINUM –



– GOLD –



– SILVER –



– BRONZE –

