

**Aspire Johnson County Large Group**  
**April 24, 2019**  
**Clark-Pleasant Administration Building**

**Dana Monson-** Welcome, thank you to our sponsors

**Meeting sponsor FCFCU-** Colin Murphy- last week worked with Gleaners and Fox 59 for Pack the Pantries. Raise close to \$100,000 for Gleaners. Contact Peter Orrotus, in charge of community outreach, for a 45-minute tour if you want to get involved. Provided 65 million pounds of food last year. Gleaners is growing at 10-12%. Children's program – food packets that cost \$4.62 each created for schools. Every school gets them to put in a student's backpack to take home on Friday so they can have food over the weekend. Can be opened without a can opener. Hamilton County is one of the highest recipients besides Marion County.

Dana- what does Johnson County Development corporation do? Building, land taxes, build up the county... What do we care what happens to the library? Companies are looking at quality of life. We are going to talk about why we focus on Festival Country, the library, and quality of life in Johnson County.

**Lisa Lintner- Director, Johnson County Public Library**

Take a few moments to talk about their new strategic plan for the next 5 years. This year went from a 200-page plan to 25 pages. Can go online [pageafterpage.org](http://pageafterpage.org), about the library and find this plan. 2018 stats- 1.1 million items checked out from all of their locations. Johnson County has 3 library districts- 1 in Greenwood, 1 in Edinburgh and then JCPL does the rest of the county. 80% of items were books. 200,000 items were downloaded. Children's books circulation continues to grow. More than 400,000 visitors last year. What do the residents want? Added new things: board games, cake pans, Game of Thrones Cookie cutter, microscopes, ukuleles, lawn games, coding kits, etc.

Mission: Strengthen our community connection, people, resources and experiences.

Making a difference in the community- the branches apply for project grants every year.

Johnson County is 3<sup>rd</sup> (tied with Boone County) for fastest growing county. Population has nearly doubled since 1987. Will have 30,000 seniors by 2030 in Johnson County.

5 areas of focus:

Elevating collections, services and resources- includes buildings, technology, physical and digital resources and data collection.

Reducing barriers- reaching out to the underserved and the patron experience. Have trouble paying their fines. Reduced DVD fines from \$1 to .20 per day. Have a program called read down you fines. You get \$4 an hour. Adults are the biggest users. Extended services to senior center, people's homes, etc. Expand services to Bargsville. Increase cardholders by 5% yearly. Looking at more outreach and programming or bookmobile/ kiosk to serve Bargsville.

Encouraging growth-free digital accounts to all students and educators- over 15,000 of these accounts. Want all schools in district to have accounts. Want early childhood learning spaces to prepare for

Kindergarten. Adult learning center should expand. Have a goal to increase summer reading by 20%. Really want students going back to school without the “summer slide”.

Guiding Organizational Development- Reference librarians have to receive a certain amount of training. Expanding employee wellness program. Succession planning at the library. Won't have people in line but evaluating positions so they are prepared to fill them.

Leveraging our Community- engaged and committed library board and friends, and foundation. Want to have book sale outlets for the Friends group. Maximize community impact.

Building analysis plan: 3 years of research and analysis.

Projects approved- Trafalgar branch for HVAC and lighting upgrades.

Proposed next projects- relocate Clark Pleasant branch. Waiting for county council to decide what to do.

Relocate White River branch.

Fully renovate and slightly expand Franklin Branch.

Clark-Pleasant will have a 34% population increase by 2030. In a building on Tracy road since 2002 which was designed to be an office building Has served its purpose. Want to relocate to a more visible spot. Program attendance often exceeds capacity. Want to grow this branch by 65%. Nearly double community room size. Want 3 study rooms, maker space (learning lab), teen and early childhood centers.

Cost: \$7.4 million for a 16,500-20,000 sq. foot library. Have saved \$1.4 million towards project. 2.5 cent increase on property taxes- asking from county council. For median home owner, property tax bill would change \$15 per year. \$1.31 per month. It's cheaper than a king size KitKat bar.

Questions:

We do currently own our building - will sell. Proceeds will probably be \$800,000 and would go towards future White River Branch project.

With roads, jail cost, what can members of Aspire do? County Council has been very transparent in the process. Many people have written letters of support. May do another call for support- directly contacting the county council via mail or phone and showing up to the meeting. Can let Dana know to share.

What is the timing for a new White River building? Hope that 2.5 cents stays on the books. Can reissue debt in year 4 for a longer period of time and between year 6-7 could have a new building.

How many employees- 82 at this time. Are very lean- staff works smart. Have made innovations to keep staffing costs down.

Took 3 years to get to this point. Looked in 2016 at needs for current library. 6 visioning sessions to help with the design. Heard that they need study rooms. Need larger children spaces, aren't big enough. Only Trafalgar has a teen space. Patrons desire a sense of place. In Trafalgar, they love how

they feel with the trail and the prairie grass. There is nothing to make you want to explore the space for hours at Clark Pleasant.

The county council realizes that it's time to fund roads, jails, and the library. It hasn't been a sales pitch, but people are going for it.

Libraries can spur economic growth. McDonalds opened, then CVS, then housing, then a church. A community has grown in Trafalgar around the library. Can be a strong physical element to the surrounding area.

Writing a letter to 7 councilors, makes a big difference to them. Want to make the library visible, give it a place within the community. It's a big deal to have libraries visible and a point of pride.

How you partner with communities? What programs get the best draw? Children's programs with experience that gets the biggest draw- touch a penguin or pet a shark for example. Often 300-400 people will show up, but only around 100 can be accommodated. NYTimes best selling authors have been best adult program. Foundation takes care of getting them- required to give away 100 books. Would love to have people come into the library but use Franklin College or the Artcraft to host those events. Trying to say if you are a resident, how can we help you get your value for your property tax- downloadable magazines, audio books, how can they serve you?

Dana- public libraries are also a testing site for the National Career Readiness Certification at no cost to help them find a job.

**Site selection process- Dana Monson, Executive Director, Johnson County Development Corporation**

In the 1980-1990's the state realized that they needed to focus on growth in their communities. If a company wanted to come, they called the utilities directly to get information. The utilities put local economic development offices together to be the one-stop shop for information about a county. Focus was that that we'd wait for the companies. Company driven- company focused. A new company would be built, and the people would come. After we had enough people, (and had enough funds) then they would enhance quality of life, parks etc.

Mid 2000's, company were building, but people weren't coming. Students would choose where to live, but they didn't have jobs in the community. Then the recession. When the economy came back it became apparent that we needed to attract talent. Companies shifted their questions on the RFI's. Still need infrastructure, shovel ready sites, fiber, etc. But not the first things that companies ask about. Now they come because the talent is in place. They come because we have good quality of life in our county. Companies have said, I want to see your downtown, your schools your community, before they see the building/land.

Companies will start out defining their region- close to their customers. Midwest is a perfect place for that. Majority will hire a site selector (similar to a realtor). They help them narrow down to a region, then states, then communities. Develop a matrix on the community- quality of life, safety record, what is the graduation rate, what are affordable homes in your communities. They might also go to Little League ball game to see how people act. Sit on a downtown bench and listen to conversations. They are looking at all of us and our behaviors, reading social media to see what is being said and what's coming out in the news.

All related to quality of life.

Dana then receives the RFI- largest was 90 pages. Site selectors go through it to help narrow the sites. If we make the next round, they come in for a site visit. Don't have a template for the visit- ask the companies what they want and who they want to talk to while here. Brings in the experts to be at the table- elected officials, school representatives, utility managers, higher education, etc.

Finally, they get to negotiations at the end of the process. It's crucial. Do final risk analysis. Purpose of incentives is to help companies that we've vetted as well. How involved will they be in the community? California Custom Fruits has a fantastic reputation in California. They are supportive in their community and have great wages. We are the 3<sup>rd</sup> fastest growing, so we can be a little selective. We can tell companies – thank you but no thank you. The longest project JCDC worked was 5 years.

3 primary tools: TIF, abatements, and bonds. All performance based- minimum jobs, investment, annual compliance forms are reviewed by the communities.

Property tax abatement- real and personal property tax- phasing in of taxes over a period of up to 10 years. Benefit is to help company with start up costs. Similar to when you move- you have expenses, you might get a moving truck. Companies need to find employees, move product and equipment etc. This helps them cut back on expenses while getting a tax abatement that is performance based. Look at employment. Our communities do not incentivize \$10 an hour jobs. It's not advantageous to our people. Look at payroll, benefits, skilled vs. unskilled, investment, what type of work, is it a growing field? Other community benefits- how are they going to give back?

Eligible property types- new buildings (non-retail, non-residential), improvements to existing buildings that substantially change the assessed value, new to Indiana (equipment), and certain eligible vacant buildings- if you have a building that has sat empty for a few years.

Ineligible buildings- golf courses, country clubs, tennis club, land, skating facilities, retail food or beverages, race track, liquor stores, residential unless in an economic development target area.

"But for" test- without having the abatement, the development would not happen.

Schedule- first year 100% abated. Then 90%, 90%, 70%, 60%, 50%, 40%, 30%, 20%, 10% takes place over 10 years. State allows alternative schedule as well. Equipment depreciates, so most commonly abated 3, 5, 7 years. These are local taxes only.

TIF- Tax increment finance- it's not perfect, but it helps our communities. Captures taxes in a defined area. Redevelopment commissions regulate the funds. Draw a boundary in an area. Usually it's not developed land. Get the assessed value (example of \$1000 per year). Is dispersed to county, schools, police etc. Then we get a building in the TIF district. Initial \$1000 (TIF district will only last 25 years) will continue to flow. Extra money collected from property taxes will go into TIF fund to help with a road, fiber, sewer expenses etc. After the district is dissolved, all of the dollars will go to all taxing entities. Dr. Spray stated that Clark-Pleasant loses \$3.7 million & Dr. DeKoning Greenwood Schools loses \$50,000 annually to property tax caps. County was at 153,000 now at 156,000 residents. Redevelopment Commissions can work with schools and help them with TIF funds. Whiteland has a 10% pass through from their TIF to the school corporation.

Eligible uses: construction costs, services- architectural design, reduce cost of land, equipment purchases, infrastructure improvements, 0% forgivable loans (not used often), training dollars- all are performance based and expenses are reimbursed. All of these go to the building owner, not the leasee. A CF1 compliance report is filled out each year to show they are complying (or not). If they aren't meeting goals, they have to explain why. Determinations are made on a case by case basis by the council whether the company is complying or not performing. Mitsubishi was a great example of this in Franklin- plants were destroyed in Japan, then hit the recession. Were not meeting their numbers for

hiring. They got down to 30 employees. City agreed to work with them and now they are back to 2 shifts with several hundred employees.

Incentive pitfalls- not starting the incentive process before the investment is made.

Questions- Can see how businesses get confused- training grants where you have to spend money first vs. on equipment have to start the abatement process before purchasing equipment. That's why companies need Johnson County Development Corporation to help them navigate the process.

As superintendents- all want economic development, need it to thrive as a school district. When you are hit by tax caps, and TIF, know that it's part of economic development. Hope people understand that there is an impact on those taxing entities. Balance about how communities are using TIF and what they do with it. TIF is a good economic tool, but it needs balance. Personal property (equipment) taxes aren't captured in the TIF for Greenwood. Greenwood RDC has worked on projects for their schools. Franklin has partnered with their schools on projects.

Johnson County Development Corporation works to develop and market the product of our community. Because of that, we are growing and getting more residents, then you see more commercial, retail, amenities. Maybe new accounts are opened, or loans are done at banks. Commercial growth helps reduce our city taxes. It's what helps our communities.

Dana had 5 minutes to sell our community to 8 site selectors recently. One of the site selectors from Dallas spoke up to all of the economic development directors presenting- we wouldn't even be here talking to you if you weren't working on your parks or downtowns, etc.

Eric Vermilion- thank you to Lisa and Dana. We have so many things going on- G&P Rock the Block this Saturday. Johnson County Trails is in 2<sup>nd</sup> place- help us get to first. Can register to attend or as a "sleep in". Carmen- last 2 years about master trail plan. Hired an engineering firm -by October can make a presentation to county commissions with a plan for them to adopt. Public meetings coming in May. Allison- Talent- Community Conversation to reenergize, WEC at 9 sending schools, Parent/ Student forum with 60 attendees. Work Ready Communities underway. Chew on This last night with Indiana Humanities. Community Engagement- Still have Johnson County Activity books to give away. Working on Local Food App going live in May.

If it wasn't for JCDC, Aspire wouldn't exist. Who knows where we'd be now? Their work is way more than just this. Jody said it's amazing. People talking is a game changer- now they talk about our funding options rather than no new taxes.

What Ken is doing with tourism is great. On April 29<sup>th</sup> ground breaking for veteran's memorial. Don-brief announcement- if you have a high school senior and they are interested in a technical career- April 30<sup>th</sup> at 6pm informational night about apprenticeship program at Endress+Hauser – comes with tuition-free Ivy Tech degree.

Johnson County is putting together a Suicide Prevention Coalition and will be meeting next Friday (April 26) at 1:15pm after the Systems of Care Meeting in Franklin. If you're planning on attending, please feel free to RSVP here (which also has the address and online link) <https://forms.gle/YgEYYNiJnoNCLEDz7> Will have a call-in option as well.