



Aspire

economic development
+ chamber alliance

Investor Resource Guide

66 S. WATER STREET
FRANKLIN, IN 46131

1499 WINDHORST WAY, SUITE 160
GREENWOOD, IN 46143

317.888.4856 | ASPIREJOHNSONCOUNTY.COM



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PROUDLY SLANTING THE PLAYING FIELD IN YOUR DIRECTION.

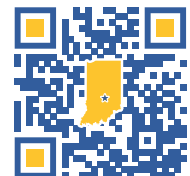
**For business success,
Aspire Economic Development
+ Chamber Alliance is your
competitive advantage.**

Here's how Aspire is game planning for your exponential growth:

- Connection to a large network of business leaders to increase business recognition and social capital.
- Affordable marketing and sponsorship opportunities to grow brand awareness and credibility.
- Access to small business advisors and lending programs to help with growth and sustainability.
- Timely public policy and economic development updates for business planning.



AspireJohnsonCounty.com





ASPIRE: TO GROW. TO ACHIEVE. TO SUCCEED.

Aspire Economic Development + Chamber Alliance drives economic development and business success in Johnson County and southern Indianapolis. We lead the area's business community by leveraging community development opportunities and providing comprehensive member services for entrepreneurs, small businesses, and large corporations.

Every business and community aspires to achieve success, but each defines it differently. With our inclusive resources and support, we provide members, investors, community partners – and all those looking for a welcoming community in which to start or expand their business – a chance to succeed.

KEY SERVICE AREAS



ECONOMIC DEVELOPMENT

Deliver strategic economic development services to enhance ROI.

- Site location and business attraction
- Business expansion and retention
- Talent attraction, retention, and workforce development programs for employers, job seekers, and learners



BUSINESS ADVOCACY

Represent members and investors and engage elected officials and legislative bodies responsible for regulatory matters that impact businesses.

- Pro-business and community development public policy lobbying and education
- Programming to convene business leaders with elected officials



ENTREPRENEURIAL SERVICES

Support businesses every step of the way – from concept to launch to expansion.

- Business technical coaching for new and existing businesses
- Microlending to provide small business capital



MEMBER SERVICES

Provide the leading access point to a large network of business leaders and industries in all areas of Johnson County and southern Indy.

- Networking and connections to grow your financial, human, and social capital
- Public policy and economic updates, business savings, B2B marketing and more



COMMUNITY DEVELOPMENT

Develop and execute plans that enhance our quality of life, infrastructure, and services.

- Infrastructure growth and planning and placemaking
- Community engagement to discover barriers, gaps, and opportunities for growth

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.

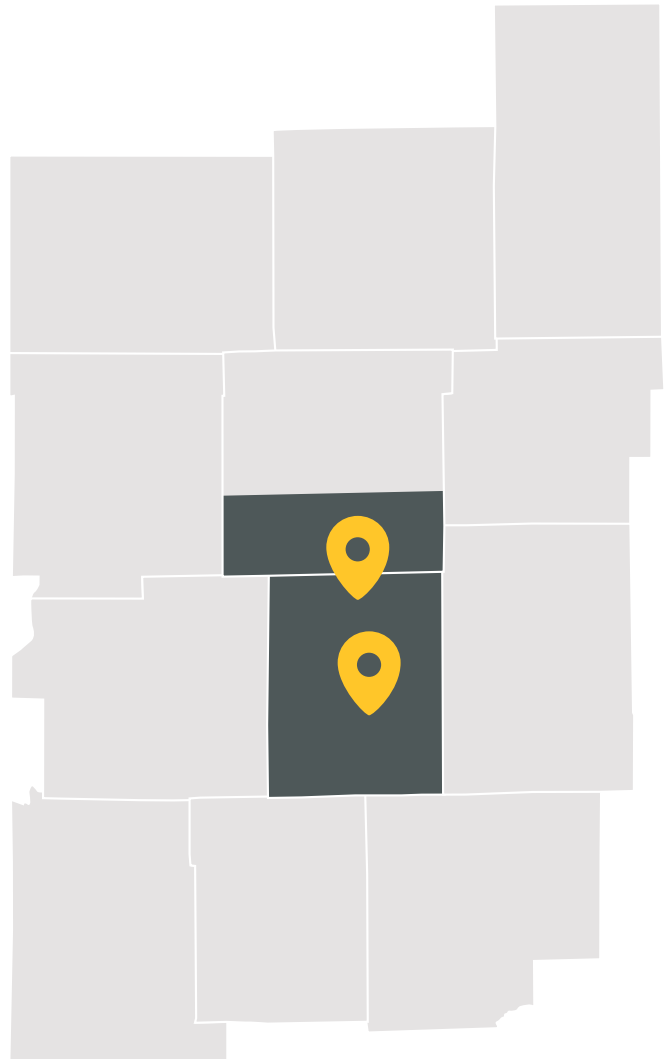
OFFICE LOCATIONS

FRANKLIN

66 S. Water Street
Franklin, IN 46131

GREENWOOD

1499 Windhorst Way
Suite 160
Greenwood, IN 46143



ASPIRE STAFF

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BOARD OF DIRECTORS

EXECUTIVE OFFICERS

CHAIR, MARISOL SANCHEZ | ENDRESS + HAUSER

VICE CHAIR, ECONOMIC DEVELOPMENT, ROB CAMPBELL | COMMUNITY HEALTH NETWORK

VICE CHAIR, BUSINESS ADVOCACY, LEEANNE LOLLAR | OLD NATIONAL WEALTH MANAGEMENT

SECRETARY, ERIC PRIME | VAN VALER LAW FIRM

TREASURER, GREG SIMONS | SIMONS BITZER & ASSOCIATES

PAST CHAIR, JOHN STURM | JCREMC

DAVID BEDWELL | ELEMENTS FINANACIAL

DERRICK CHRISTY | APPROVED MORTGAGE

DAVID COFFEY | MUTUAL SAVINGS BANK

DR. DAVID DUNKLE | JOHNSON MEMORIAL HEALTH

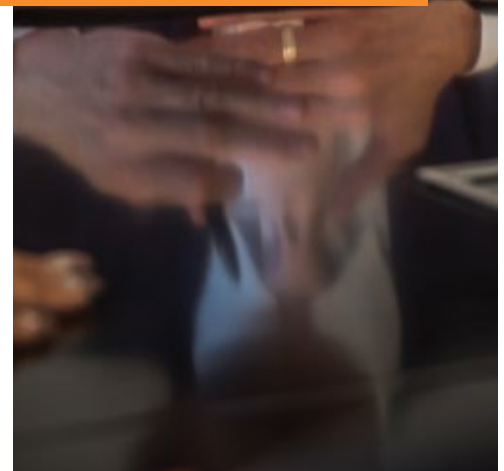
CHRIS HAMM | HWC ENGINEERING

CINDY HILAND-MCNALLEY | GETAWAY MOJO

LEE ANN LOGAN | FRANCISCAN HEALTH

JULIA SALTSGAVER | QUALITY CONNECTION OF CENTRAL INDIANA

PAT SHERMAN | COMPASS POINTE CPAS



2022 MEMBER INVESTOR LEVELS

ELITE

\$5,500

All Champion Benefits

Invite for 2 to Monthly Economic Council Meetings*

Advance notice of Economic Announcements

4 Celebrate Aspire Event Tickets + Program Recognition

4 Economic Outlook Event Tickets

* 1 vote per investor

CHAMPION

\$2,750

5 Directory Category Listings

Member Profile with Photo on Website

Share Membership with 2 additional locations

2 Celebrate Aspire Event Tickets + Program Recognition

2 Economic Outlook Event Tickets

Special Invites to Company Media Events and Ground Breakings

Invite for 2 to Quarterly Economic Council Meetings (non-voting)

12 Educational Program Event Tickets

IMPACT

\$1,650

5 Directory Category Listings

2 included + \$50 Off E-news Ads

2 Included + \$100 Off M2M Emails

Member Profile with Photo on Website

Monthly Complimentary Electronic Member List

Directory Category Web Banner Ad

Share Membership with 2 Additional Locations

2 Celebrate Aspire Event Tickets + Program Recognition

10 Educational Program Event Tickets

ADVOCATE

\$825

4 Directory Category Listings

1 included + \$50 Off E-news Ads

1 Included + \$100 Off M2M Emails

Member Profile with Photo on Website

Directory Category Web Banner Ad

2 Celebrate Aspire Event Tickets

6 Educational Program Event Tickets

ENGAGED <75 EMPLOYEES ONLY

\$600

4 Directory Category Listings

\$50 Off E-news Ads

\$100 Off M2M Emails

Member Profile with Photo on Website

Directory Category Web Banner Ad

1 Celebrate Aspire Event Ticket

4 Educational Program Event Tickets

CONNECTED <30 EMPLOYEES ONLY

\$400

3 Directory Category Listings

\$25 Off E-news Ads

\$50 Off M2M Emails

2 Educational Program Event Tickets

MARKETING:

- Member 2 Member (M2M) \$200
- Enews Ads \$75
- Mailings Labels \$100
- Mailings Electronic \$100
- Monday Member Moment Videos \$150

MEMBER SAVINGS PROGRAMS:

- Office Supplies
- Constant Contact
- Worker Comp Insurance
- Aspire Prescription Discount Card

ALL LEVELS INCLUDE:

- Social Media Listings
- Member Expert Article in E-Newsletter
- Member Profile Article in E-Newsletter
- 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
- Government advocacy at the local and state levels
- Access to attend networking events: Aspire Coffee Connections, Aspire Membership 101, and Aspire Tidings + Tinsel

CONTACT US:

info@aspirejohnsoncounty.com
317.888.4856

ECONOMIC STRATEGIC PLAN

JOHNSON COUNTY MEANS BUSINESS

A vibrant community with a skilled workforce, shovel-ready infrastructure, and outstanding quality of life, Johnson County, Indiana, is poised for powerhouse business growth and development.



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ECONOMIC DEVELOPMENT STRATEGIC PLAN

To continue the county's growth, Aspire has crafted a five-year strategic plan. By working together, we'll achieve these key measures of success by 2025.

50%

Attract/develop 50% more
Advanced Industries jobs
(From 4,104 jobs in 2020 to 6,156 in 2025)

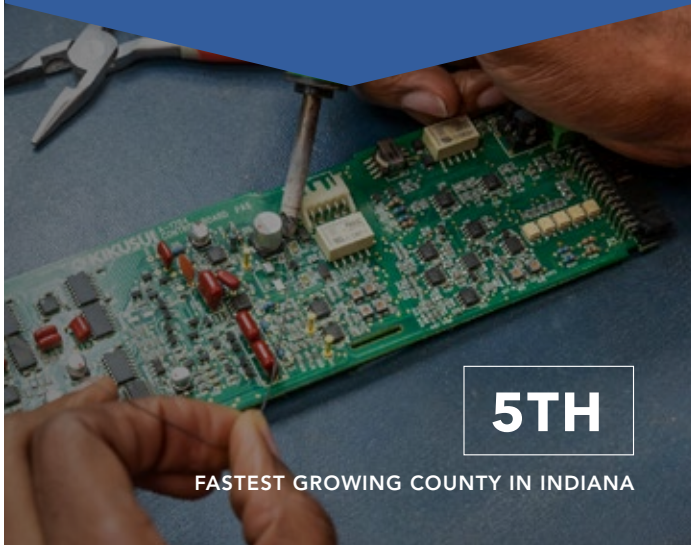
15%

Grow the average annual wage
by 15% for all workers
(From \$19.23 in 2020 to \$22.11 in 2025)

We've created the following five goals and key performance indicators to help drive ongoing economic growth in Johnson County.



1. DRIVE INNOVATION TO BOOST BUSINESS & INDUSTRY DEVELOPMENT



5TH

FASTEST GROWING COUNTY IN INDIANA



2. BOOST SITE DEVELOPMENT FOR CATALYST PROJECTS



26

MILES OF NEW I-69 PROJECT IN THE COUNTY



ECONOMIC STRATEGIC PLAN



3. NURTURE COMMUNITY COLLABORATION & ENGAGEMENT

190,000

Residents in Johnson County by 2040



4. EMBRACE & PURSUE OPPORTUNITIES FOR ENHANCED LIVABILITY & QUALITY OF PLACE

226

MILES OF TRAILS IN COUNTY MASTER PLAN



5. MAGNIFY & DELIVER ROBUST EDUCATION & WORKFORCE ENDEAVORS

20.2%

of Johnson County residents have a bachelor's degree or higher

92%

of residents have a high school diploma or higher

8.4%

have an associate degree or higher

KEY PERFORMANCE INDICATORS

The following KPIs have been developed to measure success of the strategic plan:

- Tailor approach to attract advanced industries
- Utilize technology to appeal to site selector and corporate end users
- Promote small business assets
- Formalize a business, retention & expansion (BRE) program
- Identify developable land and redevelopment sites
- Reinforce regionalism to build trust, unity, and a common vision
- Provide support to youth/young professionals to increase civic engagement
- Develop targeted marketing to attract talent
- Create opportunities for industry and education to discuss collaboration, and partnerships



WANT TO BUILD YOUR PERSONAL NETWORK OF COMMUNITY AND BUSINESS LEADERS?

Learn more below and call the Aspire office at 317.888.4856 or visit AspireJohnsonCounty.com/volunteer to get connected!

Dedicated volunteers are central to Aspire's community development and investor engagement success! They work to position the Johnson County area more competitively in the marketplace. All Aspire volunteer teams have openings!

ASPIRE AMBASSADOR TEAM

Purpose: Our Ambassadors are highly visible, esteemed volunteers who serve as a crucial liaison between Aspire investors and the Aspire staff. Each Ambassador makes a commitment to making personal connections with our investors at events in order to build a loyal, committed membership base that will continue to support, participate, and invest in Aspire.

What you will do: You will greet and host investors at Aspire Events (Virtual and In-Person), foster engagement at Aspire programs and events, and nurture quality relationships.

ASPIRE COMMUNITY ENGAGEMENT TEAM

Purpose: What makes Johnson County a great place to live, work, play and learn? What attracts families and companies here? And what else do we need to make our communities even more attractive? This team works to capitalize on our pride of place, assets, and potential to promote health, happiness and well-being while connecting and representing all voices of the community.

What you will do: You will meet with the team monthly for one hour to work on community development projects and educational programs. You may also spend a couple of hours per month working on a task force or independently to tackle initiatives and gather information.

ASPIRE GROWTH + PLANNING TEAM

Purpose: This team encourages proactive planning that promotes a thriving, connected, and inclusive community. This team helps evaluate transportation and connectivity, attainable housing, and entrepreneurship throughout Johnson County, works to educate the public and connects industry experts with opportunity for economic growth.

What you will do: You will meet as a team monthly for 90 minutes to work on community development projects. You may also spend a couple of hours per month working on a task force or independently to tackle initiatives and gather information.

ASPIRE TALENT ATTRACTION + RETENTION TEAM

Purpose: This team seeks to understand the current needs of our employers and community. It serves as a convening resource to build a workforce for the present and the future, acknowledging there are a variety of pathways for education and successful careers. The team desires to build a county-wide network that will develop, train, recruit and retain talent.

What you will do: You will meet as a team monthly for 90 minutes to work on projects and programs related to workforce development. You may also spend a couple of hours per month working on a task force or independently to tackle initiatives and gather information.

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 1,500 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 (but not sales and promotions). 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 1,500 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.



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. To enroll please contact Aspire at info@aspirejohnsoncounty.com.



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.



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!

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 Americas 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

MEETING SPACES

The conference room and member office at the Aspire office in Greenwood and Franklin features a professional space that is perfect for your business meeting and seminar.

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



MEMBER ONLINE PORTAL

Your Member Online Portal is an additional benefit to Aspire investors as part of our on-going commitment to providing the highest level of member value and engagement. The portal enables you to have more control over your membership and manage your benefits. If you have any questions feel free to contact Aspire at info@aspirejohnsoncounty.com or 317.888.4856.

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.

This report is exciting because you have the option to remove referrals generated by bots. Bots are used by search engines to scan the web for indexing purposes. To remove the bots simply uncheck the box. Now you can see how many actual clicks your company or organization is receiving by website users.

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:

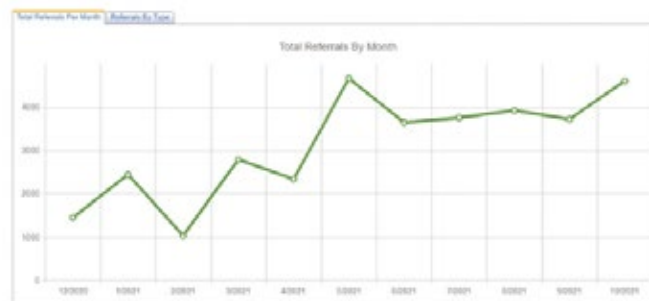
- 1 Login to the Aspire website using your member login credentials (If you do not have credentials, please call the office)
- 2 Find the referral report
- 3 Uncheck "search engine indexing"
- 4 Change the date, and your results are available instantly

Value Report for Franciscan Health

Showing referrals from 12/09/2020 to 10/31/2021

Franciscan Health
421 North Emerson Avenue
Greenwood, IN 46143

Aspire Economic Development • Chamber Alliance Member Support
☒ Include Referrals from Search Engine indexing
Healthcare



TOTAL REFERRALS	TOTAL IMPRESSIONS	TOTAL LEADS	LEAD RATE
34,348	32,537	1,811	5.57%
	BANNER IMPRESSIONS	BANNER CLICKS	CLICK-THRU RATE
	21,688	77	0.36%

ADVOCACY

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

2022 LEGISLATIVE PRIORITIES

Pandemic-Related Employer Health and Safety Mandates - Aspire supports the freedom of businesses to create health and safety standards that work for their individual companies' pandemic response. Why? Employers sit at the crosshairs of pandemic recovery strategies, particularly regarding vaccine mandates. Hoosier businesses value their ability to operate with limited government interference. Employers are equipped and informed to decide how health and safety guidance best fit their businesses, employees, and customers.

Transit Infrastructure - Aspire supports the development, availability, and accessibility of public transportation options. Why? Our business community supports the funding, building, and utilization of methods such as mass transit and related infrastructure investments. For businesses to run smoothly, employees need safe and reliable transportation to and from work. Aspire actively supports alternative methods of transportation to assist in this effort. Alternative forms of transportation can also serve as a quality of place tool to aid in economic development, talent attraction and retention.

2022 EVENTS

SIGNATURE

CELEBRATE ASPIRE – Member investors are invited to learn how Aspire is impacting the community. Attendees will also celebrate another year of progress by meeting Aspire leaders, hearing about current successes, and commending the business award recipients.

ECONOMIC OUTLOOK – Learn about the “state of” the Johnson County economy. How are we trending and what does the coming year hold? How does our local economy compare to our region and state? This corporate event will feature important facts, figures and forecasts delivered by experts for your business planning.

GOLF CLASSIC – There is no better way to mix business with pleasure! Members and investors use this opportunity to strengthen relationships and conduct business with clients and associates.

WOMEN LEADERS – Our women business leaders are engaged, eager, and growing! Aspire hosts this event to support and strengthen women leaders as they pursue business success and career advancement.

EDUCATIONAL PROGRAMS

BUSINESS MATTERS – This classic mid-day business-education event offers a chance to network and learn a practical business-related subject matter from a guest presenter.

COMMUNITY MATTERS – Aspire Community Matters is the leading community educational and engagement forum in Johnson County. This event series features guest speakers, panel discussions and various community and government partners to spotlight opportunities and successes in community development. Past and future topics include housing, food security, public transit, trails, parks, early childhood education and more. Our teams also use this forum to share updates on their work, seek collaboration, and invite new volunteer support.

LEGISLATION MATTERS – Elected officials explain current policy issues, and members advocate the business community’s positions. Green and red cards are given to each attendee to hold up and “vote,” giving elected officials a visual cue on the local business community vibe.

NETWORKING

Develop strong business relationships through our variety of networking opportunities. Aspire staff, Board of Directors and Aspire Ambassadors are on-hand to help make introductions to business leaders.

- Aspire Tidings and Tinsel
- Coffee Connections
- Membership 101

VOLUNTEER TEAMS

Dedicated volunteers are central to our community development and investor engagement success. Aspire volunteers come from the community and private business sector. They work to position Johnson County more competitively in the marketplace.

- Talent Retention Team
- Community Engagement Team
- Growth + Planning Team
- Ambassador Team
- Registration Team
- HR Roundtable

DIVERSITY LEADERS MENTORSHIP PROGRAM

The Diversity Leaders Mentorship Program strives to achieve these focus areas and aligns with our brand values – success, growth, opportunity, integrity, and inclusivity. The Diversity Leaders Mentorship Program also builds on Aspire’s success in delivering strong engagement and education programs that improve quality of life and provide opportunities for all to be included and represented.

Aspire’s purpose is to drive economic development and business success in Johnson County and the Southside of Indianapolis. The area we serve is comprised of people from various backgrounds with differing experiences, representing all facets of diversity. Many businesses strive for their organization’s makeup to reflect their community, recognizing this will positively impact the area in which they operate and allow them to enjoy the many bottom-line benefits of diversity.

Barriers to employment still exist for job seekers from diverse populations. It will take direct participation from allies to help eliminate obstacles so all can achieve, succeed, and grow. In addition, employers are struggling to find quality talent, connect effectively with diverse populations, and develop future leaders in their communities. This is why Aspire has developed a new initiative for 2022: the Diversity Leaders Mentorship Program.

Diversity Leaders Mentorship Program will pair highly talented students representing diverse populations from area colleges with mentors from Aspire member organizations over a 9-month period to develop a strong relationship and learn from each other. The mentee will be able to learn from their mentor’s real-life work experiences, find out about various struggles they have overcome during their career, and work with their mentor on strategies for future success. The mentor will not only be able to give back through their coaching of their mentee but learn how to look at situations from different life experiences and use this to further inclusion conversations and programs at their organization.

HR ROUNDTABLE

This educational event is open to HR professionals to network and share best practices. Topics and speakers change monthly. Past topics have included employee retention, developing employee culture, the hidden workforce, employment law and more. The group meets every other month for lunch and a presentation related to human resources.





FOLLOW US ON SOCIAL!



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AspireJohnsonCo

THANK YOU TO OUR 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 how you can become an Aspire Partner.

– PLATINUM –



– GOLD –



– SILVER –



– BRONZE –

