



Aspire

economic development
+ chamber alliance

Investor Resource Guide

66 S. WATER STREET
FRANKLIN, IN 46131

1499 WINDHORST WAY, SUITE 160
GREENWOOD, IN 46143

317.537.0037 | ASPIREJOHNSONCOUNTY.COM



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WELCOME TO ASPIRE: BATTLE TESTED AND READY TO GROW OUR LOCAL ECONOMY



Aspire was formed to create a stronger, more strategically aligned engine to drive economic growth and business success in Johnson County and southern Indy.

2020 tested Aspire's mission and purpose, right out of the gate. Before we could complete our merger integration, we shifted all efforts to respond to the pandemic.

Our first response phase involved responding to business questions about employment law and the fast-moving federal and state government legislation. We also brokered PPE from companies to hospitals and launched a free online job board for companies and candidates. Our second response phase focused on sustaining the velocity of cash in the economy; buy local campaigns, B2B and B2C marketing, and best practice sharing. Our third phase revolved around how businesses could open. We connected business owners to resources, and we advocated for business to our state and federal delegations.

Our unified team - experienced in entrepreneurialism, small business, economic and community development - collaborated to build on ideas and execute services. And, in spite of it all, Aspire also successfully competed with 8 other states to win the new Milwaukee Tool Service Center, bringing 450 jobs at desirable wages.

Battle tested right out of the gate and running strong, Aspire demonstrated in 2020 that modern, comprehensive economic development is resilient and the right path towards greatness. Now armed with a brand new five-year economic strategic plan, we are poised for strong leadership in 2021.

With our comprehensive resources and support, Aspire can give member investors, community partners - and all companies looking for a welcoming community in which to start or expand - a chance to succeed. And YOUR investment in Aspire makes this success possible.



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 our Investor Development Director at awheeler@aspirejohnsoncounty.com.

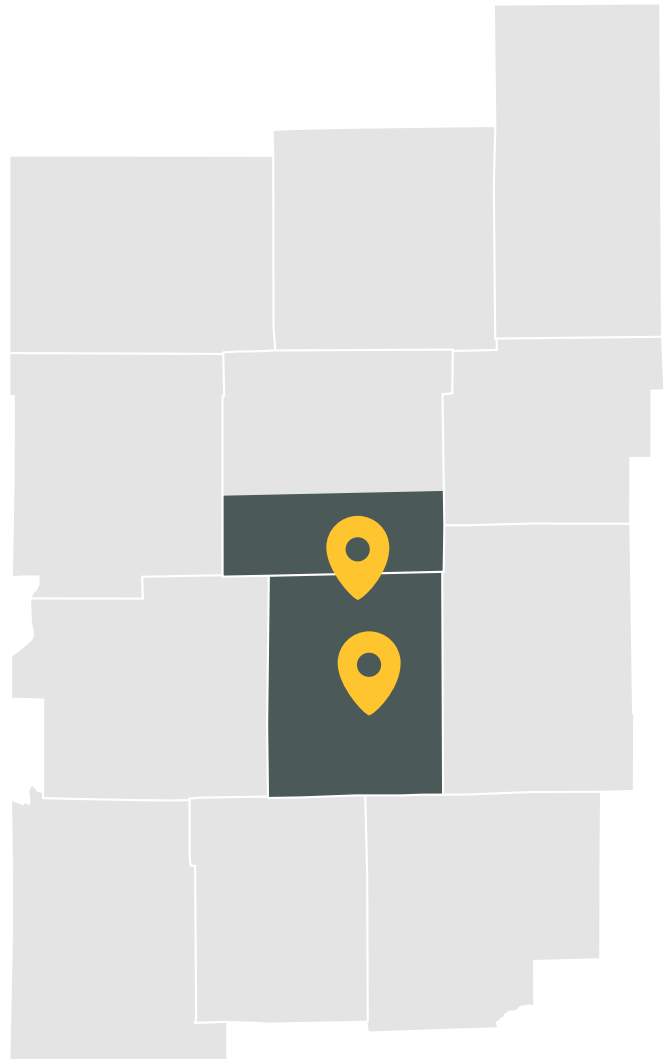
OFFICE LOCATIONS

FRANKLIN

66 S. Water Street
Franklin, IN 46131

GREENWOOD

1499 Windhorst Way
Suite 160
Greenwood, IN 46143



ASPIRE STAFF

JENNIFER HOLLINGSHEAD | COMMUNITY DEVELOPMENT SPECIALIST
jhollingshead@aspirejohnsoncounty.com

ANGIE KEENE | INVESTOR SERVICES COORDINATOR
akeene@aspirejohnsoncounty.com

CHRISTIAN MASLOWSKI | PRESIDENT AND CEO
cmaslowski@aspirejohnsoncounty.com

STACIE MYERS | INVESTOR EVENTS AND RELATIONS DIRECTOR
smyers@aspirejohnsoncounty.com

AMANDA RUBADUE | VICE PRESIDENT OF ECONOMIC DEVELOPMENT
arubadue@aspirejohnsoncounty.com

ALEXANDRIA WHEELER | INVESTOR DEVELOPMENT DIRECTOR
awheeler@aspirejohnsoncounty.com

BOARD OF DIRECTORS

EXECUTIVE OFFICERS

CHAIR, JOHN DITMARS | FIRST FINANCIAL BANK

VICE CHAIR, MARISOL SANCHEZ | FIRST MERCHANTS BANK

SECRETARY, ROB CAMPBELL | COMMUNITY HEALTH NETWORK

TREASURER, GREG SIMONS | SIMONS, BITZER, & ASSOCIATES, PC

PAST CHAIR, PAT SHERMAN | COMPASS POINTE CPA'S

PAST CHAIR, RICK MYERS | CENTER GROVE ICON

DAVID BEDWELL | HORIZON BANK

DR. CHRISTOPHER BROWNING | VISIONQUEST EYECARE

DERRICK CHRISTY | APPROVED MORTGAGE

CINDY HILAND-MCNALLEY | GETAWAY MOJO

CHRIS KING | RUNNEBOHM CONSTRUCTION

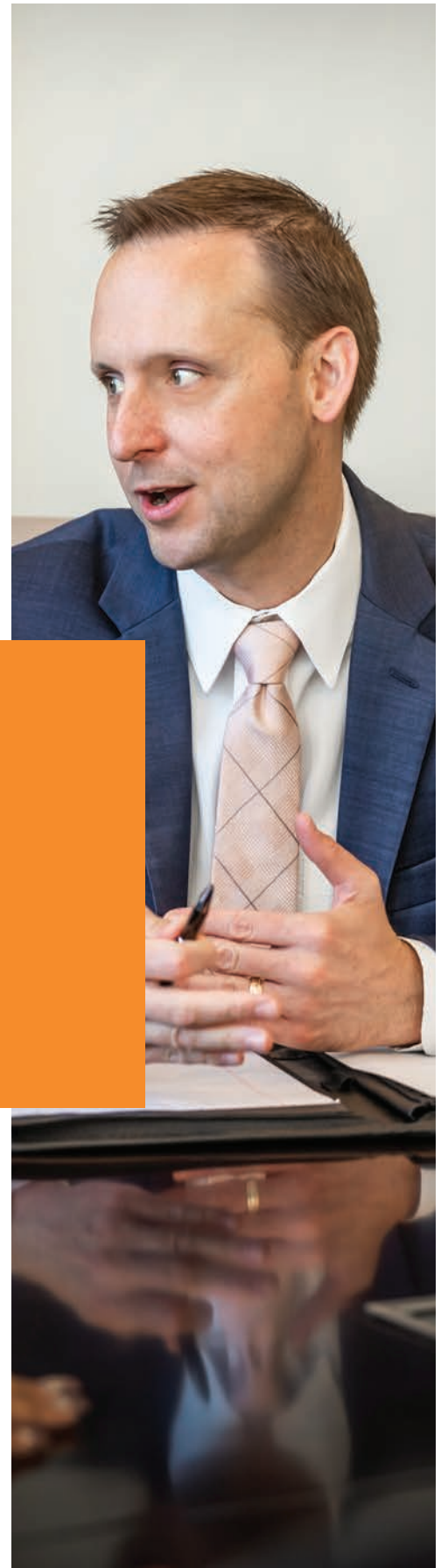
KRISTA LINKE | CITY OF FRANKLIN

LEE ANN LOGAN | FRANCISCAN HEALTH

LEEANNE LOLLAR | OLD NATIONAL WEALTH MANAGEMENT

ERIC PRIME | VAN VALER LAW FIRM

JULIA SALTSGAVER | QUALITY CONNECTION OF CENTRAL INDIANA



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

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

Special Invites to Company Media Events and Ground Breakings

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

Legislation Matters Event Season Pass (for 2 people)*

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*

Directory Category Web Banner Ad*

Share Membership with 2 Additional Locations

2 Celebrate Aspire Event Tickets + Program Recognition

10 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 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 Event Tickets

CONNECTED <30 EMPLOYEES ONLY

\$400

3 Directory Category Listings

\$25 Off E-news Ads

\$50 Off M2M Emails

2 Event Tickets

MARKETING + EVENT RATES:

- Member 2 Member (M2M) \$200
- Enews Ads \$75
- Mailings Labels \$50
- Mailings Electronic \$100
- Event Tickets \$25*

MEMBER SAVINGS PROGRAMS:

- Office Supplies
- Constant Contact
- Worker Comp Insurance

ALL LEVELS INCLUDE:

- Social Media Listings
- Member Expert Article in E-Newsletter
- Member Profile Article in E-Newsletter
- Member Mailing List
- 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 | 317.537.0037

* Restrictions may apply
** 1 vote per investor

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)

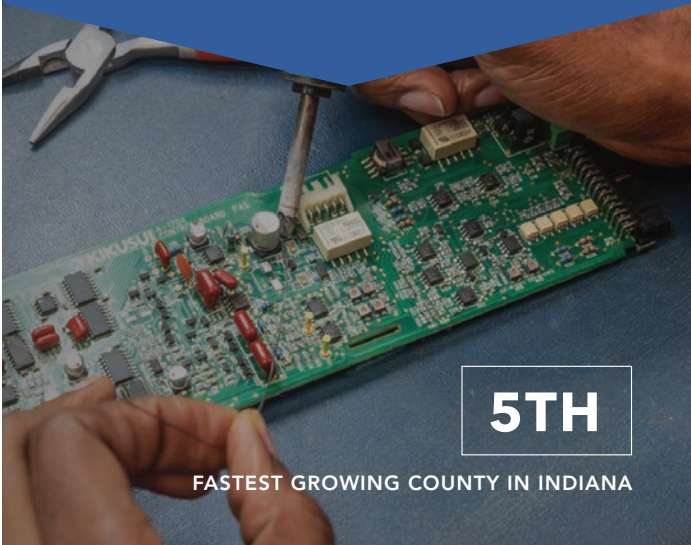
15%

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?

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!

Learn more below and call the Aspire office at 317.537.0037 or visit AspireJohnsonCounty.com/volunteer to get connected!

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 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.

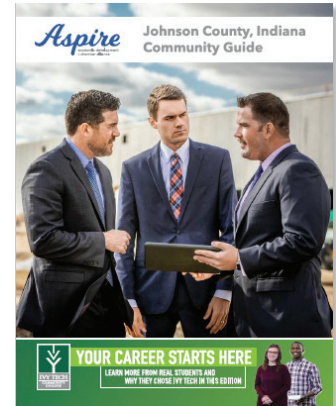
MARKETING OPPORTUNITIES

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 6,000 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

50 word or less 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

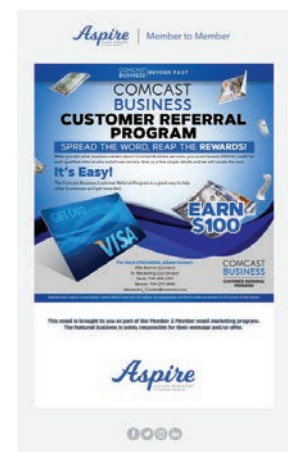
This opportunity is to include a banner ad that will display in between content areas. Your ad will be linked to your online Aspire business directory listing or a landing page you specify. Location of ads (top, middle, bottom) are on a first-commit basis.



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.



AFFINITY PROGRAMS: OFFICE SUPPLY, EMAIL, INSURANCE, AND EDUCATION SAVINGS

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



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.

For more information on these savings programs, contact Aspire at 317.537.0037 or info@aspirejohnsoncounty.com



SMALL BUSINESS MENTORING

Aspire has partnered with the following organizations to support growing businesses. All advisors meet with potential and current owners at the Aspire office 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.

Local ISBDC Business Advisor

317.940.3916
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%.

Local BOI Counselor

Julie Stewart | 317.464.2258
jstewart@businessownership.org



BENEFITS

Check out the following ways Aspire members can get involved. For more information on these benefit programs, contact Aspire at 317.537.0037 or info@aspirejohnsoncounty.com.

Aspire Office Meeting Space

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, 317.537.0037.

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.

Prescription Card

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!

REFERRAL REPORTS

Do you ever wonder how many people found your company through Aspire's website? You can find out through referral reports. This allows you to see a breakdown of how often your listing is viewed and through which method. There is value in being listed on the Aspire's website!

You can view this report on our website through the "member" tab. Log in and click referral reports on the right hand side.

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

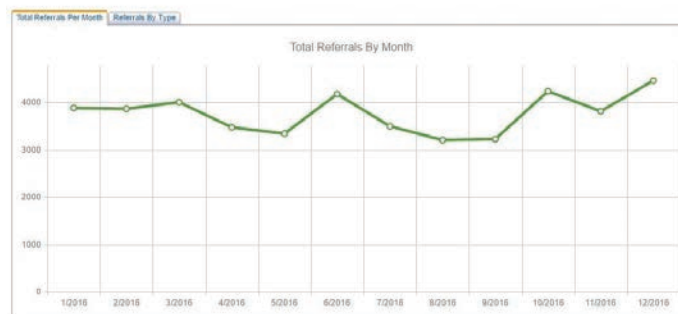
Referral Report for Van Valer Law Firm, LLP

Showing referrals from 01/01/2016 to 12/31/2016

Greater Greenwood Chamber of Commerce Member Snapshot

Van Valer Law Firm, LLP
225 South Emerson Avenue, Suite 181
Greenwood, IN 46143

☐ Include Referrals from Search Engine Indexing Attorneys



TOTAL REFERRALS

45,157

TOTAL IMPRESSIONS

42,487

BANNER IMPRESSIONS

32,203

TOTAL LEADS

2,670

BANNER CLICKS

188

LEAD RATE

6.28%

CLICK-THRU RATE

0.58%

If you have any questions feel free to contact our Investor Development Director at awheeler@aspirejohnsoncounty.com or 317.537.0037.

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.

2021 STATEHOUSE LEGISLATIVE PRIORITIES

Running a business is more challenging than ever, so it is critical Indiana offer the right tools and environment for business owners to grow and retain jobs. Aspire's 2021 priorities each directly relate to business operations: retaining talent, confidently running operations and lowering costs. These are the priority public policies and the rationale behind them:

Broadband - Aspire supports policies and increased funding opportunities to expand broadband in our community and throughout our state. *Why?* There are significant areas in Johnson and adjacent counties that lack acceptable coverage. Our homes are now our businesses, schools, doctor's offices and places of entertainment. It is important everyone has access to broadband to help our businesses grow and our communities thrive.

Employer Liability Protections - Aspire supports efforts to protect employers who have complied with local, state, and federal recommendations and regulations during the COVID-19 pandemic from frivolous lawsuits. *Why?* Businesses need assurance they can reopen and remain open without fear of unsubstantiated liability. Legislation that is targeted, temporary and timely will allow for such protections. The legislation would be focused solely on the COVID-19 pandemic and would be temporary, retroactive from the day the state of emergency was declared and in effect only for a short period of time.

Tobacco Cessation - Aspire supports an increase in the tax on tobacco and tobacco-related products, such as e-cigarettes. *Why?* Healthcare costs are significant for Indiana businesses. Tobacco use is proven to cause health issues, as emphasized by the COVID-19 pandemic, and can affect productivity. Aspire's preference would be that these funds be targeted to healthcare or smoking cessation programs.

Work Share - Aspire supports creative alternative solutions to traditional unemployment, such as a Work Share program. *Why?* Talent attraction, development and retention are top challenges for employers across our state under any circumstance. A Work Share program would allow employers to reduce employee hours in lieu of complete separation. This would enable affected workers to continue working, receive some level of W2 wages, maintain access to company-sponsored benefits, and receive partial public unemployment benefits. This type of program benefits employers because they can retain talent in tough times, employees because they can retain a job and benefits, and the economy because it preserves economic output and requires less public expenditure.

2021 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 series 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

FOLLOW US ON SOCIAL!



Aspire Economic
Development +
Chamber Alliance



Aspire Economic
Development +
Chamber Alliance



AspireJohnsonCo



AspireJohnsonCo





Aspire

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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 –

