

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.



Aspire
economic development
+ chamber alliance

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.

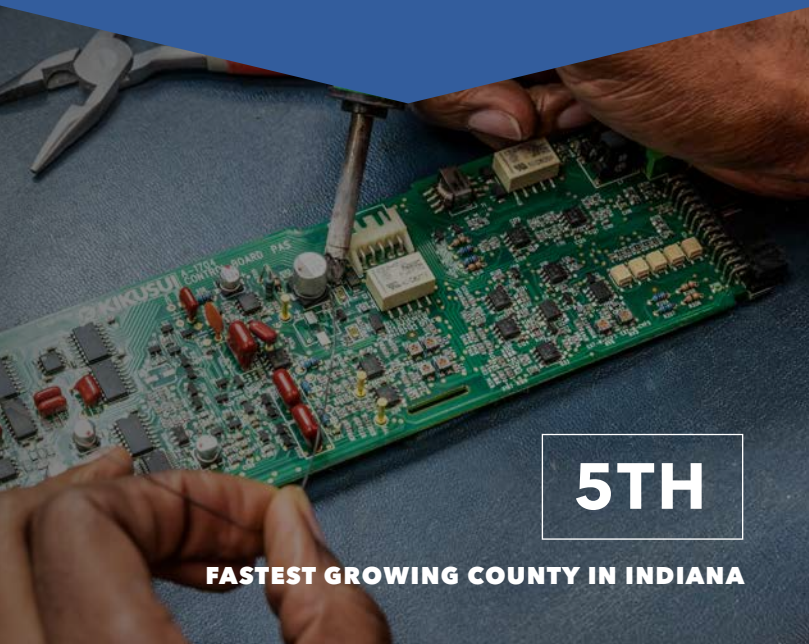
50% Attract/develop 50% more
Advanced Industries jobs
(From 4,104 jobs in 2020 to 6,156 in 2025)

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



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

