



Investor Resource Guide

66 S. WATER STREET FRANKLIN, IN 46131 65 AIRPORT PARKWAY, SUITE 140 GREENWOOD, IN 46143

317.537.0037 ASPIREJOHNSONCOUNTY.COM



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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 (opening in February)

GREENWOOD

65 Airport Pkwy Suite #140 Greenwood, IN 46143





CHAMBER STAFF

CHRISTIAN MASLOWSKI PRESIDENT AND CEO cmaslowski@**aspire**johnsoncounty.com

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

ALEXANDRIA WHEELER | INVESTOR DEVELOPMENT DIRECTOR awheeler@aspirejohnsoncounty.com

ANGIE KEENE | INVESTOR SERVICES COORDINATOR akeene@aspirejohnsoncounty.com

JENNIFER HOLLINGSHEAD | COMMUNITY DEVELOPMENT SPECIALIST jhollingshead@aspirejohnsoncounty.com

BOARD OF DIRECTORS

EXECUTIVE OFFICERS

CHAIR, JOHN DITMARS | FIRST FINANCIAL BANK VICE CHAIR, MARISOL SANCHES | BUSINESS ADVOCACY ENDRESS+HAUSER 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
- LANCE CLARK | KYB AMERICAS
- DR. KENT DEKONINCK | GREENWOOD COMMUNITY SCHOOLS
- CINDY HILAND-MCNALLEY | GETAWAY MOJO
- **GEORGE HILL | TEXAS ROADHOUSE**
- 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

ASPIRE AMBASSADORS

Volunteer Aspire Ambassadors are available to help. Ambassadors mentor new Aspire members throughout their beginning years of membership.

If you would like to meet an Aspire Ambassador, or if you would like to apply to become an Ambassador, please call Aspire at 317.537.0037

DUSTIN COAR | INDIANA MEMBERS CREDIT UNION PAT ENOCHS | CITIZENS BANK JASON ETTER | OLD NATIONAL BANK MIKE HUMES | INDYTELEDATA DAVID INMAN | | SANDLER BY TRUSTPOINTE TERRY ISOM | HOME BANK SB BRENDA KELLEY | OFFICE360 REGAN LOEFFLER | LAKE CITY BANK JOSH LOFGREN | FORUM CREDIT UNION JEREMY NOLDER | IT INDIANAPOLIS STEVE POWELL | CIVIC MEMBER AUTUMN REVEL | BEST PRICE FLOORING JOHN ROSS | SCORE/FRANCISCAN HEALTH RAY STAPLETON | EXPENSE REDUCTION ANALYSTS CYNTHIA WILLIAMS | CITY BARBEQUE ROB YOUNG | FIRST MERCHANTS BANK



MEMBER INVESTOR BENEFITS AND SERVICES

Member Investor Benefits	Impact Level	Advocate Level	Engaged Level < 75 employees only	Connected Level < 30 employees only
Credibility	Aspire membership window decal and online member logo to improve credibility			
Referrals	Member and investor-only business referrals from Aspire's office.			
Advocacy	Government advocacy at the local and state levels including invitation to legislative events hosted by Aspire to bring together business leaders and elected officials			
Savings	Access to Aspire's discount programs (workers compensation insurance, email marketing etc.), member-to-member promotions, and rental of Aspire's conference rooms			
Networking	Attend Aspire Business After Hours, Aspire Membership 101, and Aspire Tidings + Tinsel			
Marketing Benefits				
Category listing	5	4	4	3
Social media listings	\checkmark	\checkmark	\checkmark	\checkmark
Member expert article in e-newsletter	\checkmark	\checkmark	\checkmark	\checkmark
Member profile article in e-newsletter	\checkmark	\checkmark	\checkmark	\checkmark
E-newsletter ads	2 included + \$35 off additional	1 included + \$35 off additional	\$35 off	\$20 off
Member-to-member email (M2M)	2 included + \$100 off	1 included + \$100 off	\$100 off	\$50 off
Member and investor mailings	Monthly Excel list	1 Excel list per year	1 Excel list per year	1 set of mailing labels
Member profile with photo on website	1 month	2 weeks	1 week	
Level 2 and directory category website banner ad	1 year + 20% off	6 months + 10% off	3 months	
Top listing in online and print directory	\checkmark			
Memberships for 2 additional locations included; benefits are shared	\checkmark			
Event Benefits				
Celebrate Aspire admission	2	2	1	
Celebrate Aspire program recognition	\checkmark			
Event tickets	10	6	4	2
Membership Investment	\$1,650	\$825	\$600	\$400
MARKETING Member 2 Member (M2M) Enews Ads • Labels \$50				

RATE GUIDE • \$200

ECONOMIC INVESTOR BENEFITS AND SERVICES

Investor Benefits	Gold Level	Silver Level	
Credibility	Aspire membership plaque, window decal, and online member logo		
Referrals	Member and investor-only business referrals from Aspire's office.		
Advocacy	Government advocacy at the local and state levels, public policy updates, invitation to legislative events hosted by Aspire to bring together business leaders and elected officials.		
Savings	Access to Aspire's discount programs (workers compensation insurance, email marketing etc.), member-to-member promotions, and rental of Aspire's conference rooms.		
Access	Advisory Council membership includes exclusive economic development activity briefings; access to top community business and elected leaders; economic and community development education and briefings; opportunity to guide community and economic development policy and strategies.		
Events and Council Benefits			
Ground Breaking + Ribbon Cuttings	Personal email invitation	Personal email invitation	
Economic Development Advisory Council	Invitation up to 2 people to attend month meetings with voting privileges (1 vote per investor)	Invitation up to 2 people to attend quarterly meetings	
Project Announcements	Advanced notice of Economic Development project announcements		
Event Tickets Celebrate Aspire	4 tickets	2 tickets	
Investment	\$5,500	\$2,750	

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.

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.



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.

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.





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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°

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, awardwinning 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@**aspire**johnsoncounty.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.



As an Aspire member, you will receive special LJC alumni pricing on all educational workshops and seminars, excluding their signature leadership program.

For more information on these savings programs, contact Aspire at 317.537.0037 or info@**aspire**johnsoncounty.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.





Local SCORE Counselor Mike Crumbo 317.226.7264 mike.crumb@gmail.com

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

Have Questions about Your Business? Need new ideas? Join a CEO Roundtable facilitated by a SCORE expert, and get the answers you need.

The CEO Business Roundtables will help you:

- Grow your business network.
- Learn from the success of others.
- Discuss topics that matter to you.
- Connect with experts and entrepreneurs.
- Get feedback and helpful advice.

Each CEO Business Roundtable focuses on topics that are important to you - from marketing to growth, and business planning to funding opportunities. Each Roundtable will be made up of 10 to 15 non-competing business and will meet monthly.





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.



Business Ownership Initiative (BOI), is an entrepreneur service program that helps entrepreneurs launch and grow a business by connecting them to resources and funding. Business coaching and microlending services are offered.

Local BOI Counselor 317.464.2285



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@**aspire**johnsoncounty.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!

Volunteer Opportunities

Aspire Economic Development + Chamber Alliance is very fortunate that more than 150 business men and women annually donate their time, talent, and treasures to advance the mission of the Aspire. Our volunteers help recruit new members, plan events, set-up and host events, solicit donations, and offer advice on member services. Only Aspire members can volunteer on Aspire committees and task forces. Here are a few of the volunteer opportunities available:

- Aspire Ambassador Team
- Aspire Golf Classic Planning and Sub Committees
- Aspire Event Registration Team

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:



If you have any questions feel free to contact our Investor Development Director at alexandria@**aspire**johnsoncounty.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 top four **legislative** session policy priorities.

2020 LEGISLATIVE SESSION POLICY PRIORITIES

Opioids:

Employee opioid use is one of the top issues facing employers in Indiana today. Aspire supports increased funding for cessation and wrap-around services for opioid users in the workplace. By providing funding for outreach, education, cessation, and wrap-around services for individuals and families, the State can help achieve a stronger and healthier workforce.

Regional Collaboration:

Aspire supports regional collaboration to allow for regions to work together to improve economic development, attract and retain a strong workforce, and incentivize quality-of-place projects. A rising tide raises all ships - and there is only so much money to go around. It is imperative that local chambers, economic development corporations, schools, hospitals, utilities, and local governments work together collaboratively to develop projects that help their communities as a whole, while minimizing waste and duplication.

Tobacco:

Health care costs are significant for Indiana businesses, causes health issues, and can affect productivity. Therefore, Aspire supports an increase in the age required to purchase tobacco from 18 to 21 and supports an increase in the tax on tobacco and tobacco-related products, such as e-cigarettes. Increasing the age to purchase and taxing such products will help curb the urge to start and continue the habit.

Workforce Incentives:

Workforce Development is one of the top priorities for employers across our state - it is imperative that we have a talent pipeline to fill jobs as well as retain highly-qualified skilled workers already in the force. Aspire supports diverse and creative policies to incentivize employers and employees to help ease the workforce crisis in Indiana. Aspire supports policies that can include, but are not limited to tax credits, licensure reciprocity, investment in trainings, work-based learning opportunities, transportation incentives, attainable housing initiatives, etc.

For any additional questions or how to contact your state legislator please visit the Advocacy page on our website at **aspire**johnsoncounty.com/advocacy.

2020 EVENTS

SIGNATURE

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.

CELEBRATE ASPIRE – This luncheon program will highlight 2019 success and activity from both the Greater Greenwood Chamber and Johnson County Development Corporation. Meet the new Aspire leadership and 2020 award winners for excellence in business and building construction. Finally, hear about our exciting plans for economic development leadership.

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.

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.

COMMUNITY MATTERS

Aspire Community Matters members meet monthly to educate themselves on these issues through guest speakers, panels, and other opportunities that arise. This meeting also allows each team to update the other teams on their work and projects.

NETWORKING

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

- Business After Hours
- Industry Roundtables
- Aspire Tidings and Tinsel
- 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

2020 PROGRAMS AND EVENTS CALENDAR

JANUARY

JAN. 9

- Growth & Planning
- Aspire Industry Roundtables -Health and Life Sciences
- **JAN. 10**
- Aspire Legislation Matters **JAN.13**
- Community Engagement **JAN. 14**
- Aspire Industry Roundtables -**Financial Services**

JAN.16

• Aspire Business After Hours -Lagers & Leaders

JAN. 17

- Talent Team
- Aspire Industry Roundtables -**Property Services & Commercial Development JAN. 22**
- Aspire Community Matters **JAN. 23**
- Aspire Industry Roundtables -Events, Weddings, and Attractions

FEBRUARY

FEB. 6 • Greenwood State of the City **FEB. 10** Community Engagement FEB. 11 • Chamber Day at the Statehouse **FEB. 12** Membership 101 **FEB.13** Growth & Planning FEB. 21 • Talent Team FEB. 26 • Aspire Community Matters

MARCH

MAR.4

- Aspire Industry Roundtables -Health and Life Sciences **MAR. 6**
- Aspire Legislation Matters **MAR.9**
- Community Engagement **MAR. 10**
- Aspire Industry Roundtables -**Financial Services**
- Aspire Business Matters **MAR. 12**
- Aspire Business After Hours
- Growth & Planning
- **MAR. 18**
- Aspire Industry Roundtables - Property Services &
- **Commercial Development MAR. 19**
- Aspire Women Leaders
- Aspire Industry Roundtables - Events, Weddings and Attractions **MAR. 20** Talent Team

APRIL

APR. 2 • Membership 101 APR.9 Growth & Planning **APR. 13** Community Engagement **APR. 16** • Aspire Business After Hours **APR. 17** Talent Team **APR. 22** • Celebrate Aspire

MAY

MAY 5

- Aspire Industry Roundtables -Health and Life Sciences **MAY 11**
- Community Engagement **MAY 12**
- Aspire Business Matters Lunch **MAY 13**
- Aspire Industry Roundtables -**Financial Services MAY 14**
- Aspire Industry Roundtables - Property Services &
- **Commercial Development** • Growth & Planning
- **MAY 15**
- Talent Team
- **MAY 20**
 - Aspire Industry Roundtables
 - Events, Weddings and Attractions
 - **MAY 27**
 - Aspire Community Matters

JUNE

- **JUN. 8**
- Community Engagement **JUN.9**
- Aspire Business Matters Luncheon **JUN.11**
- Growth & Planning
- **JUN.18**
- Membership 101
- **JUN.19**
- Talent Team
- **JUN. 24**
- Aspire Community Matters



Hspire For more information please visit our event page at **aspire**johnsoncounty.com.

2020 PROGRAMS AND EVENTS CALENDAR

JULY **JUL.7** • Aspire Industry Roundtables -Health ad Life Sciences **JUL.9** Growth & Planning **JUL.13** Community Engagement **JUL. 14** • Aspire Industry Roundtables - Financial Services **JUL. 16** • Aspire Industry Roundtables - Property Services & **Commercial Development JUL. 17** Talent Team • Aspire Industry Roundtables -**Events Weddings and** Attractions **JUL. 22** • Aspire Community Matters **JUL. 23** • Aspire Golf Golf Classic **JUL.28** • Aspire Community Matters AUGUST AUG. 10 Community Engagement

Community Engagement
AUG. 13
Membership 101
Growth & Planning
AUG. 20
Aspire Legislation Matters
AUG. 21
Talent Team
AUG. 26
Aspire Community Matters

SEPTEMBER

SEP. 3
Aspire Industry Roundtables -Health and Life Sciences
SEP. 8
Aspire Business Matters Luncheon
SEP. 10
Growth & Planning
SEP. 14
Community Engagement

- Aspire Industry Roundtables -Financial Services
- SEP. 16
- Aspire Industry Roundtables -Property Services & Commercial Development
- SEP. 17
- Aspire Business After Hours SEP. 18
- Talent Team
 SEP. 22
 Aspire Industry Roundtables -Events Weddings Attractions
- Events, Weddings, Attractions SEP. 23
- Aspire Community Matters

OCTOBER

OCT. 1 • Aspire Women Leaders OCT. 8 • Growth & Planning OCT. 12 • Community Engagement OCT. 15 • Aspire Business After Hours OCT. 16 • Talent Team OCT. 22 • Politics & Swizzle Sticks OCT. 28 • Aspire Community Matters OCT. 29

• Membership 101

NOVEMBER NOV. 3 • Aspire Industry Roundtables -Health and Life Sciences

- NOV. 5 • Swizzle Sticks NOV. 9
- Community Engagement
- NOV. 10
- Aspire Business Matters
 Luncheon
- NOV. 11
- Aspire Industry Roundtables
 Financial Services
 NOV. 12
- Growth & Planning
- Aspire Industry Roundtables -Property Services & Commercial Development
- NOV. 18
- Aspire Industry Roundtables -Events, Weddings, and Attractions
 NOV. 20
- Talent Team
- Aspire Community Matters

DECEMBER DEC. 9

Aspire Tidings and Tinsel



For more information please visit our event page at **aspire**johnsoncounty.com.

FOLLOW US ON SOCIAL!





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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.

