

Velocity:

A campaign to power
Johnson County growth.



An engine fueled by you.

Aspire Economic Development + Chamber Alliance’s mission is to drive economic growth and business success in Johnson County and southern Indy. As the local economic development organization for Johnson County, Aspire leverages community development opportunities to attract, retain, and expand businesses. As the chamber of commerce, Aspire leads the area’s business community.



Propelling Job & Wage Growth

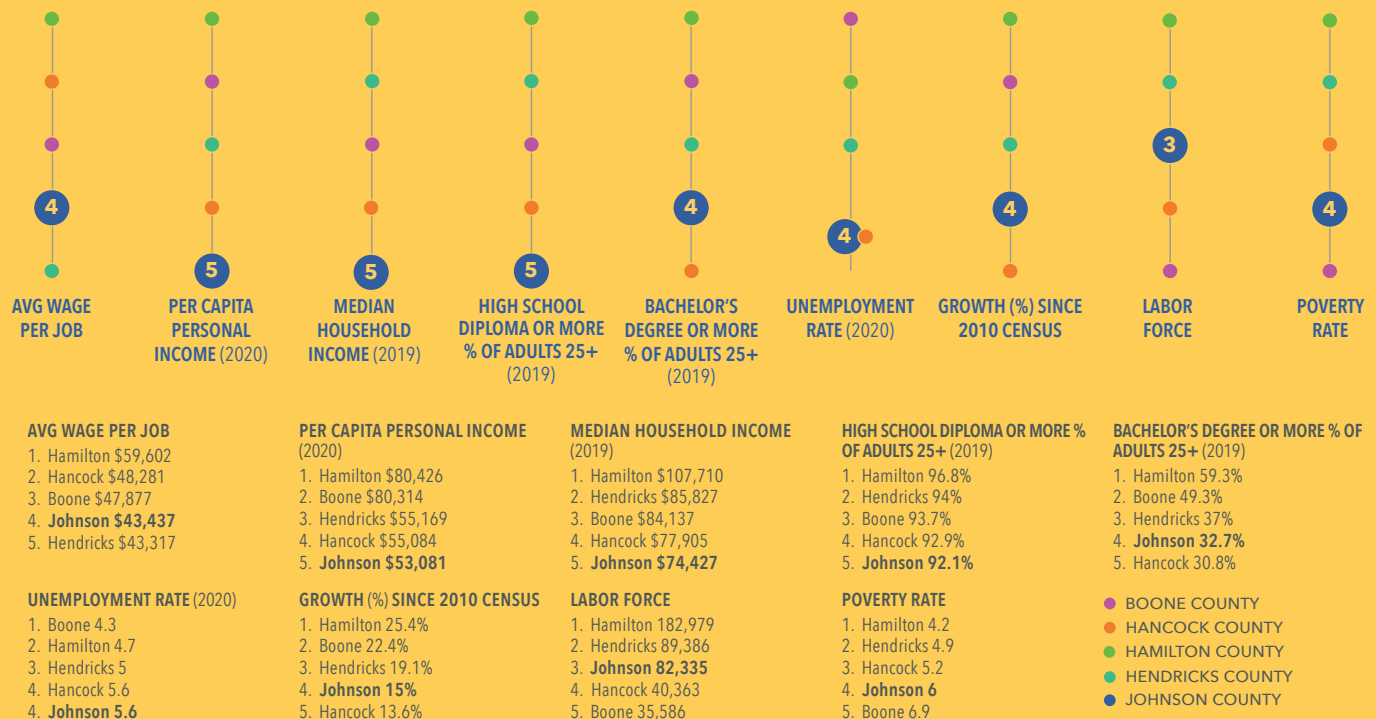
Our new strategic plan will help us realize our potential. Working together, we’ll achieve two ambitious measures of success by 2025:

- 1 Attract/develop 50% more jobs in advanced industries.** Advanced industries are our future. Communities embracing aerospace, computing, communications, robotics - and everything else under the umbrella of STEM (science, technology, engineering, and math) - frequently experience a rapid rise in jobs, average salary, and standard of living.
- 2 Grow the average annual wage by 15% for all workers.** Pursuit of higher annual wages is the rising tide that lifts all boats. Increasing our average annual wage will have an immediate positive impact on all of Johnson County.

These are lofty goals. **Why did we set the bar so high?** Because our communities, our businesses, and our people deserve a vibrant and prosperous economic future.

Regional Comparison

With a skilled workforce, shovel-ready infrastructure, and outstanding quality of life, we believe Johnson County is poised for powerhouse business growth and development. However, we do have some obstacles. Our poverty and unemployment rates are among the highest in the region. And, Johnson County’s average wage per job is among the lowest when compared to those in surrounding counties.



Our plan to attract jobs in the advanced industries sector and to raise the annual wage for all workers in the county will only help position Johnson County as a leading destination for employers and talent.

Initial Strategic Plan Progress



Aspire recently hosted roundtables with K-12+ and business leaders to discuss collaboration and partnerships to build stronger engagement and employment of our homegrown talent.



Aspire partnered with Johnson County's tourism bureau, Festival Country, to launch the county's first digital talent attraction campaign. We retargeted attendees of the fall 2021 Home-A-Rama, hosted in Johnson County for the first time, and ran programmatic display ads on social and web channels to target high-value audiences in Central Indiana.

Powering People, Programs, and Promotion

We have a plan. We have momentum. Now we need the funding to put it in motion. We need to capitalize the people, programs, and marketing envisioned by the economic strategic plan steering committee.



PEOPLE

Leadership can't be automated. Our economic strategic plan calls for Aspire to be the convener that builds collaboration and develops innovative programs to boost site development, job creation, and workforce development. Our current team is strong and receives high marks and accolades from prospective businesses, and we must deepen and strengthen their impact to continue bringing real growth to Johnson County.

Aspire will:

- Hire a full-time economic development team member.
- Hire a part-time marketing coordinator.



PROGRAMS

Our plan - and Aspire itself - is focused on the long term. We must build the systems and environment needed to attract the talent and jobs we want.

Aspire will:

- Create opportunities for industry and education leaders to attack the issue on three fronts: pipeline development of youth, training of existing workforce, and talent attraction. Talent development is Job #1.
- Provide support to youth/young professionals to increase civic engagement.
- Convene housing partners to study demand, build public-private partnerships, and boost inventory.
- Formalize business retention and recruitment processes.



PROMOTION

"The best-kept secret" is the wrong marketing message and strategy for economic growth. To shift the quality of job creation and boost wages, Aspire must get in front of decision-makers and influencers - and stay there.

Aspire will:

- Tailor an approach to engage and recruit companies in the advanced industries - and their upstream/downstream supply chains.
- Utilize technology to appeal to site selectors and corporate end users.
- Promote small business assets and quality of life.
- Develop additional targeted marketing to attract talent.

Velocity

We invite leading employers with a keen interest in the growth and vitality of Johnson County to invest in Velocity at a leadership level. Your investment will help fund the only professionally staffed and state-recognized economic development program serving Johnson County. And you will be invited to join this journey with other top business and community executives, collaborating to provide thought leadership on economic development initiatives that create new opportunities for local companies to thrive. **We invite you to join Velocity and take the trip with us.**



Help us accelerate growth in Johnson County.

Contact **Angela Vandersteen**, Vice President of Investor Development and Relations
317.888.4856 | AVandersteen@AspireJohnsonCounty.com