

# 2019 YEAR IN REVIEW



## OUR MISSION

At the Boone County Economic Development Corporation, we seek the right economic opportunities to support strong communities and enhance the quality of life for all Boone County residents. We aim to be a catalyst for smart growth strategies. We forge mutually beneficial partnerships with organizations capable of understanding and further enriching the unique assets that the residents of Boone County have built.

## ADMINISTRATIVE HIGHLIGHTS

- Completed a restructuring process, one we believe will bring many positive changes and opportunities to the Boone EDC and our investors:
  - Created the Platinum Circle, which serves as our economic think tank
  - Decreased the Board of Directors from 23 to 8
- Purchased advertising on IBJ.com and in Expansion Solutions magazine to increase our visibility



**48 %**

**NET INCREASE IN  
PRIVATE  
INVESTMENT**

## 2019 ECONOMIC GROWTH



**7**

DEALS  
CLOSED

**\$113M**

CAPITAL  
INVESTMENT

**\$5.3M**

TAX  
IMPACT

**169**

LEADS  
RECEIVED

**17%**

INCREASE  
FROM 2018  
LEADS

**60**

EXISTING  
COMPANY  
VISITS



## SMALL BUSINESS & ENTREPRENEURSHIP

The Microloan Program provides convenient start-up options for small businesses seeking funding.

**15**

INQUIRIES  
IN 2019

**\$27,000**

AWARDED  
IN 2019

**\$170,000**

AWARDED  
SINCE 2010



Pitch Night, a collaboration with zWORKS, is a pitching competition to grow start-ups in Boone County.

**\$750**

CASH PRIZE

**1**

YEAR OF  
OFFICE SPACE



## TALENT ATTRACTION & RETENTION

**WorkInBoone.com  
connects job  
seekers with career  
opportunities in  
Boone County.**

### WORKINBOONE.COM

- 116 companies
- 1,200 average visits per month

### HR ROUNDTABLES

- 5 educational sessions for local HR professionals
- Topics included: communication, recruiting, transportation, hiring adults with disabilities, and coaching

### BOONE COUNTY WORKFORCE ALLIANCE

- Partnership with the Boone County Chamber of Commerce that brings together business, school and community leaders to build relationships and develop initiatives to strengthen our local workforce

### JOB FAIRS

- 2 hosted
- 46 companies participated

FIND YOUR  
NEXT JOB IN

**BOONE  
COUNTY**

[WWW.WORKINBOONE.COM](http://WWW.WORKINBOONE.COM)



# PLACEMAKING

## BIG GAMES LENDING CLOSET

- Provides a quality of life activity that engages community members of all ages in fun, family-friendly games.
- Boone County communities, school corporations and Boone EDC investors can check out the games on a first-come, first-serve basis

**872**  
**PEOPLE**  
**ENGAGED IN**  
**BIG GAMES**



With the help of the Boone EDC, Advance and Thorntown received **\$10,000** collectively from the Boone County Solid Waste Management District for improvements to their parks.

# WHAT'S AHEAD IN 2020



## ECONOMIC DEVELOPMENT

- Proactive, targeted company outreach
- Hospitality focus
- Boone County Industry Network
- 65 existing company visits

## SMALL BUSINESS

- 2 pitching competitions
- Summer Small Business Series

## MARKETING

- Website refresh
- Community storytelling
- Diversity in paid advertising

## TALENT ATTRACTION & RETENTION

- Worker training opportunities
- 2 job fairs
- HR Roundtables
- Co-facilitate Boone County Workforce Alliance

## PLACEMAKING

- Increase Big Games
- Focus on arts and trails
- Boone EDC Day of Service



## SPECIAL THANKS TO OUR PARTNER

**RL**Turner



CONNECT WITH US



[www.BetterInBoone.org](http://www.BetterInBoone.org)

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