

GROWING BOONE COUNTY

2021 Annual Meeting

MEET THE STAFF



Molly Whitehead
Executive Director



Chassity Neckers
Director, Marketing + Communications



Claire Collett
Economic Development Manager



Amy Hammerle
Workforce Development Manager

MEET OUR BOARD

- Rick Isenhower, President & Treasurer
- Steve Bardoczi, Vice President
- Brian Anderson, Secretary
- Brock Hesler, Past President
- Lee Ann Balta
- Shane Conner
- Nathan Frampton
- Tony Setzer

2021 WRAP UP

Projects

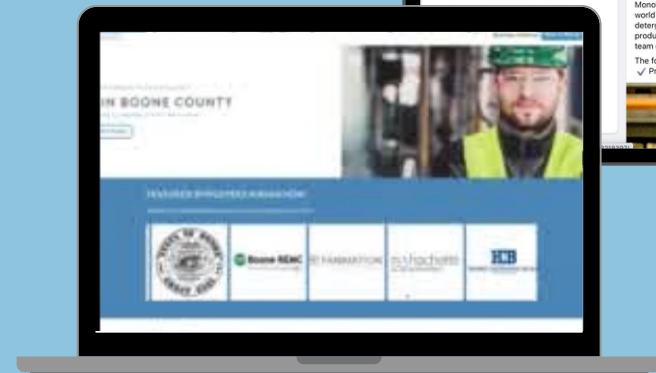
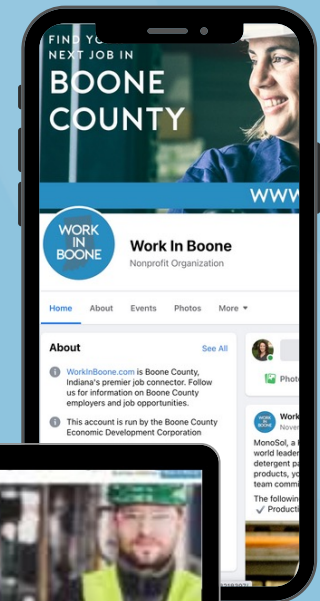
- 6 announced projects
- \$108 million capital investment
- \$12.7 million tax impact



2021 WRAP UP

Workforce

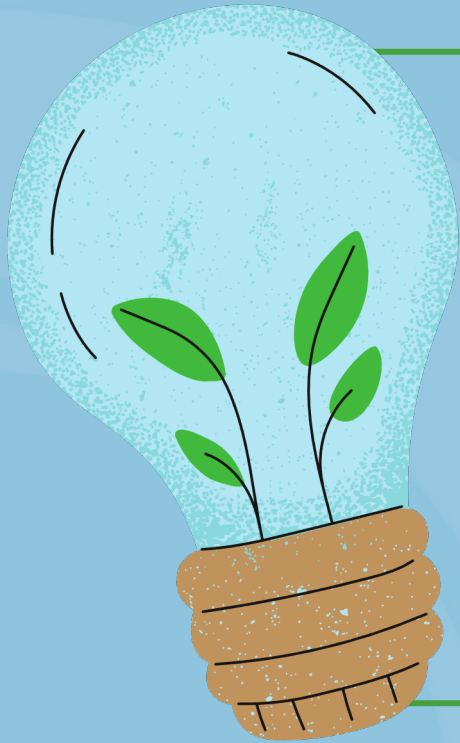
- Virtual job fairs
- Partnership with Boone Co. Corrections + Probation
- Partnership with Purdue MEP
- WorkInBoone.com updates



2021 WRAP UP

Digital Inclusivity + READI

- Working with Purdue through Duke Energy Grant on Digital Inclusivity plan
- Boone County has submitted a READI proposal as part of the 180 Alliance. This region includes Boone, Hendricks, Johnson, Montgomery, Morgan, and Putnam.



GROWING BOONE COUNTY

A Strategic Vision For 2026 + Beyond



LAUNCH A WORKFORCE MARKETING CAMPAIGN

Challenges

- Boone County's unemployment rate is typically between 2% - 3.5%.
- We import 75% of our workforce and 70% of our residents to jobs in other counties.
- Boone County's average wages are below Indianapolis MSA wages



LAUNCH A WORKFORCE MARKETING CAMPAIGN

Strategies

Publicize Boone County's assets, industries, and employment opportunities through a talent attraction marketing campaign.



EDUCATE & ADVOCATE FOR WORKFORCE SOLUTIONS

Challenges

- Housing shortage
- Limited employment training opportunities available in Boone County
- Childcare choice is limited and only 40.1% of local children can be served by a quality childcare facility in Boone County
- Perceived lack of transportation solutions



EDUCATE & ADVOCATE FOR WORKFORCE SOLUTIONS

Strategies

- Conduct a housing study
- Advocate, educate, and market our housing-related assets and needs
- Expand local training courses
- Conduct annual wage and benefits survey and biennial labor shed analysis
- Convene a childcare coalition to develop a strategic plan for childcare needs
- Link employers to transportation solutions



DEVELOP PROGRAMMING FOR UNDERSERVED POPULATIONS

Challenges

- 27% national unemployment rate for formerly incarcerated individuals
- Difficulty defining company policies regarding second chance employment



DEVELOP PROGRAMMING FOR UNDERSERVED POPULATIONS

Strategies

- Lead Boone County Second Chance Employment Coalition to address barriers to employment
- Partner with Boone County Corrections and Probation on workforce programming
- Consider opportunities to engage with organizations that serve veterans or minority populations



DIVERSIFY & SCALE BUSINESS

Opportunities

- Position Boone County as a destination for agribusiness, food, life sciences, research and development, and information technology companies
- Engage with the small businesses that comprise 79% of our local economy
- Attract diverse, authentic restaurants and/or retail



DIVERSIFY & SCALE BUSINESS

Challenges

- Minimal knowledge of and local support given to minority, women, and veteran-owned businesses
- Guiding and retaining entrepreneurs
- Reliable broadband access of 100/20 mbps is limited throughout Boone County
- 50% of all employees will need reskilling by 2025
- 35% of workers 25-34, 41% of workers 35-44, and 58% of workers 45-54 have no or limited digital skills



DIVERSIFY & SCALE BUSINESS

Strategies

- Develop a robust business retention and expansion program
- Build community, mentorship, and training opportunities for small businesses and entrepreneurs
- Advocate for quality of life amenities that make Boone County a desirable place for companies to locate
- Conduct a food tourism study + market Boone County to locally-owned restaurants



DIVERSIFY & SCALE BUSINESS

Strategies

- Foster a digitally inclusive environment by addressing infrastructure access gaps
- Leverage partnerships with Indiana Economic Development Corporation (IEDC), the Indy Partnership, AgriNovus, BioCrossroads, Conexus, Business Ownership Initiative (BOI), and other like-minded economic development engines
- Lead biennial visits to Japan to strengthen relationships and consider other international business attraction and retention trips

2022 SIGNATURE INVESTOR EVENTS

Boone EDC Investor Happy Hour (Bring a friend)

- Thursday, March 10th from 4-5:30 pm

Annual Golf Outing

- Thursday, May 12th at 11 am

Boone EDC Summer Bash (Bring a friend)

- Thursday, August 18th from 4-5:30 pm

Annual Investors Meeting

- Tuesday, November 15th at 7:30 am

**THANK YOU FOR MAKING IT
#BETTERINBOONE**
