



Hendricks County
Economic Development Partnership
2010 Annual Report Materials

Wednesday, March 16, 2011

First, let me thank every HCEDP investor for your continued support and investment in our organization. Without your continued support our organization would not have the ability to assist our companies, communities, and commerce. Please take time to read each of the updates from our Standing Committees.

The Partnership has concluded another strong year of job retention, creation and investment. Throughout the year we worked with companies and communities on 16 expansion projects and welcomed 14 new companies to Hendricks County. Between these 30 projects Hendricks County will realize nearly 1540 new jobs over the next 3 years. In addition, companies have estimated to invest over \$40.6m in the next few years.

The leading news of the year was our success in integrating our local talent found in motorsports with the medical device sector. This success brought us national attention and the envy of many communities who strive for either of these sectors in their backyard. All of our communities have and will continue to benefit from these new jobs and investments. In 2011 we will continue our efforts as we start off the year with a strong pipeline of projects.

It is only through partnerships that bring added strength to our overall organization that we find the success in our combined efforts. In 2010, we continued to fortify our relationship with the Hendricks College Network through merging our Business Retention and Expansion (BRE) programs with the HCN's educational and workforce development efforts. This joint venture has increased our efficiencies and reduced duplication of efforts.

Another long-term and prized partner in our retention efforts is the Leadership Hendricks County program. Each year we are blessed to have another group of thoughtful community-wide leaders join us for a project. In 2010, the LHC class worked with our staff in conducting a Motorsports Retention Project. The HCEDP BRE committee will continue to use this revised survey in our continued BRE efforts. Please read the article in this report for further information.

We are excited that our work was recognized by a number of sources in 2010. The time and talent of our partnerships with several entities proved to be worth the efforts. You will find our 2010 recognition and appreciation within this report. We want to thank our partners for all their efforts.

As we look to 2011, we have a strong pipeline and many opportunities to continue our strong four year pattern for job retention, creation and investment. As we embark on 2011 and the turning economy, we are excited to work with long-term and new investors. We value your commitment, time and talent to our team. As partners, the opportunities ahead are endless.

The Marketing and External Communications Standing Committee is chaired by Barry Schneider, Steel Dynamics. In 2010, the committee goals included investing in the marketing efforts of IEDC, IP and Site Location Partnership for project lead generation. The sectors we focused on were logistics, small manufacturing, motorsports and medical device/bio.

Jim Walton, Brand Acceleration, worked with us to develop new marketing tri-folds for the distribution and motorsports sectors. We were able to develop the distribution tri-fold under a tight timeline to respond to the Chinese delegation visit and dinner.

Several local companies made themselves available for our ads this past year, including John Force of John Force Racing, Jim Sharp of Magnum Logistics and Todd Hockemeyer representing Biologics. We want to thank Jim Walton and his team for their work and of course the company representatives who tell our story best. Due to the unending talent of Jim Walton and his staff, we were recognized in the Site Selection: Life Science magazine which covered our medical device announcements in 2010. The article was an excellent opportunity to tout our local motorsports talent and the ease of integrating into medical device manufacturing.

Justin, Site Location Partnership, along with Jim Walton and Kirby Kirkpatrick assisted us with our booths at the International Motorsports Industry Show and Performance Racing Industry Trade Show. Jim and Susan Walton made sure every booth at these shows received our new motorsports tri-fold. We also attended the NA Logistics Show in Ohio this year in partnership with SLP. That show also included a reception with companies and site consultants. SLP also represented HCEDP at the NBAA Aviation show, rounding out of 2010 trade show tours.

SEE Ads / Charts of activities on following page

Motorsports Royalty Rules Here

"The Evansville area has everything my team and I need. Everybody wants to be here."
— Tony Stewart
2014 NASCAR Sprint Cup Series Champion



Evansville, Indiana is a world-class community of the Midwest. With its rich history, scenic views, and top-notch infrastructure, Evansville is the perfect place for your business. The Evansville area has everything you need to succeed. Contact us today for more information.

Evansville, Indiana
 317.426.2886
 evansville.org

Evansville County Economic Development Partnership

Logistics Leaders Welcomed Here

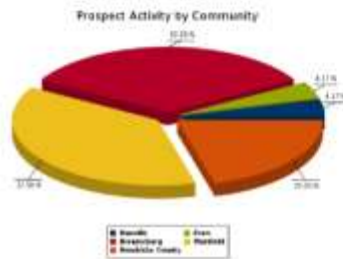
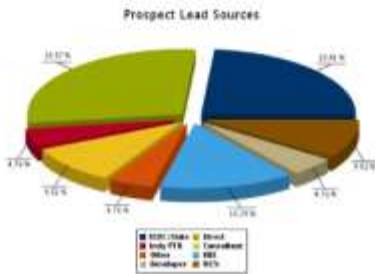
"We found the perfect mix of infrastructure, forward-looking business climate, and proximity to the majority of U.S. consumers. Hendricks County, Indiana is the right place for our business."
— Jim Shroy
Chairman
Magnum Logistics, Inc.



What makes Hendricks County a magnet for logistics? Start with fast Interstate 75 and I-475 superhighways. Add tax, educational, and adjacent Indianapolis International Airport. Stand in abundant sites, eager labor, and local leadership to make your industry, and you have the perfect mix for logistics success.

Hendricks County Economic Development Partnership

Avon, Indiana
 317.426.2886
 hndcp.org



On behalf of Dennis Dawes who chairs the **Fundraising and Internal Communications** Standing Committee we want to thank all our public and private investors. It is through your continued support of our efforts that we can be as fortunate as we are in working with our local companies and represent our communities in our attraction efforts.

We ended 2010 with an increase in private investment from the previous year totaling \$108,633.33 and beginning our relationships with the following new investors: Mike Gully CFO, Business Furniture, Goodwill Industries, eManage Tech, Success Express, Gary Wells CPA, and Deer Creek Golf Course.

In addition to fundraising, we expanded our internal communication efforts with Rick Myers and the Business Leader for community awareness of partnership services provided in cooperation with SCORE/SBDC/ HCN. We thank Rick for all his efforts and cooperation in featuring new and existing companies in the Business Leader as well as working with us on our Annual Report and the Excelerate Hendricks County business expo.

You can now find us on Facebook! This fan page is updated weekly with links to interesting and important information and news articles to keep our investors and community up to date on what is happening in and around Hendricks County. Sarah, Office Manager, manages our social media and enjoys watching over that for us.



Biologics Open House



Cover Party Connection w/ Business Leader

Business Retention and Expansion remains "Job 1" for us and Donnis Mizelle chairs this Standing Committee. In 2010, half of the 30 successful projects we closed were with existing businesses. This represents the highest percentage since HCEDP started using the Project Tracker tracking system in 2001.

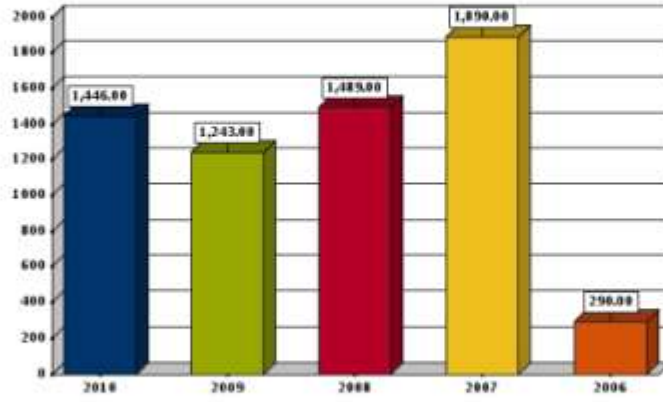
Over the past several years we have focused our efforts on sectors, as well as individual companies. This year, we worked with the Leadership Hendricks County class to aim our attention at the motorsports industry. Their story, as written by Dave Robinson, is included in this report.

In 2010, we expanded our partnership with the Hendricks College Network and working with companies. Specifically, HCN and HCEDP have become interchangeable with the HR Squaretable group and both post information on our LinkedIn subgroup for this group of 65+ HR professionals. We started working on the Wage and Benefit Survey in 2010 with this group as well, to better meet their specific questions and needs. Logistic companies overwhelmingly utilize this tool the most in Hendricks County.

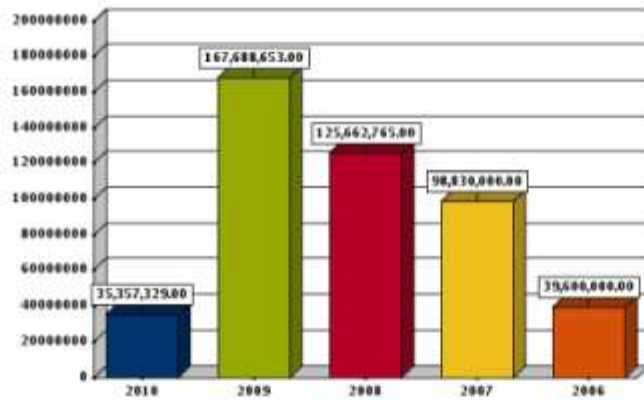
We had several training announcements in 2010 that will impact our local companies in a positive way. Among those include the announcement of the new Ivy Tech location in Avon. This has led to Avon setting aside training and scholarship funding for Avon companies and residents. They are already at capacity and are beating all their expectations. In addition, we started working with Vincennes to bring their certified logistics program to Plainfield.

In 2010 we engaged with the Edward Lowe Foundation to implement an Economic Gardening Program countywide. Thanks to the efforts of volunteer Beth Ford of Abstract and Title Companies, Lee and Ben Comer, we were awarded \$25,000 from MIBOR to expand this program to all the counties served in the MIBOR district. In addition, the Indiana Small Business Development Center also granted the region another \$25,000 to be used for a 1:1 match as the MIBOR grant. 2011 will see the implementation of this program. It is expected Purdue and ISBDC will take this program, along with Edward Lowe Foundation, statewide. This project will focus on companies who have 10-99 employees who could use assistance in certain areas to continue to create jobs and make new investments. These companies are known as Stage 2 companies and represent 41% of all our county jobs.

Total Number of New Jobs



Total New Investment



The Microenterprise Revolving Loan Standing Committee is chaired by Heath Allen and all our banking investors have the opportunity to participate. In addition to this \$10,000 loan opportunity, our financial partners have developed an application process for companies to engage HCEDP banking investors for treasure management.

We continue to work with SCORE and SBDC to identify potential companies. You will find 2010 reports for both these partners in this Annual Report publication.

Other:

It is a priority to assist our local community leaders in their efforts to grow each community within their plans and vision. As such, in 2010 we participated in the Danville Downtown Partnership Economic Impact Analysis, Avon Economic Development TA and Consultant evaluation, the Hendricks County Parks Comp Plan, the Brownsburg Comp Plan committee and the Conexus Rail Transportation Study w/ Avon and Plainfield.

HCEDP& HCN share in efforts to participate in local Chamber activities. Sarah McCarthy, who is also a resident of Danville, represents HCEDP on the Danville Chamber and Danville Downtown Partnership. Diana Roberts participates with the Avon Chamber and between Diana, Cathy and Cinda we try to cover Brownsburg. The Plainfield Chamber is represented by Cathy Bastin and Kirby Kirkpatrick who both serve on their board and brings information back to our office to share.

Cinda serves on the HCN board of directors and works closely with the Leadership Hendricks County organization. In addition, Cinda worked this past year with the IAA Land Use Study, the Indy Partnership LEDO Advisory Committee and Indy Partnership Executive Board.

2010 Awards/ Accolades

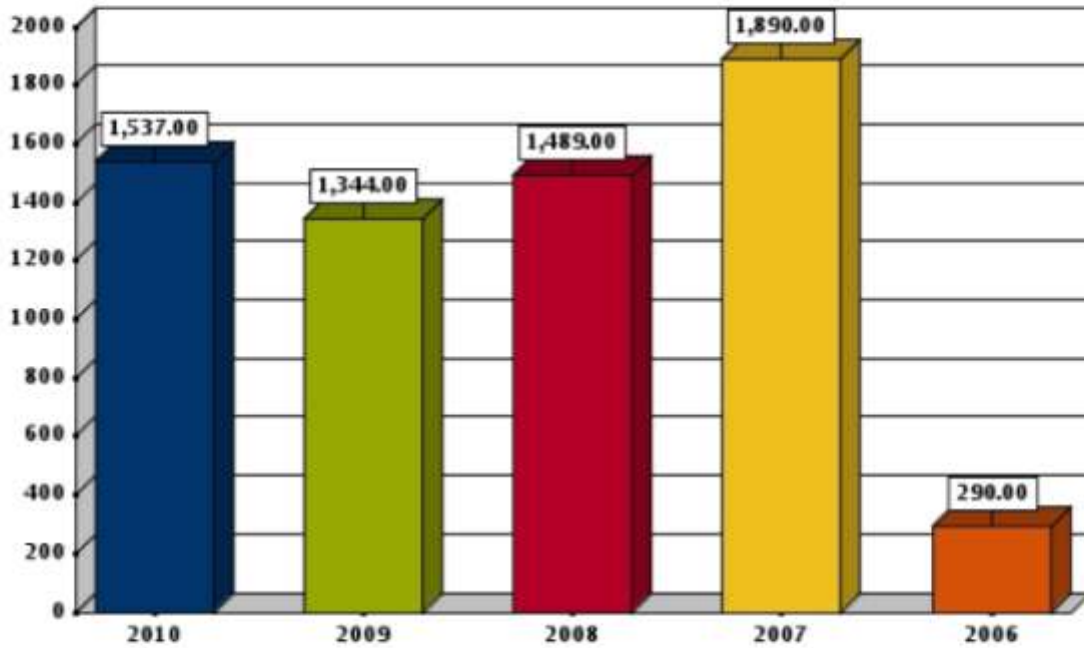
- US Chamber Association Best of Business Award
- Building Indiana Who's Who In IN: Cinda Kelley-Hutchings
- MAEDC Awards
 - First Place: General Purpose Promotion: Brand Acceleration
 - Ads using local companies/celebrities
 - Second Place: Annual Report: Business Leader/ ICON
 - 2009 Economist Publication
 - Third Place: Special Events: Site Location Partnership
 - Company/Site Consultant Reception targeting DC/Logistics

Project Name	Business Type	Project Type	New Jobs	Net New Investment	Considered Location	Source	Completion Date
	BRE						
Ryder Logistics	Existing Business	Training			Plainfield	HCN	11/17/2010
Ryder Logistics	Existing Business	Training			Plainfield	HCN	9/21/2010
FedEx	Existing Business	Other			Brownsburg	BRE	11/9/2010
Niagara 2010	Existing Business	Manufacturing/Distribution	61		Plainfield	BRE	11/19/2010
Synder	Existing Business	Manufacturing/Distribution			Brownsburg	BRE	10/31/2010
Guitar Center 2010	Existing Business	Training			Brownsburg	HCN	9/30/2010
Dick's Sporting Goods 2010	Existing Business	Training			Plainfield	HCN	9/30/2010
Containedmed	Existing Business	Healthcare	8	\$ 80,000.00	Brownsburg	Other	10/22/2010
Eby Brown	Existing Business	Manufacturing/Distribution			Plainfield	BRE	8/18/2010
Harlan Bakeries 2010	Existing Business	Manufacturing	72	\$ 8,200,000.00	Avon	Consultant	8/25/2010
Jeco	Existing Business	Manufacturing/Distribution			Plainfield	Direct	3/26/2010
Baseline 2010	Existing Business	Data Base			Plainfield	IEDC/State	3/23/2010
RL Carter Trucking	Existing Business	Transportation			Hendricks County	BRE	1/13/2010
Foxconn 2010	Existing Business	Distribution	60	\$ 1,123,329.00	Plainfield	IEDC/State	1/21/2010
Economic Impact: Danville	Existing Business	Other			Danville	Direct	5/10/2010
Ivy Tech Campus	Existing Business	Education			Avon	Direct	4/29/2010
Balkamp	Existing Business	Distribution	60		Plainfield	BRE	1/26/2010
	ATTRACTION						
Chip Ganassi Racing	New Business	Motorsports	30	\$ 5,500,000.00	Brownsburg	Direct	12/9/2010
Genco.Plainfield	New Business	Warehouse/Distribution	154	\$ 2,400,000.00	Plainfield	Consultant	11/17/2010
Al Anabi@463	New Business	Motorsports			Brownsburg	Direct	9/3/2010
LifeScience Logistics	New Business	Life Science	60	\$ 3,000,000.00	Brownsburg	IEDC/State	8/13/2010
Exel	New Business	Distribution	165	\$ 2,062,000.00	Hendricks County	Direct	8/26/2010
TLC Sara Lee	New Business	Manufacturing/Distribution	50	\$ 3,000,000.00	Plainfield	Direct	8/24/2010
Purathlete	New Business	Life Science	101	\$ 1,900,000.00		Direct	9/15/2010
Tri-K Machining	New Business	Manufacturing	25		Danville	Broker	12/20/2010
Med Condense, Inc.	New Business	Software Developer	350	\$ 135,000.00	Plainfield	Direct	11/16/2010
Outdoor Sport Complex	New Business	Other	20	\$ 200,000.00	Hendricks County	Consultant	3/24/2010
Al Anabi Racing	New Business	Motorsports			Brownsburg	Direct	10/28/2010
Max Proformance Fabricatio	New Business	Start Up	4	\$ 25,000.00	Brownsburg	Other	2/26/2010
s2f	New Business	Start Up	250	\$ 8,000,000.00	Plainfield	Ginovus	1/20/2010
Vortek Surgical	New Business	Life Science	67	\$ 5,000,000.00	Brownsburg	Community	2/17/2010

1537 \$ 40,625,329.00



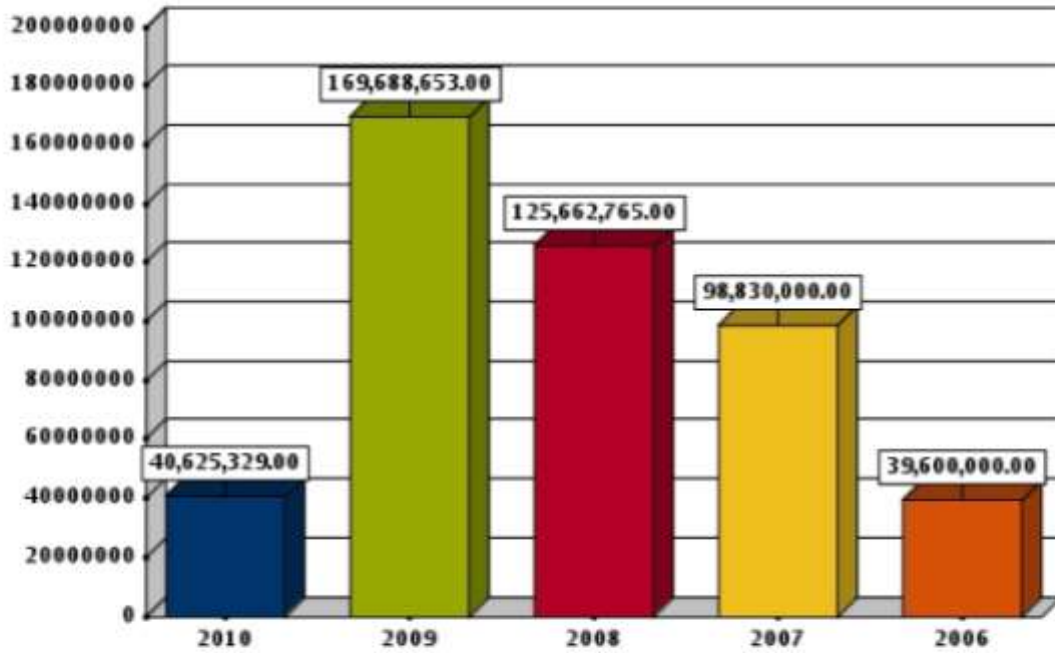
Retention/Expansion
Total Number of New Jobs



2006-2010 Comparison



Retention/Expansion
Total New Investment



2006-2010 Comparison

If you have followed any of the annual reviews of **Hendricks College Network's** work over the years, you know I always say "It's been a banner year". While somewhat trite, it continues to be absolutely true; each year we grow by leaps and bounds, bringing more post secondary education opportunities and successes to Hendricks County. And clearly, 2010 was the biggest, most successful banner year to date!

Spring of 2010 brought the news that Ivy Tech Community College was (finally) going to open a new community campus location in Avon. While "new" news to most of the community, it came about as the result of several years of work building the student base in the area, working with the campus on location needs and desires, and the continued support HCN provided to Ivy Tech students. However, the missing link through all that work was the capital to actually make the possibility a reality. Avon Redevelopment Commission and the Town of Avon stepped in and worked through the details, creating a support package that Ivy Tech could not refuse. Once the final details were worked out, the campus opened in August with 3200 students enrolled in classes; the largest community campus opening in quite some time. Spring 2011 numbers soared with over 4100 students enrolling. The campus has 15 classrooms, including two computer labs, a certified testing center and a business training room for the Workforce and Economic Development department. The Town and Ivy Tech also worked together to create an Avon Scholars program, providing scholarships to individual students and businesses in Avon.

While all that was coming together, our local other university partners, Indiana Tech and Marian University, were continuing to see growth in their programs. Indiana State University and University of Indianapolis made strides toward bringing onsite graduate programs into the county in 2011. Purdue University continued the teacher education certification program in Lizton, and Vincennes University began work on plans to bring a logistics training center to Plainfield next year as well.

HCN worked closely with the business community in 2010 as well, partnering with several companies to provide onsite training or education programming through the **Hidden Benefits Program**. Brightpoint, Caire Inc, Cinram, Clarian West Medical Center (now IU West Medical Center), DJO, Foxconn, Dicks, Guitar Center, Harlan Bakeries, Hendricks Regional Health, Regal Beloit, Ryder, St. Gobain, several school systems, and others all took advantage of services ranging to onsite college fairs for employees, onsite employee skill training from university partners and training providers, or educational advising, research, or brokering services from HCN. In addition, working closely with HCEDP, HCN became active in industry based round tables, bringing education and training exposure and opportunities to a broader range of target growth industries in the county.

So what does this all mean for economic development in Hendricks County? The most common requests from both new and existing companies are workforce-related: "Where will I find the talent with the skills I need?" "Where will I get training for my employees?" Hendricks College Network continues to provide access to and support for post secondary education, business training, and workforce development in Hendricks County. In the last 8 years, we've opened 3 university campus outreach centers, built strong partnerships with 15+ universities and many other training and education providers, and provided enrollment and academic services and opportunities for well over 10,000 adults. The percentage of adults with Bachelor's degrees in Hendricks County has risen from 23% in 2000 to 30% in 2009 (US Census). So yes, it was another banner year!

SCORE

The Hendricks County Economic Development Partnership in conjunction with SCORE had an effective and growing effort during 2010.

Besides expanding their services from four days each month of counseling availability to eight, SCORE also added two senior counselors. Counseling for both aspiring business owners, as well as existing owners, is now available each Tuesday and Wednesday in the HCEDP office.

During 2010 approximately 40 new clients and over 15 return clients elected to use the counseling services. Client interest ranged from part-time in-home ventures to major franchises and from interest in Hendricks county efforts to ones as far away as Florida.

2011 is expected to continue this expansion trend. Already on the planning agenda is a cooperative venture with SCORE national to bring to our county a several segment seminar on how to start a business. The first segment will take place on February 12 in the HCEDP office, and will be heavily promoted.

Further information about the available SCORE services can be obtained by calling the HCEDP office at 745-2400 or the central Indiana SCORE office at 226-7264.



TO: CINDA KELLY, VICTORIA HALL, DIANNA ROBERTS
FROM: MARTI CHESTOVICH
SUBJECT: HENDRICK'S COUNTY SBDC PARTNERSHIP ACCOMPLISHMENTS 2010
DATE: 4/1/2011

The Central Indiana Small Business Development Center is part of a nationwide network of over 1,000 centers whose mission is to be a resource for new and existing small businesses of all types. The Indiana Small Business Development Centers, as a statewide network, achieved business starts are up nearly 10% over last year, jobs created up nearly 37%, capital up over 23%, and returning clients up nearly 21%.

In 2010 through our relationship with the Hendricks County Economic Development Partnership and all of the county Chambers of Commerce we have been able to offer 322 hours of one-on-one counseling to 37 local business owners or start ups. This counseling resulted in 3 new business starts, 89 new employees hired and over \$619,000.00 in investment capital made available to Businesses.

We also offered 9 sessions of 3 hour workshops covering topics such as Is your business idea feasible? How to Write a Business Plan, How to Finance a New or Existing Business. In addition we offered and sessions covering Building a Brand, Using Social Media to Grow Your Business, and QuickBooks Simple Start.

Marti Chestovich is available to consult with business clients every Tuesday at the HCEDP office from 9-5 p.m. Marti has over 25 years of experience in the B2B area and as a small business owner herself. There is no charge for the sessions and other times/locations are available by appointment. Some areas that are popular topics include:

- Accounting and Record Keeping
- Business Acquisition
- Business Liquidation
- Business Start-up
- Cash Flow Analysis
- Financial and Business Analysis
- Human Resources Management
- Loan Packaging
- Market Research
- Marketing and Sales
- Marketing Plan Development
- Networking
- Operations
- Sources of Credit and Financing
- Strategic Planning
- Technology Transfer

We offer more than just a sounding board as we have training and some of the most sophisticated business resources available. The ISBDC has partnerships developed with service providers that allow the ISBDC to access the same database and research information that large companies employ to make strategic decisions. Since we are a non for profit organization, information provide to t clients is often free or at a fraction of market price. Visit our website for more information at www.isbdc.org

Nine members of the 2010 class of Leadership Hendricks County decided to work with Cinda Kelley and the Hendricks County Economic Development Partnership in completing their group project. Economic development was a common interest among the group and working with Ms. Kelley was a natural result of that interest. After an initial meeting, it was decided that the group could assist HCEDP with gathering data related to the racing industry in Brownsburg. The primary objective of our project was to survey businesses in the Motor Sports industry in Hendricks County to identify areas of importance with regards to business expansion and retention. It was also important to establish or re-establish communication between business owners in this industry and HCEDP in an on-going effort to develop a Business Retention and Expansion program. With the assistance of Cinda Kelley and HCEDP, we developed a survey, organized a method for the distribution and collection of the surveys, and collated the data. Our efforts led us to investigate a broader perspective on the industry and the impact that the current economic climate might be having. Our analysis of any collected data is, at best, limited. Our objectives were, from the beginning focused on assisting the HCEDP; and in the process developing a greater understanding of and appreciation for the work they do to attract and retain business in Hendricks County.

The Motor Sports industry is a collection of a variety of different racing circuits, leagues, and organizations. It includes everything from small dirt-track racing sprint and midget cars to international racing leagues like Formula One. It also encompasses all of the manufacturers, developers, distributors and specialty shops that support the industry. Popularity in some forms of racing is peaking while other forms have been in decline. Some are established enough to afford to conduct operations year round while others are only able to operate during the season. As a result, there can be a certain amount of seasonality to the industry. Of those formats with means, there is a competitive necessity to research, develop and test new designs and equipment during the winter months. That has traditionally been the reason that many teams were headquartered in warmer climates, like California or the Southeast. But in recent year, property tax issues and transportation costs have made locating in a more central place desirable. As a result, Indiana, and specifically Hendricks County, has had a great deal of success in attracting business in this industry.

Hendricks County has long had a close association with the Motor Sports industry. The Indianapolis Motor Speedway is located just 7 miles east of the county in Indianapolis and Hendricks County has been the home of many race families over the years. Since 1960, racing events have been held at O'Reilly Raceway Park (ORP) in the easternmost part of the county. Its relationship with NHRA was established the following year and the largest drag racing event in the country has been held in the county since. The park features a drag strip, a road course and a quarter-mile oval that can accommodate a variety of racing from drag racing to motorcycles, to sprint cars and NASCAR.

The Motor Sports industry is an established, yet relatively new industry to the county, centering primarily in the Brownsburg area. While most would see the industry as new, our results showed businesses in this industry that had been here for up to ten years.

Our group was interested in helping the HCEDP survey businesses in this industry to learn what draws and keeps businesses here. Working with Cinda Kelley, the director of the HCEDP, we modified an existing business survey for distribution. Initially we believed that we might have difficulty in getting businesses to participate, so we recruited high school students to help. We were careful to hand select six seniors whose job was to make telephone contact with a business, arrange times to personally deliver, and retrieve the survey, and thank the business for their participation. Each senior would be accompanied by a member of our team who could be available to answer questions or forward concerns to Ms. Kelley as the need arose. After getting a list of contacts from HCEDP, we sent an initial round of surveys out in May and received a 60% response rate. Because most forms of racing are in full swing in the summer, we decided to wait on a second round of surveys until early in the fall. Our success rate then was markedly less. We completed our efforts with a report outlining the results, letters to the students that we recruited stating our objective and indicating some parameters that we wanted to follow and a telephone script that we provided. That report will be utilized by HCEDP and committees to continue their efforts.

2010 LHC Participant Dave Robinson