

**COMMON COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE
JUNE 5, 2024**

The City of Noblesville Economic Development Council Committee met on Wednesday, June 5, 2024 in room A213 at City Hall. Megan Wiles called the meeting to order at 11:00 a.m. with Mark Boice and Todd Thurston present. Pete Schwartz was absent.

Also present were City Clerk Evelyn Lees, Community Development Director Sarah Reed, Planning Director Caleb Gutshall, GIS Coordinator Mike Morris, GIS Analyst Rick Ehlin, Economic Development Assistant Director Chuck Haberman, Economic Development Manager Amy Smith, Economic Development Manager Kris Subler, and Economic Development Administrative Manager Sarah Davis.

1. GIS Assessed Value Model

Mr. Haberman stated Carmel has a model using GIS for 3-D models of the City's Assessed Value (AV) that have great possibilities. Mr. Ehlin stated Economic Development staff came to them last week to see if a model similar to Carmel's was possible. He stated he and Mr. Morris met with Mr. Haberman and Ms. Smith for the ranges of data to include. Mr. Morris displayed the preliminary model. Mr. Haberman stated they found the highest AV in parts of the City with the smallest lots. He stated the current model can only show AV by acre, rather than by parcel. He stated a subdivision such as Deer Path shows higher AV because there are many small lots per acre. He stated this graphic should be able to show the value of certain areas to businesses, including where they will fit best. Mr. Thurston asked how the data will be used. Mr. Haberman replied it will help staff and businesses understand density and what uses could work well together. Ms. Reed stated the data will help show what types of uses will yield the most value. She stated AV also is higher in some areas because developers have had to pay more to purchase the land. She stated this model uses 2023 AV, but it would be possible to see historical change by looking at data from ten years ago, for example. She stated there is value in seeing the whole City at once. Mr. Haberman stated because the model is so new, they are still learning how to use it. Mr. Gutshall asked if the information will be publicly available. Ms. Smith replied for now, it will be used internally. Mr. Thurston and Mr. Boice asked how the data will be used. Ms. Reed replied one use will be sharing the data with the schools to help with their planning. She stated demographic data could be shared as well. Mr. Haberman stated the departments are working together to make sure the data is clean; otherwise it would be meaningless. Mr. Thurston agreed. Mr. Ehlin stated Carmel's graphic was a starting point, but staff will find what works for Noblesville. Mr. Haberman stated they are brainstorming what data should be included and the best uses for it. The committee thanked Mr. Morris and Mr. Ehlin for their work.

Mr. Morris and Mr. Ehlin left the meeting.

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2. Workforce Update

a) Make My Move – Update on the program moving forward in 2024.

Mr. Haberman reviewed the Make My Move grant partnership with the Indiana Economic Development Corporation (IEDC) to attract remote workers to Noblesville. He stated 15 workers were sponsored in 2022, and 30 were sponsored in 2023. He stated all of the grantees have moved here. He stated 81 adults and 42 children have moved, for a total of 123 new residents. He stated their average income is \$142,278.00. He stated this year the City will sponsor 45 movers. He stated applications have been accepted for one week, and already eight workers have accepted and will move to Noblesville. He stated this year the Indiana Economic Development Corporation (IEDC) recognized that more funding is needed for administration. He stated the City will pass through \$53,000.00 of the grant to the Chamber of Commerce, which will administer approximately 90 percent of the program, saving significant staff time for the City. He stated Carmel, Evansville, and Fort Wayne have all contacted staff, interested in why the program is so successful. He shared statistics from this year's applicants. Ms. Wiles asked the value of the incentives per person. Mr. Haberman replied the City pays \$6,100.00 per person, but the value of the incentives is approximately \$20,000.00 per person. He stated memberships and tickets to Conner Prairie, the music center, and COhatch co-working space are a few of the incentives.

3. Marketing/Business Attraction

a) Website/Social Media Update

Ms. Davis displayed the Economic Development website. She stated since the last meeting, the site selector page has been finished and streamlined. She reviewed the various pages and information. She stated information on area features within a 60-mile driving radius of Noblesville are included. She stated Commerce, Culture, and Community are brought together as one on the website. Mr. Haberman stated BlueSky Commerce helped the department totally rebuild the website, so now staff are updating the site to reflect their strategic plan for marketing. He stated they have used BlueSky visitor data to streamline the information. Ms. Davis stated drone footage is also being added instead of static backgrounds to add interest. She stated the drone can be used to provide time lapse photography of projects, and new video can be generated for the website and to use on the monitor in the department lobby. She stated the video would play on a continuous loop that can easily be updated.

Mr. Haberman stated social media engagement also has increased significantly over the past month. He stated staff have focused on LinkedIn, which tends to have more positive engagement than other platforms. He stated the department newsletter was paused while the website was being developed, but it will begin again soon. He stated staff will work with the Mayor's communication team to make sure there is no duplication of effort.

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2. Business Retention/Expansion

a) Program Overview

Mr. Haberman referred to a distributed handout. He stated for many years the department used Stay here. Grow here. as a business retention program. He stated staff plan to focus on engaging more deeply with existing businesses. He stated they hope to do a better job of tracking informal engagements, such as phone calls. He stated there were five business visits last month. He stated some Council members were invited, but the larger the group, the harder it is to schedule a visit. He stated they plan to be more intentional about meeting with businesses. Mr. Boice asked how often staff visit businesses. Mr. Haberman stated the average is twice per month, but there are very few at the end of the year and the beginning of the year, so more visits occur in the warmer months. Ms. Davis stated she is working with the Mayor's office to schedule visits with him.

5. Economic Development Finance

a) Tax Abatement Compliance

Ms. Smith referred to distributed handouts for annual reviews of tax abatements. She stated all required forms were submitted before the deadline of May 15. She stated there are seven active personal property tax abatements and 22 active real property tax abatements. She stated one of each type of abatement will end this year. She stated Reedy Financial will review the forms for compliance. She stated she expects the forms to be presented to the Council for approval at the second June meeting. Mr. Boice asked what happens if the businesses do not meet the commitments they made to obtain the abatements. Ms. Smith stated the language in the resolution is, "try to meet." She stated there are no clawbacks in the resolutions, but most of the time the businesses do meet their goals in time. She stated the eight newest abatement recipients are required to report community engagement by sending a memo to staff listing their activities. She stated most of the businesses have been very active in a variety of ways. Mr. Haberman stated as staff build strong relationships, there will be clear communication of expectations. Ms. Reed stated many businesses are finding it difficult to hire the number of employees they expected, so they may pay higher wages to fewer employees. Mr. Thurston expressed concern about ways to measure how the businesses meet their commitments so that they can be held accountable. Ms. Reed replied she is having discussions with Deputy Mayor Matt Light and Economic Development Director Andrew Murray about phasing down or changing abatements if businesses do not uphold their commitments. Ms. Smith stated when the businesses sign the form they submit, they certify that the information is accurate. She stated staff cannot verify the information independently. Mr. Haberman stated staff monitors compliance, but there is not zero tolerance due to unique circumstances. Ms. Wiles stated compliance and monitoring is far better now than it was several years ago.

6. Open Discussion/Other Business

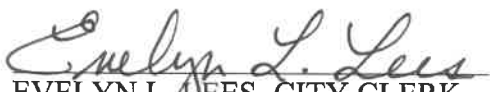
There was no other business.

7. ADJOURNMENT

The meeting was adjourned at 11:53 a.m.



MEGAN WILES, COMMITTEE CHAIR



EVELYN L. LEES, CITY CLERK