



# 2008

# ANNUAL REPORT

DEPARTMENT OF  
ECONOMIC DEVELOPMENT

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City of Noblesville, Indiana

**CITY OF NOBLESVILLE**

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**STAFF TEAM**

**KEVIN KELLY, CECD - DIRECTOR  
JUDI JOHNSON   SARAH MILLER   CHRISTY MYERS**

**DIRECTOR'S MESSAGE**

It's 2009 and another year has come and gone. Difficult economic times have left many people hurting financially and others fearful about the future. Jobs lost, jobs at risk, businesses closing, investment portfolios reduced, unsold homes, retirement delayed, and bills to pay. What's being done about it? What is Noblesville doing about it?

In 2008, the City of Noblesville aggressively worked to retain and attract jobs and stimulate economic activity. While we don't have the ability to solve the economic problems facing us in a global, national, state, or even regional sense, we can and are having a positive impact here at home. Our Economic Development Program is focused on achieving four strategic goals designed to strengthen the Noblesville economy. They are:



***Business Retention/Expansion*** – supporting existing businesses and helping them grow;

***Business Attraction*** – new investment and jobs strengthens and diversifies our local economy;

***Downtown Enhancement*** – keeping the historic heart of Noblesville beautiful and thriving;

***Enticing Visitors and New Residents*** – drawing people to live, shop, eat, purchase services and generally spend their money increases our collective community wealth and vitality.

This Annual Report provides a summary and highlights of the economic development activity that occurred in Noblesville in 2008. It also includes an outline of our operational goals for 2009. Despite the U.S. recession, last year was a solid year for Noblesville. We continue to benefit from a prosperous economic base, accessible geographic location, and physical and human infrastructure that keeps us competitive in the marketplace.

***Kevin B. Kelly, CEcD***

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**DEMOGRAPHICS**

Population (2000):	28,590
Population (2007 Estimate):	43,308
White:	92.6%
African American:	2.1%
Asian:	0.7%
Other Race:	4.6%
Hispanic/Latino (Any Race):	3.3%
Housing Units:	17,742
Total Households:	15,765
Owner-Occupied Housing Units:	76.3%
Average Household Size:	2.74
Median Age:	32.0
High School Graduate or Higher:	94.3%
Bachelor's Degree or Higher:	42.1%
Per Capita Income:	\$30,948
Median Household Income:	\$65,292
Median Earnings:	\$34,477
Total Square Miles in City:	32.39

**LABOR AVAILABILITY - INDIANAPOLIS REGION (NOVEMBER 2008)**

Employment:	927,100
Unemployment Rate:	6.0%
Noblesville Unemployment Rate:	5.6%

**NOBLESVILLE EMPLOYMENT BY OCCUPATION**

Management, Professional, Related:	9,492
Service:	3,013
Sales and Office:	6,849
Farming, Fishing, Forestry:	23
Construction, Extraction, Maintenance, Repair:	1,052
Production, Transportation, Material Moving:	2,369

**NOBLESVILLE EMPLOYMENT BY INDUSTRY**

Agriculture, Forestry, Fishing, Hunting, Mining:	133
Construction:	1,158
Manufacturing:	3,479
Wholesale Trade:	1,309
Retail Trade:	3,231
Transportation, Warehousing, Utilities:	503
Information:	684
Finance, Insurance, Real Estate:	1,919
Professional, Scientific, Management, Administrative, Waste Management:	2,327
Educational, Health, Social Services:	4,667
Arts, Entertainment, Recreation, Accommodation, Food Services:	2,069
Other Services:	907
Public Administration:	412

## **BUSINESS RETENTION/EXPANSION**

The City of Noblesville is committed to maintaining and improving an economic environment that is favorable to business profitability and growth. Retaining existing businesses and helping them expand is a top priority and critical to the community's success. In 2008, the Department of Economic Development launched a **Business Outreach Initiative** designed to build and strengthen relationships with members of the Noblesville business community. This is being accomplished through a combination of quarterly direct mail, personal visits, telephone calls, and networking.

An important partner in this effort is the **Noblesville Chamber of Commerce**. They organize monthly visits to major employers, ribbon cutting ceremonies for new businesses, and also co-sponsor the annual **Enterprise Awards Program** that recognizes the achievements of local companies and business leaders.



2008 Enterprise Awards Winners & Finalists

The bottom line is when businesses and organizations in Noblesville have opportunities to retain or create jobs and investment, the Department of Economic Development assists them. When entities face problems that put jobs and investment at risk, the DED works to help them overcome these challenges.



SMC's North American Headquarters Campus

While there were no major company expansions announced in 2008, construction continued on projects such as **SMC Corporation's** new 725,000 square foot North American headquarters facility. When SMC opens in late Spring, they will be Noblesville's largest private sector employer with approximately 475 jobs. Construction is also ongoing at **Cambria Suites'** 132-room hotel with opening expected in the Fall.

Despite the lack of large expansion projects, smaller businesses continued to demonstrate their confidence in Noblesville. **Warner Truck Bodies And Accessories** expanded their manufacturing complex by 17,700 square feet, **Bolden's Carpet & Upholstery Cleaning** purchased a 3,200 square foot office building and is adding a 13,600 square foot warehouse, and **Universal Blower PAC** is adding 8,100 square feet to their facility.



Universal Blower Expansion



Firestone Industrial Products' Noblesville Plant

Although many positive steps were taken in Noblesville in 2008, there were also setbacks. **Firestone Industrial Products**, which has operated their Noblesville Plant since 1936, announced plans to close the facility and lay off over 300 people. Weakness in the broad economy also claimed national retailer **Linens & Things** located in the Stony Creek Marketplace Shopping Center.

## BUSINESS ATTRACTION

2008 was a very successful year in terms of attracting new businesses. Driven by the opening of the **Hamilton Town Center** lifestyle mall (see cover page), **124 new businesses** opened throughout the community representing a net absorption of 702,346 square feet. This compares with 61 new businesses and 472,433 square feet in 2007 - increases of 103 and 48.7 percent respectively. Major new tenants in the HTC were **Quality Theater's Hamilton 16 IMAX**, **Dick's Sporting Goods**, **Stein Mart**, **Bed Bath & Beyond**, **Borders Bookstore**, **Old Navy**, and **DSW Shoes**.



Verus Partners' New Speculative Building

speculative building in the **Saxony Corporate Campus**.

Construction started on the **Hamilton Healthcare Campus**, a 122,000 square foot, \$20,000,000 multi-tenant office building that will anchor the western gateway to the 146th Street corridor. Nearby, Meritex Enterprises purchased 51 acres for development of the **Noblesville Business Center** - a multi-building mixed use project that will encompass over 500,000 square feet when completed.



Hamilton Healthcare Campus - Concept to Construction

**City of Noblesville, IN**  
Properties Available  
1,500 - 90,000 SF  
1-60 Acres

Industrial

Office

Historical

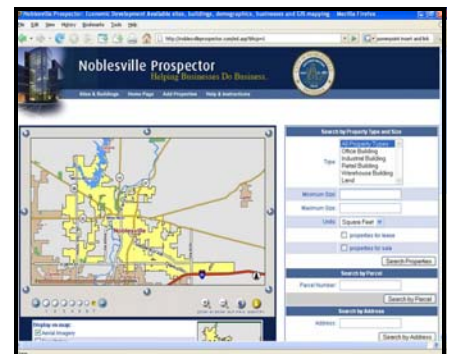
Land

CALL: Kevin Kelly  
Dir. of Economic Development  
317.776.6345

Online Ad

An important discretionary program at the City's disposal to attract investment is **Tax Abatement**. In 2008, Noblesville approved 7 projects with an estimated capital investment of **\$67,672,500**. An example of the use of this incentive was for **EnerDel**, a lithium ion battery pack company that selected Noblesville for its 31,260 square foot, 60 employee assembly facility. Another tool available is the **Noblesville Prospector** - a GIS-based online search engine offering access to available real estate, mapping, and demographic information.

The City's marketing efforts focused on cultivating relationships with the **Indiana Economic Development Corporation**, the **Indy Partnership**, the **Hamilton County Alliance**, utility companies, real estate interests, the **Japan-America Society of Indiana**, and the **Greater Indianapolis Chamber of Commerce**. Noblesville also executed a business targeted advertising campaign within the central Indiana region designed to promote available real estate.



www.NoblesvilleProspector.com

## DOWNTOWN ENHANCEMENT

Building on the momentum generated by the **Downtown Strategic Action Committee**, 2008 was a dynamic year for Downtown Noblesville. Stakeholders ranging from Hamilton County government and Riverview Hospital to individual property owners and small businesses worked hard to enhance this tremendous community asset. The City did its part by improving streetscape elements such as repainting street lighting, installing decorative benches, flowers and plantings, while also partnering with **Noblesville Main Street** to organize exciting community events like First Fridays, the Noblesville Street Dance, and Jazz Squared.



Completed FIGP Project at 20 N. 9th Street

The most noticeable evidence of Downtown's progress are the many buildings renovated utilizing the **Façade Improvement Grant Program** - which matches City funds with private sector investment on a dollar for dollar basis to finance exterior improvements. Response to this incentive was remarkable with **\$193,777** in public funds committed through **15 grants** to stimulate **\$415,179** in private sector investment. Critical to the success of the FIGP was the outstanding advisory work of the **Design Review Committee**.



Wayfinding Sign

Another important factor in the effort to enhance Downtown is marketing and communication. The one-stop-shop for information about Downtown businesses, events, and activities remains the **www.destinationnoblesville.com** website. The effectiveness of this tool was increased in 2008 with the inclusion of an interactive map.

Through a financial relationship with the **Legacy Fund**, wayfinding and interchangeable promotional signage was installed on all four sides of Historic Courthouse Square. An additional innovation to improve communication was the introduction of the monthly **Downtown Noblesville E-Newsletter**.

A new initiative was developed to help publicize Downtown at the Hamilton Town Center to include marketing fliers placed in receptacles on-site, advertisements on the HTC's electronic billboard, and promotional banners attached to streetlights along Campus Parkway. Cable television advertising was also used in the greater Noblesville market to promote Downtown and related events during the Summer.

Completion of the Visitors Center Feasibility Study, launched in 2007, served as the catalyst for plans to establish a **Welcome Center and Public Restrooms** in Downtown. By the end of 2008, the City had agreed to purchase the building at 839 Conner Street with assistance from the **Hamilton County Convention and Visitors Bureau**.



Monthly E-Newsletter



Promotional Banners

## ENTICING VISITORS AND NEW RESIDENTS

Attracting visitors and new residents helps Noblesville by bringing in more money, jobs and businesses. People that move here to live further reinforce the local economy by supporting the housing market and increasing property values. Noblesville's selection as the **2008 Indiana Community of the Year** by the Indiana Chamber of Commerce, and Forbes.com's selection of Hamilton County as **America's Best Place to Raise a Family** in 2008, are reflective of the community's greatness and future potential. This type of recognition is also invaluable when promoting Noblesville as a great place to live, work, and play.



Celebrating the Indiana Community of the Year Award



Visitors Guide Ad Promoting Noblesville's Attractions

In addition, the City launched a **Public/Media Relations Initiative** to attempt to obtain consistent and positive coverage for Noblesville in the regional and local media. Positioning Noblesville as a high-quality, vibrant, "happening" community throughout the Indianapolis region is critical to successfully appealing to potential visitors and residents. Earned media helps increase community visibility and enhance Noblesville's image in the marketplace - which translates into greater interest from potential visitors, residents, and businesses.



Gateway Monument Sign

The Department of Economic Development is collaborating with the **Indiana Office of Tourism Development**, the **Hamilton County Convention and Visitors Bureau**, the **Indiana Convention and Visitors Association**, and local businesses and attractions to promote Noblesville as a wonderful place to visit. Noblesville's attributes are also being advertised across the state in a variety of publications and venues to attract visitors and new residents.



Boating on Morse Reservoir

To complement the marketing efforts, DED contracted with **Ball State University** for a **Heritage Tourism Study** to assess Noblesville's historic attractions and develop recommendations for implementing a Cultural Heritage Tourism Initiative based on guidelines established by the National Trust for Historic Preservation.

In order to mark the entry into Noblesville, and create an immediate positive impression of the community, the City installed **Gateway Monument Signs** along Campus Parkway at Exit 10 and along Hazel Dell Parkway at 146th Street.

### DEVELOPMENT TREND ANALYSIS

The year 2008 was generally a year of retrenchment in both the non-residential and residential sectors. The obvious exception was Multi-Family Residential with dramatic increases in both construction value and square footage. Despite the challenging economy, the total estimated value of construction permitted was **\$175,094,400**, representing **3,564,821 square feet** of space.

Even though these statistics are **20.7** and **.7 percent declines** from 2007, they demonstrate that the economic environment in Noblesville is resilient and the community should resume its long term positive growth trend when the broader economy emerges from the current downturn.

The following tables illustrate the permitted development in Noblesville over the past two years.

**Table 1** summarizes the **Building Permits Issued** by the City of Noblesville. By far the most significant single component in this category is Single Family Residential - which declined 30.1 percent from last year.

**Table 2** reviews the **Total Construction Value Permitted**. Commercial construction was the largest segment with \$76,193,243 followed by Single Family Residential with \$61,146,520.

**Table 3** reflects the **Total Square Footage Permitted** and surprisingly shows only a very slight decline of .7 percent from last year. When correlated with the data in Table 2, it's apparent that values per square foot are decreasing.



Cambria Suites construction in Saxony Corporate Campus

TABLE 1: BUILDING PERMITS ISSUED

<u>NON-RESIDENTIAL</u>	<u>2008</u>	<u>2007</u>	<u>CHANGE</u>	<u>% CHANGE</u>
COMMERCIAL	45	59	14	23.7
ADDITIONS	6	11	5	45.5
INDUSTRIAL	2	2	-	-
INSTITUTIONAL	4	7	3	42.9
<b>TOTAL NON-RESIDENTIAL</b>	<b>57</b>	<b>79</b>	<b>22</b>	<b>27.8</b>
<u>RESIDENTIAL</u>				
SINGLE FAMILY	429	618	189	30.1
ADDITIONS	64	61	3	4.9
DUPLEXES	7	15	8	53.3
MULTI-FAMILY	34	26	8	30.8
<b>TOTAL RESIDENTIAL</b>	<b>534</b>	<b>720</b>	<b>186</b>	<b>25.8</b>
<b>TOTALS</b>	<b>591</b>	<b>799</b>	<b>208</b>	<b>26</b>

TABLE 2: TOTAL CONSTRUCTION VALUE PERMITTED

<u>NON-RESIDENTIAL</u>	<u>2008</u>	<u>2007</u>	<u>CHANGE</u>	<u>% CHANGE</u>
COMMERCIAL	\$76,193,243	\$84,844,839	\$8,651,596	10.2
ADDITIONS	3,306,750	19,998,650	16,691,900	83.5
INDUSTRIAL	965,000	2,150,000	1,185,000	55.1
INSTITUTIONAL	1,581,920	4,648,900	3,066,980	66
<b>TOTAL NON-RESIDENTIAL</b>	<b>\$82,046,913</b>	<b>\$111,642,389</b>	<b>\$29,595,476</b>	<b>26.5</b>
<u>RESIDENTIAL</u>				
SINGLE FAMILY	\$61,146,520	\$103,089,967	\$41,943,447	40.7
ADDITIONS	1,463,764	1,681,656	217,892	13
DUPLEXES	1,404,927	3,046,060	1,641,133	53.9
MULTI-FAMILY	29,032,276	1,275,000	27,757,276	2177
<b>TOTAL RESIDENTIAL</b>	<b>\$93,047,487</b>	<b>\$109,092,683</b>	<b>\$16,045,196</b>	<b>14.7</b>
<b>TOTALS</b>	<b>\$175,094,400</b>	<b>\$220,735,072</b>	<b>\$45,640,672</b>	<b>20.7</b>

TABLE 3: TOTAL SQUARE FOOTAGE PERMITTED

<u>NON-RESIDENTIAL</u>	<u>2008</u>	<u>2007</u>	<u>CHANGE</u>	<u>% CHANGE</u>
COMMERCIAL	1,288,597	1,073,614	214,983	20
ADDITIONS	21,707	70,362	48,655	69.1
INDUSTRIAL	43,820	23,526	20,294	86.3
INSTITUTIONAL	8,241	235,974	227,733	96.5
<b>TOTAL NON-RESIDENTIAL</b>	<b>1,362,365</b>	<b>1,403,476</b>	<b>41,111</b>	<b>2.9</b>
<u>RESIDENTIAL</u>				
SINGLE FAMILY	1,396,835	2,048,628	651,793	31.8
ADDITIONS	34,608	27,438	7,170	26.1
DUPLEXES	30,592	69,829	39,237	56.2
MULTI-FAMILY	740,421	40,202	700,219	1741.8
<b>TOTAL RESIDENTIAL</b>	<b>2,202,456</b>	<b>2,186,097</b>	<b>16,359</b>	<b>.7</b>
<b>TOTALS</b>	<b>3,564,821</b>	<b>3,589,573</b>	<b>24,752</b>	<b>.7</b>

### 2009 OPERATIONAL GOALS AND CAPITAL IMPROVEMENT PLAN

The 2009 Operational Goals for the Department of Economic Development are outlined on the following pages. The Department's Capital Improvement Plan is:

2009 - **\$350,000** to build the **Welcome Center and Public Restrooms** at 839 Conner Street;  
 2010-2012 - **\$2,000,000** for a **Downtown Riverwalk** and related property acquisition.

## 2009 OPERATIONAL GOALS

### EXISTING BUSINESS RETENTION & EXPANSION INITIATIVES

#### E-MAIL/DIRECT MAIL CAMPAIGN TARGETING NOBLESVILLE BUSINESSES

DESIGN AND E-MAIL/PRINT FOUR PROMOTIONAL FLIERS/NEWSLETTERS

#### NOBLESVILLE BUSINESS VISITS

BROCHURE

RESPOND TO OPPORTUNITIES/CONCERNS

### DOWNTOWN NOBLESVILLE INITIATIVES

#### IMPLEMENTATION OF DOWNTOWN NOBLESVILLE STRATEGIC DEVELOPMENT PLAN

MAINTAIN/ENHANCE WEBSITE [WWW.DESTINATIONNOBLESVILLE.COM](http://WWW.DESTINATIONNOBLESVILLE.COM)

INSTALL DIRECTORY SIGNAGE

MANAGE CITY HALL ELECTRONIC PROMOTIONAL SIGN

FINALIZE/ADOPT DOWNTOWN ZONING OVERLAY

EXECUTE DOWNTOWN MARKETING PLAN

INITIATE DOWNTOWN BEAUTIFICATION/IMPROVEMENT PROJECTS

UPDATE DOWNTOWN SIGNAGE/ENCROACHMENT POLICIES

PUBLISH MONTHLY DOWNTOWN E-NEWSLETTER

#### EVALUATE RIVERFRONT RECREATIONAL CORRIDOR OPPORTUNITIES

### COMMUNITY ENHANCEMENT INITIATIVE

#### ESTABLISH/MANAGE OUTDOOR MOVIE SERIES PROGRAM

### MARKETING INITIATIVES

#### DIRECT ADVERTISING CAMPAIGN TARGETING REGION

#### DIRECT PROMOTIONAL VIDEO PRODUCTION

#### LAUNCH REAL ESTATE BROKERAGE/DEVELOPMENT OUTREACH PROGRAM

COMPANY VISITS

GOLF/RECOGNITION/PROMOTIONAL EVENT

#### OUTSOURCE MEDIA/PUBLIC RELATIONS PROGRAM

#### MANAGE ECONOMIC DEVELOPMENT ELEMENTS OF [WWW.CITYOFNOBLESVILLE.ORG](http://WWW.CITYOFNOBLESVILLE.ORG)

ENHANCE APPEARANCE

MANAGE NOBLESVILLE PROSPECTOR DATABASE/WEBSITE

#### DEVELOP I-69 SIGNAGE/BILLBOARD PROGRAM

#### IMPLEMENT HERITAGE TOURISM STUDY IDEAS

### INCENTIVE PROGRAM INITIATIVES

#### ADMINISTER THE CITY OF NOBLESVILLE'S TAX ABATEMENT PROGRAM

#### ADMINISTER THE CITY OF NOBLESVILLE'S FAÇADE IMPROVEMENT GRANT PROGRAM

### PROJECT MANAGEMENT INITIATIVES

#### PROSPECT/INQUIRY RESPONSE

### RESEARCH INITIATIVES

#### NOBLESVILLE FACT BOOK UPDATE

**PARTNERSHIP INITIATIVES****COMMUNITY DEVELOPMENT COUNCIL**

TRAINING

**HAMILTON COUNTY ALLIANCE**

EXECUTIVE COMMITTEE

**HAMILTON COUNTY CONVENTION AND VISITORS BUREAU**

OPEN/MANAGE DOWNTOWN WELCOME CENTER

**INDIANA ECONOMIC DEVELOPERS ASSOCIATION**

CONFERENCES &amp; MEETINGS

**INDIANA ECONOMIC DEVELOPMENT CORPORATION**

COOPERATIVE PRINT ADVERTISING CAMPAIGN

WEBSITE/E-NEWSLETTER ADVERTISING

NATIONAL SALES TRIPS

**INDIANA OFFICE OF TOURISM DEVELOPMENT**

ADVERTISING

**INDY PARTNERSHIP**

COOPERATIVE ADVERTISING PROGRAM

NATIONAL SALES TRIPS

**INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL**

CONFERENCES &amp; MEETINGS

BASIC ECONOMIC DEVELOPMENT COURSE @ BALL STATE UNIVERSITY

ECONOMIC DEVELOPMENT INSTITUTE

**JAPAN – AMERICA SOCIETY OF INDIANA**

CONFERENCES &amp; MEETINGS

JAPAN TRADE MISSION

**INDIANA CHAMBER OF COMMERCE**

MEETINGS &amp; EVENTS

**GREATER INDIANAPOLIS CHAMBER OF COMMERCE**

MEETINGS &amp; EVENTS

THE ECONOMIC CLUB OF INDIANA

**NOBLESVILLE ADMINISTRATION/COMMON COUNCIL**

ANNUAL DRIVING TOUR OF NOBLESVILLE FOR THE COMMON COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

**NOBLESVILLE CHAMBER OF COMMERCE**

ECONOMIC DEVELOPMENT COMMITTEE

ENTERPRISE AWARDS PROGRAM

TASTE OF BUSINESS EVENT

BUSINESS-TO-BUSINESS INITIATIVE

**NOBLESVILLE MAIN STREET**

BOARD OF DIRECTORS

FIRST FRIDAYS PROGRAM

JAZZ SQUARED PROGRAM

STREET DANCE