



ELEVATE NOBLESVILLE

NOBLESVILLE ECONOMIC DEVELOPMENT DEPARTMENT

FY2021-FY2025 STRATEGIC ACTION PLAN

VISION

Maximize opportunity for commerce, culture and community.

MISSION

Commerce	To strategically attract, retain and expand industry investments through policies, processes, marketing, and collaboration.
Culture	To foster a creative economy that enhances community awareness, appreciation and engagement.
Community	To create an environment that encourages forward focus while maintaining the integrity of our heritage.

VALUES

Accountability	Integrity
Collaboration	Innovation

STRATEGIC THEMES

Communication	Technology
Relationship	Initiative

TARGETED INDUSTRIES

Adv. Manufacturing	Health Technology	Professional & Financial Services
Life Science Innovation	Wholesale Trade	

Specific consideration for Regional/Corporate Headquarters and International Business opportunities.



FOCUS AREAS

BUSINESS DEVELOPMENT

Objective: Attract, expand and retain qualified business that generates meaningful employment opportunity and long-term sustainable growth for Noblesville and its residents.

COMMUNITY DEVELOPMENT

Objective: Drive community development and quality of place investment that markets Noblesville's competitiveness as a destination for talent and business.

REAL ESTATE DEVELOPMENT

Objective: Identify and execute real estate (re)development projects that provide positive, long-term economic impact, stimulates additional development, and generates revenue.

Identify and execute infrastructure investment that facilitate safe, effective and efficient movement of people, services and goods that connect employers, workers, suppliers, recreation area and markets.

WORKFORCE DEVELOPMENT

Objective: Establish Noblesville as an innovative community built on a dynamic, job ready workforce that adapts as industry evolves.