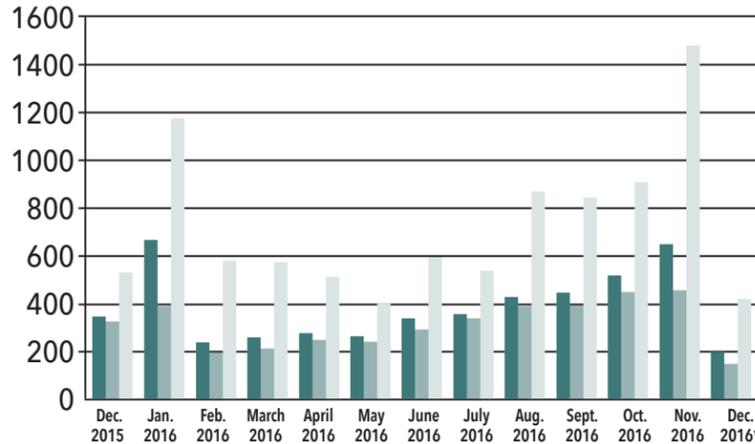


# MARKETING

## SOCIAL MEDIA

We're working to increase awareness of HEDC's impact in the community. We're measuring visits to our website, hancockedc.com, tracking visits, pageviews and location of our visitors. Our social media accounts drive traffic to the website and also serve as a direct link to share information with our stakeholders and residents. We'll look to increase communications in 2017 as we continue to tell the story of economic development in Hancock County.

## WEBSITE / ANALYTICS



### GRAPH KEY

- Sessions:** How many times the website was visited.
- Users:** An entity, human or automated computer, that is connecting to the server through the internet.
- Pageviews:** How many times each individual page was viewed.

### BY THE NUMBERS from January 1 to December 30, 2016

**3,689** visitors (77.2% were first-time visitors)  
**4,799** web visits  
**9,090** page views From 62 countries From 48 states  
**10.1%** of traffic coming from social media  
**46%** of traffic coming from searches  
**27%** of traffic coming from linked sites  
**16.1%** coming from direct visits

## 6 CERTIFIED SITES

Certified Sites serve as a marketing tool to promote sites that are ready for development.

- University Loft/Mt Comfort Air Park East
- Energy Park
- Barr North Property
- Progress Park
- Townsend Property
- Barr South Property

# DID YOU KNOW?

### Workforce -

- 1,117,945 available workforce within 40 miles of Hancock County.
- The HEDC has assisted Hancock County HR Professional to arrange bimonthly lunch meetings.
- The HR group have opportunity to share needs or ideas, plus guest speakers on topics such as: Health & Safety, OSHA, and Wage Rates.

### Education -

- 94% of residents are high school graduates or higher.
- The HEDC supported the Daily Reporter to bring Newspapers in Education to the middle school and high school students of Hancock County.

### Business Climate -

- Hancock County, along with the State of Indiana, rank in the Top 10 in the country, for business climate from "Site Selection" magazine.
- Hancock County is working to further opportunities for attracting businesses and those businesses who call Hancock County home.
- Hancock County is committed to economic growth, for businesses who want to locate or expand into Hancock County.
- Each company that the HEDC serve are treated with professional service and confidentiality.

### Transportation -

- Strategically located along the I-70 corridor, Hancock County is considered a location of choice within Central Indiana.
- Hancock County is within miles of five interstates: I-70; I-74; I-69; I-465; and I-65, connecting clients to over 50% of the U.S. population in one day's drive.
- Indianapolis Regional Airport's runway is 6,001 feet.
- The HEDC has served as staff to the Hancock County Redevelopment Commission since 2009.

**“ Close to I-70, Central Indiana - Perfect building of new options. Every time we need something you bent over backwards. A great piece of property right off of I-70. ”**

**Joe Weigel, Celadon**

# ABOUT US

**Mission:** To enhance the quality of life in Hancock County through the attraction and retention of quality jobs and promoting a diversified tax base.

**Vision:** Connecting Opportunities to Economic Success.

## 2016

### Board of Directors

- Aqua Indiana
- City of Greenfield
- Daily Reporter
- Duke Energy
- Elanco
- First Merchants Bank
- Greenfield Banking Company
- Greenfield Utilities
- Greenwalt Development
- Hancock County
- Hancock County School Corporations:
  - Eastern Hancock Community Schools
  - Greenfield-Central Community Schools
  - Mt. Vernon Community Schools
- Hancock Regional Hospital
- Metropolitan Indianapolis Board of Realtors
- Milestone Contractors
- NineStar Connect
- The Peterson Company
- Runnebohm Construction
- Town of Cumberland
- Town of Fortville
- Town of McCordsville
- Town of New Palestine
- Town of Wilkinson
- Vectren Energy Delivery

### Members

- BAGI/Hancock County Builders
- Browning Investments
- Greenfield Area Chamber of Commerce
- Hancock County Public Library
- Hancock County Visitors Bureau
- Smithfield Foods
- New Palestine Area Chamber of Commerce
- Patterson Horth
- Pritzke & Davis



**Hancock Economic Development Council**

1 Courthouse Plaza  
Greenfield, IN 46140

**Nolan "Skip" Kuker**  
317.477.7241  
skuker@hancockedc.com

**Connie Schmidt**  
317.477.7241  
cschmidt@hancockedc.com

Pictured on front cover:

Top – Woodland Terrace ground breaking. Pictured from left are: Brett Michaud, Chris Miller, Wally Justus, Angela Miller, John Muscatiello, and Walt Justus  
 Left – Landsberg celebrates ground breaking of new 100,000 sq building. Pictured left to right are: Jim Birch, Landsberg; Bob Firenze, Landsberg; Brad Williams, Colliers  
 Bottom – Bill Konyha, OCRA congratulates Stuart Barr with the designation of Indiana Site Certified Silver for the Barr North & South Property.

# 2016

# HANCOCK ECONOMIC DEVELOPMENT COUNCIL



# ANNUAL REPORT

## LETTER FROM THE PRESIDENT

2016 was another stellar year for economic growth in the central Indiana region, and Hancock County was a key component in this continuing trend. Thanks to the efforts of the many business and governmental leaders working alongside our Executive Director, Skip Kuker, our county now has the highest number of Shovel-Ready development sites in the state of Indiana! Many thanks to the Barr family for their support of the development of the Barr North (92 acres) and Bar South (62 acres) sites, raising the total available Shovel-Ready acres to more than 600.



Steve Long

In his fifth year, as Executive Director, Skip continues to shape the economic fortunes of our county by developing relationships with land owners, site developers, company presidents and other economic development professionals. Skip is supported in his efforts by the board of the HEDC, local redevelopment commissions, and city and county planners all working together to find and capitalize on opportunities.

Successes in 2016 included the addition, or expansion, of the following businesses:

- Brybelly
- Celadon
- Landsberg
- Photon
- Tsuda
- Foamcraft

The total impact of this growth is nearly \$140 million in new business investments and 876 proposed new jobs to Hancock County. The Hancock Economic Development Council wants to extend our gratitude to these businesses for their new or expanded commitments to Hancock County.

In addition, the HEDC achieved the following in 2016:

- Added six new members or increased member levels:
  - Patterson/Horth, John Morrell, BAGI, Vectren Energy, Greenwalt Development, Hancock County RDC
- Skip visited all the town and city councils in Hancock county and reported on the activities and opportunities associated with work the HEDC is doing
- HEDC executive committee members regularly attended local redevelopment commission meetings to provide support and bring insights to the HEDC board
- Continued support of the Human Resource directors' meetings, bringing HR professionals from many different companies together on a regular basis to share experiences and ideas

We are also proud to recognize continued achievements by the Hancock County's educational institutions. Having vibrant and future-thinking schools is a key element in attracting businesses to our county and providing high-quality employees for those businesses.

As President of the HEDC in 2016, I want to sincerely thank everyone for their efforts during the year to make Hancock County a great place to live and do business!

Sincerely,

2016 HEDC President

## MESSAGE FROM THE EXECUTIVE DIRECTOR

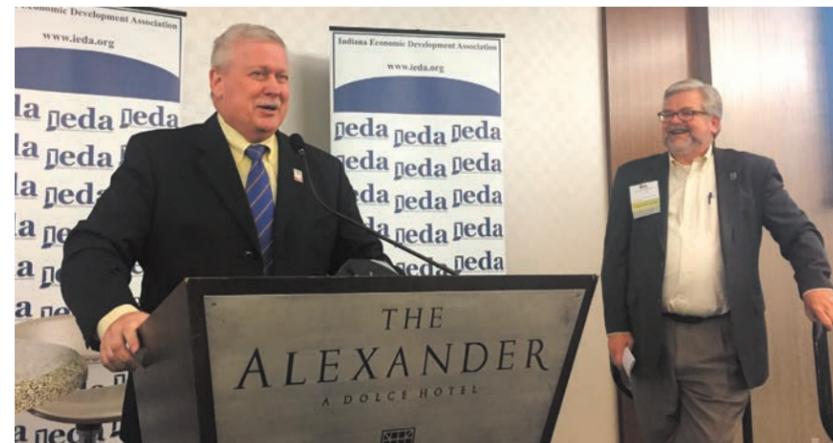
2016 has placed itself "in the books" so to speak for us at the HEDC. Yet the work will leak into 2017 from the projects and relationships we are still working on. The past year has seen so many new buildings and investment in Hancock County that I just can't believe that I get to work here! And, the fact that we have the most "Shovel Ready" sites in the State of Indiana was also a treat to complete.

As I look to the future we have a great number of projects where we have had the clients in our community and we are working with them to make sure that they land here in Hancock County. Each project and client has a special need and we have been said to be a "concierge" of sorts. I guess that is true but we could not do it without many other players that work with us in city, town, and county government. Our community is blessed with caring individuals that want to see us all succeed.

I hope to see as much development in 2017 as we have in the past but there are no guarantees, remember don't believe it until you have seen a "deed and a dozer". Have no doubt that we will work as hard as possible to make sure we do, if not better.

Some of what we have worked on in 2016 we might not see come to fruition for years, reminding me that our work is "a marathon, not a sprint".

Be well in 2017, I look forward to working for you all for another prosperous year.



Above: December 2016, Skip Kuker was presented the IEDA Leadership Award by Bill Petranoff, Duke Energy (HEDC Board of Director). Each year, IEDA awards one IEDA member for his/her contributions to Indiana's economic development as embodied by excellent leadership.

## OFFICERS

**2016** Steve Long, HEDC President (*Hancock Regional Hospital*)

**2016** Karen Deno, HEDC Vice President (*MIBOR*)

**2016** Jeffrey Somers, HEDC Treasurer (*Greenfield Banking Company*)

**2016** Michael Fruth, HEDC Secretary (*Greenfield Utilities*)

## TOP ACCOMPLISHMENTS

### New and Expanded for 2016

1. Brybelly
2. Celadon
3. Foamcraft
4. Landsberg
5. Photon
6. Tsuda



Above: Hancock County Council pose with Tsuda officials following their unanimous decision for the Tsuda expansion project and investment of \$55 million. The expansion project added 70,000 sf to their existing building, it is now 225,000 square feet.



Above: Skip Kuker, HEDC Executive Director, interviewing Joe Weigel, Celadon, Director of Marketing & Communications, at the 2016 Celebration event.

## 2016 STATS

"It has been a pleasure to work with Hancock County on this exciting opportunity. Their ease to work with has contributed to the project being on time and on budget."

Pete Anderson,  
Becknell  
Industrial

79 RFI's

34 Submissions

7 Completed Projects

876 Proposed New Jobs

\$139 MILLION Capital Investments

## INDIANA SITE CERTIFIED SILVER

"Barr North and Barr South are the 5th and 6th sites in Hancock County to be Indiana Site Certified, which goes to show just how dedicated they are to economic development."

OCRA Executive Director Bill Konyha

**Barr North Property announced as "Site Certified Silver" July 25, 2016,**

it is less than two miles to Interstate 70. Located on W. New Road. Hancock County and the City of Greenfield, are committed to supporting the creation of economic and employment opportunities for its people and businesses. Barr North has 96 acres ready for development.

**Barr South Property announced as "Site Certified Silver" November 1, 2016,**

it is immediately south of Barr North and less than two miles to Interstate 70. Barr north has 62 acres. Achieving the Silver tier means the site defines boundaries with clear title, and has also provided documentation such as Phase I environmental assessment.



Above: The Barr North and South announcement by OCRA—designating the sites Indiana Site Certified Silver.