



## 2010 MID-YEAR UPDATE

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### HCA ACTIVITIES

The Alliance adopted an aggressive work program for 2010. The scope of work focused on three areas; marketing and marketing materials, prospect activity and Special Events

Marketing - The primary outreach vehicle for the Alliance to generate prospect flow is the Indy Partnership. Coupled with this is lead activity flowing through IEDC and those leads that come directly to the Alliance. As the economy takes its toll on budgets, HCA is seeking to maximize its return on investment through these two sources. HCA also does some special events to strengthen outreach activity.

The Alliance has updated marketing materials (*Hamilton Advantage*, web content, and "The Case for Hamilton County" powerpoints). HCA is implementing an energy-focused sector strategy with seminars/roundtables in October. The goal is to assess the county's position for alternative energy, green power, and smart grid technology. The need is to establish the county has real strengths to grow these technologies rather than adopting a "me to" approach. The goal is to finish by year's end.

Prospect Activity - HCA saw its prospect activity bottom out in the Q4 of 2009. Through early June, HCA has registered 56 prospect leads. The largest source of leads is the Indy Partnership (26) while Indiana Economic Development Corporation (IEDC) generated 22 leads. Eight of the leads came directly to the Alliance from companies, consultants and real estate brokers. Three projects assisted by Hamilton County communities and the Alliance have been successfully completed to-date.

<u>Company</u>	<u>Location</u>	<u>Commitments</u>
Gemms	Carmel	69 jobs
MISO	Sheridan	10 jobs
Miller Consulting	Noblesville	300 jobs

Special Events - The Alliance has sponsored Outlook, HCA Annual Meeting and the annual homebuilders' luncheon. Nearly 300 people attended these events. Later in the year, HCA will sponsor its annual event for commercial and industrial realtors. These events give the Alliance visibility, offer excellent networking opportunities for attendees, and provide information that public and private sector entities can use as they make

### INDY PARTNERSHIP UPDATE

The Alliance's partner for national and regional marketing is the Indy Partnership (IP). To refine and revise the marketing outreach, the IP is starting a new strategic planning process. HCA will be an active participant in this effort. Key elements in the plan will be SWAT analysis for the region in pursuing such sectors as logistics, life sciences, advanced

manufacturing, and information technology. As the IP is now 10 years old, some time will also be given to roles and responsibility, peer group best practices, and performance metrics. The IP has contracted with Ticknor & Associates to perform the study. Work is to be completed later this year.

## 2009 DEMOGRAPHICS

2009 Hamilton County demographic highlights according to the Indiana Business Research Center and The Nielsen Co. are:

- 50.4 percent of the adult population holds a B.A. degree or better.
- 7.0 percent of the adult population has an Associate degree
- 78,414 adults has a bachelor or masters degree.
- \$105,759 is the average household income
- \$82,332 is the median household income
- \$38,258 estimated per capita income
- 6,928 total county businesses
- 107,778 total county employment
- 67,681 service sector employment
- 4,186 manufacturing employment

Demographics play an important role in the economic competitiveness of Hamilton County. This is especially true in matters related to work force. This continues to be one of the key site selection issues that Hamilton County must meet.

For many new economy businesses, their single most important asset walks in and out of their doors each day. How to attract and retain these employees is a critical ongoing issue for these businesses. Communities that provide a platform or base for businesses to be successful in the talent search are the communities that will have a prosperous future.

The community/county challenge is how to document the make-up and depth of the local labor pool. There is not a clear cut template to do this. The Alliance continues its research on this topic.

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## FLU SEASON IS AROUND THE CORNER

As a service to local businesses:

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Carmel, IN

Make it convenient for your employees to get their flu shots. The service can be provided by qualified nurses at your place of business. Schedule a flu shot clinic today!

E-mail: [tdulin@HomecareForYou.com](mailto:tdulin@HomecareForYou.com)

Phone: (866) 334-7777

Fax: (866) 878-0094

For more information contact:

[www.HomecareForYou.com](http://www.HomecareForYou.com)

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## HCA UPCOMING ACTIVITY

FYI. The Alliance will be scheduling two forums in October to discuss Hamilton County and its position in the alternative energy sector. This is a sector that carries a lot of promise for the economy. Is this an opportunity for Hamilton County? If so, what needs to be done to maximize this opportunity? Discuss!



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