

Dearborn & Franklin Counties

Regional Economic Development Plan



Prepared by:

THOMAS P. MILLER & ASSOCIATES

Funding support provided by:



Indiana
A State that Works

August 2020

Introduction



The Indiana Economic Development Corporation (IEDC) is the State of Indiana's lead economic development agency. Led by Indiana Secretary of Commerce Jim Schellinger, the IEDC is organized as a public private partnership governed by a board of directors. The IEDC Board of Directors is chaired by Governor Eric Holcomb.

The IEDC focuses its efforts on growing and retaining businesses in Indiana and attracting new business to the state. The IEDC is committed to attracting and supporting new business investment, creating new jobs for Hoosiers, and furthering our legacy as one of the top states in the nation for business.

- **We will aggressively pursue every opportunity that represents a promise for Hoosier jobs, and will compete locally and at a state level to win these opportunities.**
- **We will attempt to match the interests of new clients and the local community, creating business plans that work for all parties concerned**
- **We will continue to seek opportunities to attract new business and grow our local companies at home, and continue to improve the economy for the state of Indiana**

Our work is far from done and every day, for Hoosiers across the state, we must and will deliver the message, the resources and the support to bring more new business to Indiana.

Motivation for Collaboration

The IEDC has been collaborating with “regions” for years via various programs and initiatives. The IEDC annually provides financial support for outreach marketing plans for various regional economic development groups. Also, the IEDC spearheaded the Regional Cities Initiative a few years ago, and provided planning assistance to support applications for that program.

In 2019 the IEDC chose to invest in a rural regional planning “pilot” program. The motivation for the IEDC was to spur economic growth by selecting two counties in a region they believe have:

- 1) **unrealized economic potential**
- 2) **shared assets, opportunities and challenges**



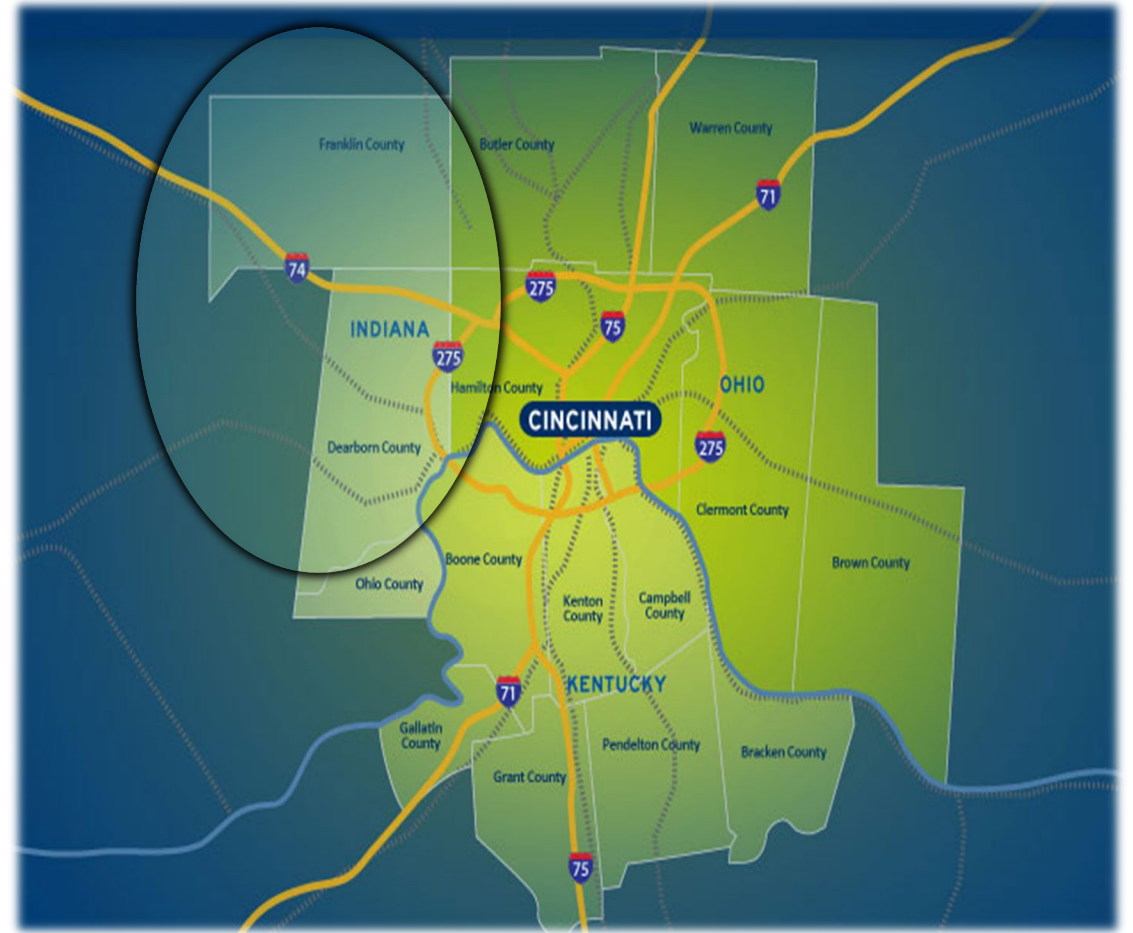
With the help of the economic development team at **THOMAS P. MILLER & ASSOCIATES** the high level outcomes were to help the target counties identify areas for:

- 1) **regional collaboration**
- 2) **regional investment**
- 3) **regional marketing and storytelling**

Dearborn & Franklin Counties: An Ideal Pilot Region

Why Dearborn & Franklin?

- Shared Business and Transportation Connections
- Location at outer edge of a metropolitan area
- Unique community assets
- Commitment to economic development



Regional Stakeholder Team

Dearborn County

Tim Doll
Guinevere Emery
Andrew Jackson
Randy Maxwell
Mark McCormack

Mike Perleberg
Steve Renihan
Terri Randall
Mark Sams
Michael Schwebler

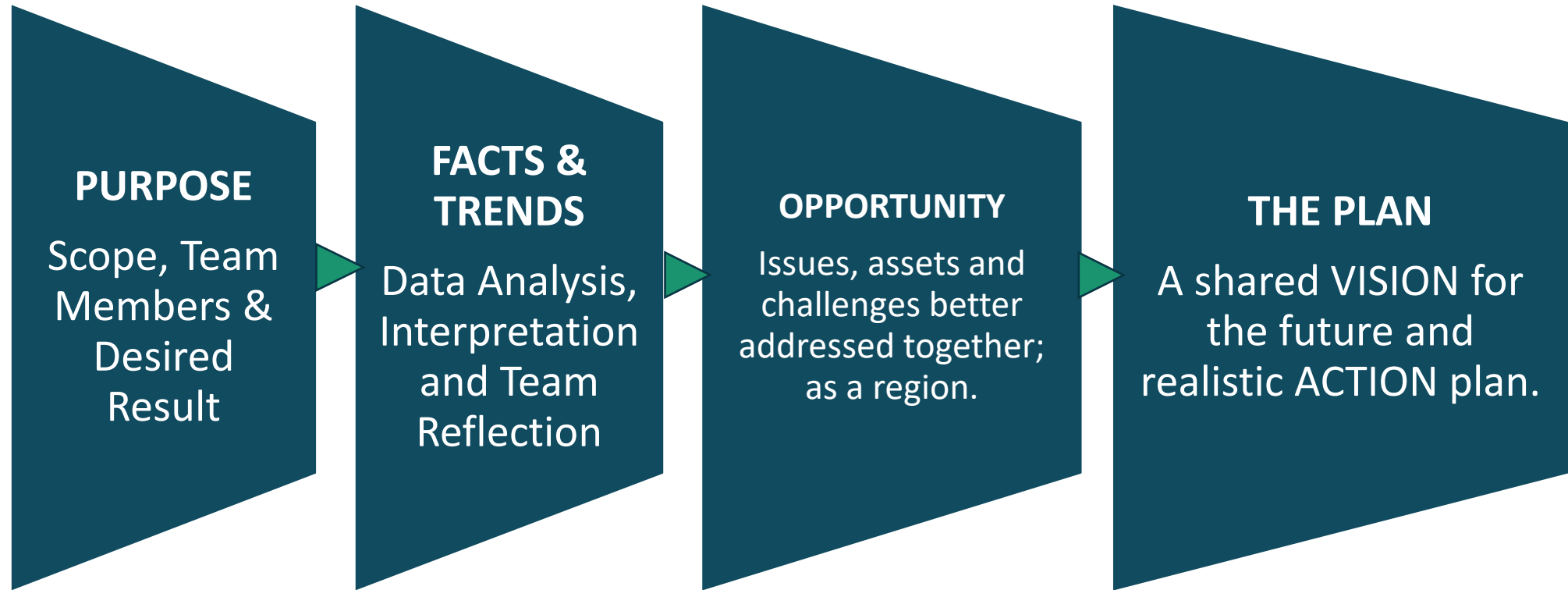
Franklin County

Mikel Beck
Earnie Holtrey
Tom Horninger
Nick Lawrence
Shelly Lunsford
Nancy Main

Scott McDonough
Bob O'Bryan
John Palmer
Bill Schirmer
Todd Thackery
Mick Wilz

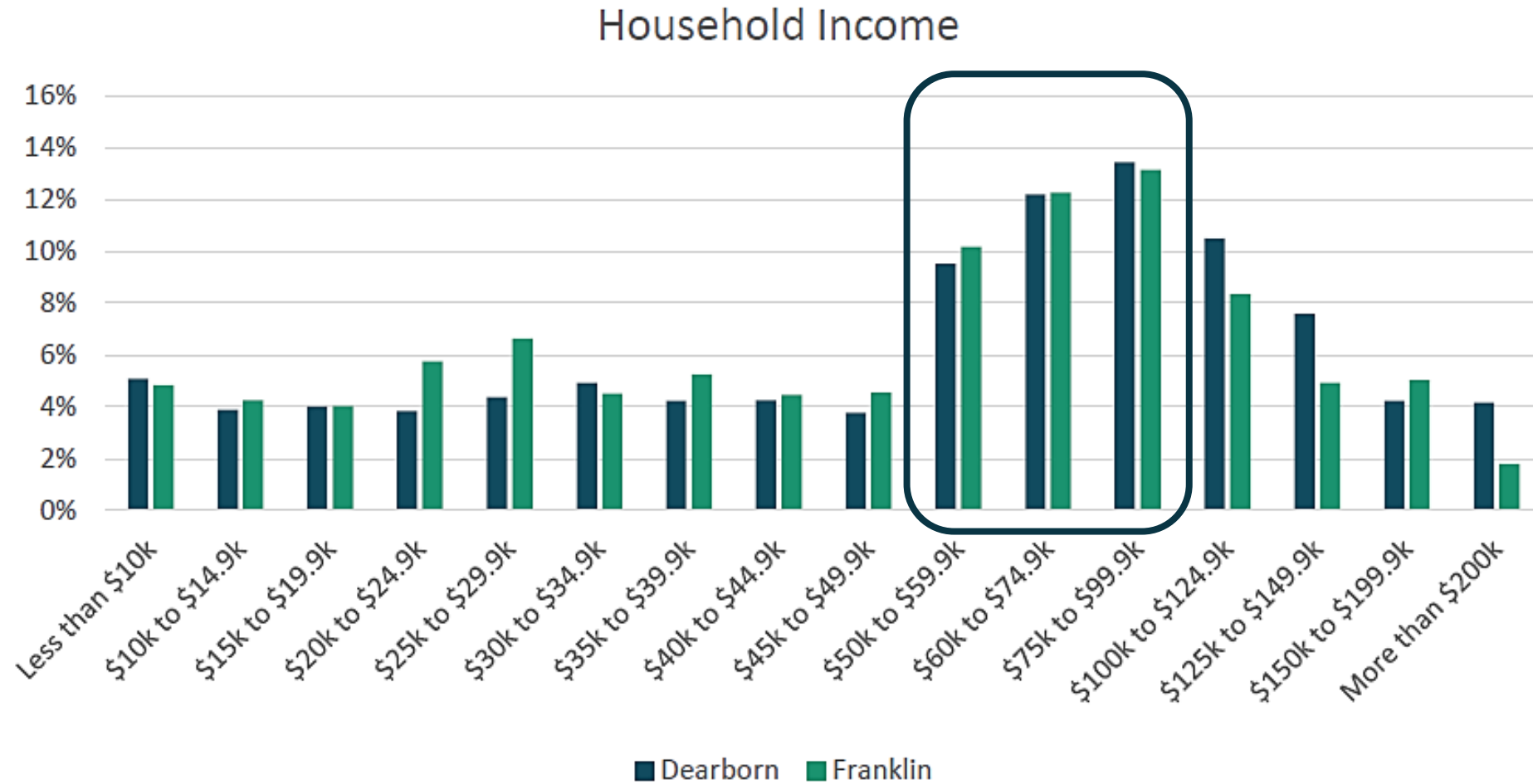


Regional Plan Development Process



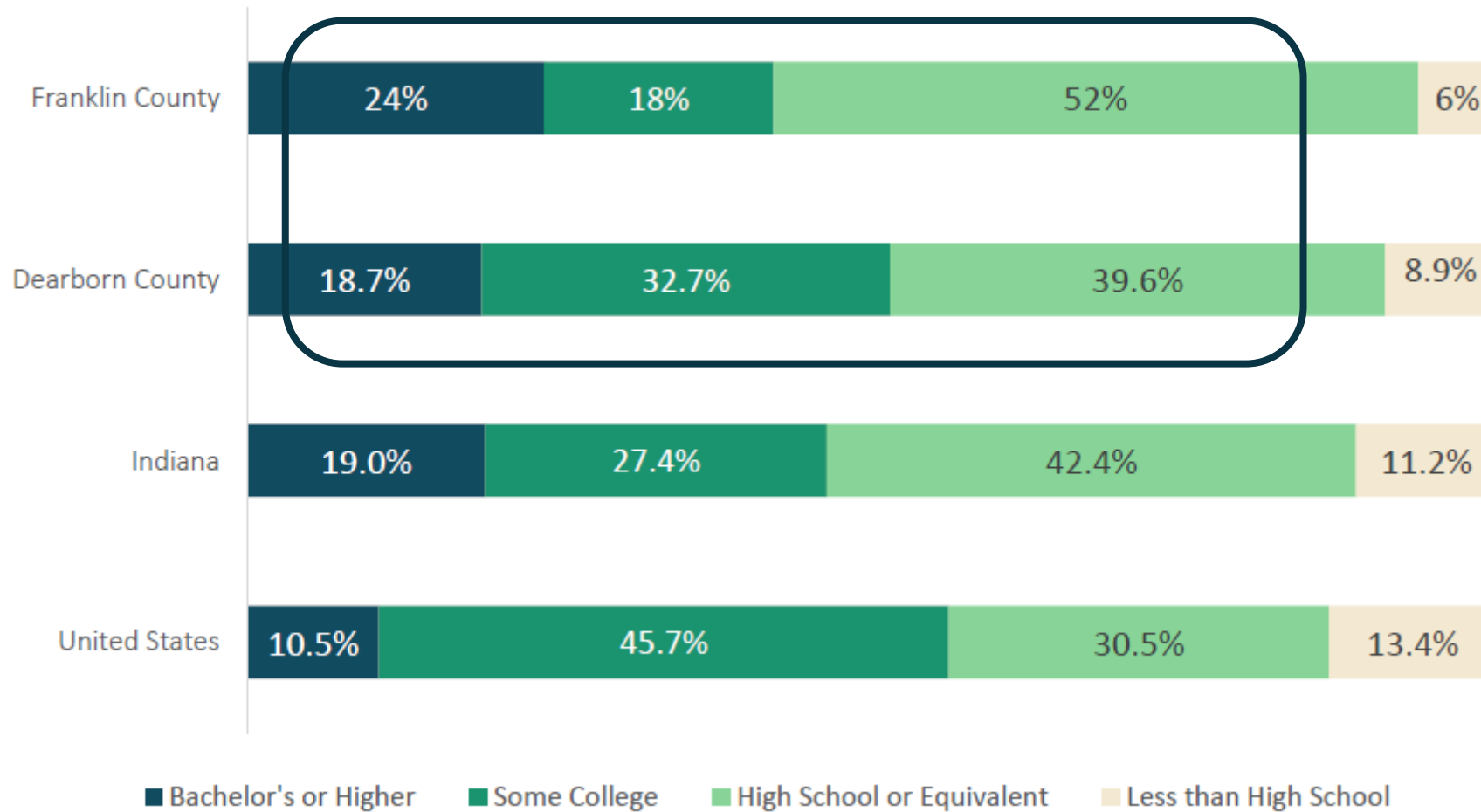
THOMAS P. MILLER & ASSOCIATES

Data & Findings – Income



Data & Findings – Education

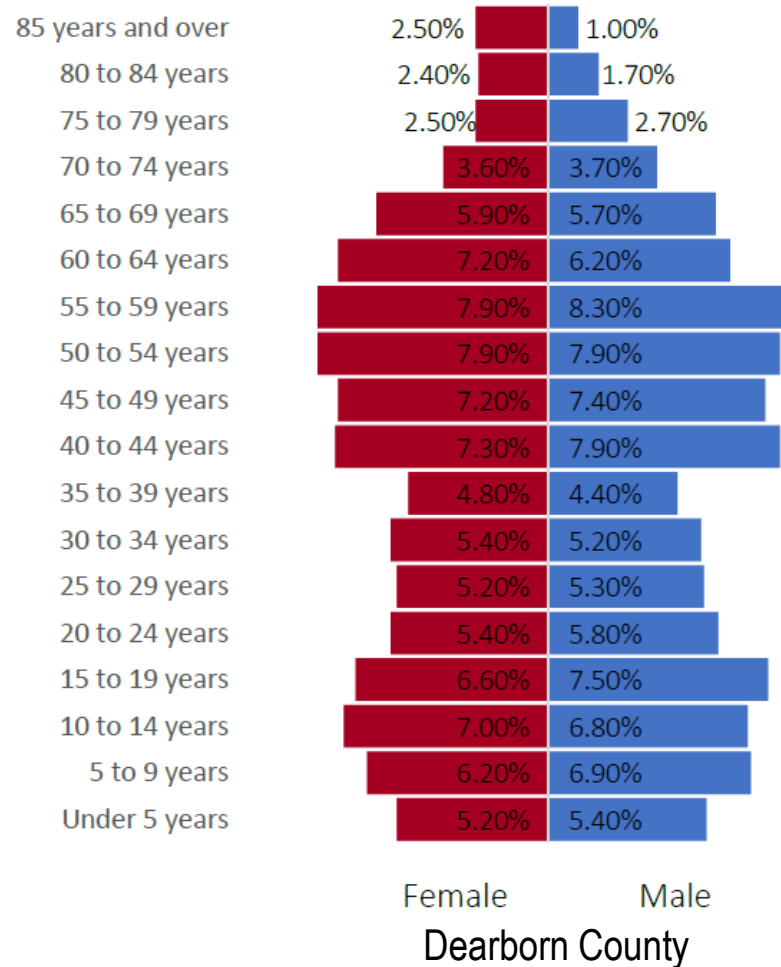
Educational Attainment



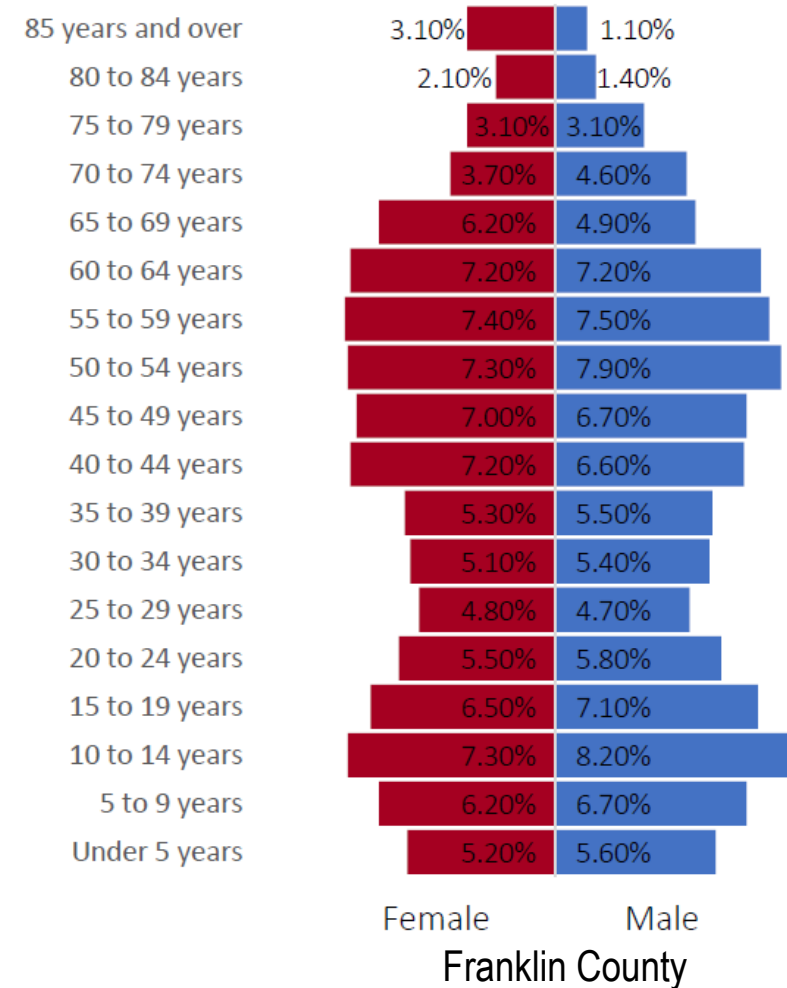
Data & Findings – Population

- National Media Age: 37.8
- Indiana Median Age: 37.5
- Dearborn County Median Age: 43
- Franklin County Median Age: 43

Age and Gender Cohorts

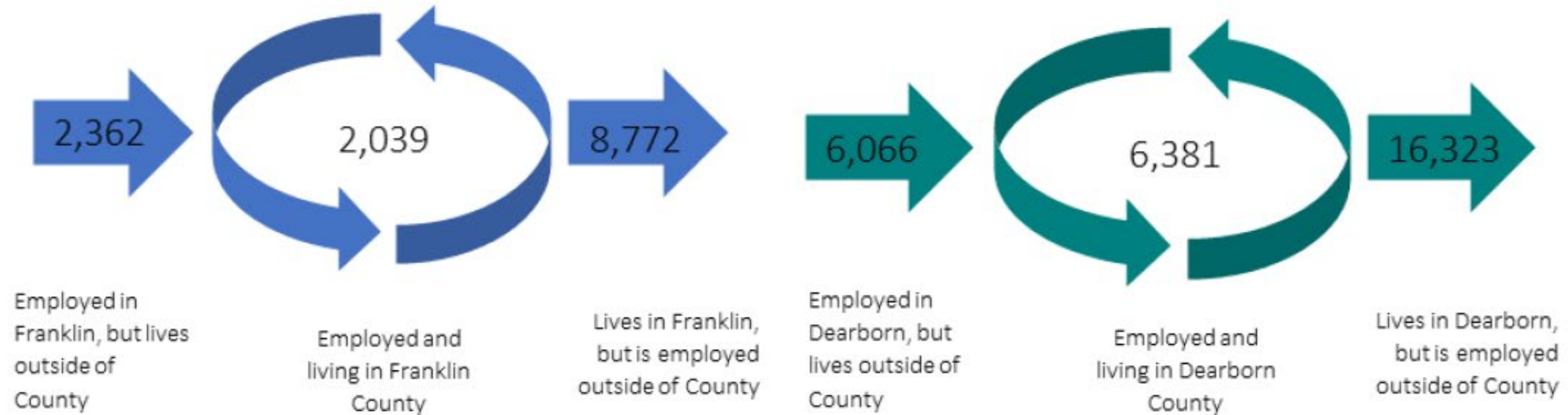


Age and Gender Cohorts



Data & Findings – Community Patterns

Significant Labor Force Migration



Data & Findings – Population Forecast

Dearborn and Franklin Counties both project long-term downward trends in population growth when compared to SE Indiana and the State

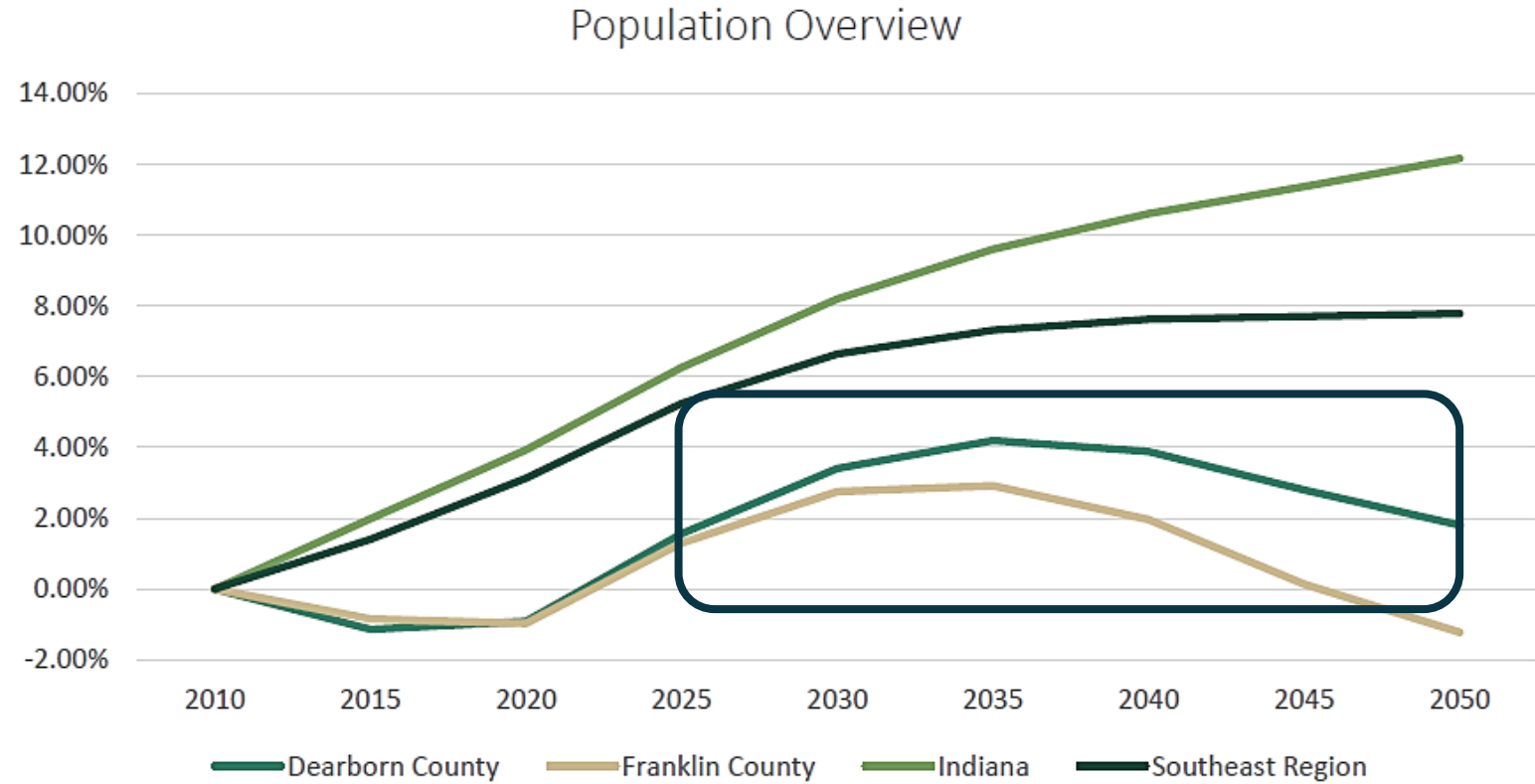


Figure 1: Population Overview, STATS Indiana

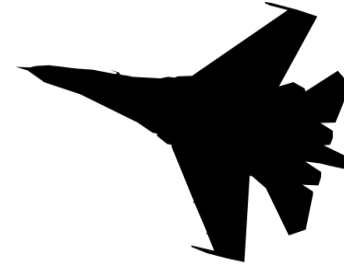
Targeted Industry Analysis

Based on analysis of the region's current employment bases within the Metro, an assessment of the job opportunities, and the skillsets in the region, TPMA provided industry cluster targets for Dearborn and Franklin to more efficiently focus their business expansion and attraction activities. The following are in addition to the well-known strengths of tourism and visitor-based enterprises.

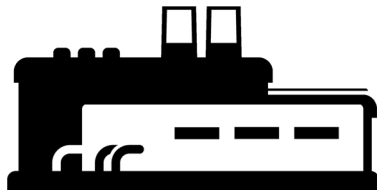
Information Technology & Analytical Instruments



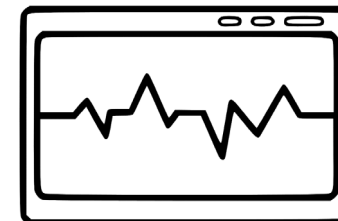
Aerospace/Defense Support



Food Processing



Medical Devices



Building on Regional Strengths

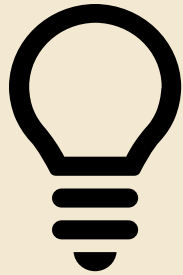
STRENGTHS



- Natural assets draw visitors to the region
- Easy access to major roadways (I-74, US-52, I-275)
- Strong sense of community and work ethic
- Proximity to deep water ports and Cincinnati/NKY international airport
- Well Educated Work Force

Capitalizing on Regional Opportunities

OPPORTUNITIES



- **Roadway connections to nearby metropolitan areas**
- **Existing agricultural base that can support production of diverse agricultural products**
- **Trails that can be connected**
- **I-74, I-275, SR-1, US-50 and US-52 Corridors**
- **Future River Port**

Shared Vision



Shared Goals



Align economic development strategies and actions to promote a more-defined southeast Indiana region

Foster and promote quality of place and regional amenities to grow population and create a distinct regional identity

Develop, prioritize, and scale investment in infrastructure to support economic development and residents' quality of life.

Focus Areas

Infrastructure



Broadband



Transportation



Sewer and Water

Quality of Life



Housing



Trails



Amenities

Regionalism



Capacity



Marketing



Business Attraction

Action Items & Next Steps



INFRASTRUCTURE

Develop Critical Connections

Create a team to review Regional Broadband Study conclusions for Dearborn-Franklin counties

Develop visual map of underserved areas and overlay existing broadband infrastructure and projects

Utilize service providers to identify options for serving the area with financial estimates

Obtain funding and begin most critical, achievable leg of the solution

Broadband



Review/update 2015 SIRPC transportation findings from regional CEDS Plan

Identify key transit gaps for further analysis around traffic volume, economic impact and solutions

Update local/county Comprehensive Plans with alignment of transportation priorities

Create multi-stakeholder transportation team

Support proposed SR 101 expansion from Markland Dam to I-74

Transportation



Create consolidated, multilayer map of existing water treatment facilities, sewer lines and service territories

Identify existing system deficiencies and prioritize for housing and commercial growth

Conduct feasibility analysis to identify obstacles and opportunities

Develop budgets and funding options

Sewer & Water

Action Items & Next Steps

QUALITY OF LIFE

A Good Place to Live



Analyze existing housing stock to determine supply and demand for market rate and affordable housing

Prioritize targeted areas for development and potential projects

Evaluate infrastructure or entitlement issues

Identify policy recommendations and/or incentives needed to spur development

Engage prospective developers and identify needed gap financing

Housing



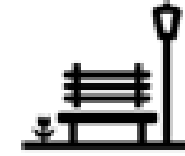
Create team to begin developing a Regional Trails Master Plan

Align efforts with Indiana State Trails Plan and initiatives led by the Indiana Greenways Foundation

Build on region's current assets (Brookville Lake, trails along Ohio River and Whitewater Canal)

Promote diverse trails for bikers, walkers, horseback riders, ATVs or paddling vessels on waterways

Trails



Establish sub-regions to focus asset mapping and outreach efforts

Solicit public input on desired amenities

Consolidate public input, develop potential partners and timelines for execution

Identify resources necessary to implement specific projects within focus area

Expand marketing of new and existing amenities to increase utilization

Amenities

Action Items & Next Steps



REGIONALISM

Get Organized and Go
After Businesses That Fit
Our Region

Create team to develop regional identity

Identify additional partnerships in region

Align county-specific plans with regional ED Plan

Work cohesively on applications for state and federal funding

Complete Stellar Communities process for 2021

Capacity



Create regional marketing team

Inventory current marketing/branding activities

Inventory Assets and identify what clearly needs to be marketed

Develop unified messaging across marketing efforts

Identify necessary resources to develop and support a centralized marketing effort

Marketing



Analyze and confirm targeted industries.

Identify development sites, industry use and infrastructure needs.

Develop cohesive messaging strategy for each targeted industry.

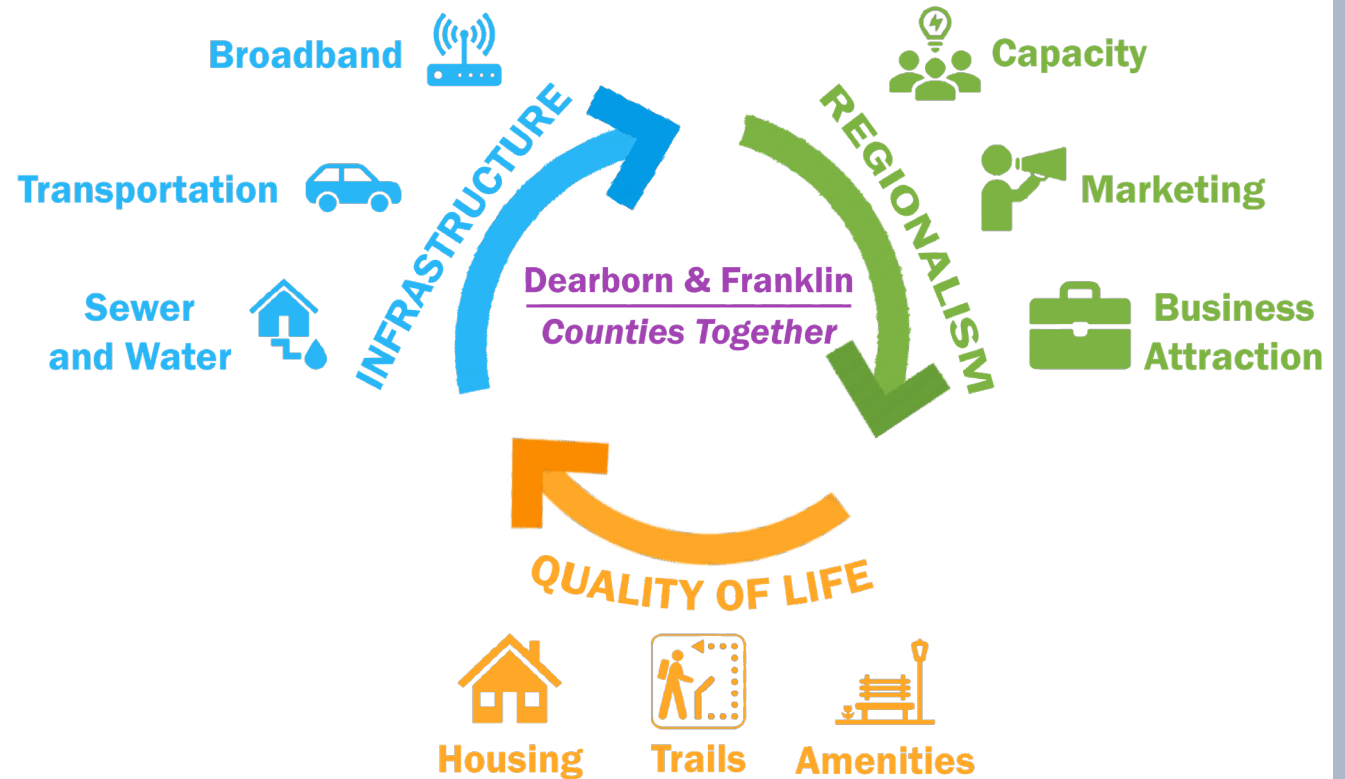
Align and develop consistent incentive policies and practices.

To expand capacity, evaluate creation of regional economic development organization.

Business Attraction

Next Steps

- Develop & convene a working team
- Prioritize action items in each Focus Area
- Develop action steps & accountability measures
- Emphasize short-term focus on “low hanging fruit” --- **what one important thing can we address TOGETHER?**



Dearborn & Franklin Counties

Regional Economic Development Plan

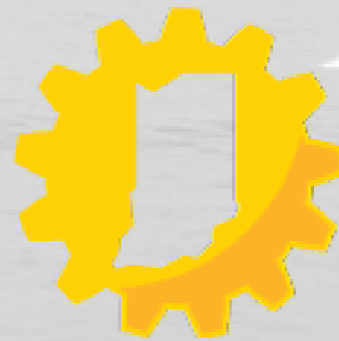
Thank you!

Prepared by:



THOMAS P. MILLER & ASSOCIATES

Funding support provided by:



Indiana
A State that Works[®]

August 2020

Dearborn & Franklin Counties

Regional Economic Development Plan

QUESTIONS?

Please type your questions in the chat window.