



GREATER KOKOMO
ECONOMIC DEVELOPMENT
ALLIANCE

2018
ANNUAL REPORT

2018 AT A GLANCE

[GREATER KOKOMO ECONOMIC DEVELOPMENT ALLIANCE]

SIGNIFICANT EXPANSION PROJECTS



\$6.5M
*New annual
payroll*



\$5.53M
*Capital
investments*



131
*Planned
new jobs*



\$1.167M
*In state
incentives*

3,000+ ATTENDEES REGISTERED FOR 77 CHAMBER EVENTS



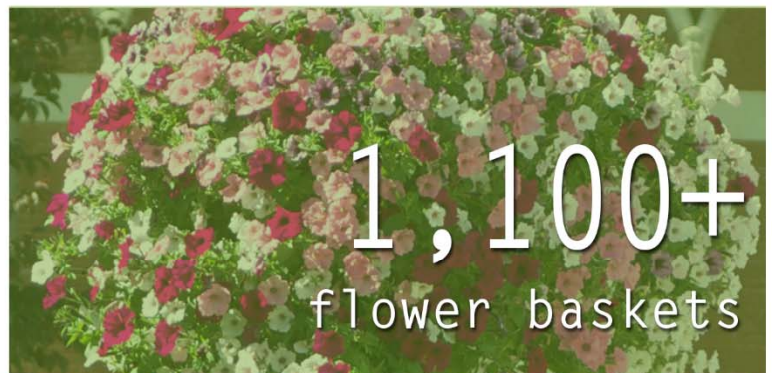
24
ribbon cuttings



2 alley activations
open with exhibits



8 weeks of new trail
walking program



1,100+
flower baskets



30,000
*visitor guides
distributed*



\$600,000+
*economic impact
from 6 visitor events*



184,000+
*seasonal visitor
promotion's reach*

ALLIANCE STAFF



Charlie Sparks
Alliance
President
& CEO



Mike McCool
Manager,
Economic
Development



Susan Alexander
Manager,
Downtown
Initiatives



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Visitors
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Chamber
Membership



Misty Knisely
Manager,
Marketing
& Media



Michelle Reed
Office
Manager



Linda Wilson
Administrative
Coordinator



Dan Giesecke
Facilities
Manager



CONNECT WITH THE ALLIANCE

All offices of the Greater Kokomo Economic Development Alliance are housed inside the Inventrek Tech Park located at 700 E. Firmin St., Kokomo, IN 46902

CONTACT US

Alliance, Inventrek

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Chamber, Downtown

765-457-5301

Visitors Bureau

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FIND US ONLINE

GreaterKokomo.com

VisitKokomo.org

ThisIsKokomo.com

FirstFridayKokomo.com

GET SOCIAL WITH US

@GreaterKokomo

@VisitKokomo

@KokomoChamber

@Inventrek

@DowntownKokomo

@FirstFridayKokomo



WHO WE ARE

The Greater Kokomo Economic Development Alliance focuses on developing economic prosperity for our community by achieving goals and executing programs that benefit Kokomo and Howard County's businesses, organizations and residents.

The Alliance includes the Greater Kokomo Downtown Association, Greater Kokomo Visitors Bureau, Greater Kokomo Chamber of Commerce and Inventrek Technology Park.

Together, the Alliance's vision, mission and values guide our strategic plan and define the ways in which we execute those plans to accomplish the goals within each organizational priority.



OUR VISION

The shared vision of these five divisions is to foster economic prosperity for Kokomo and Howard County through new investment, population growth, and the continued success of our area's current businesses and residents.

OUR MISSION

The Greater Kokomo Economic Development Alliance aligns, links and leverages resources to build community prosperity.

OUR VALUES

We are guided to act and driven to succeed by four sets of values:

- Integrity and respect
- Inclusiveness
- Efficiency and effectiveness
- Continuous improvement

OUR STRATEGIC PRIORITIES

Our goals and actions align with five strategic priorities:

- **Leadership and collaboration:** Drive initiatives that lead to community economic prosperity for the maximum benefit of current and future generations
- **Economic vitality:** Facilitate the economic growth of the community through the attraction of jobs, investment, visitors, and residents
- **Talent attraction:** Develop, retain, and attract talent to enhance the community's workforce, culture, and diversity
- **Innovation and entrepreneurship:** Foster an optimistic, persistent entrepreneurial culture and provide infrastructure for innovators to create and grow business enterprises
- **Placemaking:** Promote and support efforts to drive investment in quality assets and activities to benefit current and future employers and residents

ALLIANCE LEADERSHIP

2018 ALLIANCE BOARD OF DIRECTORS

- **Chair:** Jean Neel
- Robb Blume
- Matt Collins
- Greg Goodnight
- Jeff Griffin
- Steve Hartwig
- Jeff Hauswald
- Rhonda Heytens
- Joe Hooper
- Margie Johnson
- Kevin Johnston
- Amber Jordan
- Jon Marley
- Cary Mawbey
- Dean McCurdy
- Ryan Minick
- James Papacek
- Susan Sciame-Giesecke
- Michael Ward
- Steve Whitehart
- Paul Wyman
- Jim Courts
- David Dukes
- DeAndra Beard

2018 GREATER KOKOMO VISITORS BUREAU BOARD OF DIRECTORS

- **President:** Kirk Daniels
- Tammy Kearnes
- Damon Johnson
- Jim Calabro
- Matt Downam
- Amber Jordan
- Marie Lindskoog
- Jennifer Ogle
- Bambi Roe

2018 GREATER KOKOMO CHAMBER COUNCIL

- **Chair:** Brad Priday
- Dorothea Irwin
- Kim King
- Jon Marley
- Tyler Moore
- Kim Tracy
- Michael Ward
- Blake Rollins
- Todd Moser
- Deb Mumaw
- Dave Dubois
- Marie Lindskoog
- Randy Morris
- Brian Pier
- Karen McLean
- Joni DeLon
- Greg Bewley
- Diana TenBrook

2018 GREATER KOKOMO ECONOMIC DEVELOPMENT COUNCIL

- **Chair:** Jon Marley
- Greg Aaron
- Peggy Baugher
- Roger Feldhaus
- Greg Gordon
- Robert Hickman
- Kevin Johnston
- Jennifer Jordan
- Dustin Lane
- Richard Moore
- Jeff Nelson
- Amy Pate
- John Roberts
- Haley Roubicek
- E. P. Severns
- Michael Ward

2018 INVENTREK COUNCIL

- **Chair:** Andy Baker
- Greg Aaron
- Peggy Baugher
- Bryan Bitner
- Robb Blume
- Jeff Griffin
- Bob Hingst
- Jennifer Jordan
- Tyler Moore
- Lita Rouser

2018 DOWNTOWN CREATIVE PLACEMAKING COUNCIL

- **Chair:** Ryan Minick
- Bryan Bitner
- Laura Cardwell
- Jennifer Jordan
- Marcus Misinec
- Laura O'Donnell
- Cassie Salinas
- Catherine Valcke
- Jeromie Wright
- John Perszyk

OUR COMMUNITY: AT A GLANCE

PEOPLE



82,363
total population

LABOR FORCE



40,561
total labor force

INCOME & SPENDING: HOUSEHOLD



\$49,980
median income



\$11,167
shelter



\$10,337
transportation



\$8,018
food/beverages

KOKOMO IN THE NEWS

"It's a collection of quality-of-life initiatives – a new downtown YMCA, revamped city streets, Kokomo Municipal Stadium – combined with an influx of housing developments that have largely represented Kokomo's comeback.

"KOKOMO ECONOMY 3RD-FASTEST GROWING IN U.S. SINCE GREAT RECESSION, STUDY SHOWS"
- KOKOMO TRIBUNE

"Labor Department data tracking the change in metropolitan labor markets since the last recession show the densely populated Northeast has been left behind by inland destinations such as Elkhart-Goshen and Kokomo in Indiana and Greeley in Colorado."

"HELLO KOKOMO! NORTHEAST U.S. MISSES JOB GAINS SINCE RECESSION"
- BLOOMBERG

"The Kokomo MSA experienced a GDP upswing from -1.3 percent in 2014 to 3 percent in 2015, representing a 4.3 percentage point improvement."

"KOKOMO SEES LARGEST GDP UPTURN FOR GREAT LAKES REGION"
- INDIANA ECONOMIC DIGEST

"Kokomo is in the midst of a strong and steady resurgence. We continue to focus on quality-of-life, and on building a better community."

"KOKOMO'S UNEMPLOYMENT DROPS TO LOWEST RATE IN 16 YEARS"
CITY OF KOKOMO

MAJOR EMPLOYERS

FCA US LLC
KOKOMO SCHOOL
CORP.
DELPHI ELECTRONICS
APTIV

COMMUNITY HOWARD
REGIONAL HEALTH
HAYNES INTERNATIONAL
GENERAL MOTORS
COMPONENTS HOLDING
BONA VISTA PROGRAMS

BONA VISTA
PROGRAMS
SYNDICATE SALES
INDIANA UNIVERSITY
KOKOMO
ST. VINCENT KOKOMO

THE ALLIANCE COMPILES COMPLETE COMMUNITY DATA REPORTS.

SEE MORE AT GREATERKOKOMO.COM/COMMUNITYDATA

ECONOMIC DEVELOPMENT



The Alliance helped facilitate the expansion of 3 employers in 2018, bringing a total of \$5.5 million in investments and 131 jobs to the community.

We worked with the Indiana Economic Development Corp. to help secure incentives for the following projects:

- **AndyMark, Inc.** has expanded into a larger facility with plans to double its operating capacity and headcount.
- **Green Cubes** is constructing a new facility to house their headquarters, research and development, and assembly operations.
- **Quality Plumbing & Heating** relocated all its operations to Howard County.

COMPANY	NEW JOBS	CAPITAL INVESTMENT	STATE INCENTIVES
AndyMark, Inc.	30	\$1.5 million	\$215,000
Green Cubes Technology	71	\$1.8 million	\$532,000
Quality Plumbing & Heating	30	\$2.2 million	\$420,000
Total	131	\$5.5 million	\$1.2 million

LEGISLATIVE PRIORITY

Supporting education initiatives

The Alliance has supported the United Way of Howard County's 75in5 initiative, which aims to increase kindergarten readiness for local children. Alliance staff supported the effort and the Alliance Board of Directors approved a resolution of support for the project. Early childhood education was an Alliance top legislative priority for 2018.

Delegation to China results in investor visit

The Alliance hosted a Chinese investor's visit to Kokomo in February.

The local visit was a result of a 2017 delegation of Greater Kokomo representatives visiting China.



Alliance, partners announce new development

The construction of a hotel and conference center in downtown Kokomo was announced in July. Located near Superior and Union streets, the 110-room hotel will connect to a 22,000-square-foot conference center. The \$26 million development will allow our community to compete for more conference opportunities and the positive economic impact that they generate.

The project will be a partnership between the public and private sector, including the Alliance, the Visitors Bureau, the City of Kokomo and Howard County government.

Alliance CEO receives statewide recognition

Charlie Sparks, Alliance President and CEO, received statewide recognition from the Indiana Economic Development Association. Sparks was named one of eight people who have had the greatest impact on economic development in Indiana in the past 50 years.

CHAMBER OF COMMERCE



Chamber strengthens engagement

The Chamber continuously works to develop programming that helps our members grow their businesses and make Kokomo an economic leader in the state of Indiana. Programming focuses on education and networking and professional development opportunities.

In 2018, the Chamber conducted 77 events
with more than 3,000 attendees.

780

*Registered for Business
After Hours events*

639

*Registered for Business
Matters Luncheons*

289

*Attended the Alliance's
annual celebration*

387

*Attended Women's
Business Council events*

WBC hosts successful leadership conference

The Greater Kokomo Chamber of Commerce's Women's Business Council welcomed more than 150 attendees to the 2018 Intentional Women's Leadership Conference on Sept. 12.

Sponsored by Community Howard Regional Health, the conference featured a keynote speaker and 18 breakout sessions with a wide variety of topics, including mentoring, safety in the workplace, personal branding, employee engagement, coaching and more.

The council focuses on mentoring women in their professional and personal life skills, as well as providing focused networking opportunities.





Awards honor great service to Alliance, community

The Alliance celebrated a successful year for the organization and the community with the presentation of awards at three events.

ANNUAL CELEBRATION AWARDS

- **Business Person of the Year:** Paul Wyman, The Wyman Group
- **Volunteer of the Year:** LeAnn Devine, Shelter Insurance
- **Chamber Ambassador of the Year:** Jonathan Rogers, WWKI 100.5
- **Business of the Year:** AndyMark, Inc.
- **IMPACT Award:** Ivy Tech Community College Kokomo Campus
- **Downtown Champion Award:** Fiat Chrysler Automobiles US LLC and The Crossing School of Business & Entrepreneurship
- **Greater Kokomo Visitors Bureau's FIRSTS Award:** Don Andrews

WOMEN'S BUSINESS COUNCIL AWARDS

- **Elizabeth Foster Award:** Karen McLean, NIPSCO
- **Break-Through Professional Award:** Brandi Christiansen, Mental Health America of North Central Indiana
- **Volunteer Award:** Jessica Green, Z92.5
- **Connector Award:** Deb Mumaw, Sam's Club
- **Leadership Award:** Marla Miller
- **Maverick Award:** Tracy Martino, Family Service Association of Howard County
- **WBC Member of the Year Award:** Breanne Bennett, Farm Credit Mid-America

YOUNG PROFESSIONAL AWARDS

- **Lindsey Davison,** Family Service Association of Howard County
- **Andy Hardie,** Hardie Group Real Estate Co.
- **Dara Nicole Johnson,** IU Kokomo
- **Katy Kincaid,** Kokomo Family YMCA
- **Benjamin Liechty,** IU Kokomo
- **Rebekah Monroe-Boley,** IU Kokomo
- **Jonathon Rogers,** WWKI
- **Christopher Wisler,** First Farmers Bank & Trust
- **Ashley Wyrick,** Gangwer Wyrick Insurance Agency

Advocating for businesses

With our broad base of members and resources, the Chamber represents the voice of business to key policy makers. The Chamber is the lead entity in our community that represents businesses of all sizes, industries, and stages.

2018 LEGISLATIVE ITEMS

THIRD HOUSE SESSIONS

The Chamber hosted three informational sessions with state lawmakers. These events allow legislators to address the current legislative session and the Chamber's legislative priorities, as well as to respond to questions from our members.

LEGISLATIVE AGENDA

The Chamber developed legislative priorities based on the needs and best interests of Chamber members and advocated for those issues.

CANDIDATE FORUMS

Planned in conjunction with community partners, the forums help educate voters on candidates seeking local and state offices.

24

Businesses celebrated renovations, expansions, relocations and new facilities with a Chamber ribbon cutting ceremony in 2018.

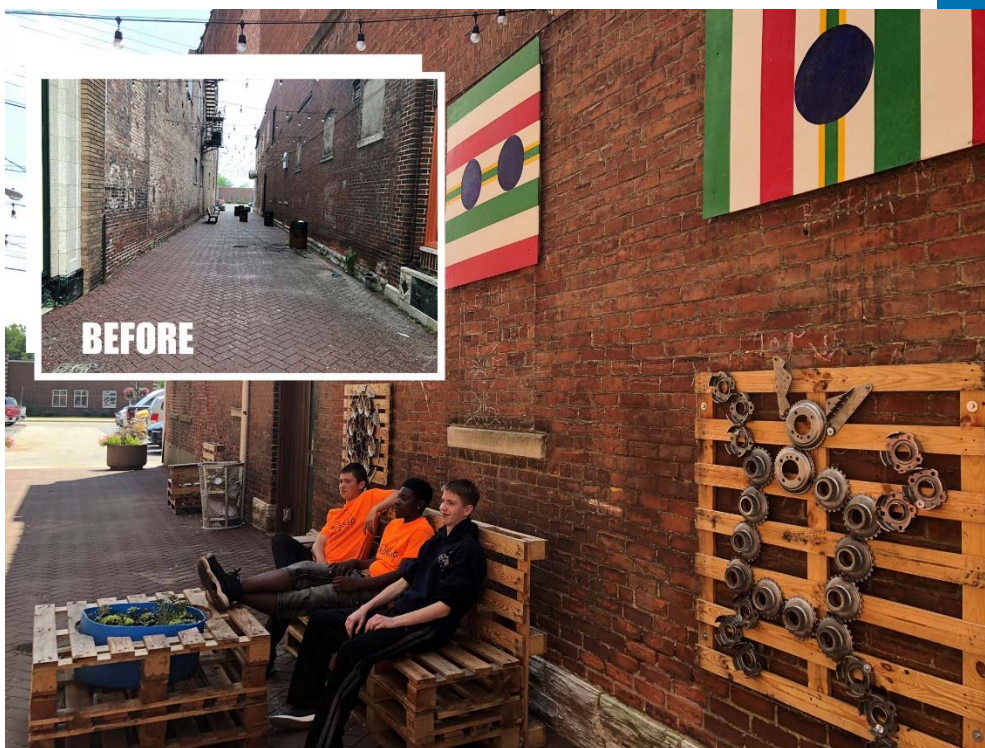
Chamber working toward wellness designation

The Greater Kokomo Chamber of Commerce continues its effort to acquire the AchieveWell designation for our community, working with a contingent of community leaders. The Chamber is serving as the driving force for obtaining this Wellness Council of Indiana status because we understand the success of an economy is directly tied to the overall quality of its workforce.



The Wellness Council of Indiana offers employers programs, tools and training to place their employees on the road to a healthy lifestyle.

DOWNTOWN ASSOCIATION



NEW ALLEYS OPEN IN DOWNTOWN

COURTHOUSE ALLEY

← The first full alley transformation project of All Alleys Lead to Art, Courthouse Alley is located on the southside of the Courthouse Square and was opened in September.

The alley's Pallets with Purpose exhibit was a collaboration between FCA US LLC, The Crossing School of Business & Entrepreneurship, SHAK Makerspace and the Greater Kokomo Downtown Association.

DEPOT ALLEY

Located in the Historic Depot District, the alley features 16 large plastic containers that house a programmable light show.

The Color Connection exhibit was a collaboration with area high school students, J&J Electric and Kirby Risk.

Alleys re-imagined in downtown

Thanks to the Greater Kokomo Downtown Association's All Alleys Lead to Art initiative, downtown Kokomo is now home to new public art spaces — and there's more to come in 2019.

Funded in part by the Community Foundation of Howard County, the initiative includes the creation of three additional alley activations and upgrades to two previous activations. Each of the three new alleys — two of which opened in 2018 — will have a unique atmosphere and highlight a different medium of art.

Such arts-based initiatives are a priority in our community's economic development efforts and provide the spark for new development.



Downtown walking program makes strides

Through a partnership of the Greater Kokomo Downtown Association and Purdue Extension of Howard County a downtown walking program was implemented in 2018.

Walkers enjoyed a conversational walking pace during the 8-week program that took place during the lunch hour on Wednesdays. As word spread, more walkers joined the group each week.

The initiative aimed to increase usage of downtown trails and contribute to efforts to improve our community's wellness.

Leading the way to a beautiful community

The annual Keep Kokomo Beautiful program has enjoyed tremendous community support in its 5 years. It invites residents, businesses and community organizations to help plant flower baskets and downtown gardens.



4

Events held as part of 2018 Keep Kokomo Beautiful

300+

Volunteers engaged in planting & maintenance

1,100+

Flower baskets planted and hung

100+

Garden areas planted in downtown

Winter farmers market expands

The Kokomo Downtown Farmers Market made big changes to the Winter Market, bringing more downtown access to local farmers, makers, and bakers through the winter at its Winter Market General Store. For seven weeks, the store opened four days a week with extended hours.



SHAK Makerspace continues to grow

- Brought BLK SHP, a traveling group of thought leaders, to Kokomo
- Produced first-ever Maker City Festival
- Began expansion project

- Added new amenities, including pottery, lapidary, woodworking and metal-working equipment
- Offered a variety of maker classes to the community



2018 DOWNTOWN EVENTS



First Friday

The monthly, arts-based event entered its sixth year and continues to enjoy strong support from downtown businesses and attracts thousands of people to downtown each year.



Strawberry Festival

This year's festival gained national media attention thanks to the great efforts taken to save the festival after a strawberry shortage threatened to cancel the event.



New Year's Eve Ball Drop

This downtown tradition continued into its 21st year and continues to be the only solar-powered ball drop celebration in Indiana.

VISITORS BUREAU



Creating buzz for Kokomo

The Visitors Bureau continues to implement its strategy of creating “a buzz” about Kokomo with travel writers.

In 2018, Alliance staff again attended the Indiana Media Marketplace in Indianapolis, providing potential story ideas and personalized media kits to dozens of travel writers and bloggers.

These promotional efforts resulted in several articles and features about the community and its attractions in state and regional publications.



The “Great Day TV” segment filmed in Kokomo was one of the show’s most-watched episodes.

Staff not only entice writers to visit but also play host during their time here, including giving custom tours and creating connections with tourism partners.

KOKOMO IN THE SPOTLIGHT

travelIN magazine

“Create Your Own Piece of Glass Art”

-

“Discovering Indiana’s Revitalized Downtowns”

-

“Main Street Kokomo”

-

“Bringing People Together Through Public Art”

-

“The 2018 Staycation Travel Guide”

...

Visit Indiana blog

“You Have to See These Six Unique Attractions in Kokomo”

-

“Chocolate Lovers Rejoice Over These 5 Indiana Candy Shops”

...

Everyday Adventures in Indiana blog

“A Full Day of Fun in Kokomo, Indiana”

-

“Afternoon Adventures at Crown Haven Center”

...

WISH-TV

“Great Day TV: Kokomo Travel Segment”

\$600,000+

ECONOMIC IMPACT TO HOWARD COUNTY FROM 6 STATEWIDE EVENTS HOSTED

77

Professional
bowlers hit
lanes at local
alley

65%

Out-of-town
attendance
at baseball
tourney

220+

Dancers
competed in
semi-state
dance contest

950

Hotel room
nights
booked

INDIANA FIRST STATE ROBOTICS CHAMPIONSHIP

AMERICAN LEGION BASEBALL SENIOR AND JUNIOR STATE FINALS

INDIANA HIGH SCHOOL DANCE TEAM ASSOCIATION SEMI-STATE

INDIANA DISTINGUISHED YOUNG WOMEN STATE PROGRAM

PBA50 PRO BOWLING TOURNAMENT

(The Visitors Bureau assisted event organizers in bringing these events to Howard County through sponsorships, planning support or both.)



Reach continues to grow for seasonal promotions

The Visitors Bureau continues to grow its seasonal marketing efforts, compiling digital visitor guides for summer, fall and Christmas activities. Staff curates content and creates designated website pages, then promotes through targeted advertising on social media, radio and print.

SUMMER

4,828

web pageviews

9,613

Facebook reach

FALL

2,450

web pageviews

12,093

Facebook reach

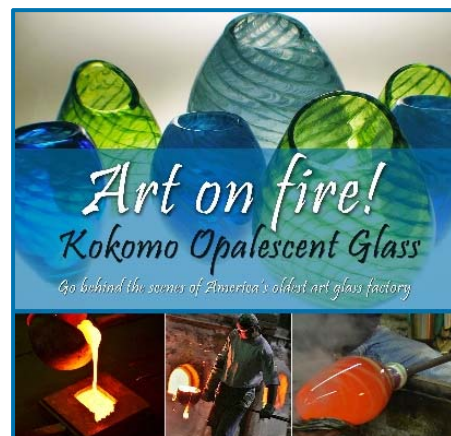
CHRISTMAS

17,493

web pageviews

162,950

Facebook reach



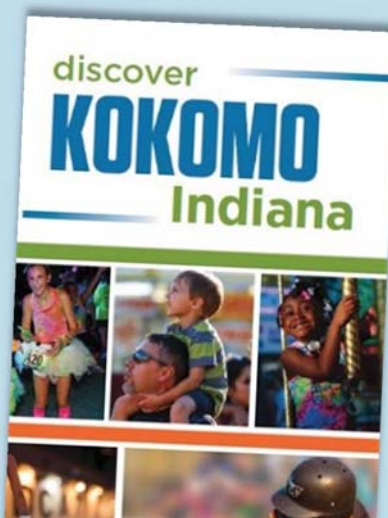
This ad appeared in two Dayton-area lifestyle magazines in 2018.

Marketing efforts seek new audiences

In an effort to increase its reach into new markets, the Visitors Bureau conducted three new out-of-market promotions in Chicago, Cincinnati, and Dayton in hopes of bringing new visitors to Kokomo.

Both digital and print promotions featured downtown and community-wide attractions.

Demand continues to grow for the redesigned Kokomo visitors guide, with nearly 30,000 distributed in 2018.



INVENTREK TECH PARK

State's first Earn & Learn program opens

An Inventrek Tech Park-based business is the first in Indiana to start an Earn & Learn program, which is a collaboration between business owners and the state to offer new hands-on job training and learning experiences.

Several state officials traveled to Kokomo in June to present Stewart's Healthcare Consultants with the certification for its newly established program to offer various medical industry certifications to high schoolers and adults.

Company founder Tony Stewart said Inventrek played a significant role in making the program possible.

"The Inventrek program gave me the professional space and all the capabilities I need. If this place had not been here, I would not be doing what I'm doing so quickly. Once I got here, it just took off."
— Tony Stewart

Inventrek exists to help provide companies like Stewart's the space and resources needed to move their business forward.

INVENTREK TENANT UPDATE

DATE	# OF TENANTS	OCCUPANCY RATE
August 2016	27	94%
August 2016 to May 2017 closed for repair after tornado		
May 2017	14	35%
December 2017	32	80%
December 2018	37	90%

Doctor start-up opens practice at Inventrek

Breaking the mold for modern healthcare, Meadows Medical Center has opened inside the Inventrek Tech Park facility.

With Dr. Dana Stewart at the helm, the 15,000-square-foot private practice provides services for newborn patients up to 18 years of age with special emphasis placed on those using Medicaid.

In a time when medical professionals are opting to join multi-doctor healthcare services, Dr. Stewart is creating a start-up, single provider service to meet the needs of patients.

TENANT SPOTLIGHT



Global leader remains strong

With its North American headquarters located in Inventrek, ICAPE Group has seen double-digit organic sales growth every year since its introduction in 1996.

The global circuit board and technical parts provider exceeded \$125 million in total sales revenue in 2018.

Entrepreneur seeks a musical revolution

A new tenant of Inventrek is working to bring the banjo into the 21st century.

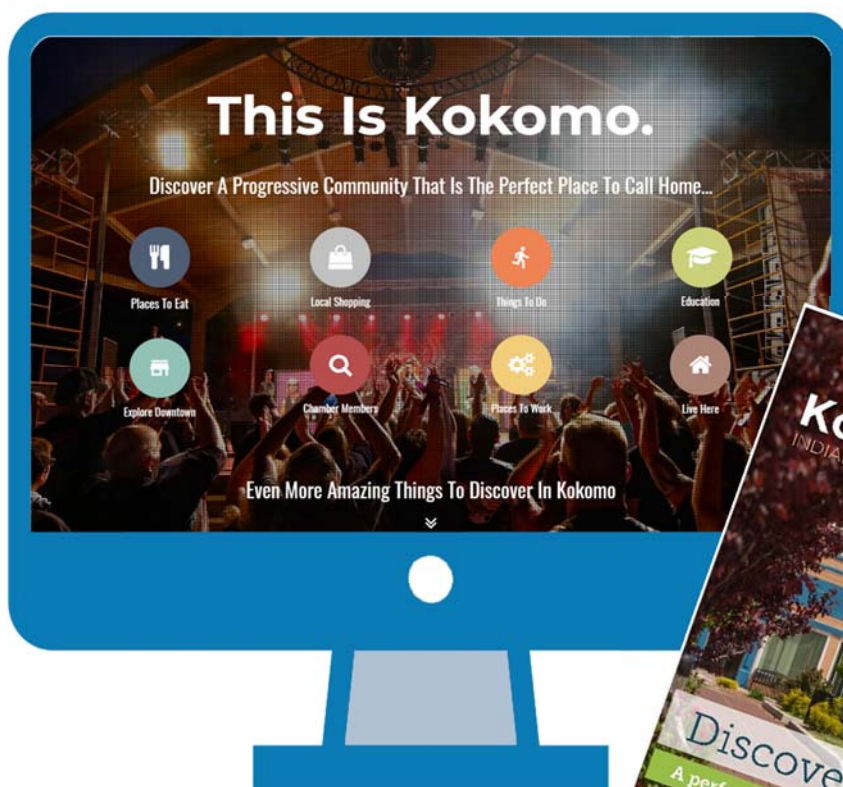
An entrepreneur who got his start making DIY banjo kits, Brian Carver's new endeavor is bringing his business to new levels. Bantronic is building electric banjos in its workshop space at Inventrek.

His goal is to revolutionize banjos in the same way the electric guitar did for guitars.

MARKETING

Attracting new residents to Kokomo

Building on the significant efforts and investments in our community to make this a great place to call home, the Alliance continues its population growth efforts with its new website and marketing collateral. The materials aim to promote the many public and private investments in the community to attract new residents.



Leading the way on population growth

To increase awareness of its available marketing tools for encouraging relocations to Kokomo, the Alliance coordinated with HR leaders of several local employers in 2018.



4,900+

*Users have viewed
ThisIsKokomo.com*

760+

*U.S. locations where
site has been viewed*

14,500+

*Pageviews for
ThisIsKokomo.com*

Alliance's digital presence continues to grow

With 4 websites and 16 social media channels, the Alliance has a strong digital footprint. Its websites continue to see increases in traffic, including a 6 percent hike on VisitKokomo.org

Website traffic data for GreaterKokomo.com

	2015	2016	2017	2018
USERS	25,019	24,733	26,744	28,365
NEW USERS	24,645	24,250	26,307	28,108
PAGEVIEWS	76,651	79,488	81,031	82,403

SOCIAL MEDIA STATS

1,564,883

Facebook reach

238,495

Twitter impressions

3,236

New followers

26,437

Total followers

Continuing efforts to create professional publications

The Alliance continues to improve the appearance of its signage, handouts and publications, through the creation of quality content and professional design. These products are used for member events and activities as well as for public use and display.



working together for a
GREATER KOKOMO
GreaterKokomo.com

