



2009

ANNUAL REPORT

DEPARTMENT OF
ECONOMIC DEVELOPMENT

CITY OF NOBLESVILLE

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NOBLESVILLE COMMON COUNCIL

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DESIGN REVIEW COMMITTEE**

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Christy Myers Langley



Sarah Miller



Judi Johnson

Staff Message

Despite the economic challenges of 2009, the City of Noblesville continues to be, not only an award winning city, but one blessed to have seen new attraction growth, the increased involvement of our downtown businesses in the Facade Improvement Grant Program, the retention of the majority of our 2009 existing business base, and also the opportunity to reach out and establish further relationships with our global business partners in Japan.

In 2009, the City of Noblesville, once again, worked aggressively to retain and attract jobs and stimulate economic activity. The Economic Development Staff is proud to have worked alongside other city departments that partner with us to engage residents and businesses to LIVE, WORK, and PLAY within the City of Noblesville!

The Economic Development Program continues to focus on achieving four strategic goals designed to strengthen the Noblesville economy. They are:

Business Retention/Expansion – growth, support, and improvement in our efforts to focus on our existing businesses

Business Attraction – new investment, new jobs, strengthening our local economy

Downtown Enhancement – continuously marketing and improving what is considered to be the heartbeat of Noblesville

Enticing Visitors and New Residents – Living, Working, and Playing in Noblesville increases our community wealth and vitality

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Demographics

Population (2008).....	41,199
Population (2010 Est.).....	50,329
Job Growth Rate (2000-2008).....	59.8%
Labor Force (Nov. 2009).....	21,700
Employed (Jan 2009).....	19,887
Unemployed (Jan 2009).....	1,813
Unemployment Rate (Nov. 2009).....	8.4%
Median Age.....	33.0
Households (2008 Est.).....	17,622

Labor Force Quality

Bachelors Degree or higher (in number).....	12,068
High School Degree or higher.....	24,982
Bachelors Degree or higher (percentage).....	46.58%
High School Degree or higher.....	96.43%
White Collar Workers.....	57%
Blue Collar Workers.....	42%
Universities in County + 30 miles.....	18
Universities in Metro Area.....	11
Community Colleges in County + 30 miles.....	16
Community Colleges in Metro Area.....	10

Entrepreneurs & Innovation

Patents per 10,000 people.....	7
Patents Issued.....	29

Budgets

Household Expenditures (Average).....	\$59,063
Household Income (Median).....	\$79,024
Household by Household Income	
<\$25,000.....	2,655
\$25,000 - \$49,999.....	3,256
\$50,000 - \$99,999.....	6,662
\$100,000 - \$249,999.....	4,337
\$250,000 – plus.....	712

Business Facts

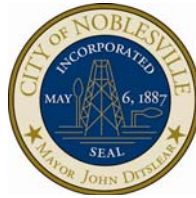
Total Establishments.....	1,582
Total Employees.....	20,872
Sales (\$ Millions).....	\$2,300
Establishments with 20 or more Employees.....	210

Sources:

IN Dept. of Workforce Dev., Claritas Business Facts (data infoUSA), Hamilton County Alliance, and Zoom Prospector

Business Retention/Expansion

The Economic Development 2009 Operational goals stated the importance of responding to our existing businesses through improved communications, business visits, support, and quick response to opportunities and concerns. These goals were successfully met and will continue to be improved upon in 2010. What used to be a printed, quarterly newsletter that was slow and costly to distribute, has become a one page informative, efficient, electronic newsletter. The improved newsletter allowed us to communicate important information to our businesses and be more environmentally responsible. It also has given us a fresh bank of business e-mail addresses. 145 business visits were conducted by the Economic Development staff from January to September of 2009. These visits ranged from a simple drop in call on a retail shop to a planned site tour and meeting with the largest employer in Noblesville. 95% of Noblesville's largest employers were called on in 2009. The visits concentrated on efforts to establish a relationship, serve as a liaison between business and government, resolve concerns and questions, help with expansion and retention. It also gave the staff the opportunity to learn the culture of our community.



Our relationship with the Noblesville Chamber of Commerce is stronger than ever. We continue to partner with the Chamber in an effort to combine our strengths and means of support for Noblesville businesses. The city is involved in many Chamber programs. We support the Chamber by attending organized monthly visits to major employers, ribbon cuttings for our newest businesses, maintaining a seat on the board, representing the city on the chamber economic development committee, and by participating with them to honor local businesses at the annual Enterprise Awards Program. The City of Noblesville financially supported this program again this year. The Economic Development Department produced a visual presentation featuring the Enterprise finalists in order to allow them the opportunity to elaborate on their business, their success and their contribution to the community.



2009 Enterprise Award winners

SMC- New Construction, First Merchants Bank-Large Business of the Year, Mark Roberts- Business Person of the Year, On Ramp Indiana- Streetscape, and Hometown Television Corporation- Small Business of the Year



Universal Blower PAC expands and opens a new 8,100 SF facility. A real property investment of approximately \$750,000 that retained 30 employees and added 8 new



Bolden's Carpet & Upholstery opens expansion of 16,800 SF facility. A real property investment of approximately \$1,400,000 that retained 18 employees and added 3-5 new employees



Upon reaching out to our existing businesses through business visits, we discovered that one of our largest employers, King Systems, was considering relocating to Mexico. We immediately alerted the Noblesville Common Council and the Indiana Economic Development Corporation asking that they show support through incentives to keep King Systems headquarters and their workforce in Noblesville. King Systems, whose parent company is Consort Medical (located in England), decided to remain after receiving local and state incentives. King System's future business strategy includes anticipated global outreach, workforce training in automated services, higher workforce wage and acquisition of complimentary companies. 321 jobs were retained. King Systems and the City of Noblesville are pleased with the results.



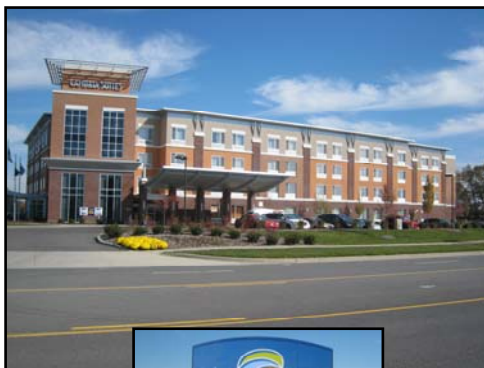
Business Attraction

Open for business! The year 2009 was the year of anticipated completion of several new businesses that started construction in 2008. SMC Corporation, whose global headquarters are in Tokyo, Japan, opened their **800,000 square foot, 30 million dollar**, North American Headquarters last summer in the Noblesville Corporate Campus. **SMC employs approximately 500 people** and hopes to eventually expand their facility to 1.4 Million square feet. SMC is the leader in pneumatic technology and manufactures more than 8,900 basic products with more than 520,000 variations. Their arrival has attracted other companies to Noblesville. YAMAZEN, based out of Osaka Japan leased **4,950 square feet** of industrial space in near proximity to SMC.



SMC Corporation North American Headquarters

Cambria Suites Hotel



Cambria Suites, owned and operated by Ceres Development Company, opened its doors to guests and the community on July 2nd. It offers **132 suite rooms** and over 3,000 square feet of meeting rooms. It is located on Tegler Blvd. within the Saxony Development in Corporate Campus.

Clear Water Solutions provides solutions for the wastewater industry. They opened their new **9,600 square feet** building at 17220 Harger Ct. They brought 6 existing employees and hope to hire 16 more. Capital investment was **\$892,500**



Clear Water Solutions



The Indiana Blood Center signed a 15 year lease for **18,600 square feet** in Noblesville's Pleasant Street Industrial Park. The Indiana blood Center will use this facility as it's hub for mobile blood drives. They employ approximately **45 staff**

Indiana Blood Bank

In October, Jackson Commercial Real Estate opened the doors to its **122,000 square feet**, 3 story, Class A, Hamilton Healthcare Campus. The campus is located on 11.6 acres at 146th Street and Cumberland Road in the Noblesville Corporate Campus. Capital investment on this **project exceeds \$20 million dollars**. The Jackson Brothers, Carter and Scott, also built a 1 story, **8,223 square foot** retail building on the site. They have leased 40,000 square feet to Community Health Network.



Hamilton Healthcare Campus

New Business under Construction

Therametric Technologies chose Noblesville as its corporate headquarters in 2009. Dr. George Stookey, President, CEO and Distinguished Professor Emeritus from Indiana University, chose Noblesville as his corporate home remembering the community spirit of Noblesville while raising his children here. Therametric Technologies received a 10 year tax phase in on their approximately **\$2.5 million dollar investment in real and personal property**. The **26,000 square feet**, high end office and manufacturing facility, located in the Noblesville Corporate Campus at 146th and Cumberland Road, will **employ 17 upon opening and expects to increase hiring by 35** as it continues to grow. There are four divisions: Tarter Shield Pet Products, Clinical Research, Dental Product Testing, and Cavities Detection Instrument Development. Dr. Stookey developed Therametric Technologies in the Indiana University Emerging Technologies Center incubator for life sciences and information technology. Noblesville is proud to add Therametric Technologies to its growing life science companies. Construction of the facility is scheduled to be completed in March of 2010.



Therametric Technologies



Prairie Lakes Health Campus

Mainstreet Property Group, a real estate investment company started ground breaking on a **77,000 square foot** facility in 2009. Trilogy Health Services, LLC will operate the campus and its name will be Prairie Lakes Health Campus. The Campus includes a **108-unit, 56,000 square foot** nursing/assisted living center and a **30-unit, 21,000 square foot** "memory care" center. The **\$13.4 million dollar campus** will expect to open in April. The buildings will bring about **150 jobs** to the city. Mainstreet Capital Partners plans to add **additional 60-90 independent living units in a second phase**. This project received a 4 year tax phase in from the City of Noblesville.

New Business Ventures- based on Certificates of Occupancy in 2009



Noblesville, INDIANA
Your next business location

Affluent, high-growth city of 50,000

Highly educated workforce



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Only a few of Noblesville's new and existing businesses have been highlighted in this annual report. You can see by the parallel spreadsheet that Noblesville did experience growth through new facilities, expanded square footage, and also through the remodeling of existing space. Noblesville's Hamilton Town Center Life Style Mall, is still attracting tenants and continues to be an influence on site selector profiles. The business culture of Noblesville continues to maintain, sustain or grow, regardless of the businesses' geographic location in Noblesville. Our historic downtown has retained the reputation of a "real" downtown and because of that, attracts new occupancy.

BUSINESS NAME	LOCATION	AREA*	VALUE	NOTES
SMC Corporation	10100 SMC Boulevard	796,330	\$31,350,000	New Building
Cambria Suites	13500 Tegler Drive	91,090	\$9,500,000	New Building
Olive Garden	13285 Tegler Drive	7,441	\$1,500,000	New Building
Randall & Roberts Funeral Home	1685 Westfield Road	13,588	\$1,452,000	New Building
CVS	14575 Mundy Drive	15,537	\$1,300,000	New Building
Crystal Flash	14554 Herriman Boulevard	3,420	\$1,100,000	New Building
Key Bank	13279 Harrell Parkway	4,326	\$1,000,000	New Building
Community Physicians Of Indiana	9669 East 146 th Street, Suite 250	16,302	\$818,434	Remodel
Community Imaging & Repair	9669 East 146 th Street	8,105	\$764,199	Remodel
M & I Bank	13225 Tegler Drive	5,050	\$700,000	New Building
Dr. Karl Siebe	116 Lakeview Drive	4,519	\$610,000	New Building
Clear Water Solutions	17220 Harger Court	9,600	\$450,000	New Building
Express	13971 Town Center Boulevard, Ste. 1000	7,739	\$300,000	Remodel
Indiana Blood Center	17215 Harger Court	18,600	\$291,000	Remodel
Dr. Robert Page	110 Lakeview Drive	2,600	\$260,000	New Building
Dollar Tree	14002 Hoard Drive, Suite 400	11,513	\$207,695	Remodel
Incredible Changes Dentistry	14139 Town Center Boulevard, Suite 200	2,528	\$212,800	Remodel
The Children's Place	13971 Town Center Boulevard, Suite 800	4,042	\$200,000	Remodel
Yamazem	9750 East 150 th Street, Suite 1100	4,698	\$123,000	Remodel
Saku Japan	13901 Town Center Boulevard, Suite 900	1,412	\$110,000	Remodel
Belle Pizzeria	13901 Town Center Boulevard, Suite 1200	1,156	\$102,000	Remodel
Heavenly Sweets	273 North 8 th Street	3,225	\$98,000	Remodel/Relocation
Sun Tan City	17167 Mercantile Boulevard	3,215	\$87,000	Remodel
Fancy Nails And Spa	14139 Town Center Boulevard, Suite 600	1,182	\$80,000	Remodel
Boldens Cleaning & Restoration	112 Park 32 West Drive	3,200	\$72,000	Remodel/Relocation
Enterprise Rent A Car	16625 Mercantile Boulevard, Suite 300	2,125	\$55,000	Remodel/Relocation
State Farm Insurance	9945 Cumberland Pointe Boulevard	2,176	\$49,858	Remodel
C & C Medical Solutions	10340 Pleasant Street, Suite 200	1,490	\$46,500	Remodel
Key Success Graphics	9750 East 150 th Street, Suite 800	3,600	\$45,547	Remodel
Kids Klostet	14300 Mundy Drive, Suite 1200	3,190	\$44,125	Remodel
Allstate Electric	15335 Endeavor Drive, Suite 104	3,000	\$30,000	Remodel
Ginger's Café	1804 Conner Street	1,100	\$30,000	Remodel
D. Jeanette Lawson, DDS	305 Sheridan Road	1,400	\$30,000	Remodel
Batteries Plus	2640 Conner Street	1,150	\$23,000	Remodel
Bullock & Company	15335 Endeavor Drive, Suite 105	2,000	\$15,000	Remodel/Relocation
Orthodynamics	155 Carey Drive	2,306	\$15,000	Remodel

* in square feet

1

Applicant	Address	Sq.Ft.	Project Value	Description	Tenant
Sunn Construction	14300 Mundy Dr. Suite 1200	3,300	\$ 25,000.00	Tenant Finish	Kid's Kloset
ACME Building	16625 Mercantile Blvd. Suite 300	2,125	\$ 55,000.00	Tenant Finish	Enterprise Leasing
Summit Construction	13500 Tegler Drive	91,090	\$ 9,500,000.00	New	Cambria Suites
Shane LLC	802 Mulberry Suite C1	1,610	\$ 75,000.00	Tenant Finish	Model Mill Building
F.A. Wilhelm Construction	100 S. Mill Creek Road	28,000	\$ 200,000.00	New	Duke Energy
Scott Yeager	220 Lakeview Drive	3,240	\$ 20,000.00	Addition	David Whiteman
Panattoni Construction	10100 SMC Boulevard	796,330	\$ 31,350,000.00	New	SMC
Commercial Contractors	13971 Town Center Blvd. Suite 1000	7,739	\$ 300,000.00	Tenant Finish	Express
Indiana Kitchen Company	925 Conner Street	1,600	\$ 25,000.00	Tenant Finish	Indiana Kitchen Company
Montgomery Development Carolina Corp.	13971 Town Center Blvd Suite 800	4,042	\$ 200,000.00	Tenant Finish	The Children's Place
Tri-River Design & Construction	16865 Clover Road	415	\$ 15,000.00	Tenant Finish	Walmart Money Center
Gabrielle M. Sauce	936 Maple Avenue	1,325	\$ 2,700.00	Tenant Finish	Saucepan Creations
Randall & Chamberlin Construction	305 Sheridan Road	1,400	\$ 30,000.00	Tenant Finish	D Jeanette Law son, DDS
Bullock & Company	15335 Endeavor Dr. Suite 104	3,000	\$ 30,000.00	Tenant Finish	Alstate Electric
Bullock & Company	15335 Endeavor Dr. Suite 105	2,000	\$ 15,000.00	Tenant Finish	?
FBI Buildings	440 Park 32 West Drive	8,240	\$ 140,000.00	New	Universal Blower Pac
SDC Enterprises, LLC	10340 Pleasant St. Suite 200	1,490	\$ 46,500.00	Tenant Finish	C & C Medical Solutions
Brad Boyer Custom Homes (Commercial)	17220 Harger Court	9,600	\$ 450,000.00	New	Clear Water Solutions
Alt Construction	440 Park 32 West Drive	2,400	\$ 150,000.00	Remodel	Universal Blower Pac
SDC Enterprises, LLC	10330 Pleasant St. Suite 100	3,400	\$ 93,400.00	Tenant Finish	?
Edwards-Rigdon Construction	9669 E. 146th St. Suite 250	16,302	\$ 818,434.00	Tenant Finish	Community Physicians of Indiana
Edwards-Rigdon Construction	9669 E. 146th St. (Suite on 1st floor)	8,150	\$ 764,199.00	Tenant Finish	Community Imaging & Repair
Braun & Sullivan	9945 Cumberland Pointe Blvd.	2,176	\$ 49,858.00	Tenant Finish	State Farm/Options Charter School
Shamrock Builders	14139 Town Center Blvd. Suite 200	2,528	\$ 212,800.00	Tenant Finish	Dr. Steve Salkeld Denistry
SDC Enterprises, LLC	17215 Harger Court	18,600	\$ 291,759.00	New	Indiana Blood Center
Superior Contractors, Inc.	9750 E. 150th St. Suite 1100	4,698	\$ 123,000.00	Tenant Finish	Yamazem
Burns Construction	15207 Herriman Blvd.	1,800	\$ 30,000.00	New	Colt Industries
RenCon Services, Inc	13901 Town Center Blvd. Suite 1200	1,156	\$ 102,000.00	Tenant Finish	Bella Pizzeria
Meyer Najem Corporation	9730 Prairie Lakes Blvd. East	58,134	\$ 7,100,000.00	New	Trilogy Health Care Skilled Care
Meyer Najem Corporation	9640 Prairie Lakes Blvd. East	20,550		New	Trilogy Health Care Memory Care
Kort Builders	14139 Town Center Blvd. Suite 600	1,182	\$ 80,000.00	Tenant Finish	Fancy Nails & Spa
Commercial Team Construction	1804 Conner Street	1,100	\$ 30,000.00	Tenant Expansion	Ginger's Café
Commercial Team Construction	9625 E. 150th St. Suite 106	3,100	\$ 10,000.00	Tenant Finish	Batting Cages
T & W Corporation	17840 Cumberland Road	4,682	\$ 236,925.00	Interior Alteration	Behavior Corp.
Marco Contractors, Inc.	14002 Hoard Dr. Suite 400	11,513	\$ 207,695.00	Tenant Finish	Dollar Tree
Marksman Construction	17167 Mercantile Blvd	3,215	\$ 87,000.00	Tenant Finish	Sun Tan City
GVK Contracting	13901 Town Center Blvd. Suite 900	1,412	\$ 110,000.00	Tenant Finish	Saku Japan
GDI Construction Corporation	9880 Douglas Floyd Parkway	25,000	\$ 2,461,557.00	New	Therametric Technologies
Rue 21	13971 Town Center Blvd Suite 350	4,300	\$ 100,000.00	Tenant Finish	Rue 21
United Construction	14560 Bergen Boulevard	89,600	\$ 291,600.00	New	Verus Shell Building
GLR, Inc.	14575 Mundy Drive	15,537	\$ 1,300,000.00	New	CVS
Meyer Najem Corporation	13225 Tegler Drive	5,020	\$ 700,000.00	New	M&I Bank
Chase Bank	13165 Tegler Drive	5,331	\$ 1,002,000.00	New	Chase Bank
CPM Construction	13285 Tegler Drive	7,441	\$ 1,500,000.00	New	Olive Garden
Paragon General Contractors	13279 Harrell Parkway	4,326	\$ 1,000,000.00	New	Key Bank
SDC Enterprises, LLC	15887 Cumberland Road Suite 109	2,633	\$ 85,800.00	Tenant Finish	Radiance Tanning
Applicant	Address	Sq.Ft.	Project Value	Description	Tenant
Crystal Flash Petroleum	14554 Herriman Blvd.	3,420	\$ 1,100,000.00	New	Crystal Flash
Boyle Construction, Inc.	15425 Herriman Blvd.	35,900	\$ 825,000.00	Expansion	Enerdel
Capitol Construction	14002 Hoard Dr. Suite 900	5,100	\$ 48,000.00	Tenant Finish	Maurices
	17055 Mercantile Blvd.	2,176	\$350,000.00	Tenant Finish	Panda Express
	20224 Hague Road	7,200	\$150,000	New	Gordon Marketing
	9200 E. 146th Street	6,478	\$100,000.00	Tenant Finish	Gared Holdings, LLC
	TOTALS	1,352,106	\$ 63,390,227.00		

Downtown Enhancement

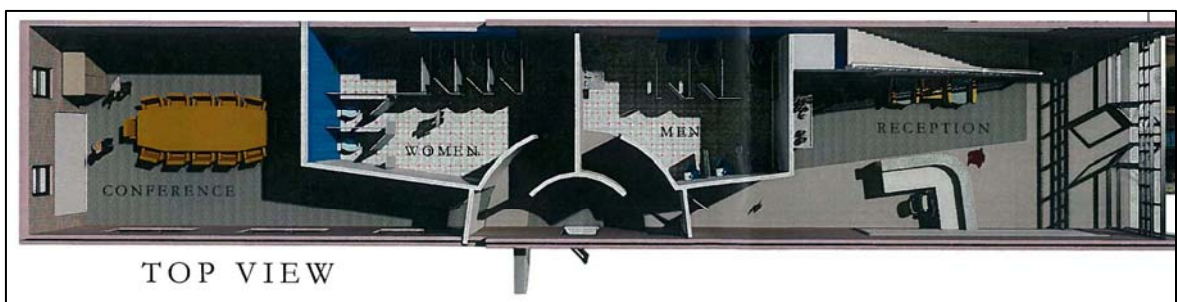
2009 continued to be a great year for Downtown Noblesville from streetscape improvements such as **outdoor music and light-pole flower baskets** to maintaining and creating new programming such as **First Fridays** and the inaugural year of the **Outdoor Movie Series**. Partnering with other community organizations such as Noblesville Main Street and the Hamilton County Convention and Visitor's Bureau (HCCVB) was once again a dominant theme to the year with several highlights.



Through a partnership with the HCCVB the City acquired property at **839 Conner Street** for a new **visitor's center space**. The facility will contain **public restrooms** (5 women's stalls, 3 men's stalls and three urinals), a **visitor information station** manned by the HCCVB, second floor **office space** and a small **conference room/exhibition space** on the south side of the first floor. The adjoining property owners are participating in the Façade Grant Program in order to maintain an aesthetic consistency for the entire building. Construction is currently underway and the venue is slated to open in spring 2010.



The Façade Improvement Grant Program continued its success by **granting over \$60,000** towards six façade projects within the downtown area. These public monies have stimulated over **\$126,000 in private investment**. The program expended all of its funds in 2009 and was highlighted by Ball State University's Immersive Learning press tour. In the following years the program is intended to be funded through the Logan Street TIF District.



Enticing Visitors and New Residents

Attracting visitors and new residents helps Noblesville by bringing in more money, jobs and businesses. People that move here further reinforce the local economy by supporting the housing market and increasing property values. To add to Noblesville's various accolades and awards it has received in the past, in **June 2009 Family Circle Magazine** named Noblesville One of the **Ten Best Towns in the US for Families**. Results were based on towns with populations between 15,000 and 150,000 and included the variables of affordable housing, access to health care, low crime rates, financial stability, green spaces and public school systems. These kinds of honors are a direct reflection of the community's greatness and sustained potential.



Marketing, promotion and communication continued and expanded through the destinationnoblesville.com website as well as various print-marketing materials. The overall marketing scope was widened to include the entirety of Noblesville as a destination place with the downtown area acting as one of many attractions. This effort is intended to bring over-night visitors to the area for a more comprehensive stay rather than just a 2-3 hour visit. The website was also expanded and the design assimilated to that of the print marketing materials in order to create a more consistent and cohesive look to tourism and quality of life advertisement.



The Department of Economic Development continues to collaborate with the **Indiana Office of Tourism Development, the Hamilton County Convention & Visitor's Bureau and the Indiana Convention & Visitor's Association** to promote Noblesville as a great place to visit. Noblesville's attributes are also being advertised across the state in a variety of publications and venues to attract visitors and new residents.



Through this exposure along with a continued public media relations initiative started last year we have maintained consistent and active coverage for Noblesville in the regional and local media. Placements with local news and media networks (including television, newspaper and various other print publications) with a heavy emphasis towards online advertising has been very beneficial for Noblesville's exposure. Our click-through rates are high and consistent with frequent new visitors.

Development Analysis

TABLE 1			
NON-RESIDENTIAL	2009	2008	change
COMMERCIAL	10	45	0.777778
ADDITIONS	7	6	-0.16667
INDUSTRIAL	0	2	1
INSTITUTIONAL	5	4	-0.25
TOTAL NON-RESIDENTIAL	22	57	0.614035
RESIDENTIAL			
SINGLE FAMILY	394	429	0.081585
ADDITIONS	64	64	0
DUPLEXES	8	7	-0.14286
MULTI FAMILY	20	34	0.411765
TOTAL RESIDENTIAL	486	534	0.089888
TOTALS	508	591	0.14044

TABLE 2			
NON-RESIDENTIAL	2009	2008	change
COMMERCIAL	\$5,613,113	\$76,193,243	0.926331
ADDITIONS	\$503,000	\$3,306,750	0.847887
INDUSTRIAL	\$0	\$965,000	1
INSTITUTIONAL	\$2,940,130	\$1,581,920	-0.85858
TOTAL NON-RESIDENTIAL	\$9,056,243	\$82,046,913	0.889621
RESIDENTIAL			
SINGLE FAMILY	\$56,146,385	\$61,146,520	0.081773
ADDITIONS	\$1,618,759	\$1,463,764	-0.10589
DUPLEXES	\$1,517,368	\$1,404,927	-0.08003
MULTI FAMILY	\$16,906,644	\$29,032,276	0.41766
TOTAL RESIDENTIAL	\$76,189,156	\$93,047,487	0.18118
TOTALS	\$85,245,399	\$175,094,400	0.513146

TABLE 3			
NON-RESIDENTIAL	2009	2008	change
COMMERCIAL	150,208	1,288,597	0.883433
ADDITIONS	9,753	21,707	0.550698
INDUSTRIAL	0	43,820	1
INSTITUTIONAL	14,588	8,241	-0.77017
TOTAL NON-RESIDENTIAL	174,549	1,362,365	0.871878
RESIDENTIAL			
SINGLE FAMILY	1,147,415	1,396,835	0.178561
ADDITIONS	32,839	34,608	0.051115
DUPLEXES	29,492	30,592	0.035957
MULTI FAMILY	336,068	740,421	0.546112
TOTAL RESIDENTIAL	1,545,814	2,202,456	0.298141
TOTALS	1,720,363	3,564,821	0.517406

Table #1: Building Permits Issued

This table reflects the percent change of building permits issued between 2008 and 2009. Total Non-residential building permits issued declined by approximately 61% while total residential building permits declined 14%. The biggest declines were in non-residential commercial permits, down almost 78% and multi-family residential permits down 41%.

Table # 2: Total Construction Value Permitted

Table # 2 reviews non-residential and residential construction values. Total Non-residential values declined by approximately 89%. Residential percentage totals were down by 51%. Non-residential construction values fell across the board, but residential single family construction value was only down by 8%.

Table # 3: Total Square Footage Permitted

Table # 3 shows that Non-Residential square footage permitted has seen a drastic drop from 2008. Existing commercial building square footage was definitely the most sought after space in 2009. Surprisingly, Residential square footage did not see the drastic drop. These figures show that Noblesville continues to attract new home buyers even in this economic downturn.

Marketing

Marketing Noblesville was clearly a top priority for the Economic Development Staff in 2009. Building on successful strategies in 2007 and 2008, EDD promoted Noblesville from three angles....live, work, and play. We continued to maintain and sustain our current marketing strategies while also focusing on a first time global relationship building initiative. The table below shows advertising distribution locally, regionally and nationally.

Target Market	Monthly/Piece Rate	Annual Rate	Months	Ads/Listings	Cost
Indianapolis Business Community	2,225.00		12		26,700.00
Indianapolis/National/Global Business Community		2,320.50		1	2,320.50
Indianapolis/Indiana Business Community	1,333.33		6		7,999.98
Indianapolis Region Businesses	1,916.67		9		17,250.03
Indianapolis Business Community		1,095.00		1	1,095.00
Indianapolis Business Community/General Citizenry	900.00		10		9,000.00
Chamber of Commerce Members - Countywide	600.00		5		3,000.00
Visitors/General Citizenry		\$5,000.00		1	5,000.00
Indiana Travelers/Visitors	\$3,800.00		2		\$7,600.00
Indiana Travelers/Visitors	2,500.00			1	2,500.00
Indiana Travelers/Visitors	600.00			1	600.00
Indiana Travelers/Visitors	200.00			5	1,000.00
Indiana Travelers/Visitors		\$500.00		1	500.00
Indianapolis Region Travelers/Visitors		\$4,884.00		2	4,884.00
Indianapolis Region Travelers/Visitors	200.00		9		1,800.00
Affluent Individuals/Business Leaders	2,557.67		3		7,673.01
Affluent Individuals/Business Leaders	250.00		12		3,000.00
Indianapolis/Miscellaneous Travelers	1,050.00		12		12,600.00
Homebuyers/Visitors/General Citizenry		1,800.00		1	1,800.00
					\$67,709.52



Three years ago, SMC Corporation based in Chiyoda-ku, Tokyo, decided to move its North American Headquarters, also known as the U.S. Technical Center, to a new 800,000 square foot facility located just off Exit 10 in Noblesville. In attendance at groundbreaking ceremonies was SMC Chairman Yoshiyuki Takada, who flew to Indiana from Tokyo, to be apart of the events. The ceremony allowed Mayor John Ditslear and the citizens of Noblesville to extend their welcome and thanks to Chairman Takada and his staff for their investment in Noblesville. During that visit, Mayor Ditslear offered Chairman Takada additional assistance in helping SMC Noblesville to grow and succeed. One of the many ways the city supported SMC was by approving a 10 year tax phases in due to SMC's future capital investment of \$30 million dollars in real property, \$6.7 Million dollars in personal property and an additional 500+ employees added to the Noblesville workforce. This past September, Indiana Governor Mitch Daniels extended an open invitation to Indiana communities, corporate officials, and universities to accompany him on his **Asian Trade and Investment Mission Trip** with the goal of building relationship for the exchange of business interest and expansion. A special visit was coordinated for Mayor Ditslear and other Indiana Economic Development representatives with Chairman Takada and his executive team in Tokyo to personally relay the Noblesville communities' appreciation for SMC's presence and to offer help and support with future expansions on the current facility. Mayor Ditslear also spent 16 days in China and Japan meeting with foreign companies, government officials, and Indiana citizens working in those countries.

Operational Goals for 2010

New Attraction

Site submission proposal improvements

Existing Business Retention & Expansion

E-Mail Newsletter.....Design and E-Mail

Noblesville Business Visits.....relationship building, liaison between government and business to handle questions and concerns, surveying

Sustain/Maintain initiative.....re-evaluate how to better assist existing businesses

Downtown/Community Development

Maintain and Enhance Website: www.destinationnoblesville.com...(also incorporating more of Noblesville City destinations)

Manage City Hall Electronic Promotional Sign

Finalize and Adopt Downtown/West Side Zoning Overlay

Execute Downtown Marketing Plan

Initiate Downtown Beautification/Improvement Projects

Publish Monthly Downtown E-Newsletter

Downtown Corridor Opportunities

Riverwalk Project and Partnership with Hamilton County

Marketing Initiatives

Direct Advertising Targeting Region

Manage Economic Development site on www.cityofnoblesville.org

Enhance Appearance

Manage Noblesville Prospector Database/Website

Build Broker Outreach Program

Noblesville Fact Book Update

Prospector Marketing Tool.....also Inquiry Response

Incentive Program Initiatives

Develop/Administer New Tax Phase in Matrix

Administer Noblesville's Façade Improvement Grant Program

Partnerships

Noblesville Chamber of Commerce, Hamilton County Alliance, Hamilton County Convention and Visitors Bureau, Indiana Economic Development Association, Indiana Economic Development Corporation, Indiana Office of Tourism Development, Indy Partnership, International Economic Development Council, Japan- America Society of Indiana, Indiana Chamber of Commerce, Indianapolis Chamber of Commerce, Noblesville Administration/Common Council- Economic Development Committee, Noblesville Main Street, International Council of Shopping Centers, Economic Club of Indiana