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Media Contact: Molly Deuberry

317.800.5675 / mdeuberry@mayorgregballard.com

MAYOR BALLARD RELEASES PLAN TO MAKE INDIANAPOLIS BEST CITY IN MIDWEST FOR JOB CREATION

***Aggressive strategy focuses on business growth
while promoting stronger national and international commerce opportunities***

INDIANAPOLIS – Indianapolis Mayor Greg Ballard today unveiled his plan to encourage small business growth and make Indianapolis the best city in the Midwest for job creation.

Indianapolis is well positioned for further growth in part because Mayor Ballard created a more predictable business climate by producing responsibly balanced budgets without raising taxes. Mayor Ballard is committed to maintaining this stability in his second term and in doing so, will continue to strengthen the economic environment he has helped to create in Indianapolis over the last 3½ years.

“As we look to the future, we must make it easier for small businesses to grow and for local businesses to sell products and services abroad,” said Mayor Ballard. “Despite the toughest national economic environment since the Great Depression, the City just had its best year on record for attracting new job commitments and investment. But we must continue to bring jobs to our City. Our plans for the future will set the stage for even more success.”

In 2010, Indianapolis attracted commitments for over 8,700 new jobs and \$900 million in capital investment. The new job commitments for 2010 totaled more than 2002, 2003, 2004 and 2005 combined. The City is also being recognized by national media outlets as a great place economically:

- **#1 Midwestern City to be the Next Big Boom Town** (*Forbes*)
- **Top 7 Hub Cities for Business Startups** (*Wall Street Journal*)
- **Top Ten Cities Poised for Economic Recovery** (*Newsweek*)
- **Top Ten Cities to Relocate to** (*CNBC*)
- **#1 City with Good Jobs and Cheap Housing** (*Investopedia*)
- **5th Best Metro Area for Business** (*Area Development*)
- **#1 Most Affordable City for Housing** (*CNN Money*)
- **4th Most Affordable City in U.S.** (*Forbes*)

Mayor Ballard's plan builds on the City's economic success in five key areas.

1) Grow Small Business

Nationally, small businesses have generated 64% of net new jobs over the past 15 years. Small business is a critical part of the economic engine of our city. It is imperative that the City come alongside these businesses to assist when possible and appropriate.

***One Stop Shop for Small Business**

Develop Indy, the Department of Code Enforcement and EmployIndy will open a One-Stop Shop for Small Business. To accelerate the growth of business, the City will invite the Greater Indianapolis Chamber of Commerce, commercial lenders, and others who support small business development to have resources available at this location. This resource center, located in a convenient setting, will function similarly to a concierge service and include staff and information from public and private organizations seeking to help entrepreneurs in areas such as:

- Business planning and finance
- Site selection, including assistance in identification of vacant or underutilized facilities in the City
- State and local incentives
- Permitting and zoning
- Minority, Women and Veteran owned business programs
- Bidding on government contracts
- Workforce recruitment and training

This program will provide timely, personalized and solution-oriented assistance, including assigning individual project managers to large-scale projects. Additionally, Develop Indy and the Department of Code Enforcement will team up to produce a printed and online guide for businesses to help them understand and navigate zoning, permitting, and licensing processes.

2.) Create a Single Voice for Business with a Coordinated Approach

The City directly funds and supports the efforts of Develop Indy to attract and retain jobs in Marion County. Under Mayor Ballard's leadership, the city has devoted significant funding to grow and strengthen the organization and provide assistance to companies committed to relocating here or growing their Indianapolis presence. Since 2008, these economic development efforts have resulted in record new jobs commitments with higher wages and unprecedented levels of private capital investment.

***Strengthen the partnership between the Greater Indianapolis Chamber of Commerce, EmployIndy, and Develop Indy**

Strategically linking the Greater Indianapolis Chamber of Commerce, EmployIndy, and Develop Indy will provide a strong, unified resource for business in Indianapolis. Mayor Ballard will drive discussions to pursue the best collaboration between these three groups in order to best serve

the business community, bring more jobs to Indianapolis, and match job seekers with companies hiring.

3.) Streamline State and Local Permitting

Under Mayor Ballard's leadership, the Indianapolis Department of Code Enforcement has increased standards and accountability for building projects in Indianapolis. Currently, commercial property construction must undergo a process of review involving both state and local government. Mayor Ballard is working with the state to streamline commercial plan review processes. This move would speed up commercial construction and save businesses thousands of dollars.

"I want to streamline the process and help businesses get moving in a responsible and cost-efficient way," said Mayor Ballard.

4.) Expand Airline Service at Indianapolis International Airport

One of the city's greatest economic assets is its strategic geographic location. Indianapolis International Airport, featuring its new terminal and the world's second largest FedEx hub, attracts companies seeking access to logistics and distribution.

Mayor Ballard understands that access to economical travel and distribution is vital to the success of many companies. To grow the airport and unlock its full potential, Mayor Ballard will create an airport business development position to seek the addition of additional flights, including new non-stop flights, for existing airlines, potentially recruit new airlines to the airport, and recruit and assist companies who may seek locations near the airport. The Indianapolis Airport Authority has made strides toward implementing their redevelopment plan. The City should assist them in executing this redevelopment strategy. Therefore, this position will be created at Develop Indy and work in close collaboration with the Indianapolis Airport Authority. Additionally, expanding airline service to Indianapolis through added flights will benefit Indianapolis residents and make the city an even more attractive place to do business.

5.) Increase International Business Development

Indianapolis is a member of the global economic community. Our future success depends upon expanding access to global markets for existing companies and attracting new global investment to Indianapolis. The City must provide resources to assist overseas companies who are prime targets to bring jobs to Indianapolis and also help existing Indianapolis companies sell products and services overseas. This will result in more jobs locally. Indianapolis is home to more than 300 companies with international ties that provide jobs to more than 43,000 Hoosiers.

***Create an International Trade Resource Center**

Mayor Ballard will create a collaborative, single resource for international trade assistance to include: import-export consultations, business promotion, trade missions, trade shows, and market research. Mayor Ballard's vision is that the City, Develop Indy and the International Center should work to create a center where international businesses and organizations can co-locate to work together toward increasing international commerce in Indianapolis. This center

will be a central hub for business, trade, cultural and government organizations seeking to develop, grow and expand ties to Indianapolis and the State of Indiana. As these businesses grow, there will be more jobs for Indianapolis residents.

Indianapolis and Indiana are home to many top international companies and many Hoosier companies seeking global market expansion. The City must continue to partner with the State to attract new international companies to Indianapolis, strengthen the international reach of our domestic businesses, and position the City as a global destination for jobs. Over the long term, a strong international economic development strategy will result in important economic wins for our city.

“We simply cannot succeed as a city if we shut our eyes to our place in the global economy,” said Mayor Ballard. “If a company pays dollars and hires people from Indianapolis, I want them to grow, hire and thrive here. We must proactively compete for new jobs to come to Indianapolis.”

For more information about Mayor Greg Ballard’s Plan to Move Indianapolis Forward, visit www.mayorgregballard.com

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