

2024 OVERVIEW: WHITESTOWN

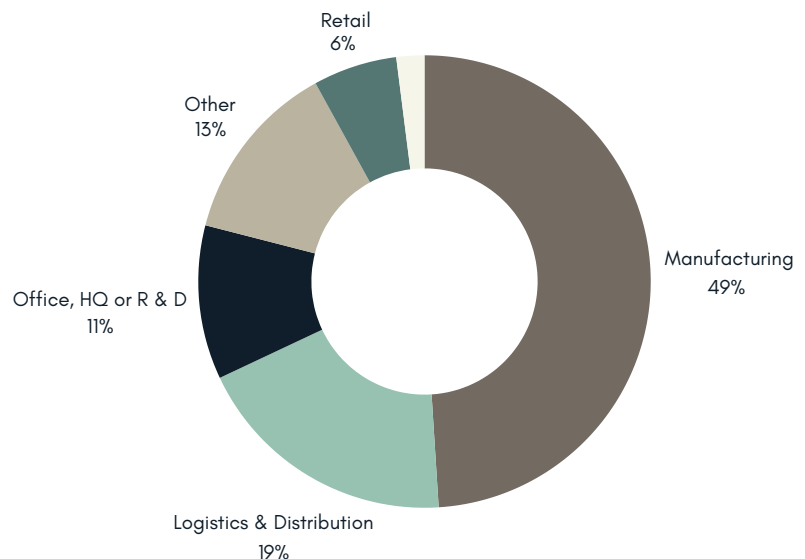
OVERVIEW

In 2024, the Boone EDC played a pivotal role in supporting economic and community development efforts in Whitestown, driving business attraction, workforce initiatives, and quality-of-life enhancements. Through our partnership, we submitted **23 leads—accounting for 34%** of our total submissions—with nearly half focused on manufacturing and strong representation in logistics, office, retail, and data centers. We worked closely with Whitestown leadership, holding monthly meetings and collaborating on key projects, including securing a **\$10,000 Indiana Arts Commission grant** for public art and conducting a feasibility study on higher education opportunities. Our commitment to workforce development was reflected in the **2024 Wage & Benefits Study, childcare needs assessment, and Business Retention & Expansion (BR&E) visits**, which provided direct support to **12 Whitestown companies**. Major economic wins included **Safavieh's \$62M expansion** and **Scooter's Coffee's 183,000 sq. ft. distribution center**. Additionally, Boone EDC facilitated behind-the-scenes industry tours, helped businesses through microloans, and invested in Whitestown's vibrancy through **180 Makeover and 180 in Color projects, such as Hattie's Coffee House renovations and Jackson Run Park improvements**. We appreciate the Town of Whitestown's support and look forward to continuing to be an integral partner in its economic growth, ensuring it remains a thriving and competitive community for businesses, residents, and investors alike.

LEADS

23 Leads submitted for Whitestown
34% of all leads submitted were for Whitestown

LEADS BY SEGMENT



DEALS

- Safavieh expansion and job creations
- Scooter's Coffee Distribution Center
- Telamon expansion and job creation

PARTNERSHIP EFFORTS

- **Monthly meetings with Whitestown town staff** to discuss economic development initiatives.
- **Participated in the YMCA feasibility study** to assess community needs.
- **Assisted with an Indiana Arts Commission grant** for a future public art project and a two-day seminar on public art creation in partnership with Ball State University and the Indiana Arts Commission.
- **Explored higher education opportunities** with the University of Southern Indiana and Whitestown town staff, concluding that current data trends do not support university expansion in Boone County due to its central location near Purdue, Ball State, and several private and Indianapolis-area universities.
- **Hosted quarterly meetings with Boone County elected officials** to provide EDC updates and facilitate networking.
- **Organized the 2025 State of the Community Breakfast**, bringing together local leaders to discuss the future of Boone County.
- **Led the 2024 Childcare Study**, surveying Whitestown families, businesses, and childcare providers. Hosted a December 2024 webinar to present findings and next steps to elected officials, employers, and childcare providers.
- **Conducted the 2024 Wage and Benefits Study**, providing data to help Whitestown employers attract and retain talent. The 2025 study is in progress with a TBD release date, serving as a benchmark for living wages and industry-specific benefits.
- **Hosted the Annual Investor Lunch in November 2024**, with another scheduled for 2025, offering a year-in-review, development updates, and networking opportunities.
- **Coordinated Whitestown participation in the 2024 Best Day in Boone**, engaging local nonprofits, parks, and employers.
- **Provided a 200 page comprehensive Housing study and utility analysis** for Boone County at no charge to elected officials
- **Held ongoing meetings** to strengthen community relationships and identify new development and growth opportunities.

12 BR&E Visits

BEHIND THE SCENES WITH INVESTORS

- Amazon - May 2024
- IWIS Drive Systems - July 2024
- Hachette Book Group - November 2024

PRESS

Throughout 2024, Boone EDC created **more than 15** press releases about positive growth in Whitestown. **Over 22** news articles or media coverage came from our efforts.

MICROLOANS

Miller's from Fundae's in Whitestown opened Subdaze in Zionsville with a grant from Boone EDC.

180 MAKEOVER

Hattie's Coffee House: \$189,000 to improve the parking lot (5 additional spaces) and ADA accessibility, bike racks, a playset, landscaping, and renovations to the roastery, Daily Grind.

LA Café: \$136,000 to improve interior of restaurant, including restrooms and cold storage space.

180 IN COLOR

Jackson Run Park: \$59,000 budgeted for a new shade structure that blends with the natural beauty of the park.