



ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:

0—400 members

401—700 members

701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to info@iceaonline.com.

Mail a non-refundable check payable to ICEA for \$25 per entry to:
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.

Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to info@iceaonline.com prior to May 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce _____

What are you submitting for? _____

Contact: _____

Telephone: _____

E-Mail: _____

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members
- 701 + members **X**

Forward e-mail with your submission attached to info@iceaonline.com no later than May 10th.



ICEA 2024 Excellence Award Nomination: Demographic Targeted E-newsletters

Stakeholder communication is critical for all organizations. For Chambers of Commerce, external communication keeps stakeholders updated on our work, alerts them to potential impacts on their business, and educates them about valuable resources. Relevant external communication helps justify their investment in the chamber.

Chamber membership is comprised of every type of business imaginable, from solopreneurs to large corporations, and represents hundreds of industries. Members invest for different reasons, meaning they need different content from us. Adding additional stakeholders to our recipient list, such as elected and appointed officials who need other unique content, made it even more difficult to produce concise, quality pieces.

Challenge: Aspire produced a weekly e-newsletter since our formation. As we grew both membership and initiatives, it became difficult to communicate to a diverse audience in one weekly e-newsletter. It also became difficult to effectively brand ourselves to key stakeholders as the local source for economic development data and trends, a reliable resource for small business news, and a connection to local government activity.

We needed to develop new communications that would allow us to segment news to targeted groups of stakeholders without overdelivering – “loading up the inbox.”

Solution - New E-newsletters: Aspire identified three groups of stakeholders that needed different information – (1) general stakeholders, (2) top investors, and (3) government officials. General stakeholders still receive our weekly e-newsletter. For the latter two groups, we developed new monthly communications in 2023.

- ***Aspire Report for Top Investors (ARTI)*** – A video report from our Vice President of Investor Development and Relations emailed monthly to executives at organizations that invest at our highest tiers. The content is updates on our work, primarily in advocacy, workforce development, and member services. It also includes links to resources related to the content.
- ***Economic Report for Government Officials (ERGO)*** – A report from our Vice President of Economic Development emailed monthly via Constant Contact to local elected and appointed officials. Content includes a (1) brief article on an economic development topic, (2) local government official profile, (3) an economic snapshot dashboard, and (4) fun local trivia. It is designed to be a quick read with few or no links to click.



Outcomes: ARTI was originally distributed to 110 members and ERGO to over 90 government officials. Distribution lists continue to increase as recipients have forwarded the e-newsletters to others who then subscribed (ARTI is up 19% and ERGO is up 10%).

ARTI has an average open rate of 34.7%, up 10% from its launch. ERGO's average open rate is 37.8%, holding steady since its launch but we believe this is remarkable because initial recipients did not opt-in; we curated a list of those we wanted to receive it and sent it to them unannounced!

Unexpectedly, since releasing these targeted e-newsletters, we then saw the open rate for our general weekly e-newsletter increase by nearly 5%. This reinforces our belief that targeted messaging would help with overall stakeholder engagement.

Aspire Johnson County will continue to publish ARTI and ERGO monthly and evaluate additional opportunities for targeted communications to other groups of stakeholders.

Attached: Aspire Report for Top Investors and Economic Report for Government Officials.

SHARE:

[Join Our Email List](#)



April 2024 | Aspire Report to Top Investors

The Aspire Report to Top Investors (ARTI) is a monthly video update from our Vice President of Investor Development + Relations, Angela Vandersteen, to Aspire's most committed member investors and partners.



*(Note to
ICEA: Click
to view
video)*

Links to items mentioned in video:

[+ Celebrate Award Winners](#)

[+ Candidate Written Interviews](#)

[+ Corporate Transparency Act - Webinar Video](#)

[+ Corporate Transparency Act - How to Report](#)

This email is part of the **Aspire Report to Top Investors** video series.
All videos in the series can be found at **Aspire's YouTube channel**.



Aspire Economic Development + Chamber Alliance | 1499 Windhorst Way, Suite 160,
Greenwood, IN 46143

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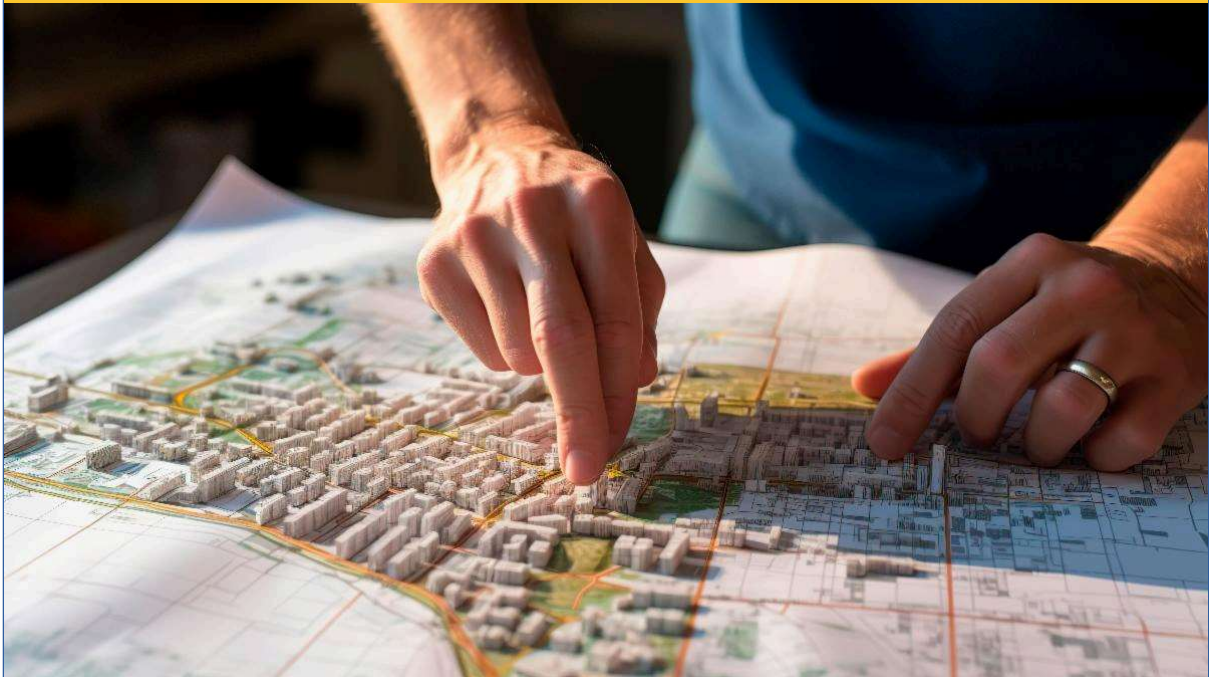
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April 2024 | Economic Report for Government Officials



Economic Development News: Event Recap: Area Development Consultants Forum Workshop

Area Development recently hosted its 5th Annual Workshop Forum at The Omni Hotel in downtown Louisville, Kentucky, from March 18th to 20th. The Workshop provided valuable insights and networking opportunities for attendees, equipping them with the knowledge and strategies to navigate the changing field of economic development in 2024.

[+ Read the full article here](#)

From the Desk of Amanda Rubadue, Vice President of Economic Development: Economic Development for Elected and Appointed Officials



As an elected or appointed official, or municipal staff member, it's important to know and understand the tools in your toolbelt.

On Tuesday, April 23rd, we will be hosting our Economic Development for Elected and Appointed Officials on Zoom from 3pm-4:30pm.

I invite you to attend to learn more about what areas impact economic development, what tools are available to municipal leaders to influence economic development and an overview of recent legislation.

This workshop will be beneficial to leaders in their first years of serving our communities and seasonal leadership as well. Please send me an email at arubadue@aspirejohnsoncounty.com and I will forward you the calendar invitation and link to join us.

Go out and make the world a better place,
Amanda Rubadue, CEcD

Meet a Government Official: Jan Jones, Clerk-Treasurer for the City of Franklin

Jan Jones is currently serving as the Clerk-Treasurer for the City of Franklin. With a background in education spanning 22 years, she brings strong leadership skills and a wealth of knowledge to her role.

As the fiscal officer of the city, Jones manages all financial transactions, payroll, budgeting, and investments. She also fulfills the duties of Clerk for the City Council and Board of Public Works and Safety.



Jones has lived in the city her entire life, and she is deeply invested in its continued success. Outside of work, Jones enjoys cheering on her two sons at their travel sports events, reading, traveling, and supporting her alma mater, Purdue University.

She looks forward to collaborating with other department heads and Mayor Barnett to ensure Franklin remains, as she says, a "top-notch city" for generations to come.



Economic Snapshot



are part of a metropolitan area that is a vibrant place for living, visiting and working. Central Indiana is one of the fastest-growing metro areas in the Midwest and has been capturing the attention of site selectors and other companies looking for a perfect location to do business.

Labor Force

Johnson County has a resident labor force of around 87,200, with an annual unemployment rate of 2.4.

February 2024
Unemployment Rate
in Johnson County:

3.4

according to the Indiana
Department of Workforce
Development.



Population

Johnson County's population has increased to 167,000. The county is projected to grow to around 177,000 by 2030.

In February 2024, Johnson
County S.F. Building Permits
have increased by:

29%

compared to February 2023.

Building Permits

The Builders Association of Greater Indianapolis (BAGI) reports that 24 single family building permits were issued by February 2023, but 31 have been issued by February 2024.

Sources:

www.bagi.com

www.stats.indiana.edu

Links to data:

+ [Latest Building Permits Data Sheet](#)

+ [Labor Force and Population Stats for Johnson County](#)

April Trivia: Springtime in Indiana



1. What is Indiana's state flower that blooms in the spring?
2. What event can racing fans see in Bloomington during the third weekend of April before the Indy 500?
3. What is a staple crop that Indiana farmers usually plant in spring?

+ [Click here to see the answers](#)

Not already subscribed to ERGO? Contact Eric Reingardt to be added to the distribution list and receive the Economic Report for Government Officials every month.

About Aspire

Aspire Economic Development + Chamber Alliance's mission is to drive economic development and business success in Johnson County and southern Indianapolis. As the local

economic development organization for Johnson County, Aspire leverages community development opportunities to attract, retain, and expand businesses in the county. As a chamber of commerce, Aspire leads the area's business community by advancing pro-growth policy, and providing comprehensive member services to entrepreneurs, small businesses, and large corporations. For more information, please visit AspireJohnsonCounty.com.



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