

GROWING

Boone County

A Strategic Vision For 2026 + Beyond



BOONE EDC

In the initial half of 2021, the Boone County Economic Development Corporation (Boone EDC) undertook a comprehensive planning study with the aim of enhancing its community service and exploring avenues for additional funding. The study yielded discernible recommendations that extend beyond the conventional recruitment and retention responsibilities funded by county and municipal government contracts.

Boone County, recognized as one of the fastest-growing communities in the nation, enjoys low unemployment rates and a flourishing business community. Consequently, the challenges we have had and will see over the next five years are expected to center around workforce development and related issues. This strategic focus aims to ensure that existing businesses can meet their staffing requirements while fostering a robust workforce capable of attracting new employers.

Despite the existing staffing challenges that may imply a scaled-back business attraction effort, the Boone EDC is cognizant that allowing the pipeline of potential employers to dwindle is not an option. Instead, we view the scarcity of Boone County residents employed within the county and the substantial proportion of workers commuting from other localities (constituting 75% of our workforce) as an unmet need. We firmly believe that Boone County stands to gain from proactive and effective programming tailored to offer out-commuting residents enhanced employment opportunities within the county, and to facilitate in-commuting workers transitioning into Boone County residents.

Consequently, the five-year strategic plan introduces three pivotal elements augmenting Boone EDC's core business attraction and retention responsibilities. These new components are strategically crafted to establish a cohesive and lucid vision for Boone County, address impediments to securing an optimal workforce both internally and externally, and empower underserved communities to enhance their business and employment prospects.



WHY INVEST



Our Values

01

Advocacy

We passionately champion the interests of Boone County, advocating for its growth, prosperity and well-being.

02

Responsiveness

We are swift and diligent in our responses, addressing the needs of our community and stakeholders with urgency and care.

03

Commitment

We demonstrate unwavering dedication to our vision, ensuring consistent efforts to achieve sustainable economic development in Boone County.

04

Innovation

We cultivate an environment that nurtures creativity and welcomes fresh ideas, enabling the development of inventive solutions that propel Boone County towards progress and prosperity.

05

Connection

We actively build and nurture connections, fostering collaborations and partnerships that strengthen Boone County's economic landscape.



OUR Key initiatives

How We Will Direct Growth

- 01** Develop a vision and brand for Boone County
- 02** Launch a workforce initiative
- 03** Educate and Advocate for workforce solutions
- 04** Develop programming for underserved populations

01 BOONE COUNTY VISION



Boone County is the 2nd fastest growing county in the state of Indiana and the 63rd fastest-growing in the United States – but we lack a common vision for our community. Before we address any of our challenges, before we help to launch more small businesses, and before we market our community, we need to answer this question: What does Boone County look like in 2026 and beyond?

Strategy

- Develop Boone County's brand by convening a visioning committee and marketing subcommittee
- Craft a strategic county-wide marketing strategy

Measuring Success

Increase Boone County's brand awareness by 5% in 5 years once baseline is established.



Challenges

- Boone County's unemployment rate is typically between 2% - 3.5%.
- We import 75% of our workforce and 70% of our residents to jobs in other counties.
- Boone County's average wages are below Indianapolis MSA wages

Strategy

- Publicize Boone County's assets, industries, and employment opportunities through a talent attraction marketing campaign.

Measuring Success

- 5% more Boone County residents living and working in Boone County
- Meet or exceed Indianapolis MSA wages
- Increase Boone EDC engagement by 10% and reach by 25% with social media advertising and geotargeted ads



Challenges

- Housing Shortage
- Limited employment training opportunities available in Boone County
- Childcare choice is limited and only 40.1% of local children can be served by a quality childcare facility in Boone County
- Perceived lack of transportation solutions

Strategy

- Conduct a housing study
- Advocate, educate, and market our housing-related assets and needs
- Expand local training courses
- Conduct annual wage and benefits survey and biennial labor shed analysis
- Convene a childcare coalition to develop a strategic plan for childcare needs
- Link employers to transportation solutions

Measuring Success

- 10% increase in workforce housing options
- 15% increase in number of certifications Boone County employees received
- 50% of local children can be served by a quality childcare facility in Boone County
- 10% more companies utilizing CIRTA car/vanpool services



Challenges

- 27% national unemployment rate for formerly incarcerated individuals
- Difficulty defining company policies regarding second chance employment

Strategy

- Lead Boone County Second Chance Employment Coalition to address barriers to employment
- Partner with Boone County Corrections and Probation on workforce programming
- Consider opportunities to engage with organizations that serve veterans or minority populations

Measuring Success

- Provide soft skills training to 50 justice-involved individuals



Baseline Economic Development Goals

Boone EDC will continue to fulfill its contractual duties with the following projected results:

- Conduct business retention and expansion (BR&E) visits with at least 65 existing businesses annually
- Respond to ongoing lead activity for new business development
- Provide training to 25 small businesses in partnership with other regional organizations
- 5% revenue growth from small businesses that participate in Boone EDC training opportunities
- 7.5% conversion rate of primary businesses and 2.5% conversion rate of Main Street businesses (non-primary businesses) attracted to Boone County
- By December 2027, ensure broadband availability of at least 100/20 Mbps for all Boone County households



NEXT STEPS

Empower Boone's future! Join us in realizing Boone EDC's strategic plan. Engage, collaborate, and invest for a thriving community. Your contribution makes a lasting impact.

[#BetterInBoone](#)

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