

# Madison County

*Building on Existing Strengths for Future Growth*

**B**oasting new technologies, new facilities to accommodate emerging companies, and plans for a new community college campus, Madison County is laying the groundwork for future economic development and growth.

Interstate 69 passes through the county and provides easy access to Interstates 70, 65, and 74. Approximately 45 miles northeast of Indianapolis, the area enjoys a low cost of living, reasonable land costs, a deep pool of engineering talent and good schools.

Evidence of that engineering talent is confirmed at Anderson-based Bright Automotive, which has created a brand-new, 100-mpg plug-in hybrid electric vehicle called the IDEA. The vehicle is aimed at the market for corporate and government fleets. According to the company, each IDEA saves 18¢ per mile and 1,500 gallons of fuel per year.

The automotive entrepreneurs at Bright Automotive include some of the most experienced hybrid-electric vehicle and battery pack engineers in the industry. In October, they landed a \$1.4 million contract with the U.S. Army to work with the Army's department of Tactical Communications (TACOM) to conduct a demonstration project on a low-cost plug-in hybrid electric solution for non-tactical military vehicles.

In conjunction with that announce-

ment, the company launched Bright eSolutions to deliver expertise to automotive customers worldwide to accelerate vehicle electrification, light weighting and overall platform efficiency. Additionally, the company is awaiting word on \$450 million in low-interest loans from the U.S. Department of Energy Advanced Technology Vehicles Manufacturing Loan Program.

"Our global marketing effort continues to focus on our electrical heritage, battery development, workforce and manufacturing capabilities. We see great interest and planned investment from both Europe and Asia," stated Rob Sparks, executive director of the Corporation for Economic Development.

Anderson's small business incubator and growth stage business accelerator, the Flagship Enterprise Center (FEC),

is expanding with the construction of a light manufacturing and prototyping facility designed to house up to eight companies. The building will join three other buildings at the Flagship campus: the Flagship Enterprise Center, the Energy Systems Center and the Anderson University Flagship Center. The project is made possible in large part through a grant from the Economic Development Administration (EDA) of the U.S. Department of Commerce and a financial commitment from the City of Anderson.

According to Charles Staley, president and CEO of the Flagship Enterprise Center, the EDA helped fund the facility to create jobs and encourage private investment in Anderson and surrounding areas. "We are extremely grateful to Secretary Locke and the Economic Development Administration for the grant which will make this new building possible," says Staley. "The timing couldn't have been better. The Flagship is near full occupancy and we are having ongoing discussions with potential investors and companies."

The project will cost approximately \$4 million, with \$2.7 million being funded through the grant from the

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*By 2011, Nestle will have invested \$529 million in its Anderson facility.*



# Johnson

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from Columbus Automotive of \$100,000. Without that and the support of the city of Franklin — the mayor's office and the Johnson County Development Corp. — we probably wouldn't have been able to grow this quickly.

"For the people of Johnson County this is an immediate return on their investment, because now a resident of Whiteland, Greenwood, Franklin or Edinburgh can drive 10 minutes to take classes they would have otherwise had to drive to other counties to take.

Since 1995 Leadership Johnson County (LJC) has provided professional development training to people who live and/or work in the county. Each year a class of approximately 35 meets once a month for nine months of interactive leadership training. "We strive to bring together citizens from all walks of life," says Executive Director Tandy Shuck.

"We have representatives from the private and government sectors, agricultural community, developers, CEOs and community volunteers, all at the same learning table."

"More than 400 alumni use their leadership training to make Johnson County a more enriched community," she says. "All of our participants work on a community service project they present at their graduation ceremony." Examples of projects include organizing a 5k walk/run for the USO, creating a county tourism Web site and implementing a financial literacy program for teens.

Residents can enjoy the diverse cultural amenities in nearby Indianapolis, but Johnson County's small-town feel is not without its own big-city amenities. One treasured local amenity is the Mallow Run Winery. Its tasting room is in the hayloft of a timber-frame barn built circa 1870. The winery, owned and operated by John Richardson, his son, Bill, and Bill's wife, Laura, is only minutes from the main highway, but makes visitors feel like

they're in the heart of wine country when they visit for tastings and special events.

"Our summer events include extended hours, live music of various genres and great food," says Laura Richardson. "We do a lot of charitable events, too. People enjoy being outside and bringing picnic blankets and food." Summer events regularly attract 500 people, she reports.

Now approaching its fifth anniversary, the winery employs three full-time and about 20 part-time employees. "We never thought we would grow this quickly," Laura says. We're really in a good spot in terms of being part of the community and reaching out and doing things with other businesses. It's a really nice community to be part of. I'm glad people think we're a positive part of it."

Miles of walking and biking trails, dog parks, amphitheaters, antique and specialty shops, as well as the third largest shopping mall in the state are other amenities that add to Johnson County's quality of life. •

# Madison

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EDA. The City of Anderson will provide \$900,000, with the remaining amount covered by a loan secured by Flagship.

To ensure that the county's high-tech businesses can find the educated workers they need, Ivy Tech Community College is planning a new campus on 40 acres of land adjacent to Interstate 69 in Anderson. The school plans to build an 85,000-square-foot building to accommodate its growing student body of 2,600 students.

Anderson Mayor Kris Ockomon said, "Anderson's Ivy Tech has outgrown its existing campus and additional overflow classroom space. The new location will draw even more students, and Ivy Tech will be ready with a convenient location, ample classroom space and a curricula designed for emerging workforce needs."

The new campus would create \$20 million in new investment and provide Anderson and Madison County with an ongoing pool of educated and skilled workers for new and developing jobs. Full-time enrollment at the Anderson campus is projected to grow to 3,400 by 2013.

Established companies are also on the move in Madison County. On March 4, 2009, Nestlé launched its largest ready-to-drink aseptic products factory in the world



*The new light manufacturing and proto-typing facility located in the Anderson, Ind., Flagship Enterprise Center is ready for occupancy.*

in Anderson, with production dedicated to meet growing U.S. consumer demand for Nestlé Nesquik Ready-to-Drink and Nestlé Coffee-mate liquid products.

The Anderson factory has applied for LEED certification, meaning the facility meets a series of standards for environmentally sustainable construction as determined by the U.S. Green Building Council (USGBC). It also has improved recyclability of resin packaging, a wastewater recovery system for reuse in cooling towers, and uses low-emission natural gas boilers.

"In a span of five years, Nestlé will have invested \$529 million in this facility," said Nestlé USA Chairman & CEO Brad Alford. "When it's finished in 2011, the Anderson facility will have created more than 500 local jobs in a tough economy. This is our fourth investment

in Indiana in the past two years — twice in Anderson, once in Greenwood and once in Fort Wayne."

Between August 2006 and June 2008, Nestlé invested \$359 million to construct an 880,000-square-foot factory, bringing more than 400 jobs to Anderson. This is Nestlé's largest single capital investment in its history. The company plans to invest \$170 million to expand the facility to more than 1 million square feet by 2011, while adding more jobs in the process.

Innovative technology, advanced manufacturing, alternative energy, international networking and state-of-the-art farming have quickly re-shaped the face of Madison County. This diverse and forward approach to economic development is certain to continue driving Madison County through the 21st century. •