



*The Visitors Pavilion for 100 Acres: The Virginia B. Fairbanks Art & Nature Park is itself a work of art.*

**S**uccessful companies depend on creative, innovative employees. Attracting these workers takes more than a nice paycheck because they are looking for much more.

Creative class employees want amenities, starting at their front doors with affordable homes, good neighborhoods and vibrant communities. They want cultural opportunities ranging from lively galleries and bistros, participatory and spectator sports all the way to world-class arts venues. Just as successful companies depend on constant improvement to stay ahead of the competition, the Indianapolis region has made it a mission to create and refine its culturally rich, vibrant and green environment for the next generation of professionals. Nearly 50 miles of greenways, a one-of-a-kind cultural trail, an innovative outdoor art park, and state-of-the-art venues for the performing and visual arts are just a few of the region's many options.

For example, in June, 2010, the Indianapolis Museum of Art (IMA) will open "100 Acres: The Virginia B. Fairbanks Art & Nature Park," one of the largest museum art parks in the country.

The art and nature park will open with eight works by international artists, a LEED-certified visitor center and walking trails that highlight the landscape.

"100 Acres offers a new model for **See QUALITY** | next page

# Quality of life

*Culturally Rich,  
Vibrant and  
Green – A Region  
Designed to Attract  
the Creative Class*



*Families enjoy activities at White River State Park year-round.*



*The new Keep Indianapolis Beautiful headquarters has been LEED "Gold" certified by the U.S. Green Building Council.*



# Noblesville, INDIANA

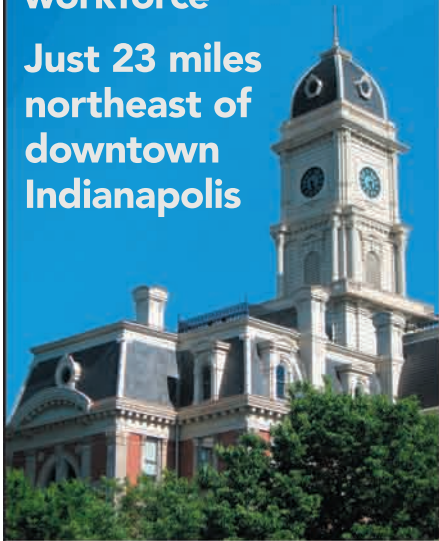
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business location

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city of 50,000

Office, land, industrial  
commercial properties

Highly educated  
workforce

Just 23 miles  
northeast of  
downtown  
Indianapolis



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Children prepare for the annual "Rookie Run," part of the regional festivities connected to the Indianapolis 500 Mile race.

## Quality

Continued from previous page

sculpture parks in the 21st-century," said Lisa Freiman, chair of the IMA's Department of Contemporary Art and director of the park. "Few art museums in the U.S. have the generous landscape and acreage we have here. Our goal has been to create a dynamic space in this city unlike any other, where visitors can go for recreation, learning and aesthetic experiences with art and nature. 100 Acres not only provides a platform for these experiences, it also provides a meeting place for people with similar interests and presents visitors with the chance to enrich their lives.

"Indianapolis is extremely fortunate to have the support and encouragement of patrons and foundations to create a place like 100 Acres on such an ambitious scale," she adds. "Especially considering that its realization has occurred during the midst of a historic recession, one can't ignore the fact that Indianapolis, contrary to its stereotyped reputation, has a strong commitment to the arts, to enriching the lives of its citizens, and for pushing the boundaries of creativity on an international scale."

The performing arts in central Indiana will get a boost in 2010 with the opening of the \$150 million Center for the Performing Arts currently under construction in the Carmel City Center. It will include three state-of-the-art performing arts venues: a 1,600-seat concert hall called the Palladium, a 500-seat proscenium theater and a 200-seat studio theater. The venues will be situated around a landscaped mall featuring retail shops, restaurants, office space, luxury condominiums and an outdoor amphitheater.



The \$50 million Cultural Trail links cultural districts throughout Indianapolis.

While creating great places to enjoy the arts is essential to attracting the talent needed by 21st-century businesses, creating a great place to live is even more important, according to David Forsell, president of Keep Indianapolis Beautiful. "Young, talented and educated folks are interested in a number of things when they consider where they wish to live and work," he says. "Social responsibility, environment and place are all important to them. A city that cares about itself and is self-conscious about itself and its resources will attract the people that will make for a vibrant future for the local economy.

"At Keep Indianapolis Beautiful we're interested in creating vibrant places. Our building is a great example of that. We took a neglected property, and made it a key entry point into a neighborhood that's redeveloping with an arts environment. And we have 80 jobs at this site." Keep Indianapolis Beautiful's 25,000-square-foot building has received a "gold" certification by the US Green Building Council.

Keep Indianapolis Beautiful is focused on creating and expanding vibrant

See **QUALITY** | page 12



*"The Lawn" at White River State Park hosts family picnics and internationally-known recording artists' performances.*



*Lucas Oil Stadium is home to the NFL Indianapolis Colts football team and numerous concerts and sporting events throughout the year.*

## Quality

*Continued from page 10*

places and the city's new \$50 million Cultural Trail will link them. The city, in partnership with the Central Indiana Community Foundation, is building an urban bike and pedestrian trail that connects neighborhoods, cultural districts and entertainment amenities, and serves as the downtown hub for the entire Central Indiana greenway system.

There are five downtown cultural districts connected by the Indianapolis

Cultural Trail including Fountain Square, Indiana Avenue, Mass Ave, The Canal & White River State Park, and the Wholesale District, as well as a sixth neighborhood district — Broad Ripple — north of downtown.

Strong communities are the backbone of any successful region, and good schools are central to strong communities. Indianapolis Public Schools has created a number of magnet and option programs that offer high-quality educational experiences focusing on math, science and performing arts, for example.

Many of these schools are supported by

private/public partnerships. One example is the TechPoint Foundation and its support for a magnet program, New Tech High @ Arsenal Tech.

In 2006, TechPoint Foundation, which is supported by local high-tech entrepreneurs, collaborated with IPS to bring New Tech High to Indianapolis. "The New Tech model, and the excellent IPS team that facilitates the project-based learning curriculum, are preparing students for success not only in the classroom but also in today's workforce," says Laura Dodds, executive director, TechPoint Foundation. "Students do not just hear about 21st century skills, they are taught them each day in the classroom."

Of all the quality of life issues any company must consider, one of the most fundamental is housing affordability. Indianapolis was the most affordable major housing market in the country during the third quarter of 2009, a position the metro area has held for 17 consecutive quarters. Almost 95 percent of all homes sold were affordable to households earning the area's median family income of \$68,100, according to the National Association of Home Builders/Wells Fargo Housing Opportunity Index.

Even amid the turmoil that has plagued the national housing market in the past few years, central Indiana home prices have remained relatively stable. "Consistency and price stability have long been hallmarks of our housing market," stated Stephen J. Sullivan, CEO of the Metropolitan Indianapolis Board of Realtors. "Housing is a long-term investment and residents definitely benefit, whether they are new to the area or long-time homeowners."

Not only is central Indiana a great place to live and work; it's affordable, too, and that's hard to beat.

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