

2020 ANNUAL REPORT



Greater Kokomo
ECONOMIC DEVELOPMENT ALLIANCE

2020 AT A GLANCE

[GREATER KOKOMO ECONOMIC DEVELOPMENT ALLIANCE]

SIGNIFICANT EXPANSION PROJECTS



\$400M

*Capital
investments*



200

*Planned
new jobs*



\$42M

*In state
incentives*

100+ VIRTUAL AND IN-PERSON EVENTS

17

ribbon cuttings



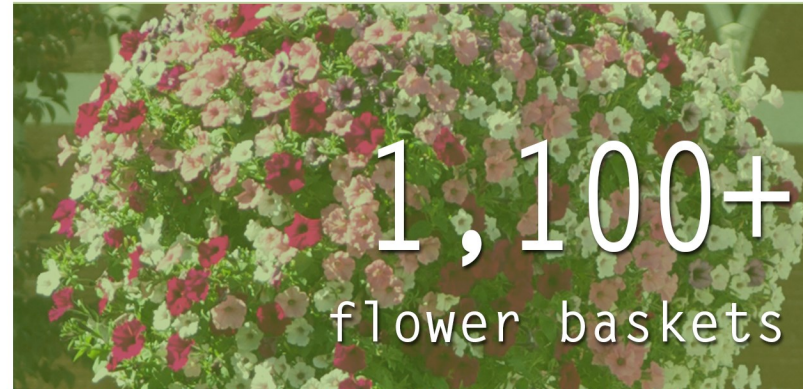
2,500

miles logged in new
walking program



2

alley activations
open with exhibits



1,100+

flower baskets



12,000

visitor guides
distributed



\$55,000

given in grants to
support local tourism



26,000+

seasonal visitor
promotion's reach



Charlie Sparks

Alliance President
& CEO



Mike McCool

Manager,
Economic
Development



Amy Conrad

Director of
Operations



Sherry Matlock

Manager,
Visitors Bureau



Susan Alexander

Manager,
Downtown
Initiatives/
Creative
Placemaking



Sandy Chapin

Manager,
Chamber



Caele Pemberton

Manager,
Marketing &
Communications



Michelle Reed

Office Manager



Linda Wilson

Administrative
Assistant



Dan Giesecke

Facilities Manager



CONNECT WITH THE ALLIANCE

All offices of the
Greater Kokomo
Economic Development
Alliance are housed
inside the Inventrek
Technology Park located
at 700 E. Firmin St.,
Kokomo, IN 46902.

CONTACT US

Alliance, Inventrek

765-457-2000

Chamber, Downtown

765-457-5301

Visitors Bureau

765-457-6802

FIND US ONLINE

GreaterKokomo.com

VisitKokomo.org

ThisisKokomo.com

FirstFridayKokomo.com

WHO WE ARE

The Greater Kokomo Economic Development Alliance focuses on developing economic prosperity for our community by achieving goals and executing programs that benefit Kokomo and Howard County's residents, businesses, organizations and visitors.

The Alliance consists of the combined efforts of Greater Kokomo Downtown Association, Greater Kokomo Visitors Bureau, Greater Kokomo Chamber of Commerce and Inventrek Technology Park.

Together, the Alliance's vision, mission and values guide our strategic plan and define the ways in which we execute that plan to accomplish the goals within each organizational priority.



Our Vision

The shared vision of these five divisions is to foster economic prosperity for Kokomo and Howard County through new investment, population growth, and the continued success of our area's current employers and residents.

Our Mission

The Greater Kokomo Economic Development Alliance aligns, links and leverages resources to build community prosperity.

Our Values

We are guided to act and driven to succeed by four sets of values:

- Integrity and respect
- Inclusiveness
- Efficiency and effectiveness
- Continuous improvement

Our Strategic Priorities

Our goals and actions align with five strategic priorities:

- Leadership and collaboration:** Drive initiatives that lead to community economic prosperity for the maximum benefit of current and future generations
- Economic vitality:** Facilitate the economic growth of the community through the attraction of jobs, investment, visitors, and residents
- Talent attraction:** Develop, retain, and attract talent to enhance the community's workforce, culture, and diversity
- Innovation and entrepreneurship:** Foster an optimistic, persistent entrepreneurial culture and provide infrastructure for innovators to create and grow business enterprises
- Placemaking:** Promote and support efforts to drive investment and quality assets to benefit current and future employers and residents
- Organizational Development:** Drive initiatives not tied to a specific strategic priority, but instead functions of organizational activity essential to the growth of the Alliance as a whole.

ALLIANCE LEADERSHIP - 2020

ALLIANCE BOARD OF DIRECTORS

- **Chair:** Joe Hooper
- Jeff Griffin
- Amanda Lewton
- Scot Ortman
- Christina Vaughn
- Robb Blume
- Liz Gutierrez
- Cary Mawbey
- Jim Papacek
- Paul Wyman
- Matt Collins
- Jeff Hauswald
- Dean McCurdy
- Joni Delon
- Kirk Daniels
- Margie Johnson
- Tyler Moore
- Susan Sciame-Giesecke
- David Dukes
- Kevin Johnston
- Jean Neel
- Tony Stewart

GREATER KOKOMO VISITORS BUREAU BOARD OF DIRECTORS

- **President:** Kirk Daniels
- Jim Calabro
- Damon Johnson
- Marie Lindskoog
- Bambi Roe
- Sheila Haworth
- Amber Jordan
- Jennifer Ogle
- TA Weber

GREATER KOKOMO CHAMBER COUNCIL

- **Chair:** Joni Delon
- Deb Mumaw
- Blake Rollins
- Jerry Smith
- Krystal Ruble
- Greg Bewley
- Amy Pate
- Michael Ward
- Tyler Moore
- Santos Salinas
- Jennifer Hindman
- Brian Pier
- Cathy Valcke
- Dave Trine
- Trish Severns
- Dorothea Irwin
- Sarah Pitzer
- Jonathan Rogers
- Bambi Roe
- Mary Kate Wyatt
- Karen McLean
- Brad Priday
- Seth Mote
- Art Lehman

GREATER KOKOMO ECONOMIC DEVELOPMENT COUNCIL

- Greg Aaron
- Robert Hickman
- Dustin Lane
- Jeff Nelson
- David Tharp
- Peggy Baugher
- Kevin Johnston
- Karen McLean
- Amy Pate
- Haley Tomlinson
- Roger Fieldhaus
- Jennifer Jordan
- Richard Moore
- John Roberts
- Michael Ward

GREATER KOKOMO INVENTREK COUNCIL

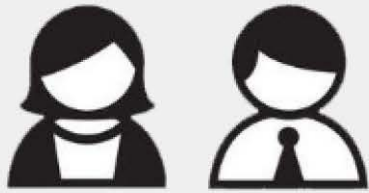
- **Chair:** Andy Baker
- Robb Blume
- Andy Rink
- Greg Aaron
- Jeff Griffin
- Brent Seaman
- Peggy Baugher
- Bob Hingst
- Bryan Bitner
- Jennifer Jordan

GREATER KOKOMO CREATIVE PLACEMAKING COUNCIL

- Hoyt Alexander
- Ashley Dinges
- Cathy Valcke
- Brianna Bautista
- Lewis Hall
- Robin Williams
- Tony Budenz
- Lori Warren
- Robert Cox
- Dave Trine

OUR COMMUNITY: AT A GLANCE

PEOPLE



82,544
total population

LABOR FORCE



36,915
total labor force

INCOME & SPENDING:



\$54,048
median income



\$11,106
shelter



\$9,618
transportation



\$7,817
food/beverages

MAJOR EMPLOYERS

FCA US LLC

KOKOMO SCHOOL CORP.

DELPHI TECHNOLOGIES

COMMUNITY HOWARD
REGIONAL HEALTH

HAYNES INTERNATIONAL

GENERAL MOTORS
COMPONENTS HOLDING

BONA VISTA PROGRAMS

SYNDICATE SALES

INDIANA UNIVERSITY
KOKOMO

ST. VINCENT KOKOMO

KOKOMO IN THE NEWS

Recently, the Chamber launched a shop local campaign in an effort to bolster area businesses. Dubbed "Kokomo Forward," the initiative aimed to create a host of online resources for Chamber businesses during the pandemic...

**"CHAMBER LAUNCHES SHOP
LOCAL CAMPAIGN"**
-KOKOMO PERSPECTIVE

"We're proud to be recognized by the Indiana Arts Commission for our successful arts and culture economic development strategy for the heart of Kokomo," said Susan Alexander, manager of downtown initiatives.

**"THE INDIANA ARTS COMMISSION
DESIGNATES KOKOMO AS SPOTLIGHT
COMMUNITY"**
-KOKOMO PERSPECTIVE

Mike McCool, economic development manager for the Greater Kokomo Economic Development Alliance, said ever since August, there's been a new kind of energy inside Inventrek. That's because on Aug. 24, students with Purdue Polytechnic arrived for the first time to start classes inside the technology park following a \$55,000 renovation that converted 20,000 square feet of the building into classroom space.

**"PURDUE MOVES IN: LOCAL
POLYTECHNIC PROGRAM LAUNCHES
FIRST SEMESTER INSIDE INVENTREK"**
- KOKOMO TRIBUNE

ECONOMIC DEVELOPMENT



\$400 Million Investment Announced

Stellantis, formerly Fiat Chrysler Automobiles, announced major investments in the Kokomo area, totaling over \$400 million. The announcement included the news that the Indiana Transmission Plant II was set to become the Kokomo Engine Plant. The change included plans to produce the Global Medium Engine Turbo 4, or the GMET4. The investment is planned to create up to 200 new jobs and retain around 1,000 jobs.

“The fact that this particular development broadens FCA’s production here to include engines makes this even more significant,” said Alliance President & CEO Charlie Sparks.

General Motors works to save lives in pandemic



In mid-April, ventilators began pouring out of the General Motors facility in Kokomo, just weeks after the company partnered with Ventec Life Systems and retooled its facility to produce the life-saving machines. Local employees worked for months to produce the machines that shipped around the country.

Alliance recognizes community leaders, manufacturers during virtual annual awards

Due to the pandemic, the Alliance hosted a virtual awards ceremony in November. During the celebration, Alliance Board Chair Joe Hooper presented the Chairman Awards to Howard County Government and the City of Kokomo for their efforts to support the community during the pandemic. General Motors and Fiat Chrysler Automobiles were also recognized with the award for their work to maintain a strong local economy.

CHAMBER OF COMMERCE



Chamber launches “Yes We’re Open” campaign during pandemic

To help highlight which businesses were open to the public, whether for curbside, delivery, virtual or in-person service, the Chamber launched the “Yes We’re Open” campaign, involving social media promotion and a new Facebook group allowing businesses to post their open information.

Alliance supports members through pandemic

The Alliance supported its members throughout the pandemic by offering critical information for businesses, such as where to find personal protective equipment, available funding resources and other support. The Alliance also partnered with Howard County Government, the City of Kokomo and the Indiana Small Business Development Center to provide awareness of these available resources. The Chamber hosted a series of virtual events focused on helping businesses reopen safely. These sessions included safety information and updates on local, state and federal guidelines.

Chamber offers virtual events, ways to stay engaged

During the pandemic, the Chamber pivoted its networking and educational opportunities, offering a number of virtual events, including Coffee & Conversations with Mayor Moore, Member Meetups, Educate & Elevate sessions and candidate forums.

In addition to virtual events, the Chamber continued its in-person member visits and ribbon cuttings. In 2020, the Chamber hosted 17 ribbon cuttings and met with more than 250 members in person.



Chamber launches shop local campaign

Initiative focuses on compiling resources for customers, business owners

by Devin Zimmerman
News Reporter
dzimmerman@kokomoperspective.com

COVID-19 has wreaked havoc on local business operations, but the Greater Kokomo Chamber of Commerce is stepping up to help.

Recently, the chamber launched a shop local campaign in an effort to bolster area businesses. Dubbed "Kokomo Forward," the initiative aimed to create a host of online resources for chamber businesses during the pandemic and also will provide a means for area business patrons to learn more about business operations at a time when hours, services,

changed by COVID-19. The campaign, said Greater Kokomo Economic Development Alliance manager of marketing and communications Cade Pemberton, exists with the central goal of helping the drivers of the local economy succeed.

"We kind of chose that phrase because we're opening back up, and we really want to see our community go forward safely and responsibly but in a way that keeps our businesses afloat and keeps our economy moving forward too," said Pemberton.

The Kokomo Forward initiative is multi-faceted. As part of the campaign, the chamber launched the website

thinkkokomo.com/kokomoforward. On that website, businesses can find a number of resources, including a list of other businesses where they can purchase personal protective equipment, which often is required amid the pandemic but may be difficult to find. There's also a directory of all businesses that are a part of the chamber.

Another facet of the site includes the ability for businesses to submit information to a directory that will include current hours of operation and options for delivery or curbside service. Once businesses begin to submit that information to the site, customers will

be able to locate it readily. The goal is to have businesses update the information continually as situations change.

While thinkkokomo.com/kokomoforward is new, early on in the pandemic the chamber launched a Facebook group for business owners too. The group, Greater Kokomo Open for Business, also offers a host of other resources for business owners, such as informational webinars.

"We are trying really hard to drive that point home, that shopping local is so important, whether it's at a smaller shop here that is locally-owned or even our biggest retailers," said Pemberton. "They are still a huge component of our local economy. That money stays here. They employ people here in this community. We are encouraging people to shop here in Kokomo before you go to Indianapolis, before you go to Fort Wayne. Support your local community so that when this pandemic is over we are still in a strong place and people are still employed, so our community can come out of this in a strong place."



Perspective Photo / File
BUSINESS — The Greater Kokomo Chamber of Commerce's Kokomo Forward program aims to assist local businesses.



Member Engagement

The Chamber continued to engage members throughout the year using volunteer groups such as the Women's Business Council, the Young Professionals Network and Chamber Ambassadors. Each of these groups involved active members of the Chamber and offered ways to give back, volunteer, advocate and network.

Alliance recognizes individuals, businesses making a difference in the community

The Alliance celebrated a successful year for the organization and the community with awards during its virtual awards celebration.

FIRSTS Award: All Kokomo hotels

Downtown Champion Award: Sunbelt Rentals of Kokomo

Volunteer of the Year: Shanelle Cahill, the Wyman Group

Business Person of the Year: Tanya Foutch, Fiat Chrysler Automobiles

Small Business of the Year: RD Filip

Large Business of the Year: Community Howard Regional Health and Ascension St. Vincent Kokomo

Impact Award: Bona Vista Programs, Inc.

Chairman Awards: General Motors, Fiat Chrysler Automobiles, the City of Kokomo and Howard County Government

VISITORS BUREAU

Visitor's Bureau offering forgivable loans

TYLER JURANOVICH
KOKOMO TRIBUNE

The Greater Kokomo Visitor's Bureau is joining in on the forgivable loan program party.

The Visitors Bureau has earmarked \$175,000 to hand out to hotels and motels, banquet halls and conference centers, event centers and visitor attractions that have been directly affected and have lost revenue due to the ongoing COVID-19 pandemic.

The Howard County Council approved the program at its Tuesday meeting, which will offer up to \$5,000 – at \$2,500 a month for two months – to approved businesses. The money will be coming out of the Visitor Bureau's capital project fund that currently sits at a \$2.38 million balance, according to Charlie Sparks, president & CEO of the Greater Kokomo Economic Development Alliance.

To be eligible for the program, businesses have to be located in Howard County and in business for six months or more as of March 16, have been negatively affected financially by the current health crisis, not have any property tax liens or legal judgments against it, must be current on property taxes through 2018, pay 2019 taxes, and the application must be submitted by the business owner. Additionally, hotels and motels must be current in the submission of their Innkeeper's Tax.

Any money received through the program must be used for paying mortgages or rent, utilities, payroll or other approved

For guidelines on the program, visit kokomotribune.com and click on this story.

business-related expenses incurred after March 16. The loan will only have to be paid back if the business relocates outside of the county or goes out of business before Dec. 31.

Applications are currently being accepted and will be accepted until June 30. Applications and required documents can be emailed to information@visitkokomo.org or mailed to the Greater Kokomo Visitors Bureau, 700 E. Firmin St., Suite 200, Kokomo, IN 46902.

The Visitors Bureau's forgivable loan program is the third such program launched in the county in the last two months.

In April, the city of Kokomo launched its \$1 million Kokomo StrongER (Emergency Relief) Forgivable Loan Program for businesses in the city limits, followed closely by Howard County's \$250,000 program for businesses in Russiaville, Greentown and the unincorporated areas. Both programs have now exhausted their funds.

Notably, if a business received money from the city or county's forgivable loan program, they will also be able to receive money from the Visitors Bureau's program.

Tyler Juranovich can be reached at 765-454-8577, by email at tyler.juranovich@kokomotribune.com or on Twitter at [@tylerjuranovich](https://twitter.com/tylerjuranovich)

In 2020, the Greater Kokomo Visitors Bureau launched a forgivable loan program for local hospitality industry businesses in Howard County. Eleven tourism businesses received forgivable loans at \$5,000 each, including hotels, meeting facilities and visitor attractions who were directly affected by revenue loss as a result of the COVID-19 pandemic.

Kokomo Featured in Visit Indiana's "20 IN 20"



Visit Indiana released 20 lists in 2020 highlighting Indiana's most unique destinations. Kokomo area attractions were listed in six of the state lists thanks to local promotional efforts.

- **Top 20 Sweets & Candy Shops:**
J. Edwards Gourmet
- **Top 20 Roadside Attractions:**
Old Ben & the Sycamore Stump
- **Top 20 Uniquely Indiana Attractions:**
Kokomo Opalescent Glass
- **Top 20 Winter Traditions:**
Christmas at the Seiberling
- **Top 20 Unique Sleeps:**
Heritage Farm
- **Top 20 Public Art Destinations:**
Downtown Kokomo

KOKOMO IN THE SPOTLIGHT WITH EARNED MEDIA

Visit Indiana Blog

"Make memories with this holly, jolly guide to Indiana holiday traditions"

• • •

Travel IN Magazine

"Indiana's Top Travel Ideas"

"Hospitality Heroes"

"Indiana Holiday Events"

• • •

Indy with Kids

"We Care Park Christmas Lights/Drive Thru Holiday Light Show in Kokomo"

• • •

Midwestern Traveler

"A Day in Indiana: Nearby cities in the Hoosier State are great for families looking for a day or weekend trip"

• • •

Visit Indiana Golf

"Indiana Fairway Drives: BBQ and Brews on this Kokomo golf trip"

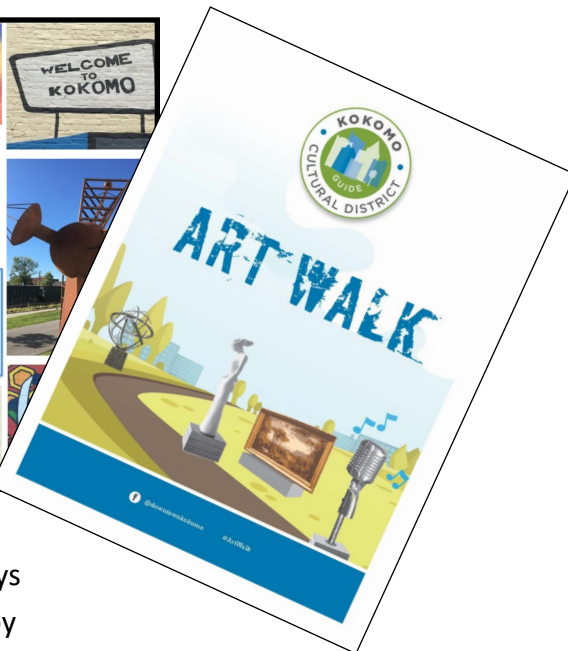


Visitors Bureau Manager named Indiana Tourism Association Member of the Year

Sherry Matlock, manager of the Greater Kokomo Visitors Bureau, was recognized as the 2020 Indiana Tourism Association Member of the Year during the organization's annual conference.

Matlock was nominated for the award because of her dedication to the Indiana Tourism Association.

"I was extremely honored and humbled to receive this award," Matlock said. "It is a pleasure working with amazing professionals from around the state to promote Indiana tourism."



During the pandemic, the Visitors Bureau continued to promote ways for people to experience and enjoy Kokomo's public art in a safe way. Visitors were encouraged to take self-guided tours with the Kokomo Art Walk and Kokomo Sculpture Walk. The Visitors Bureau also created an Art Walk Scavenger Hunt to help people explore downtown Kokomo.

12,000 Visitors Guides Distributed

Visitors Bureau Assists with Statewide Events

- USSSA Youth Baseball Tournaments
- Indiana Horseshoe Pitchers Association State Tournament
- NSA Senior Division Softball Tournament
- NSA "Super World" National Softball Tournament

DOWNTOWN ASSOCIATION



Alliance helps bring decorative banners to downtown Kokomo

The Downtown Association and Visitors Bureau worked alongside city officials and community members to help bring 12 vibrant banners to the new downtown parking garage. Each banner reflects part of Kokomo's culture, identity or heritage, helping to provide a colorful facelift to the heart of downtown.

Kokomo receives National Main Street Accreditation

Kokomo was recognized as one of only 16 nationally accredited Main Street Organizations, highlighting the city's thriving downtown area and its effect on the



local economy. The accreditation recognizes the Downtown Association's investment in the downtown area, the success of its initiatives and its importance in growing the local economy.

The accreditation means Kokomo has one of the best Main Street programs in the state and that Kokomo will help mentor other Indiana communities' Main Street programs.

In 2020, the Indiana Arts Commission



named Kokomo as a Spotlight Community as part of the Creative Community Pathway program, allowing Kokomo to apply for a Cultural District Designation. Kokomo was one of four Indiana communities to receive this recognition in 2020.

Over 2,500 miles logged in new walking program

In partnership with Purdue Extension of Howard County, the Downtown Association launched a new walking program, allowing participants to log miles online. Together, participants logged over 2,500 miles using Kokomo trails and sidewalks.



Downtown Association finds new ways to engage community during pandemic

Month-long First Friday themes, a modified Strawberry Festival and safety measures for all events were just a few of the adjustments made by the Downtown Association in 2020. The organization also hosted a virtual New Year's Eve celebration, including a pre-recorded message from Mayor Tyler Moore and a display of the TechnoKats lighted ball models at Markland Mall.



FCA recognizes Downtown Association for Courthouse Alley

The Downtown Association received the FCA US Environment, Health & Safety Leadership Award for the design of Courthouse Alley and the Pallets with Purpose project.

Kokomo Downtown Farmers' Market brings new business to Kokomo

Last year, the market helped grow two new businesses and provided an outlet for local vendors throughout the pandemic. The downtown store helped drive foot traffic to the downtown area.

New Life brought to downtown in annual Keep Kokomo Beautiful drive

Volunteers helped plant 1,100 hanging baskets, 38 sidewalk, alley and parking lot gardens and 81 container gardens as part of the annual Keep Kokomo Beautiful project.

INVENTREK



Purdue Polytechnic moves to Inventrek

Before the start of their fall semester, Purdue Polytechnic moved from the IU Kokomo campus to the west side of Inventrek's second floor, leasing over 21,500 square feet. The space includes classrooms, offices and lab space. Tenants who were housed on the west side of the second floor were moved to other parts of the building.



Inventrek Tenant Update

DATE	# OF TENANTS	OCCUPANCY RATE
August 2016	27	94%
May 2017	14	35%
December 2017	32	80%
December 2018	37	90%
December 2019	40	92%
December 2020	44	100%



Shared Drive offers professional coworking space

The Shared Drive hosted entrepreneurs, small business owners and students through 2020, offering a safe, professional environment with all the amenities needed to help businesses succeed.

Inventrek renovates parking lot

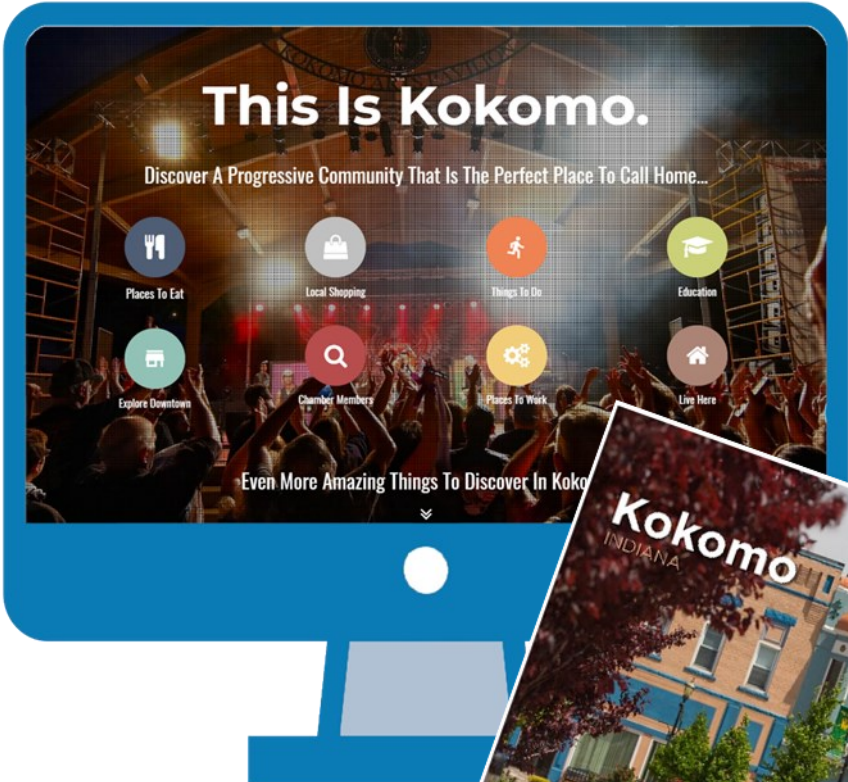
The Alliance completely resurfaced the Inventrek parking area in 2020. The transformation added new 1.87 acres of green space around the lot, which will include trees and landscaping.



MARKETING

This is Kokomo site remains strong tool for residential attraction

Launched in 2018, the site ThisIsKokomo.com has become an important tool in marketing Kokomo. The site lists places to eat, shop and stay, as well as activities and attractions, and it's an important tool in highlighting the community's arts and culture.



6,000+	1,500+	19,500+
Users have viewed ThisIsKokomo.com	New users visited the site in 2020	Pageviews for ThisIsKokomo.com



Alliance maintains strong digital presence

The Alliance maintains four websites and 17 social media channels, creating a strong digital footprint to share information about each Alliance division, projects and news.

Website Traffic Data for GreaterKokomo.com

19,200+	10,000+	50,700+
Users visited GreaterKokomo.com	New users visited GreaterKokomo.com	Pageviews for GreaterKokomo.com

Social Media Stats

290,052
Facebook Reach
136,980
Twitter Impressions
19,353
Total Facebook Likes
10,079
Total Twitter Followers

Follow us on Instagram!

The Alliance maintains several Instagram accounts, including @KokomoChamber, @DowntownKokomo, @VisitKokomo and @Shared_Drive_Kokomo. Find us on Instagram for photos of members, events and community assets.



Working together for a
GREATER KOKOMO
GreaterKokomo.com