

# BUSINESS DEVELOPMENT

## 2. The Mid-North area's business environment will contribute to an improved economic situation of local residents, local businesses, and growing neighborhood serving commercial centers.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
<b>2.1 Focus on incubating entrepreneurship within the Mid-North area.</b>				
2.1.1 Establish an entrepreneur training program for the Mid-North area.	Enrollment: Enroll 10 participants in the program by 2013. Businesses Started: Five new businesses started by Mid-North residents or in the Mid-North area by 2013. Graduation Rate: Graduate 75% of enrolled participants.	Business Ownership Initiative, DevelopIndy, Generation Next Project, Ivy Tech, KI EcoCenter, Mapleton-Fall Creek Development Corporation, Near North Development Corporation	Dreamapolis	12
2.1.2 Maintain and promote an online catalog of entrepreneur services, including training and technical services.	Website completed and launched. 10 businesses are assisted annually.	Business Ownership Initiative, DevelopIndy, Indiana Small Business Association, KI EcoCenter, Local Initiatives Support Corporation, Mapleton-Fall Creek Development Corporation, Near North Development Corporation	Dreamapolis	12 13 14 15 16
2.1.3 Establish a peer-to-peer mentoring program for Mid-North entrepreneurs by soliciting mentors and connecting them with entrepreneurs.	Create 10 new Mentor/Mentee Partnerships.	DevelopIndy, KI EcoCenter, Mapleton-Fall Creek Development Corporation, Near North Development Corporation	Dreamapolis	13
2.1.4 Attract investment and micro-loans for startups and micro-enterprises in the Mid-North area through a joint venture of neighborhood community development corporations.	Secure \$25,000 in investment for businesses, support five businesses a year through micro-lending. Support three façade improvement grants a year.	Business Ownership Initiative, DevelopIndy, Dreamapolis, Local Initiatives Support Corporation, Mt. Zion Credit Union	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	13 14 15 16
2.1.5 Identify and create physical, low-cost incubation opportunities in the Mid-North area by conducting an inventory of current shared space opportunities and an incubator feasibility study and needs assessment.	Five new businesses Matched with Rental/Lease Opportunities.	Broadway United Methodist Church, DevelopIndy, Dreamapolis, KI EcoCenter	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	12
<b>2.2 Create an environment that supports and grows Mid-North area businesses.</b>				
2.2.1 Create a business association to advocate for local business interests, improve patronage by residents, promote business-to-business networking, and connect businesses with neighborhood schools in the Mid-North area.	25 members by the end of 2014 through a business model that provides for at least part time paid staff or consultants.	DevelopIndy, Indianapolis Metropolitan Police Department, Maple Road Development Association, Mapleton-Fall Creek Development Corporation, Midtown Indianapolis Inc., Near North Development Corporation	Double 8	12 13 14
2.2.2 Market the Mid-North area as a "great place to do business" by engaging in a neighborhood branding strategy, creating and implementing a strategic communication plan, and by publishing a neighborhood business directory.	Launch of online and print business directory.	Crown Hill Neighborhood Association, DevelopIndy, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Midtown Indianapolis Inc., Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	13
2.2.3 Create a business information clearinghouse for the Mid-North area that includes: current businesses, financial resources and incentives, available retail and commercial space, and training opportunities and technical support.	Expansion of online business directory to become a business portal.	Business Ownership Initiative, DevelopIndy, Indiana Small Business Development Center, Ivy Tech, Local Initiatives Support Corporation	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	14

Action steps for this result are continued on the next page.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
<b>2.3 Identify and grow specific neighborhood-serving commercial centers.</b>				
2.3.1 Identify target commercial centers by completing an identification exercise that inventories all existing retail/commercial centers in the Mid-North area.	Map and inventory report of existing commercial centers.	Ball State University College of Architecture and Planning Indianapolis Center, Department of Metropolitan Development, Local Initiatives Support Corporation, The Children's Museum of Indianapolis	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	12 13
2.3.2 Complete a needs assessment by inventorying all businesses operating in the Mid-North area.	Report outlining needs of current businesses.	Ball State University College of Architecture and Planning Indianapolis Center, Department of Metropolitan Development, The Children's Museum of Indianapolis,	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	12 13
2.3.3 Prioritize commercial centers for focused development activities that have the greatest ability to: increase population density, including mixed-use opportunities; capitalize on student, employee, visitor populations; encourage transformation of infrastructure and street patterns from those that prioritize commuter traffic to those that promote neighborhood connectivity and walkability, and; utilize multi-modal transportation options. Initially identified targets include: 34th and Illinois Streets, 38th and Illinois Streets, the former Winona Hospital site, 30th Street and College Avenue, around the Indiana State Fairgrounds, along Central Avenue, around the Indianapolis Museum of Art, and around the IU Health Methodist Hospital campus.	Report evaluating and prioritizing identified nodes. Increase in resident access to neighborhood goods and services.	Ball State University College of Architecture and Planning Indianapolis Center, Department of Metropolitan Development, The Children's Museum of Indianapolis	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	12 13
2.3.4 Create commercial center-specific development plans using community input, existing planning efforts, and information garnered in the node identification and assessment process with a focus on advocacy for multi-modal transportation access and neighborhood-serving infrastructure improvements.	Reduction in vacancy rates, increase in investment, and infrastructure improvements in at least 3 Mid-North area commercial centers by 2015.	Department of Metropolitan Development, Department of Public Works, Indiana Small Business Development Center, IndyConnect, IndyGo, SustainIndy, The Children's Museum of Indianapolis	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	14
2.3.5 Put in place economic development tools for project development and business attraction with the following possible components: Economic Improvement District designation, tax abatement, State grants, and loan programs.	Add 10 new businesses to the Mid-North area.	DevelopIndy, Department of Metropolitan Development, Indiana Small Business Development Center, Local Initiatives Support Corporation	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	14
2.3.6 Create a toolkit for marketing commercial centers including materials and resources to promote the centers and connect businesses with neighbors.	Toolkit created and used in at least one formal campaign by 2014.	Crown Hill Neighborhood Association, Highland Vicinity Neighborhood Association, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	14