

# Grow

## In Henry County, Indiana

### 2023 Investors Newsletter



**New Castle  
Henry County**  
Economic Development  
Corporation

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[www.GrowinHenry.com](http://www.GrowinHenry.com)



### Welcoming Growth In Henry County

Our team here at the EDC is focused on welcoming. We welcome investment, talent, and visitors to



Henry County and East Central Indiana. Our primary activities this year have included business attraction, business retention and expansion, encouraging entrepreneurship, regional collaboration, and tourism.

Highlights of 2022 include the flourishing of Henry County's downtown areas, the county's bicentennial, and several businesses opening, expanding, and adding jobs.

These highlights bring with them some opportunities, including expanding access to child care, evaluating wages and benefits, and expanding the county's industrial park.

In 2023, we anticipate continued growth. Those of you who invest and partner with your EDC help to make these plans for growth a reality.

Thank you for your continued support.

- Corey Murphy, CECd, President,  
New Castle-Henry County EDC

### Entrepreneurship Led Economic Development (ELED) Takes Center Stage

Larger employers usually take the headlines when it comes to economic development. Recently, however, the New Castle-Henry County EDC is also focusing on entrepreneurship. Through a partnership with Plaka and Associates, the EDC studied entrepreneurship in Henry County and is working on plans to build on the county's entrepreneurial efforts. Following are some of the highlights from 2022.

#### The Press Coffee Co. Wins Business Builders



The Business Builders series and pitch competition,

presented by Henry County Creates, aims to provide a

solid business background for entrepreneurs. This year's big winners were Ben and Emily Hamm from The Press Coffee Co., which recently opened in downtown New Castle.

#### POPPED= Small Business Test Drive

"Popped" gives entrepreneurs the chance to try out their business idea at a brick-and-mortar shop. The building, owned by Patty and Mike

Broyles and Scott Frost is at the corner of Broad and 11th Streets in New Castle. Popped is a partnership between the building owners, New Castle Main Street, and Peony Poppy Designs.



#### How Can ELED Make A Difference?

Courtney Zaugg of Plaka and Associates was the featured

presenter at the August EDC Board Meeting. She shared about her firm's research regarding entrepreneurship in Henry County. Find the results at [growinhenry.com/eled](http://growinhenry.com/eled). Read the report to find out how you can get involved in Entrepreneurship Led Economic Development (ELED).



#### Heart of Entrepreneurship Beating In Henry County

This fall, community leaders and entrepreneurs gathered to discuss the opportunities surrounding entrepreneurship in Henry County. The workshop began with comments from Corey Murphy of the EDC and Courtney Zaugg. Duke Hamm of FocalPoint Business Coaching shared the key aspects of business growth and entrepreneurship. The workshop concluded with sharing ideas surrounding entrepreneurship in the community.

## Existing Businesses Growing In Henry County

Throughout the year, Henry County businesses announced new facilities and expansions. Following are excerpts from articles written by The Courier-Times.

### Draper Plans Major Expansion

Draper has been nestled on Pearl Street in Spiceland since 1902. Over the last century, they have grown to be one of the largest employers in Henry County.

Throughout the years, they have seen a great amount of change through offering new goods, services, and expansions. They are now planning on a new building expansion. Company president Chris Bromme said the new building will be around a 100,000 square foot expansion.

**Read more-**

[growinhenry.com/draper-expansion](http://growinhenry.com/draper-expansion)

### Hoosier Automotive Adds Car Dealership With New Location

Hoosier Automotive Repair will become Hoosier Automotive Group at their new location at the corner of State Road 3 and East County Road 400S. The new building will be three times the size of their current building, and the current building will remain operational.

**Read more-** [growinhenry.com/hoosier-auto](http://growinhenry.com/hoosier-auto)



## Industrial Park Expands

The New Castle Henry County Industrial Park is expanding on CR 400 S between Brooks Drive and S 50 E. The county rezoned the area for light industrial, which already exists on land immediately to the west and northwest of the site.

While no specific employers are planned for this location, this initiative continues the EDC's decades-long pattern of planning and investment. This pattern has led to attracting companies like TS Tech and Boar's Head.

### Boar's Head Looking To Expand

Boar's Head Provisions Company came to New Castle in 2014. Over the next seven years in the community, the company added two more facilities to County Road 400S. Now Boar's Head has decided that it would like to expand again.

The company plans to invest \$126 million, including \$61 to build a deli processing facility and \$65 million for equipment for the building. The expansion would add 120 jobs.

**Read more-**

[growinhenry.com/boars-head-looking-to-expand-deli-processing-facility-could-bring-120-new-jobs/](http://growinhenry.com/boars-head-looking-to-expand-deli-processing-facility-could-bring-120-new-jobs/)

### Co-Alliance Invests In Henry County

Co-Alliance has broken ground on a liquid loadout building at their Mt. Summit Ag Center. The \$1.5 million investment is only one phase one of the project designed to help farmers in the area.

**Read more-** [Co-Alliance.com](http://Co-Alliance.com)



*Image and information from Co-Alliance*

### Poynter Brothers Pro Shop Opens New Storefront

When the Poynter brothers opened their Pro Shop for bicycles, skateboards, and paintball, it created a new avenue for hobbies in New Castle. The brothers recently moved their store to Main Street.

**Read more-** [growinhenry.com/poynter-brothers-pro-shop](http://growinhenry.com/poynter-brothers-pro-shop)



## 2022 Board Members

Allan Bramlett  
Mike Broyles  
Dale Cole  
Landon Dean  
Susan Falck-Neal  
Jennifer Fox, Vice Chair  
Scott Frost  
Jack Garner  
Kenon Gray  
John Greene, Chair  
Nancy Harmon  
Scott Hayes  
Cara Huffman  
Shonda Kane  
Mark LaBarr  
Nate LaMar  
Paulette Lees  
Adam Lingle  
Jon Madison, Treasurer  
Trent McCormick  
Betsy Mills  
Rex Peckinpugh  
Steve Pfenninger  
John Pidgeon  
Forrest Plank  
Bobbi Plummer  
Kirby Purciful  
Brian Ring, Secretary  
Jake Smith  
Montford Switzer  
Melissa True  
Greg York



### EDC Staff (From Left)

Corey Murphy, CECD, President & CEO  
Penny York, MPA, Special Projects  
Kelli Wasson, Office Manager

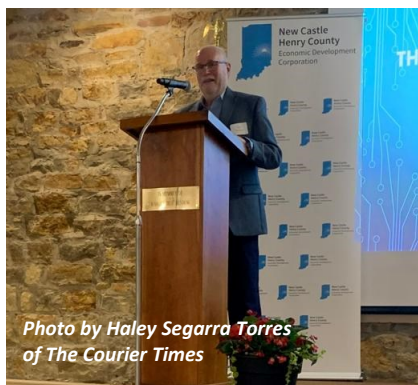


## READI Funding Projects Identified

Henry County received \$1.6 million in READI funding. READI stands for Regional Economic Acceleration and Development Initiative. Local leaders have identified the following projects:

- \$1 million for SR 109 infrastructure
- \$190,000 for Knightstown Library Accessibility Upgrades
- \$190,000 for YMCA Before & After School Expansion
- \$220,000 for Wilbur Wright Trail in the Mooreland area

Governor Holcomb will be asking the Indiana General Assembly for funding to offer another round of READI. Henry County will be engaged with our partners at the East Central Indiana Regional Partnership to be “ready” for these funds.



### Aitchison Honored

*Bill Aitchison was honored at the 2021 EDC Annual Meeting. Aitchison served on the EDC board for many years, along with more than two decades on the New Castle Redevelopment Commission and Henry County Redevelopment Commission.*

## Workforce Survey Results Are In

The EDC recently partnered with other counties in the East Central Indiana region to conduct a wage and benefit survey. The Purdue Center for Regional Development (PCRD) conducted the confidential survey of 165 employers in the region. Survey questions included topics like total number of employees, types of benefits, and ranges of wages.

The survey results reflect the wages and benefits of 12,605 employees in the region including full-time, part-time, salaried, and hourly staff. Production workers comprise 43.6% of these jobs, with healthcare coming in second with 23.7% of the jobs surveyed.

Highlights include:

- Hourly wages in the region averaged \$29.46
- More than 35% of respondents offered benefits to hourly employees
- Employers surveyed plan to add 1,876 staff members to their workforce over the next three years
- More than 48% offered some type of work flexibility
- Rising costs of healthcare were a concern to 85% of respondents
- 66% cited absenteeism as a result of limited childcare

Find the full report at [growinhenry.com/workforce-survey-results](https://growinhenry.com/workforce-survey-results)

## Murphy Graduates From Economic Development Leadership Program

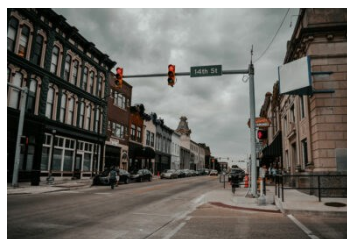
Corey Murphy, EDC President, completed the Advanced Economic Development Leadership executive education program and was awarded the Master Economic Development Practitioner (MEDP) certificate.



“This was a phenomenal experience focused on the core skills needed to be successful in economic development,” Murphy noted. “I am grateful to the EDC Board of Directors and Indiana Municipal Power Agency for this opportunity.”

AEDL is a collaboration of three universities – The University of Southern Mississippi, Texas Christian University, and the University of New Mexico. It is an immersive and challenging program. The experiential curriculum enhances key skills necessary for leading successful community and economic development strategies. Led by experienced world-class faculty, program topics include negotiation; personal and professional leadership; successful teamwork; site selection and economic development; incentives; innovative data for retention, expansion, and attraction; entrepreneurship; talent; and more.

## BRAP Helps With Building Renovations



Downtown New Castle may be looking a little different thanks to the Building Renovation Assistance Program (BRAP). Local businesses are painting, renovating, and upgrading with funds from BRAP.

BRAP is a program that was designed to help downtown New Castle businesses renovate their buildings to better downtown. BRAP was created by New Castle Main Street, the New Castle Redevelopment Corporation (RDC) and the EDC.

New Castle Main Street was appointed by the RDC to manage and implement the Building Assistance Renovation Program (BRAP). The RDC approved a \$400,000 allocation to the program from March 1 of this year to Feb. 28, 2023.

Downtown businesses have officially been approved for BRAP and have started renovating. Recipients include Edward's Jewelers, Artistry Annex, Primo Restaurant, the old Brammer Furniture building, F.C. Tucker, The Courier-Times Building, Castle Theater, the former Smith Jewelers Building, Town Tavern, Old Bank Drive Thru. Historic preservation, job creation/retention and business diversity were considered throughout the deciding process. The BRAP contribution is structured as a forgivable loan with all appropriate legal documentation and the filing of liens.

# Your EDC By The Numbers



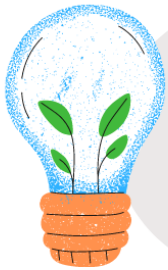
New Castle  
Henry County  
Economic Development  
Corporation

2014-July 2022

**\$270,000,000**

Business  
Capital  
Investment

**925** Jobs



Since 2012, the Enterprise Loan Fund...

Loaned out **\$547,333**

**22** Different small  
businesses

Received **\$71,000** USDA grant to further  
capitalize the fund

Two EPA Brownfield Assessment Grants

**\$900,000** 2015 &  
2022

**33** Properties  
assessed

**\$1,000,000** leveraged in  
private investment



Infrastructure & Quality of Life Grants

**\$400,000** Matching grant for 2016  
GW Pierce Parkway

**\$190,000** Matching grant for 2017  
Brooks Drive extension

**\$270,000** Regional Cities Grant  
For Trails

**\$1,600,000** READI  
Grant



**\$243,750**

distributed to  
In 2020 through partnership  
with the City of New Castle

**37** New Castle  
small  
businesses

**\$268,750**

distributed to  
In 2021 through partnership  
with Henry County

**33** Henry County  
small  
businesses



## MakeMyMove Initiative Aims To Attract New Residents

With a goal of infusing 20 new residents into Henry County, the community's MakeMyMove efforts are officially underway. MakeMyMove.com connects remote workers with offers from communities who want to attract residents. Indiana communities such as Greensburg, West Lafayette, and Muncie are among the other places offering relocation incentives to encourage new movers.

"Everyone can play" is the theme behind the MakeMyMove campaign for Henry County. This theme summarizes the options available for all ages to participate in recreation around the community.

From youth sports at the Henry County YMCA to the

theatrical opportunities at the Guyer Opera House, Henry County provides plenty of ways to "play." Find Henry County's MakeMyMove page at [mymove.com/get-paid/henry-county-indiana](https://mymove.com/get-paid/henry-county-indiana)



## EDC Offers Training Grants

The EDC, in partnership with the Henry County Redevelopment Commission, has launched a pilot matching grant program for incumbent employee training. Employers are encouraged to request up to \$7,500 in a matching grant for incumbent employee training.

Employers must match the training grant dollar for dollar from company funds. For example, to receive a \$7,500 grant, the employer must contribute at least \$7,500.

All types of training will be considered except government-required training (i.e. OSHA) and general onboarding. Training that leads to new skills and career advancement (i.e. employee receives a raise) will receive priority.

Any employer in Henry County engaged in Manufacturing, Healthcare, Agriculture and Professional Services is eligible to apply. Contact the EDC to discuss your training needs. Funds are limited and will be awarded on a first come, first served basis. Find more resources for employers at:

[growinhenry.com/edc-offers-training-grants](https://growinhenry.com/edc-offers-training-grants)



## Finding Home Series Begins

This year we launched a “Finding Home” series to complement our “Coming Home” series. While “Coming Home” features people who were born and raised in Henry County, “Finding Home” features people who chose Henry County as home.

### Justin Helman

Justin Helman grew up in Sidney, Ohio. It’s safe to say he went his entire young life never even hearing of a small town in Indiana named Middletown. But that’s exactly where he and his wife Brittany chose to settle and raise their family after



graduating from Anderson University in 2007. Together they are parents to fourteen-year-old Jarrett, and twelve-year-old Reid. They also enjoy their three dogs – Finn, Gretel, and Chancellor. Justin works as a mortgage loan officer and owns his own business– Helman FocalPoint Coaching.

Read more- [growinhenry.com/justin-helman](http://growinhenry.com/justin-helman)

### Kerry Brough

Growing up, a younger Kerry Brough never could have imagined that one day she would land and find home in Henry County, Indiana. Born in Cambridge, England, and raised in Ontario, Canada, Kerry has done and experienced a lot in her life, but small town living was not one of these experiences. That is until she met and married her husband, Logan. Together, they decided to settle in Mt. Summit and start a business together in downtown New Castle.



1822 Vintage Boutique & Dance Studio, located on the corner of 14th & Broad Street, is exactly what it sounds like; A vintage boutique with incredible, unique finds in the front, and a dance studio for classes such as kids dance, yoga, and adult tap in the back.

Read more- [growinhenry.com/finding-home-kerry-brough](http://growinhenry.com/finding-home-kerry-brough)

### Stephanee Johnson

Stephanee Johnson moved around a lot as a child. She was born in Richmond, Indiana, raised in Greensfork, and lived many other places in between – even as far as Virginia Beach. One place stood out to her, however. It was the small town her family traveled to for church: Middletown.



Even as a high-schooler Stephanee knew Middletown held a special place in her heart. When it came time to buy a house, that’s exactly where she chose to settle.

Moving here when she was 6 months pregnant with her first child in 2013, she has been building her business, Daisy Road Boutique and Alterations, and sharing her passion for the community ever since.

Read more- [growinhenry.com/finding-home-daisy-road-success](http://growinhenry.com/finding-home-daisy-road-success)

### Ashley Tunny

When most people think of an entrepreneur, an eighteen-year-old, fresh out of high school is not what they typically have in mind. Nevertheless, that was exactly the season of life Ashley Tunny was in when she decided to take a leap of faith and open her own business. New to the community and in her inaugural year of culinary school, Ashley opened up Itty Bitty Bakery in the back of her parents’ antique shop.



Ashley had always dreamed of opening her own bakery. She can still remember visiting quaint shops on the weekends as a child with her mother. When she encountered a little eatery inside one of the establishments for the first time, she knew that was exactly what she wanted to do someday. However, she never saw it happening until moving to Knightstown.

Read more- [growinhenry.com/itty-bitty-bakery](http://growinhenry.com/itty-bitty-bakery)

# 2022 Memberships



DIAMOND	Boar’s Head Provisions Co., Inc Citizens State Bank Henry Community Health Henry County REMC New Lisbon Telephone Co. NineStar Connect Runnebohm Construction, Inc.	PLATINUM	CenterPoint Energy Duke Energy Pritchett’s Backhoe Service	GOLD	Central Indiana Hydroseeding, LLC Draper, Inc. First Merchants Bank FPBH, Inc. Grede Heritage House Group, LLC Myers Furniture & Appliance New Castle Stainless Plate, LLC Parkview Family Dentistry		
	SILVER		Bethany Cares Home Health Agency DeFur Voran LLP Attorneys at Law		First Financial Bank Hy-Flex Corporation New Castle Dental	The GEO Group, Inc. Triple J Plumbing, LLC	
			BRONZE				
			American Keeper Corporation Crown Equipment Corporation Edward Jones (Michelle Frazier, Chris Weidert, Erika Hayes & Erika Gilman) ERA Integrity Real Estate Estep Burkey Simmons, LLC F.C. Tucker / Crossroads Real Estate Fab-A-Cab Hayes Copenhaver Crider Harvey, LLP		Jeff & Judy Ray KDC Investments, Inc. Magna Machine & Tool, Inc. McGowan Insurance Group Pro Green Quality Fabrication of Indiana Regal Roofing & Construction Remington Seeds, LLC Rose City Bowl	Ross Lawns and Landscaping SERVPRO of Henry & Randolph Shoreline Wealth Advisors Stacks Restaurant STAR Financial Bank Switzer Tank Lines, Inc. Vital Computing, LLC Webb’s Personal Touch	
			SMALL BUSINESS				
Anderson Systems Integration Early Bird Diner Eastern Indiana Federal Credit Union Frost Framing Garden Inn	Hamm Focal Point Business Coaching Henry County Glass & Mirror, Inc. Hinsey-Brown Funeral Service Independent Plastic, Inc.	M.L. Taylor Construction, Inc. South Henry Regional Waste District Spiceland Wood Products The Promotion Lab Victory Range & Armory, Inc.					
CITIZEN / COMMUNITY							
Chad Malicoat Duane & Ruth Brammer Jake & Susan Smith		Kennard Senior Living Mike & Patty Broyles Penny York		Scott & Mary Jane Hayes Todd Thalls			