



Bloomington Urban Enterprise Association Board Meeting
October 8, 2025, at noon, In-person at City Hall-1-McCloskey Conference Room

Join Zoom Meeting

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Meeting ID: 845 7600 5312

Passcode: 953182

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- **Roll Call**
 - Approval of Minutes - October 2025
- **Financial Report**
 - October 2025
 - Grant Balance vs Budget
- **Director's Report**
 - General Updates
 - Grant Update
 - Safety & Security Grants
 - Fox Capital 415, LLC
 - Secretly Group
- **Unfinished Business**
 - Grant Scoring Rubric
- **New Business - Tentative**
 - Economic Development Framework - Jane Kupersmith
- **Adjournment**

Name	Appointed By	Term
Heather Robinson, Chair	Mayor	2/1/2024 - 1/31/2028
Felisa Spinelli, Vice Chair	Common Council	2/1/2023 - 1/31/2027
Mary Morgan, Secretary	Common Council	2/1/2022 - 1/31/2026
Kate Rosenberger	Common Council	2/1/2025 - 1/31/2029
Virginia Githriri	Mayor	2/1/2024 - 1/31/2028
Jane Kupersmith	Mayor	2/1/2024 - 1/31/2028
Philip Amerson	Mayor	2/1/2024 - 1/31/2028
Michael Hover	Mayor	2/1/2024 - 1/31/2028
Brad Wisler	Mayor	2/1/2024 - 1/31/2028

Bloomington Urban Enterprise Association (BUEA) Board Meeting Minutes

Regular Meeting Minutes - October 2025

Date: Wednesday, October 8, 2025

Time: 12:00 PM – ~1:01 PM

Location: McCloskey Conference Room, City Hall

Call to Order and Attendance

Chair **Heather Robinson** called the meeting to order at **12:00 PM** and welcomed members and guests.

Roll Call

Board Members Present (in person and/or online):

- Phil Amerson
- Michael Hover
- Kate Rosenberger
- Heather Robinson (*Chair*)
- Jane Kupersmith
- Virginia Githiri
- Mary Morgan (*Secretary*)
- Felisa Spinelli (*virtual*) (*Vice Chair*)

Staff:

- De de la Rosa, Executive Director, BUEA
- Cheryl Gilliland, Controller's Office
- Aleks Pratt, City Attorney

Guests / Presenters:

- John Zody, Executive Director, CDFI Friendly Bloomington
- Cyrilla Helm, Foundation for Monroe County Community Schools (FMCCS)
- Lily Albright, Director of Elementary Education, Monroe County Community School Corporation (MCCSC)
- Julius Mitchell, Office of the Mayor

Quorum: A quorum was present.

Approval of Minutes – September 2025 Regular Meeting

Chair Robinson asked for comments, corrections, or questions regarding the **September 2025** minutes. Hearing none:

Motion: To approve the September 2025 meeting minutes as presented. - Hover

Second: Morgan

Roll Call Vote:

- Phil Amerson – **Yes**

- Michael Hover — **Yes**
- Kate Rosenberger — **Yes**
- Virginia Githiri — **Yes**
- Heather Robinson — **Yes**
- Jane Kupersmith — **Yes**
- Mary Morgan — **Yes**
- Felisa Spinelli — **Yes**

Motion carried.

Presentations

CDFI Friendly Bloomington – Annual Update; Presenter: John Zody, Executive Director

Highlights:

- **CDFI Certification:** CDFI Friendly Bloomington was **certified by the U.S. Treasury CDFI Fund in July 2025**, enhancing lending partnerships and validation as a mission-based lender.
- **Activity:** Over **218 hours of technical assistance (TA)** provided regionally, with about **60%** focused within Bloomington.
- **Investment Impact:** Since creation, CDFI-FB has facilitated approximately **\$26 million** in CDFI investment across **371 housing units** and **\$57 million** in total project costs.
- **BUEA Partnership:** The BUEA's **\$250,000 operational support** continues to sustain multi-year operations, while BUEA and RDC capital contributions allow CDFI-FB to participate in projects as a **local match lender**.
- **Recent Project:** The **Avalon Community Land Trust** cooperative house at **West 8th Street**—a seven-bedroom, affordable cooperative housing project completed **July 31, 2025**—was supported through partnerships among CDFI-FB, LEAF (Boston CDFI), the City's HAND Department, and Bloomington Cooperative Living.
- **Advocacy:** Continued work to sustain federal appropriations to the CDFI Fund; **Senator Todd Young** recognized for bipartisan support
- **Closing Note:** Zody thanked the BUEA for its continued investment and distributed popcorn from a locally supported business highlighted at a recent CDFI-FB event.

MCCSC / Foundation for Monroe County Community Schools (FMCCS) – 2025–2026 Support Request; Presenters: Cyrilla Helm, FMCCS; Lily Albright, MCCSC

Request: \$75,000 to support literacy, math, and enrichment programs at **Fairview Elementary, Summit Elementary, Templeton Elementary, and Tri-North Middle School**, all located within the Enterprise Zone.

Key Points:

- **Prior-Year Delay:** FY2024 funds were received in **June 2025**, delaying project implementation; adjustments made due to curriculum updates and new “science of reading” compliance.

- **Focus Areas:**
 - **Foundational Literacy:** Boost Reading, Heggerty subscriptions, Developing Decodables, UFLY decodables/manuals, Novel Effect, and Spanish immersion resources.
 - **Library Collections:** Updated and expanded book titles.
 - **Mathematics:** “Vertical math” supplies to support collaborative classroom learning.
 - **Positive Behavior Supports (PBIS):** Incentives, recognition, and engagement activities.
 - **Data & Evidence:** Literacy coaches and instructional coaches use universal screeners and diagnostics to target interventions; programs chosen based on **evidence-based, research-backed approaches**.
 - **Context:** Presenters noted financial pressures from legislative changes and declining enrollment; emphasized that BUEA funding directly supports equitable access to educational resources.
 - **Follow-Up:** The Board requested that MCCSC and FMCCS provide **research documentation and outcome tracking data** for evaluation in the following year.
-

Financial Report – Q3 (Through September 30, 2025)

Income:

- **\$766,622.82** received year-to-date, exceeding the **\$458,780** budget.
- Includes **Catalent catch-up payments** and **\$3,663.71** in CD interest income.

Expenditures:

- **\$257,354.52** spent (40.6% of annual budget).
 - **Administration:** 8.3% of budget; lower than expected due to pending administrative transfer to ESD.
 - **Grants – Arts & Culture:** 14.4% of \$260,000 budget (no expenditures yet from Arts Incubator or City Arts Program allocations).
 - **Grants – Education & Entrepreneurship:** 60.8% of \$76,000 budget.
 - **Zone Improvement Grants:** 48.8% of \$135,000 budget.

Correction:

- One **ledger error** identified in Education Grants (MCCSC recorded as **\$100,000** instead of **\$50,000**). Adjustment to be reflected in next month’s report.

Assets:

- **Total Current Assets:** \$3.4 million (increase of approximately \$540,000 since July 2025).
- **RRF Loan Conversions:** Staff will coordinate with Controller’s Office on appropriate accounting treatment as loans are forgiven (shift from balance sheet to income statement as expenses).

Motions & Board Actions

A. MCCSC / FMCCS 2025–26 Funding Request

Motion: Approve **\$75,000** grant to the Foundation for Monroe County Community Schools for educational programs at Fairview, Summit, Templeton, and Tri-North schools. (Hover)

Second: Amerson

Roll Call Vote:

- Phil Amerson — **Yes**
- Michael Hover — **Yes**
- Kate Rosenberger — **Yes**
- Jane Kupersmith — **Yes**
- Virginia Githiri — **Yes**
- Heather Robinson — **Yes**
- Mary Morgan — **Yes**
- Felisa Spinelli — **Yes**

Motion carried unanimously.

Note: The grant will be reflected in the **2026 BUEA budget**, with contracts executed in late 2025 and disbursement anticipated in early 2026.

B. Q3 2025 Financials

Motion: Approve **Q3 2025 financials** as presented, **with correction of a \$50,000 adjustment** in the Education Grants category (MCCSC entry correction). (Kupersmith)

Second: Morgan

Roll Call Vote:

- Phil Amerson — **Yes**
- Michael Hover — **Yes**
- Kate Rosenberger — **Yes**
- Jane Kupersmith — **Yes**
- Virginia Githiri — **Yes**
- Heather Robinson — **Yes**
- Mary Morgan — **Yes**
- Felisa Spinelli — **Yes**

Motion carried unanimously.

Director's Report

- **November Meeting Time Adjustment:** Recommended **extending the November 12, 2025 meeting to 11:30 AM–1:00 PM** to allow sufficient time for outstanding grant reviews and budget discussions. Staff will update the calendar invite accordingly.
- **Catalent Payment:** Payment successfully received and documented.
- **2026 Meeting Calendar:** Staff developing an annual schedule aligning recurring reports (e.g., CDFI Friendly and MCCSC updates each October).

- **Grant Scoring Rubric:**

- Draft rubric provided to **standardize award criteria** and **clarify communication** to applicants.
 - Discussion included whether BUEA funds may be awarded **outside of the Zone** when demonstrating measurable **Zone benefit**.
 - Examples cited: **Ivy Tech** (tracks zone impact data) and **4th Street Arts Festival** (adjacent but impactful to Zone).
 - **Action:** Request for **legal opinion** from **Aleks Pratt**, City Attorney, on bylaws and permissible grant boundaries.
 - **Next Steps:** Place rubric discussion at the **top of the November agenda** for further review and policy direction.
-

Public Comment

General thanks were shared by attendees and presenters. No additional public comments were submitted.

Adjournment

With no further business, the meeting adjourned at approximately **1:01 PM**.

Director's Report - November 2025

General Updates

- **2026 Budget** delayed as staff refines annual staffing agreement proposal.
 - Evaluation of actual staff time
 - Consideration of COLA, fringe benefits, and the Crowe study increases
 - Other resources utilized by staff to administrate the BUEA
- Working on **2026 BUEA Meeting Schedule**. Will be presented with the 2026 Budget in December

Grant Overview

Fox Capital 415 LLC – Safety and Security Grant Application

Applicant overview

Fox Capital 415 LLC, represented by member Justin O'Michael Fox, applied for funding through the BUEA Safety and Security Grant Program for property located at 415 South Washington Street. The applicant owns the property and houses both residential rental units and a commercial space occupied by Two Sticks Bakery. The business has operated for nine years, employs five people, and provides housing for professionals seeking to live and work in downtown Bloomington.

Project description

The proposed project involves installing a new surveillance system comprising seven high-definition cameras, a 16-channel video encoder, and a Wave server. The equipment will provide continuous monitoring of the building's exterior and shared spaces to deter criminal activity and prevent property damage. The project responds to a significant security incident: the building was previously the target of an arson attack that caused extensive damage and temporarily displaced commercial tenants.

Funding summary

The total project cost is \$8,884. Fox Capital 415 LLC will contribute \$3,884 toward the cost of equipment and installation. The requested grant amount is \$5,000. No other public or private funding sources were identified.

Supporting documentation

Submitted materials include a detailed quote and proposal from B-Tech Fire & Security (dated May 16, 2025), an itemized cost breakdown, and pre-project photographs documenting existing site conditions.

Project impact

The installation of a comprehensive security camera system will reduce the likelihood of future vandalism or arson, enhance resident safety, and promote confidence among commercial tenants. The project directly supports the Safety and Security Grant Program's objective to improve property security and stability within the Bloomington Urban Enterprise Zone.

BW Properties, LLC (Secretly Group) – Safety and Security Grant Application

Applicant overview

BW Properties, LLC, the real estate entity for Secretly Group, applied for funding through the BUEA Safety and Security Grant Program. The applicant, Ben Swanson, serves as Chief Operating Officer for Secretly Group, a Bloomington-based music business operating at 213 S. Rogers Street, Suite 2. The organization employs 225 people, has operated for 25 years, and owns its building, which is located within the Bloomington Urban Enterprise Zone and a designated historic district.

Project description

The proposed project involves installing a chain-link gate to enclose an alley alcove behind the building. The alcove has been used by individuals for sleeping and lighting bonfires, creating ongoing safety and fire hazards. The new gate will secure the area, deter unauthorized access, and protect the integrity of the historic structure. A Certificate of Appropriateness (COA 25-46) was issued by the Bloomington Historic Preservation Commission on August 14, 2025, approving the proposed installation.

Funding summary

The total project cost is \$3,300. BW Properties will contribute a 25 percent match (\$825), and the requested grant amount is \$2,475. No additional funding sources were identified.

Supporting documentation

Submitted materials include the approved Certificate of Appropriateness (COA 25-46), contractor quote, project budget sheet, and pre-project photos documenting existing conditions of the alcove.

Project impact

The improvement will eliminate a recurring safety issue, reduce the risk of fire damage, and enhance security for a contributing historic property in the downtown Enterprise Zone. This project aligns with the Safety and Security Grant Program's goals to improve property conditions and safety for Zone businesses and residents.

Scoring Rubric -

Board members requested a scoring guide or rubric for grant review to establish a consistent awarding practice and to provide clear communication to applicants and partners who refer applicants to BUEA programs. Questions for the board to consider in preparation for discussion:

- How will the board use this?
- What would the board consider funding outside of the zone?
- If so, what are the parameters of qualification?

Bloomington Urban Enterprise Association
Profit & Loss
October 2025

	Oct 25
Ordinary Income/Expense	
Income	
Banking Interest	8,837.84
Late Fees - RRF Loans	5.61
RRF Loan Interest	76.32
Total Income	8,919.77
Expense	
Grants	
Grants-Arts and Culture	
Zone Arts Grants	1,500.00
Total Grants-Arts and Culture	1,500.00
Grants-Educ & Entrepreneurship	
Dimension Mill Zone Day Passes	1,000.00
Total Grants-Educ & Entrepreneurship	1,000.00
Grants-Education	
Lemonade Day	2,500.00
School Grants-MCCSC Foundation	-50,000.00
Total Grants-Education	-47,500.00
Total Grants	-45,000.00
Total Expense	-45,000.00
Net Ordinary Income	53,919.77
Net Income	53,919.77

Bloomington Urban Enterprise Association

Profit & Loss Budget vs. Actual

January through October 2025

	Jan - Oct 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
AIEZ Fees Refunded	13,097.72	3,500.00	9,597.72	374.2%
Banking Interest	77,066.11	84,000.00	-6,933.89	91.7%
EZID Loan Program Interest	0.00	20,000.00	-20,000.00	0.0%
Late Fees - RRF Loans	239.69			
RDC Participation Fee	0.00	0.00	0.00	0.0%
RRF Loan Interest	1,152.99	1,280.00	-127.01	90.1%
Uncategorized Income	0.00	0.00	0.00	0.0%
Zone Membership Fees	683,986.08	350,000.00	333,986.08	195.4%
Total Income	775,542.59	458,780.00	316,762.59	169.0%
Expense				
Administrative				
Accounting & Tax Services	1,400.00	1,500.00	-100.00	93.3%
Advertising and Promotion	0.00	5,000.00	-5,000.00	0.0%
Dues & Subscriptions	0.00	0.00	0.00	0.0%
Insurance Expense	6,561.00	7,000.00	-439.00	93.7%
Marketing Consultant	0.00	5,000.00	-5,000.00	0.0%
Miscellaneous Expense	0.00	2,500.00	-2,500.00	0.0%
Professional Fees				
Management	0.00	50,000.00	-50,000.00	0.0%
Project Administration	0.00	25,000.00	-25,000.00	0.0%
Total Professional Fees	0.00	75,000.00	-75,000.00	0.0%
Total Administrative	7,961.00	96,000.00	-88,039.00	8.3%
Grants				
Grants-Arts and Culture				
Arts Incubator	0.00	100,000.00	-100,000.00	0.0%
City Art Program	0.00	40,000.00	-40,000.00	0.0%
Historic Facade Grants	10,000.00	50,000.00	-40,000.00	20.0%
Unbudgeted Arts/Culture Grants	5,380.00	20,000.00	-14,620.00	26.9%
Zone Arts Grants				
Bloomington Creative Glass	0.00	0.00	0.00	0.0%
The Overlook Community Center	0.00	0.00	0.00	0.0%
Zone Arts Grants - Other	23,483.00	50,000.00	-26,517.00	47.0%
Total Zone Arts Grants	23,483.00	50,000.00	-26,517.00	47.0%
Total Grants-Arts and Culture	38,863.00	260,000.00	-221,137.00	14.9%
Grants-Educ & Entrepreneurship				
Bus Econ Ehance Scholarships	1,200.00	10,000.00	-8,800.00	12.0%
DEI Training Scholarships	0.00	10,000.00	-10,000.00	0.0%
Dimension Mill Zone Day Passes	1,000.00	1,000.00	0.00	100.0%
IVY Tech/SBDC/Cook Center	45,000.00	45,000.00	0.00	100.0%
Unbudgeted Educ/Entrep Grants	0.00	11,000.00	-11,000.00	0.0%
Total Grants-Educ & Entrepreneurship	47,200.00	77,000.00	-29,800.00	61.3%
Grants-Education				
Lemonade Day	2,500.00	2,500.00	0.00	100.0%
Resident Econ Indep Scholar	0.00	15,000.00	-15,000.00	0.0%
School Grants-MCCSC Foundation	50,000.00	50,000.00	0.00	100.0%
Grants-Education - Other	0.00	0.00	0.00	0.0%
Total Grants-Education	52,500.00	67,500.00	-15,000.00	77.8%
Zone Improvement Grants				
Business Accessibility	7,276.50	25,000.00	-17,723.50	29.1%
Business Building Improvement	35,557.77	30,000.00	5,557.77	118.5%
Climate Resiliency Prog/Grants	0.00	20,000.00	-20,000.00	0.0%
Direct Asst. Small Bus/Comm Sup	0.00	25,000.00	-25,000.00	0.0%
Small Business Safety/Security	22,996.25	35,000.00	-12,003.75	65.7%
Total Zone Improvement Grants	65,830.52	135,000.00	-69,169.48	48.8%
Total Grants	204,393.52	539,500.00	-335,106.48	37.9%

Bloomington Urban Enterprise Association
Profit & Loss Budget vs. Actual
January through October 2025

	Jan - Oct 25	Budget	\$ Over Budget	% of Budget
RDC TIF Zone Participation Fee	0.00	0.00	0.00	0.0%
Total Expense	212,354.52	635,500.00	-423,145.48	33.4%
Net Ordinary Income	563,188.07	-176,720.00	739,908.07	-318.7%
Other Income/Expense				
Other Income				
Interest Income	3,871.13	5,000.00	-1,128.87	77.4%
Total Other Income	3,871.13	5,000.00	-1,128.87	77.4%
Net Other Income	3,871.13	5,000.00	-1,128.87	77.4%
Net Income	567,059.20	-171,720.00	738,779.20	-330.2%

Bloomington Urban Enterprise Association

Balance Sheet

As of October 31, 2025

	Oct 31, 25
ASSETS	
Current Assets	
Checking/Savings	
Cash & Cash Equivalents	
First Financial Bank	
FFB - Checking	-29,355.29
FFB - Money Market	2,981,079.84
Total First Financial Bank	2,951,724.55
German American Bank	224,423.55
IU Credit Union	205,865.69
Peoples State Bank	107,266.71
Total Cash & Cash Equivalents	3,489,280.50
Total Checking/Savings	3,489,280.50
Total Current Assets	3,489,280.50
Other Assets	
Notes Receivable - Long Term	
Big Brothers Big Sisters	3,235.45
Big Time Trading	5,446.19
Blooming Pets Alive	1,793.09
BTown Beauty Supply	9,234.33
Gaian Hands	5,594.91
KC Designs	3,054.60
Lash Envy	875.44
Michael's Uptown Cafe	1,944.26
My Fin, The Tap	4,340.87
My Sport's Locker	35,827.12
PALS	6,480.50
Red Tire Cab	11,518.92
Sew Secret	3,364.57
Spiral Bodies	2,114.82
Vanishing Aesthetics	6,633.78
Notes Receivable - Long Term - Other	-1,296.36
Total Notes Receivable - Long Term	100,162.49
Total Other Assets	100,162.49
TOTAL ASSETS	3,589,442.99
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	1,565,019.23
Unrestricted Net Assets	1,457,364.56
Net Income	567,059.20
Total Equity	3,589,442.99
TOTAL LIABILITIES & EQUITY	3,589,442.99

Grants - Arts and Culture:	2024 Budget	2024 disbursed	2024 Balance	2025 Budget	Disbursed/ Committed in 2025	Balance	
Arts Incubator	-	-	-	\$100,000.00	\$ 100,000.00	\$0.00	ADA-accessible construction costs & professional development program for resident artists
City Art Program	\$40,000.00	\$23,800.00	\$16,200.00	\$40,000.00	\$ -	\$40,000.00	Discretionary spending on City-led arts initiatives, including \$25,000 to Waldron Arts Center operating expenses
Zone Art Grants	\$50,000.00	\$37,650.00	\$12,350.00	\$50,000.00	\$ 27,983.00	\$22,017.00	Bloomington Arts Commission Arts Project and Operations grants
Historic Façade Grant	\$40,000.00	\$40,000.00	\$0.00	\$50,000.00	\$ 30,000.00	\$20,000.00	Historic building improvements
Unbudgeted Grants	\$20,000.00	\$20,545.00	(\$545.00)	\$20,000.00	\$ 5,380.00	\$14,620.00	Assistance for the O.T. 987 installation in the Trades District
Total	\$150,000.00	\$121,995.00	\$28,005.00	\$260,000.00	\$163,363.00	\$96,637.00	

Grants - Zone Improvement:	2024 Budget	2024 disbursed	2024 Balance	2025 Budget	Disbursed/ Committed in 2025	Balance as of September 2025	
Direct Assistance Small Business & Community Support	-	-		\$25,000.00	\$ 2,000.00	\$23,000.00	New funding- physical improvements, emergency assistance, and financial aid.
Climate Resiliency Programs & Grants	-	-		\$20,000.00	\$ -	\$20,000.00	Administered by Sustainability (ESD)
Small Business Safety & Security	\$25,000.00	\$5,011.94	\$19,988.06	\$35,000.00	\$ 31,296.25	\$3,703.75	To Improve the general security of businesses
Business Building improvement	\$25,000.00	\$25,000.00	\$0.00	\$30,000.00	\$ 35,557.76	(\$5,557.76)	To assist small business owners in updating and improving internal and external structures
Business Accessibility Modification	\$25,000.00	\$5,000.00	\$20,000.00	\$25,000.00	\$ 7,276.50	\$17,723.50	To help business owners complete ADA modifications to meet requirements
Total	\$75,000.00	\$35,011.94	\$39,988.06	\$135,000.00	\$76,130.51	\$58,869.49	

Grants Include:

Monroe Oil Building: \$10K Historic Façade, and \$10K Safety & Security for Windows/Doors

Bloom Magazine: \$10K BBIG - Roof replacement

Gold Dust: \$3k BBIG

Friendly Beasts: \$2557.76 BBIG

WFHB: \$2996.25 S&S

Showers Admin (Shawn Eurtan): \$20k HFG

Andrew Davis Clothing: \$10k BBIG

Juniper Art Gallery: \$7276.50 ADA Grant

The Forge: 10 k S&S Grant

The Mill: Direct Assistance (ADA Lift repair): \$1000

Cup and Kettle: Direct Assistance (signage): \$1000

The Warehouse: BBIG: \$10,000

Secretly Group: S&S \$3300 (pending)

Fox Capital 415 LLC: S&S \$5000 (pending)

Fox, Justin (1932)

Program Name : buea-safety-and-security

Status: Submission Confirmation

Submit Time: 2025/05/29 at 3:19 PM EDT

Safety and Security Grant Overview

I have read and understand the grant overview.

Answered on : 2025-05-29

Project Location - Please verify the project location is in the Bloomington Urban Enterprise Zone.

415 S Washington ST
Bloomington, IN 47401

Answered on : 2025-05-08
Meets eligibility

Organization Name

Fox Capital 415 LLC

Answered on : 2025-05-08

How did you hear about this program?

City Website

Answered on : 2025-05-08

Applicant Name

Justin O'Michael Fox

Answered on : 2025-05-29

Job Title or Role

Member

Answered on : 2025-05-29

Email

Foxtrading1@gmail.com

Answered on : 2025-05-29

Phone Number

+1 773-454-9538

Answered on : 2025-05-29

Additional Contacts

Christine Bartlett

Answered on : 2025-05-08

Additional Contacts - \$this's Email Address

CLB@ferglaw.com

Answered on : 2025-05-08

What type best describes your organization? (restaurant, retail, school, etc.)

Real Estate

Answered on : 2025-05-29

Organization Tax Classification Sole Proprietor, LLC, S-Corp, C-Corp, Partnership, Co-Op, Non-Profit, LLP

S-Corp

Answered on : 2025-05-29

Years in Operation

9

Answered on : 2025-05-29

Organization Mailing Address

6440 Wellston Drive
Bloomington, IN 47408

Answered on : 2025-05-29

How many employees does your organization have?

5

Answered on : 2025-05-29

Organization Website

www.415SouthWashington.com

Answered on : 2025-05-29

Please describe your organization in a few sentences. What are your origins, purpose, mission, and/or goals?

Providing housing for professionals wanting to live and work downtown

Answered on : 2025-05-29

Have you previously received a BUEA Improvement Grant?

No

Answered on : 2025-05-29

Is your facility located within a historic district?

No

Answered on : 2025-05-08

Does your organization own or lease your facility?

Own

Answered on : 2025-05-08

Total Funding Request (Suggested max \$10,000 - Funding requests over 10k may require in-person board review.)

5000.00

Answered on : 2025-05-29

Basic Project Details - Please give a description of your improvement project

A security system to help prevent crime and vandalism. This building was recently a victim of arson.

Answered on : 2025-05-29

Project Start Date

07/01/2025

Answered on : 2025-05-29

Project End Date

07/31/2025

Answered on : 2025-05-29

Does this project require a Certificate of Appropriateness due to historic designation or documentation that the Historic Preservation Program Manager has confirmed that you do not need a COA (such as a copy of an email)?

No

Answered on : 2025-05-29

Please upload photos of the project prior to improvements or "before" pictures.

[IMG_0026.jpeg](#)

Answered on : 2025-05-08

Please upload quotes, invoices or receipts for the improvements.

[415 Cameras.pdf](#)

Answered on : 2025-05-29

Are you applying for any other grants or sources of funding for your project, from the City of Bloomington or otherwise? Please describe the sources, amounts, and funding status.

n/a

Answered on : 2025-05-08

If you are applying for the Safety & Security or Accessibility Grant, can you match up to 25% of your total funding request?

Yes

Answered on : 2025-05-08

Please upload a document or spreadsheet with a simple project budget, including your matching funding.

[Fox 415 LLC Camera Proposal.pdf](#)

Answered on : 2025-05-29

How would participating in this program help address the needs of your organization and facility(ies)?

Participating in this program will help prevent crime and vandalism. This will promote people living in the building/zone moRe comfortable also. Not too long ago this building was set on fire by criminals vacating the entire building and hurting Two Sticks bakery.

Answered on : 2025-05-08

Standard Signature

Yes

Answered on : 2025-05-08

Hidden Questions :

Address must be located inside the Bloomington Urban Enterprise Zone (BUEZ).

N/A

If you have received BUEA Improvement grants within the past 12 months, tell us which grant(s) have you received and the awarded amount(s).

N/A

Property Owner Name

N/A

Property Owner Email Address

N/A

When does your current lease period end?

N/A

Do you intend to renew your lease?

N/A

Please check the box to confirm that you are in communication with your facility's owner about this grant program.

N/A

Please upload a letter of approval for the intended improvements from the property owner if you are leasing your space.

N/A

Please upload your Certificate of Appropriateness (COA), or documentation (such as a copy of an email) that the Historic Preservation Manager confirmed that you do not need a COA.

N/A



FOX

413





Fox Property & Development
6440 E Wellston Dr

Bloomington IN 47408-9419

415 Cameras

29099051625

812-332-1995 • www.btechllc.com

TERMS AND CONDITIONS

I. DEFINITIONS: "Agreement" means these terms and conditions together with the work order or proposal attached or on the reverse side of this document. "Customer" means the individual or entity that purchases B-Tech's, equipment, products, systems, or services. "B-Tech" means B-Tech, LLC, an Indiana limited liability company and its agents, employees, officers, members and authorized representatives

II. INSURANCE: Customer acknowledges that B-Tech is not an insurer. It is Customer's obligation to purchase insurance to protect itself from loss, damage, death, or injury related to or arising out of any occurrences or consequences, which B-Tech's equipment, products, systems, or services are designed to detect or avert. Customer expressly acknowledges that no fire suppression system can guarantee prevention of any loss, damage, death, or injury.

III. LIMITATION OF LIABILITY: The amounts payable to B-Tech are based upon the value of the equipment, products, systems, or services provided. The scope of B-Tech's liability is unrelated to the value of Customer's property or property of others located on Customer's premises. B-Tech has made no guarantee, representation, or warranty, including any implied warranty of merchantability or fitness for a particular purpose, that B-Tech's equipment, products, systems, or services will avert or prevent any specific occurrence or consequence including any occurrence or consequence that the equipment, products, systems, or services are designed to detect or avert. B-Tech is exempt from liability for any loss, damage, death, or injury related to or arising out of any occurrences or consequences which its equipment, products, systems, or services are designed to detect or avert. That if B-Tech should be found liable for loss, damage or injury due to a failure of service or equipment in any respect, its liability shall be limited to a sum equal to 10% of the annual service charge or \$250, whichever is greater, as the agreed upon damages and not as a penalty, as the exclusive remedy, and that the provisions of this paragraph shall apply if loss damage or injury, irrespective of cause or origin, results directly or indirectly to person or property from performance or nonperformance of obligations imposed by this contract or from negligence, active or otherwise, of B-Tech, its agents or employees. If any person not a party to this Agreement makes any claim or files any lawsuit against B-Tech related to or arising out of the operation or failure in any respect of any of the equipment, products, systems, or services that B-Tech provides to Customer in relation to this Agreement, Customer shall, to the fullest extent permitted by law, indemnify and hold B-Tech harmless for any and all such claims, lawsuits, or other proceedings, including the payment of all damages, expenses, costs, and attorneys' fees. If Customer desires B-Tech to assume a greater liability under this Agreement, B-Tech may amend this Agreement by attaching a rider setting forth the amount of additional liability and the additional amount payable by Customer for the assumption by B-Tech of such greater liability provided. However, such rider and additional obligation shall in no way be interpreted to hold B-Tech as an insurer and unless such written rider is attached and signed by B-Tech, no additional liability will be assumed. The provisions of this paragraph shall apply if any loss, damage, death, or injury, irrespective of cause or origin, results directly or indirectly to person or property from performance or non-performance of obligations imposed by this Agreement or from negligence, active or otherwise, of B-Tech. If this Agreement provides for a direct connection to a municipal police or fire department or other organization, that department, or other organization, may invoke the provisions hereof against any claims by Customer due to any failure of such department or organization

IV. CUSTOMER'S DUTIES: Customer shall not alter or modify any of B-Tech's equipment, products, systems, or services. Customer shall instruct all persons who may use B-Tech's equipment, products, systems, or services on their proper use and maintenance. Customer shall inspect B-Tech's equipment, products, systems, and services on a regular basis, between routine inspections, to look for things such as missing discharge nozzles, redirected pipes and nozzles, missing nozzle blow off caps or protectors, grease accumulation on detection devices, and any other items requiring general maintenance. If Customer finds problems during any such inspection, Customer shall notify B-Tech and schedule a service call, for which there will be a charge. Customer shall notify B-Tech in writing immediately if any cooking appliances are replaced, added, or deleted on Customer's property. Customer shall also notify B-Tech in writing immediately if any changes of any kind are made to any cooking ventilation system on Customer's property. Customer acknowledges that any of the above changes may affect the operation of B-Tech's equipment, products, systems, or services.

V. BINDING AGREEMENT: The terms expressed herein shall inure to the benefit of and apply to all parent, subsidiary, and affiliated companies of B-Tech, as well as to any company which B-Tech may contract with to provide any of B-Tech's equipment, products, systems, or services. Customer may not assign its rights without B-Tech's express written consent.

VI. ENTIRE AGREEMENT: Except as otherwise mutually agreed in writing by B-Tech and Customer, this Agreement constitutes the entire agreement and understanding between Customer and B-Tech with respect to the subject matter hereof, and supersedes all other agreements, understandings, representations, warranties, promises, conditions, or statements, whether express or implied, written or oral.

VII. GOVERNING LAW AND VENUE: This Agreement shall be governed by Indiana law without regard to its choice of law rules. Venue for any dispute related to or arising out of this Agreement shall be in a state court located in Monroe County, Indiana or the federal district court having jurisdiction over Monroe County, Indiana.

VIII. SEVERABILITY: The covenants and acknowledgements contained in this Agreement shall be construed as separate and independent and this Agreement shall not be construed against either party. If any term or provision of this Agreement shall to any extent be held to be invalid, illegal, or unenforceable, the remainder of this Agreement shall not be affected thereby and shall be valid, legal, and enforceable to the fullest extent permitted by law.

XI. WAIVER: No party shall be deemed to have waived compliance by the other party of any provision of this Agreement, unless the waiver is contained in a written instrument signed by the waiving party. The failure of a party to enforce at any time any of the provisions of this Agreement or to exercise any right contained in the Agreement shall not be construed to be a waiver of such provisions, nor shall any party's failure to enforce a similar right against another party constitute a waiver against any party to this agreement.

IN THE EVENT THE CUSTOMER DEFAULTS IN THE OBSERVATION OF ANY OF THE TERMS CONTAINED IN THIS AGREEMENT, AND B-Tech LLC EMPLOYS ATTORNEYS TO ENFORCE ALL OR ANY PART OF THIS AGREEMENT, CUSTOMER SHALL REIMBURSE B-Tech LLC FOR THE ATTORNEY FEES, COURT COST AND INTEREST AT 18% PER ANNUM INCURRED THEREBY, WHETHER OR NOT SUIT IS FILED.



B-Tech Fire & Security

900 W Allen St

Bloomington IN 47403

(812) 332-1995

(812) 822-3620

support@btechllc.com

Proposal

Service Information

Fox Property
415 S Washington St

Bloomington IN 47401-4635

Phone: 773-454-9538

Fax:

Alt Contact:

Alt Phone:

E-Mail: foxtrading1@gmail.com

Billing Information

Fox Property & Development
6440 E Wellston Dr

Bloomington IN 47408-9419

Sales Rep

Terms

Net 25

Job Name

415 Cameras

Proposal

29099051625

Scope of Work:

Install 7 cameras with HD over coax 5 MP cameras

Install video encoder

Install new wave server

Cameras are white in color.

Any Issues with wiring will be identified and a quote to repair / replace provide on a case by case basis

Item

A-Series 5MP IR Vandal Dome Camera	7
16-Channel Video Encoder, Black	1
Wave Server	1
Back Boxes	7
Labor	1
Single IP Camera License	7

Summary of Costs



Job Subtotal:	\$8,450.00
Tax	\$434.00
Total Due:	\$8,884.00

Payment Terms

Net 25

Acceptance

Customer Acceptance

5/16/2025

Date

B-Tech Representative

5/16/2025

Date

This Agreement shall become effective upon the execution by the Customer and acceptance and execution of this Agreement by a duly authorized representative of B-Tech, LLC. I understand and agree to the terms & conditions of this Agreement.



Fox 415 LLC Camera Proposal

Total Cost of System: \$8,884.00

BUEA Grant (Possible): \$5,000.00

Fox 415 LLC Contribution (Total Cost - BUEA Grant): \$3,884.00

Swanson, Ben (3245)

Program Name : buea-safety-and-security

Status: Submission Confirmation

Submit Time: 2025/08/21 at 11:09 AM EDT

Safety and Security Grant Overview

I have read and understand the grant overview.

Answered on : 2025-08-21

Project Location - Please verify the project location is in the Bloomington Urban Enterprise Zone.

213 S Rogers ST

STE 2

Bloomington, IN 47404

Answered on : 2025-08-21

Meets eligibility

Organization Name

BW Properties, LLC

Answered on : 2025-08-21

How did you hear about this program?

Andrea "De" de la Rosa

Answered on : 2025-08-21

Applicant Name

Ben Swanson

Answered on : 2025-08-21

Job Title or Role

COO

Answered on : 2025-08-21

Email

ben@secretlygroup.com

Answered on : 2025-08-21

Phone Number

+1 812-606-2977

Answered on : 2025-08-21

Additional Contacts

Answered on : 2025-08-21

What type best describes your organization? (restaurant, retail, school, etc.)

Music Business (office space)

Answered on : 2025-08-21

Organization Tax Classification Sole Proprietor, LLC, S-Corp, C-Corp, Partnership, Co-Op, Non-Profit, LLP

S-Corp

Answered on : 2025-08-21

Years in Operation

25

Answered on : 2025-08-21

Organization Mailing Address

213 S. Rogers St, Ste. 2
Bloomington, IN 47404

Answered on : 2025-08-21

How many employees does your organization have?

225

Answered on : 2025-08-21

Organization Website

secretlygroup.com

Answered on : 2025-08-21

Please describe your organization in a few sentences. What are your origins, purpose, mission, and/or goals?

BW Properties is the real estate entity for Secretly Group which is a music based company

Answered on : 2025-08-21

Have you previously received a BUEA Improvement Grant?

No

Answered on : 2025-08-21

Is your facility located within a historic district?

Yes

Answered on : 2025-08-21

Does your organization own or lease your facility?

Own

Answered on : 2025-08-21

Total Funding Request (Suggested max \$10,000 - Funding requests over 10k may require in-person board review.)

3300.00

Answered on : 2025-08-21

Basic Project Details - Please give a description of your improvement project

Fencing off an alcove in the alley that's been used for sleeping and bon fires

Answered on : 2025-08-21

Project Start Date

07/22/2025

Answered on : 2025-08-21

Project End Date

07/31/2025

Answered on : 2025-08-21

Does this project require a Certificate of Appropriateness due to historic designation or documentation that the Historic Preservation Program Manager has confirmed that you do not need a COA (such as a copy of an email)?

Yes

Answered on : 2025-08-21

Please upload your Certificate of Appropriateness (COA), or documentation (such as a copy of an email) that the Historic Preservation Manager confirmed that you do not need a COA.

[COA_25-46.pdf](#)

Answered on : 2025-08-21

Please upload photos of the project prior to improvements or "before" pictures.

[IMG_8428.JPG](#)

[IMG_8426.JPG](#)

Answered on : 2025-08-21

Please upload quotes, invoices or receipts for the improvements.

[IMG_0424-preview.jpeg](#)

Answered on : 2025-08-21

Are you applying for any other grants or sources of funding for your project, from the City of Bloomington or otherwise? Please describe the sources, amounts, and funding status.

no

Answered on : 2025-08-21

If you are applying for the Safety & Security or Accessibility Grant, can you match up to 25% of your total funding request?

Yes

Answered on : 2025-08-21

Please upload a document or spreadsheet with a simple project budget, including your matching funding.

[213 S Rogers Fence - BUEA Grant - Sheet1.pdf](#)

Answered on : 2025-08-21

How would participating in this program help address the needs of your organization and facility(ies)?

It would help us prevent people experiencing homelessness from lighting fires in our alcove, protecting a historic building in Bloomington

Answered on : 2025-08-21

Standard Signature

Yes

Answered on : 2025-08-21

Hidden Questions :

Address must be located inside the Bloomington Urban Enterprise Zone (BUEZ).

N/A

If you have received BUEA Improvement grants within the past 12 months, tell us which grant(s) have you received and the awarded amount(s).

N/A

Property Owner Name

N/A

Property Owner Email Address

N/A

When does your current lease period end?

N/A

Do you intend to renew your lease?

N/A

Please check the box to confirm that you are in communication with your facility's owner

about this grant program.

N/A

Please upload a letter of approval for the intended improvements from the property owner if you are leasing your space.

N/A

CERTIFICATE OF APPROPRIATENESS

Issued by the Bloomington Historic Preservation Commission

Address of Historic Property:

213 S Rogers, Bloomington, IN

Summary of Work Approval:

- **Chain link gate over recessed alley entrance**

A copy of the complete approved plans may be obtained from the Department of Housing and Neighborhood Development Office Located at City Hall, 401 N. Morton, Suite 130 under case number **COA 25-46**.

This Certificate is effective for two years following the date of issue. Exterior work outside of the scope of this approval is not permitted and subject to fines outlined in Municipal Code, Title 8, Chapter 8.16.020.



Noah Sandweiss
Staff
Bloomington Historic Preservation Commission

Issue Date: **August 14, 2025**

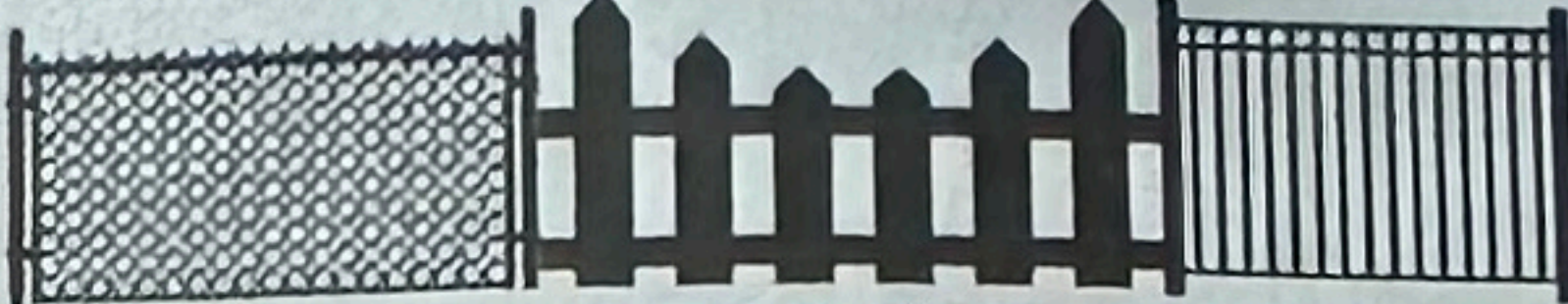




Serving All of Indiana
Surrounding States

BROWN COUNTY FENCE

812.345.8055



Browncountyfence.com

3 Generations of making yards and businesses beautiful and secure

Family & Veteran
Owned Company

Name: Bloomington RENTALS Phone:

Email:

Address:

City:

County & Township:

Utility Reference #:

Date: 7-9-25

Zip Code:

☒ New ☐ Repair ☐ Wood ☐ Staining ☐ Chain Link ☐ Barb Wire ☐ PVC ☐ Vinyl ☐ Ornamental Iron

Fence Installation;

Footage: 14'

Height: 13' TALL

Material: 3" FLANGE POST

Color: GALVANIZED

Post/Cap Style:

Post Height:

Picket Style:

Panel Style:

Solid or Spaced - Picket Spacing:

Rails in/Out:

Tension wire:

Gates:

Hardware:

Drop rods:

Pool:

Run Level or To Grade:

Average height off ground:

Max height off ground:

Location for Dirt:

Obstructions:

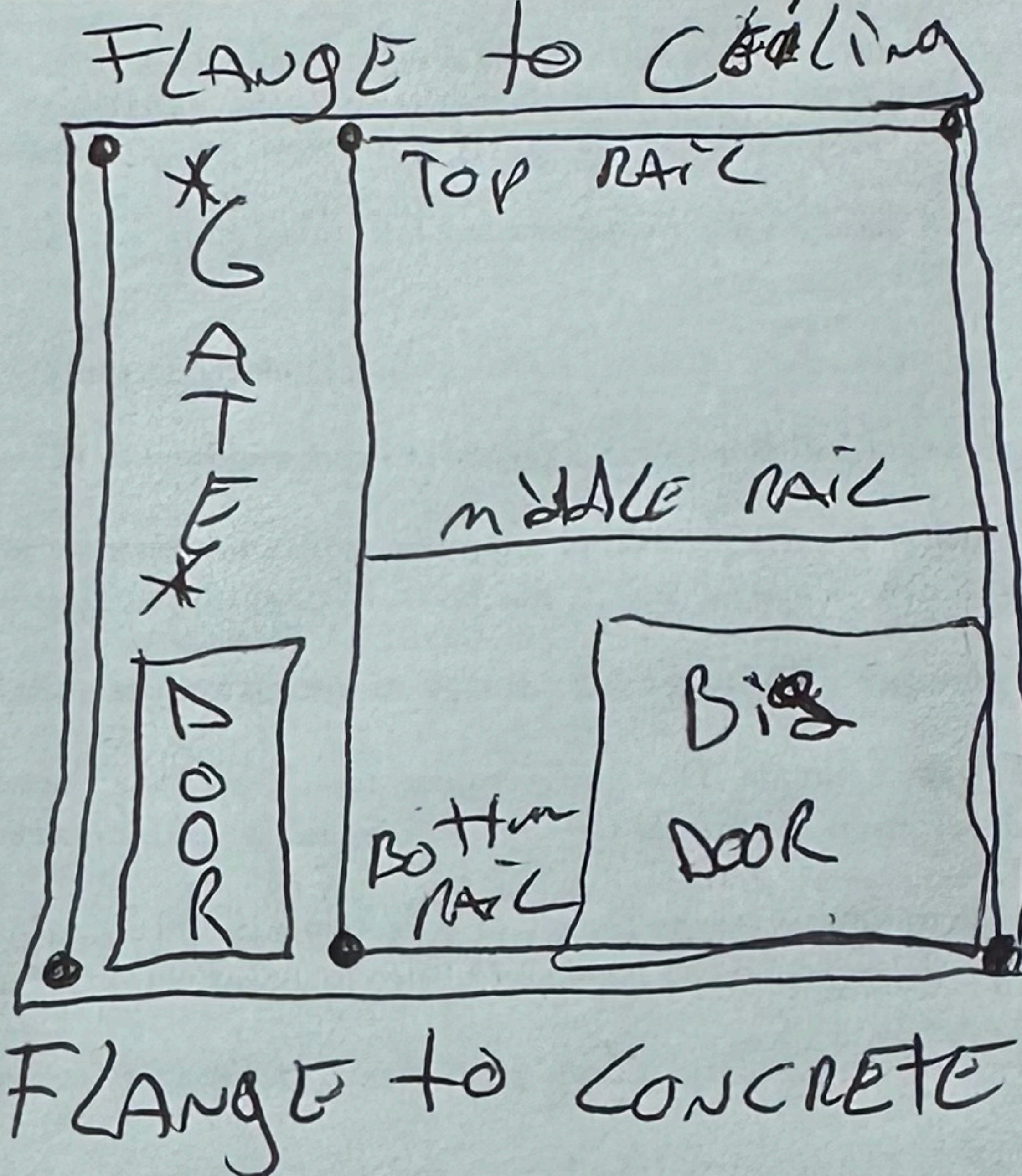
Tear Down:

Haul Away:

Installation Date:

Customer to Do List:

TREATED WOOD NOT WARRANTED AGAINST BOWING OR WARPING



Flat Rate/Other:

Salting

Plowing

Mailbox

Amount	<u>3300.00</u>
Other	
Tear out & Haul	
Total	
Deposit <u>1/2 down</u>	<u>1650.00</u>
Balance Due on Completion	<u>1650.00</u>

Terms and Conditions are found on the back of this document. Please read and understand this entire document before signing below. A signature below signifies a legally-binding contract. Please Pay foreman upon job completion. If payment is not made within 30 days of job completion a 1.5% per month (18% per year interest rate will apply to remaining balance. Quote is based on material pricing at the time of the estimate. This quote is good for 15 days from noted date. Total job price may be higher than quote if material prices are increased or changes are made to the job description.

Dirt/Spoils remain on site. We will spread dirt piles along fence free of charge (this may require landscaping after installation to return grass to current conditions. We can move the piles to another place in yard for a charge of \$10.00 per post hole)

Buyer

Sold By [Signature]

Date

Date 7-9-25

Cash and Checks are accepted. Credit Cards are not accepted at this time. Please make checks payable to Brown County Fence & More

Fence Cost	\$3,300	
Personal Financi	\$825	25%
Grant Request	\$2,475	



MEMORANDUM

TO: Bloomington Urban Enterprise Association (“BUEA”)
FROM: Aleksandrina Pratt, City Legal
RE: BUEA Zone and Funding
DATE: 11/12/2025

QUESTIONS PRESENTED

- (1) Can the Board consider granting funds to businesses outside the zone and if so what are the parameters of qualification?
- (2) Do we have flexibility and if so, how do we define it?
- (3) Is the BUEA restricted or able to grant outside of the zone?

ANALYSIS

The Bloomington Urban Enterprise Association (“BUEA”) contributes to economic development efforts in Bloomington’s urban core. It was established more than 25 years ago and has spurred millions of dollars in investment. The BUEA’s mission is to provide the means to improve the economic, physical and social environment for zone residents and businesses.

Under Indiana law, the BUEA must do the following: (1) coordinate zone development activities; (2) serve as a catalyst for zone development; (3) promote the zone to outside groups and individuals; (4) establish a formal line of communication with residents and businesses in the zone; and (5) act as a liaison between residents, businesses, the city, and the Board for any development activity that may affect the zone or zone residents. I.C. 5-28-15-14(a). The BUEA also may choose to: (1) initiate and coordinate *any* community development activities that aid in the employment of zone residents, improve the physical environment, or encourage the turnover or retention of

capital in the zone. I.C. 5-28-15-14-(b)(emphasis added). These powers and responsibilities are also stated in the BUEA's by-laws.

Neither Indiana law nor the by-laws prohibit the BUEA from expending funds outside of the zone so long as there exists a nexus that falls within one of the venues that promote and strengthen the zone. For example, if sponsoring a business or non-profit outside the zone could be linked to zone development or promoting the zone to outside groups and individuals, it would be within the BUEA's responsibilities under the law. Similarly, if sponsoring an outside business or non-profit aids in the employment of zone residents, or improves the physical environment in the zone, or encourages turnover or retention of capital in the zone, this would be something that BUEA may choose to do as part of its mission.

For fairness and transparency purposes, the grants and scholarships that BUEA distributes should state the eligibility criteria for businesses and non-profits to receive the funding. If a grant or scholarship is restricted to zone entities, then applicants that are outside of the zone should not be considered.

Project Evaluation	Points Scale	Is the project located in the BUEZ?	Degree of Resident Impact	Project Relevance (0–10 Points): This measures how well the project aligns with the grant's goals.	Project Clarity & Feasibility (0–10 Points) - Evaluate how clear, realistic, and actionable the project plan is.	Visual/Physical Impact (0–10 Points) - Considers the extent of visible improvement or neighborhood benefit.
	0	The project is Not Located in the BUEZ - 0 score	No Impact	The project is not relevant to the grant goals.	No clear project description or budget is included.	No visual improvement was described or documented.
	1–4		Neutral / Limited Impact - Minimal effect on residents' quality of life; contributions are indirect, short-term, or affect only a very small population. (Occasional donations, hosting a single community event, or making improvements that mostly serve the business/organization itself with little spillover to residents.)	Only marginally connected to program goals. Alignment is vague or unclear.	The project is described generally but lacks key information (e.g., scope, cost, timeline).	Minimal or unclear impact. The scope of work is hard to visualize.
	5–7		Moderate Impact - Provides noticeable benefits to residents but on a limited scale or with narrower reach. (Improves local amenities, sponsors cultural or educational programs, or supports small numbers of residents through scholarships, grants, or training)	Supports one eligible goal but lacks a strong explanation or connection.	The project is defined with basic details and a general timeline. Appears feasible.	Moderate improvement; visible difference expected. Basic documentation was provided.
	8–10	The Project is located in the BUEZ - 10 score	High Impact - Significantly improves resident well-being, access to services, economic stability, or community cohesion. (Creates many jobs with livable wages, provides essential community services, expands affordable housing, or introduces innovative programs that directly benefit vulnerable groups.)	Strong alignment with one or more program goals. The application clearly explains the relevance.	The plan is specific and well-structured, with clear tasks, timelines, and contractor information. Highly feasible.	High-impact and quantifiable changes
Application Completion and Project Readiness	Points Scale	Readiness to Proceed (0–5 Points) - Evaluates the applicant's ability to start work promptly.	Need or Justification (0–5 Points) - Measures how well the applicant explains the need or rationale for the project.	Application Completeness & Quality (0–5 Points) - Evaluate whether all required materials have been submitted and are well-organized.	Reviewers may score independently and average their totals or use consensus scoring. Notes should be included for any score below 5 in any category. Applications with scores below the minimum threshold (50 points) may be declined unless a compelling justification is provided.	
	0	No timeline or vendor details were provided.	No justification was provided.	Multiple required materials are missing. Submission incomplete.		
	1–2	The timeline is unclear, or the start date is not specified. The vendor is not confirmed.	A vague explanation of the need or problem to be addressed.	Some key materials are missing or poorly organized.		
	3–4	The applicant presents a realistic start and end timeframe. The project could begin soon.	A reasonable explanation of why this project matters to the business.	All basic requirements have been submitted; the application is now functional.		
	5	The applicant is fully prepared to work with the selected contractor, and the work is ready to begin.	Strong, specific justification tied to safety, cleanliness, or community benefit.	All requirements submitted. The application is clear, complete, and well-presented.		

ECONOMIC DEVELOPMENT FRAMEWORK

City of Bloomington Values

- Co-Creators With Our Community
- Accountable Servant Leadership
- Demystified Government
- Architects of Joy

Economic Development Vision

For Bloomington to be a prosperous, inclusive innovation and cultural magnet, where businesses can grow and thrive, all residents can access economic opportunity, and our natural world and resources are protected, treasured, and celebrated.

Economic & Sustainable Development mission statement:

To cultivate a resilient community built on shared prosperity, inclusive economic opportunity, environmental stewardship, and a thriving arts and culture ecosystem. ESD works to improve quality of life for all residents through dedicated service and collaboration.

Goals

1. **Grow the Workforce Population**
Create conditions that will attract young professionals with in-demand skills to move here, in order to support the workforce needs of businesses in target sectors.
2. **Grow Wages**
Target businesses in high-wage growth sectors to make Bloomington more competitive.
3. **Reinforce Economic Base**
Build upon sector strengths to ensure a resilient economy with a variety of workforce opportunities.

These goals are interdependent. To accomplish them we must leverage catalytic opportunities *and* make incremental progress. We will partner with the community, avoid duplication of services, and focus on the areas where the City can make the greatest impact. In all efforts, we will tell the story of Bloomington's identity as a leader in innovation, arts, sustainability, and inclusion--and seek opportunities to strengthen that identity.

Strategies

Goal 1: Grow the Workforce Population

1. **Remove barriers to housing** (i.e., revise policies, processes, and attitudes to grow housing production; make incentives clear, easy to access, and impactful; balance historic preservation with market needs for affordable housing; activate unused housing stock).
2. **Increase access to early learning.** Bloomington currently lacks the volume of early learning and childcare providers to support workforce population needs.
3. **Increase and communicate about quality of place amenities** appealing to young professionals (e.g., Trader Joe's, Whole Foods, non-college student nightlife, recreation, proximity to IND). We're competing with bigger cities with more amenities/nightlife.
4. **Build bridges to campus.** 61% of college grads want to stay close to where they graduate with a new trend toward preferring smaller cities, according to Tallo. Bloomington must leverage the opportunity it has every year to build relationships with and place students in jobs near IU.
5. **Establish and activate nodes of distinct identity** for Bloomington's key commercial neighborhoods (i.e., Downtown, Trades, Hopewell, B-Line, Stadium District, East Side, Switchyard).
6. **Become the center of creativity for Indiana.** Bloomington is already known as a center for the arts, but retaining this mantle requires dedicated effort. Creativity should inform our community at all levels, helping make sure we grow a creative economy of the future, as well as supporting practicing artists and destination tourism today.

Goal 2: Grow Wages

1. **Tell our story** (i.e., CivicBrand; unified approach with partners; recruitment packets for employers). Having a distilled identity makes us identifiable and marketable to potential employers.
2. **Target attraction of businesses in high-demand, high-wage sectors** (e.g., tech, advanced services, etc.). Targeting these sectors leverages local resources to ensure future wage growth and sector performance.
3. **Grow businesses and attract workforce to support those sectors** (i.e., marketing, web design/development, accounting, sales, partnership with IU). Sector development requires a breadth of supportive services to help clusters thrive.

Goal 3: Reinforce Economic Base

1. **Retain and grow current sector strengths** (i.e., life sciences, advanced manufacturing, healthcare, etc.)
2. **Support small business development** (i.e., support a well-connected small business ecosystem; make incentives clear; create business-friendly policies; provide training; collaborate with partners; etc.).
3. **Become the center of innovation for Indiana** (i.e., Trades District, CCC grant, and tech and defense tech growth).
4. **Nurture and grow Bloomington's creative economy** (i.e., reclaim Music City Indiana title; launch arts incubator; support arts nonprofits; make Bloomington a place that creatives can work).
5. **Support destination tourism** (e.g., visitors to IU, Convention Center, recreation, arts & culture, promote proximity to IND). The why: tourism acts as a traded sector—bringing outside dollars into Bloomington; and serves as a gateway to moving or establishing a business.