



Kentland
INDIANA

Strategic Plan

TOWN OF KENTLAND | RURAL OPPORTUNITY ZONE



Table of Contents

Introduction P. 3-4

What Makes Kentland So Special? P. 5

- Kentland's DNA & Pillars P. 5
-

What is an Op Zone? P. 6

Fed Tax Advantages P. 7-10

Why Investing in Kentland's Op Zone Makes Sense P. 11

Building Kentland's Strategic Plan P. 12

- Economic Development Progress P. 13
 - It Takes a Team P. 14-16
 - Key Steps P. 17
 - Community Involvement & Development P. 18-23
-

Our Strategic Priorities P. 24

Priority 1: Thrive Intergenerational Wellness Campus P. 25-26

- Phase 1: Senior Community Living P. 27
- Phase 1: Connective Park System P. 28-29
- Phase 2: Childcare & Wellness Center P. 30
- Projected Economic Impact P. 31

Priorities 2: Kentland Community Fund P. 32-34

Priorities 3 & 4: Housing & Real Estate Development and Broadband Access P. 35

Priority 5: Business Development P. 36-37

- Small Businesses P. 38
- Blue Devil Lagoon P. 39
- New Firehouse P. 40
- Kentland Airport P. 41
- New Developments P. 42

Recent Community Efforts

- Kentland's Growth Program P. 43-44
-

Key Assets P. 45-47

Statistical Snapshots P. 48

- Opportunity Zone Statistical Snapshot P. 49
 - Population by Occupation P. 50
 - Newton County Statistical Snapshot P. 51
 - State of Indiana Statistical Snapshot P. 52-53
-

Key Contacts P. 54

Thank you P. 55

Appendix P. 56

- Kentland's Partners P. 57
- CreatINg Places Program IHCA Crowdfunding Grant P. 58
- Rural Op Zone & Recovery Playbook P. 59



A Letter from Mike Davis



Dear Investor,

When my urban friends tell me there's nothing to do in Kentland, I'm reminded of one soft June morning when I visited our downtown. With my "to-do list" stuffed in my pocket, I grabbed my bike and pedaled to the first stop on the list. I was heading to the ATM to get some "walking around" money. Next stop was CVS: five minutes to shop, 20 minutes to visit; I proceeded to the bank. Eli and Chandler, two of our aspiring young entrepreneurs, passed by, wheeling their mowers down the street. Arriving at the hardware store, I talked to Mike and Dave, the father and son electricians, about some outdoor lighting before continuing down the block to my family's restaurant, the Old Colonial Inn, to drop off the petty cash and check on reservations for the evening. Heading to the grocery store, I was sidetracked by a chat with Bud and Judy who were hauling antique treasures into their store. When I reached the grocery store, the scent of rotisserie chicken was already wafting down Aisle One as I zeroed in on the donut shelf to snatch an apple fritter. My circuit was completed, the clock read 10:00 am. I had the rest of the day to pick a project... or just chill out.

M. Davis

MIKE DAVIS

Opportunity Zone Task Force Director

Kentland Profile



Research shows that communities with a strong sense of “place” have a more robust quality of life. Kentland, Indiana has long had this history. The recent developments and initiatives undertaken by the town’s leadership and economic development task force continue to strengthen the pillars that underpin our community’s character as highlighted in our Strategic Plan.

- A great sense of cooperation is exemplified in the concept for the Thrive Campus, which promises to enhance our cultural fabric, which includes a \$4,500,000 private pay senior care facility, an anticipated \$1,200,000 registered quality child care facility, and donations of \$200,000 for a multigenerational park. In February of 2021, we expanded the park project’s scope to include a new park on the south side of US 24 and a connective walking path, which was supported by an additional \$200,000 in donations.
- Investments in our Opportunity Zone add 1-3 % to traditionally structured instruments. Local initiatives and a low tax burden (no local income tax or hotel and innkeeper taxes) produce a very business-friendly environment.
- Safety in our community is being enhanced by the addition of a \$1,400,000 new fire-station that was completed in 2022. The town already supports a police force equipped with a K-9 unit.

Our transportation network, midway between Chicago and Indianapolis, showcases rail access and recently redone highways. A \$6,900,000 renovation and expansion of our airport included a 1.4 million gallon reservoir system, landing pad, resurfacing runway, refurbishing airplane hangars, and a new office and meeting facility.

Kentland, Indiana is a community where the more you look under its hood, the more you love. It combines safety, low-cost of doing business and access to major metropolitan markets. We invite you to come for a visit and stay for a while, because you may just find that it’s the very place you are meant to be.



What Makes Kentland So Special?

Our quality of life is seen and felt in every conversation. Here, neighbors genuinely care for your wellbeing and wave as you're running your daily errands. We're so safe, parents let their children ride their bikes across town all day long without any concern, knowing that they'll tuck their little ones into bed once nightfall hits. We're where you can make a visible and positive impact in the community alongside a host of other driven residents. Located in Jefferson Township on the western edge of Central Indiana, we border the Illinois State Line. We were founded in 1860 by Alexander J Kent. Major roadways like US Route 41 / 52 and US 24 run through us, and we're ideally positioned 85 miles south of Chicago and 105 miles north of Indianapolis. Our school systems and sports programs for kids are top-tier. The downtown courthouse square is where a myriad of small businesses and creative community events can be found. Everything is within walking distance of each other, and at the end of a long day, you can relax and take in the beauty of a Midwestern sunset like you've never seen before.

KENTLAND'S DNA & PILLARS

Quality is ingrained in our DNA and can be experienced through its residents' strong sense of community engagement and dedication to invest in the town. We stand on the Pillars of safety and friendliness, and we're driven to produce great change in Newton County. Together, our DNA & Pillar statements provide a path for Boldly Moving Forward, which is not only the our new tagline but it also captures the essence of our mission in life.

DNA

QUALITY

We take pride in our great quality of life, enjoying friends, family, casual recreation, and outdoor activities. Our top-notch school system, beautiful downtown, and parks are just a few of the amenities that make our residents so happy.

COMMUNITY

Possessing a strong rural identity, Kentland is a small, welcoming, and affordable town to live and raise a family in. Our community maintains a close-knit atmosphere and takes great pride in caring for each other.

DEDICATED

Long-time residents, businesses, and our local government are focused on forging a bright future for Kentland. This ongoing investment is part of who we are.

Pillars

SAFE

We're welcoming and highly value our town's security. Our people take care of each other and offer a helping hand, especially in times of need.

FRIENDLY

Our community is known for its friendliness, and we support our town's values through a kind and generous spirit.

DRIVEN

Our agricultural town was founded on a legacy of hard work. Embracing this tradition is a driving force in maximizing our potential within Newton County.

IL

● Watseka

● Morocco

● Brook

Kentland

● Goodland



Opportunity Zone



What Is the Opportunity Zone Program?

The Opportunity Zone Program is a federal program connected to the Tax Cuts and Jobs Act of 2017. It is designed to spur community investment by providing tax benefits to investors who hold their investment between five to ten years. The benefits on investments made in Kentland will take the form of new industries taking root, new jobs being created and more families taking up residence in the town.

Federal Tax Advantages



THE TAX CUTS AND JOBS ACT OF 2017

Enables tax incentivized investment of realized capital gains, into designated Opportunity Zones.

- Under Seven Years: Original capital gains taxes invested in QOF is deferred until sold.
- Seven Years or More: Original deferred capital gains in the QOF is reduced by 10%.
- Ten+ Years: 10% reduction in the original capital gains investment; no capital gains taxes on the appreciated value of the investment.

PERIOD OF INVESTMENT



Maintains 5 years or greater but less than 10

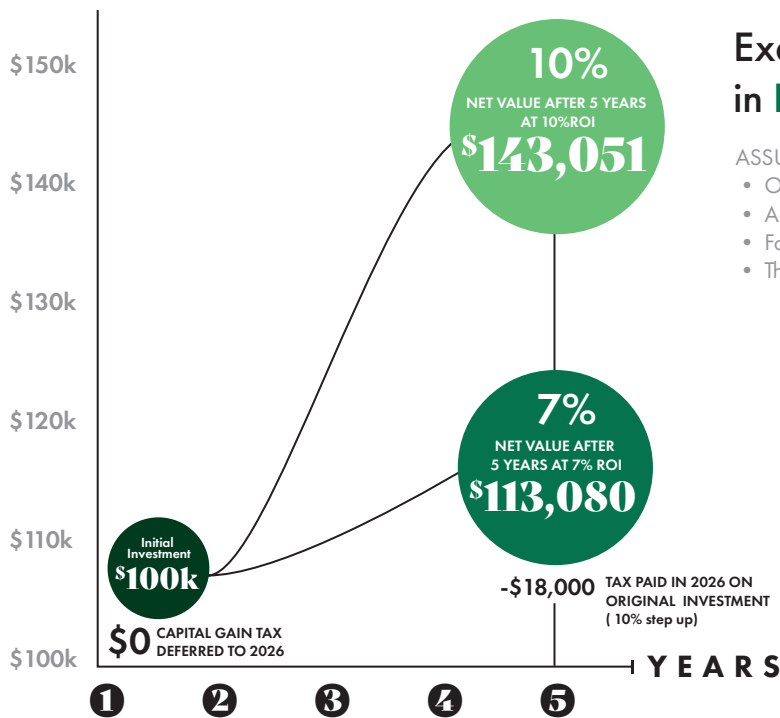
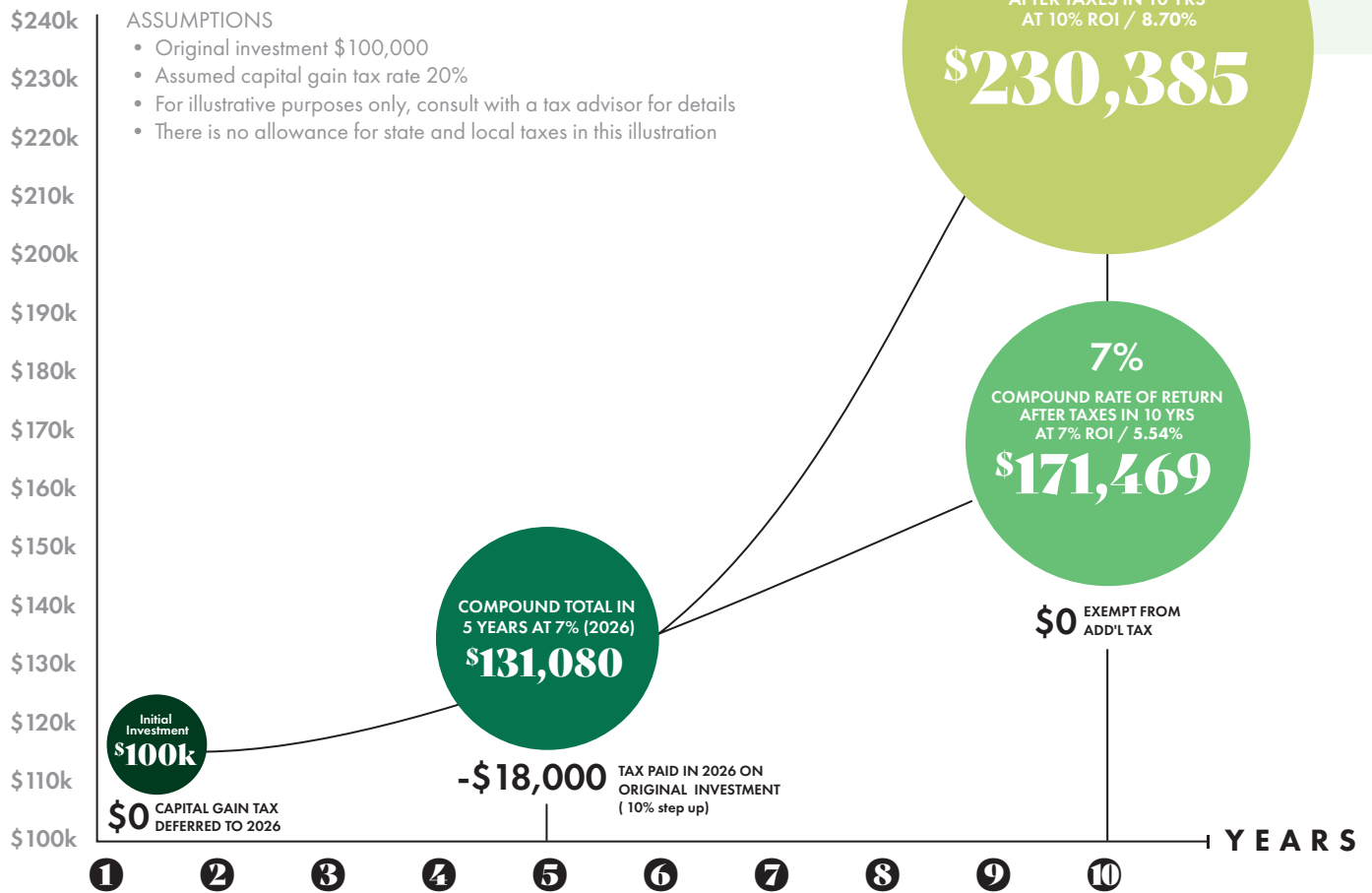
- BENEFIT:**
- Deferred payment on original capital gains through 12/31/2029 or when investment is sold, if prior to 12/31/2029.
 - 10% decrease in capital gains tax owed on original investment.



Maintains 10 years or greater

- BENEFIT:**
- Deferred payment on original capital gains through 12/31/2029 or when investment is sold or exchanged.
 - Exempt from capital gains tax on future capital gains (appreciation) while invested in the QOF.

Example of 10 Year 7% & 10% Investment in Kentland's Opportunity Zone

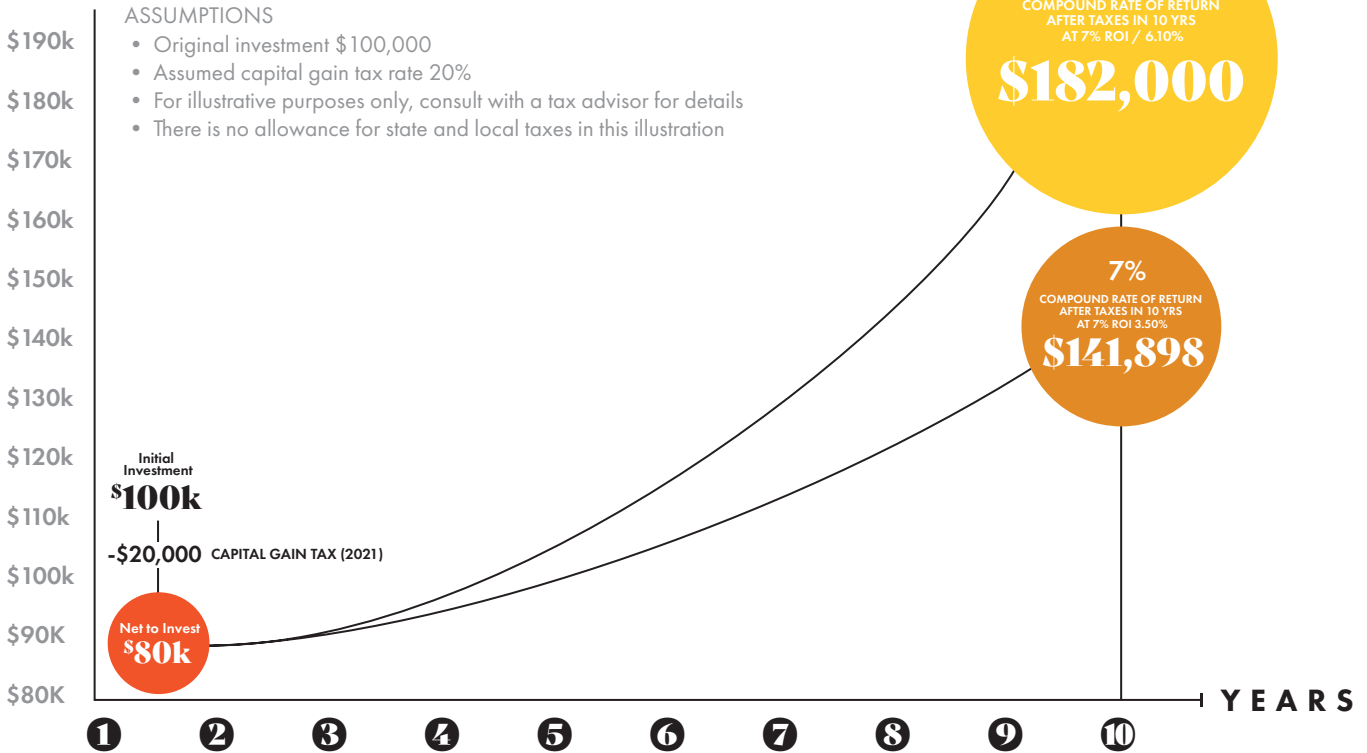


Example of 5 Year 7% & 10% Investment in Kentland's Opportunity Zone

- ASSUMPTIONS**
- Original investment \$100,000
 - Assumed capital gain tax rate 20%
 - For illustrative purposes only, consult with a tax advisor for details
 - There is no allowance for state and local taxes in this illustration

Federal Tax Advantages

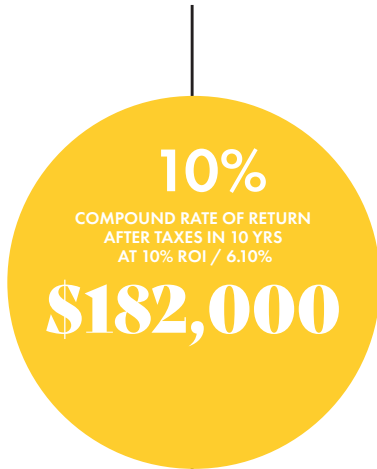
Example of 10 Year 7% & 10% Investment in a Taxable Opportunity



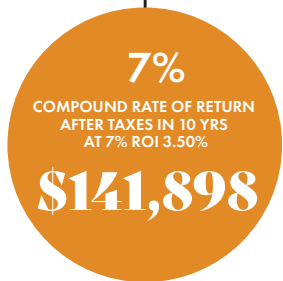
Comparison of Federal Tax Advantages

Example of a 10 Year \$100k Investment at 7% & 10% ROI*

Traditional Taxable Investment

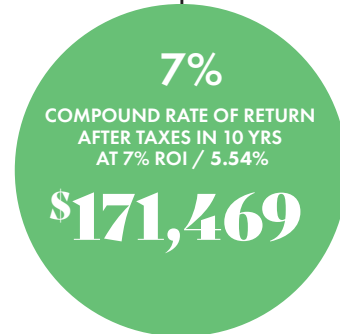
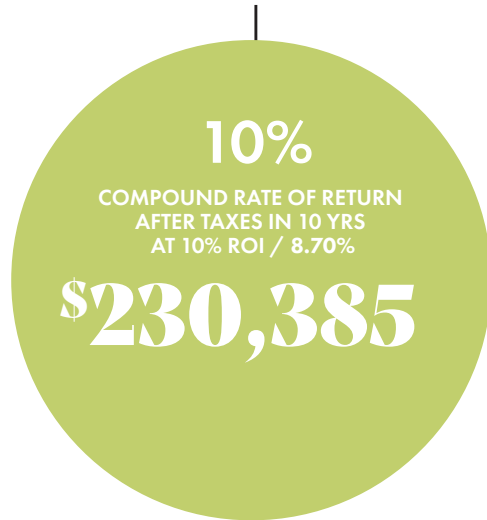


\$48,385
RETURN DIFFERENCE
OVER 10 YEAR PERIOD



\$29,571
RETURN DIFFERENCE
OVER 10 YEAR PERIOD

Opportunity Zone



*ASSUMPTIONS

- Original investment \$100,000
- Assumed capital gain tax rate 20%
- For illustrative purposes only, consult with a tax advisor for details
- There is no allowance for state and local taxes in this illustration

Why Investing in Kentland's Opportunity Zone Makes Sense

SUPPORTIVE COMMUNITY

Living in a small town comes with its perks. You have the opportunity to get to know everyone. It's the kind of community where everything important is within walking distance, whether it's the bank, the grocery store, fine dining, parks or the post office. Our community is supportive. Looking out for one another is just our way of life.

ROZI COLLABORATION

Having the support of the ROZI team amplifies our success by arming us with ample resources through their strong connections.

Quality of life

We are a healthy community that's perfectly located halfway between Chicago and Indianapolis. Dedicated to cultivating a great quality of life for our residents and businesses, we're on a mission to tell our story to the world. When you're here, you're safe and sound, surrounded by some of the richest farmland in the world, and daily greeted by our famously beautiful sunsets. There really is no town like our town, and you're invited to join us as we enter a brand new chapter, full of brand new opportunities.

Ease of Doing Business

Ask any of our entrepreneurs and they'll tell you that we're a great place to start a business. There's an ease to the process. Having low taxes and affordable real estate provides great opportunity to jumpstart your business aspirations.

Building Kentland's Strategic Plan

Our journey of building a Strategic Plan began when Newton County was selected to take part in a new program titled the Rural Opportunity Zones Initiative (ROZI).

The program is a collaboration between two distinct groups: the Purdue Center for Regional Development (PCRD) and the Indiana Office of Community and Rural Affairs (OCRA). The ROZI team was going to invest in six counties, offering their expertise, technical assistance and capacity-building support for the purpose of developing and implementing a sound investment Strategic Plan.

The program is powered by a grant that was recently awarded to PCRD by USDA Rural Development.

Located in one of the six counties, our Strategic Plan is aimed at activating the Opportunity Zone with projects that show great promise in bolstering the community's human capital, job count and housing options.

Quality of Place: Showcasing key strengths and assets to any and all interested parties.

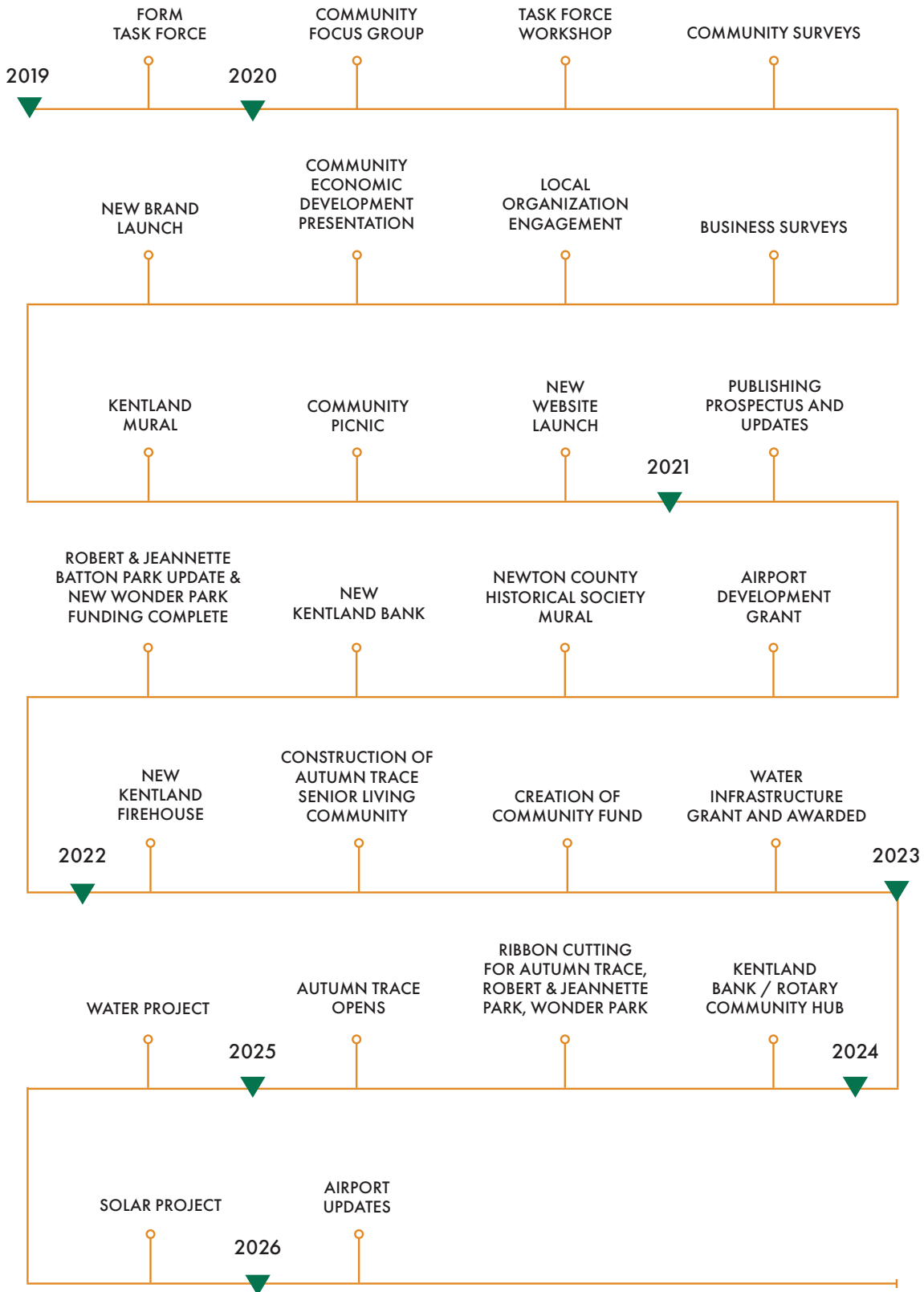
Capital Demand: Driving interest and engagement to further develop assets, including but not limited to businesses, housing options and overall quality of life.

Institutional Capacity: Communicating intent for optimal growth in a clear manner and forging a path forward for even more beneficial opportunities in the coming years.

Incentives: Highlighting projects that carry great incentives and result in new growth, as well as economic and social benefits.

Growth: Promoting long-term job creation and economic development for the purpose of building a flourishing community.

Town of Kentland Economic Development Progress





BUILDING KENTLAND'S OPPORTUNITY ZONE STRATEGIC PLAN

It Takes a Team

Building our Strategic Plan called for gathering a leadership team, comprised of dedicated volunteers who represent a broad cross-section of interests. Their expertise ranges from business executives with backgrounds in strategic planning, operations, marketing, human resources and sales to young working mothers and lifelong residents advocating for senior citizens.

A CLOSER LOOK AT KENTLAND'S PROCESS

When our Task Force was established, members began to evaluate relevant data that underlies the development plans for major growth and lifestyle priorities within the Opportunity Zone. With these goals identified, they invited leaders in those areas to coordinate action plans. The work of the Task Force continues to set the course for the future of our town.

The following list includes projects that the Task Force and Town of Kentland are currently collaborating on:

- Senior Living (Autumn Trace Communities)
- Childcare Facility
- Wellness Center
- Kentland Community Fund
- Interconnected Parks System
- Solar Development

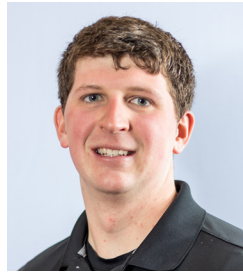
Our Town Council Members



Debby Shufflebarger,
Board President
dshufflebarger@kentland.in.gov
(219) 613-6917



Mike Rowe,
Board Member
mrowe@kentland.in.gov
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Chandler Weiss-Brinkman,
Board Member
cweissbrinkman@kentland.in.gov
(219) 241-9967

Our Department Heads



Judy King,
Clerk & Treasurer
jking@kentland.in.gov



Matt Wittenborn,
Fire Chief
mwittenborn@kentland.in.gov



Ricky Hughes,
Town Manager
rhughes@kentland.in.gov



Jamie Wirtz,
Town Marshal
wirtz@kentland.in.gov

TOWN STRUCTURE (As it relates the Kentland Opportunity Zone Task Force)

TOWN CLERK	TOWN BOARD			TOWN COUNSEL	COUNTY & STATE ORGS	
Town Admin. Water/Payables State Reporting Director of 1st Impression	TOWN MANAGER Town Departments Community Center Sewer Streets and Sanitation Water Independent Contractors	TOWN COMMITTEES Airport Building Commissioner Fire Police Planning Committee Zoning Board Park Board Baseball	TASK FORCE DIRECTOR VAST Focus Groups Newsletter Newspaper Publications Project Branding School Liaison Website Development Social Media Development Photo & Video Content	TASK FORCE Events Fund Raising Manage OZ Planning Cultural Leisure and Recreation	Contracts Gov't Liaison Legal Opinions Representation Support Organizations FAA JNF OCRA PCRD ROZI	Jefferson Township Library NCEDC Newton Co. Commissioners Newton Co. Council Newton County Historical South Newton School Corp.
		Business Community Advanced Agriculture Food & Entertainment Primary Businesses Manufacturing Educational Medical Retail Solar IT	Housing Apartments Intergenerational Single Home Townhouse	Civic Organizations Community Orgs. Retail Merchants Rotary		

Kentland Opportunity Task Force



Mike Davis,
Opportunity Zone
Task Force Director



Pat Ryan,
Town Attorney



John Cassidy,
Business Owner



Laura Robbins,
Guidance Counselor



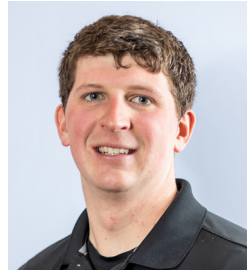
Paula Reed,
Task Force Activity
Coordinator



Casey Ward,
Educator



Matt Wittenborn,
Kentland Fire Chief



Chandler Weiss-Brinkman,
Business Owner



Tim Myers,
Director, Newton County
Economic Development



Kristina Mitten Sanders,
Non-Profit Funding Specialist



Darrell Fredrickson,
Business Owner



Caleb Lottes,
Sr. Program Manager,
Amazon



Kathryn Weiss,
Executive Director,
Autumn Trace Kentland

Vision - to transform the community to make it a town that provides what we need and access to what we want. To commit the tools to “Boldly Move Forward” as a unique community, that ensures growth, prosperity and a genuinely worthwhile lifestyle. Adhere to town DNA -Quality of Life, Sense of Community, Dedicated to Progress- and Pillars-Safe, Friendly and Driven to maximize our potential-as identified by community residents.

Mission - To develop an intergenerational campus and park system to connect the town and all generations within two years . Meanwhile, develop and execute a rolling five year plan as outlined in the town Strategic Plan. Maintain and inspire a culture of inclusiveness throughout the town.

Key Steps

ESTABLISH A STRUCTURE FOR PLANNING

As an organized entity, the Task Force conducts monthly meetings, elicits community involvement and input, and promotes town-wide communication through social media and informational newsletters.

DEVELOP A PLAN

Our Task Force developed a four phase plan, which is slated to be completed by 2026.

- Phase 1: Senior Living Facility (Autumn Trace Community) - Completed in 2024
- Phase 2: Childcare Facility
- Phase 3: Wellness Center
- Phase 4: Interconnected Parks System

CURRENT PROGRESS

Projects nearing completion:

- Robert & Jeannette Batton Park Updates
- Wonder Park

In progress:

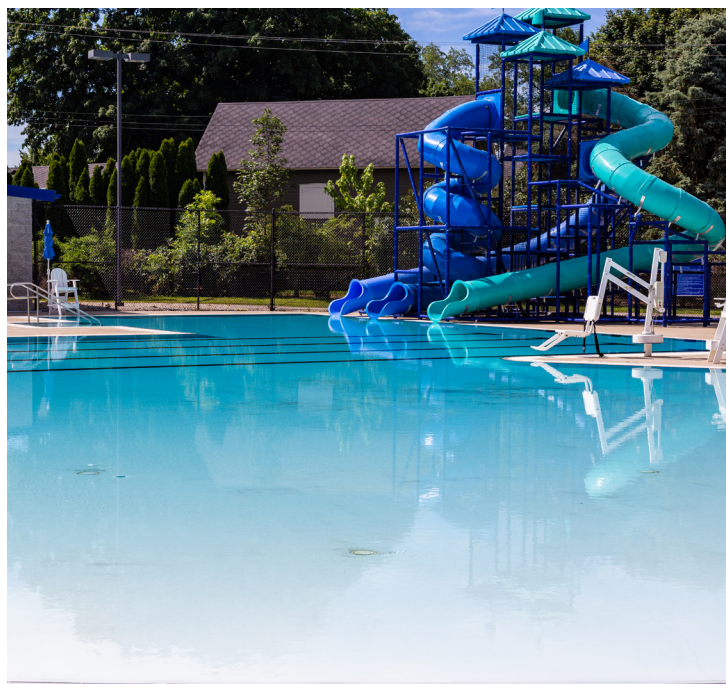
- Childcare Facility
- Wellness Clinic



Community Involvement & Development

The development of the Strategic Plan launched Kentland into a new era. Through close collaboration between town officials, members of the Economic Development Task Force, community supporters, and the town's marketing agency, new initiatives were formed and completed, enhancing the overall quality of life in the town. The projects below briefly highlight the success of our efforts.

Blue Devil Lagoon



Did you know?

The Blue Devil Lagoon attracts upward to 7,000 guests per year.

Rebuilding Robert & Jeannette Batton Park and Establishing Wonder Park



Batton Park - an intergenerational park



Wonder Park - designed for 2-12 year olds

Two parks with 183 donors contributed to this project. Daily volunteers worked hard to complete the two parks ahead of schedule.

New Businesses and Services



Community development leads the way to business development. Throughout the recent years, Kentland has been proud to welcome a number of new businesses and services, benefitting owners and residents alike.



Completion of Newton County Historical Society Mural



Town-Wide Event: Christmas in the Air



Town-Wide Event: A Little Christmas Cheer



Flood Prevention: Construction of Two-Stage Ditch



Completed 2023

Autumn Trace Senior Community Living Facility

Nearing completion - to be fully operational by the beginning of 2024.





Our Strategic Priorities

Thrive Intergenerational Wellness Campus

Creating a central gathering place for all.

Housing & Real Estate Development

Developing housing worth living in.

Kentland Community Fund

Meeting new challenges and investing in the future.

Broadband Access

Connectivity anticipating future needs of modern communication.

- Brightspeed
- Vertical
- Mediacom

Business Development

Preserving an inviting place for industry to call home.

Priority 1

THRIVE
INTERGENERATIONAL
CAMPUS





Nearing completion

Thrive

INTERGENERATIONAL CAMPUS

Thrive Intergenerational Campus is our bold step forward in enriching the lives of residents and Newton County. This estimated 6.9 million investment consists of a two-phase project including (1) a Senior Living Community and Connective Park System, and (2) a Childcare Center and Wellness Complex.

Creating an intergenerational campus is all about bringing people together. Thrive will enhance our nearby assets, encompassing the community pool, basketball courts, ball diamonds and community center. The campus' program of activities will be found on a single property with a shared green space that allows for natural interactions throughout the day between children and seniors. Seniors will be in close proximity to access the town's grocery store, pharmacy, restaurants and shops. Altogether, the entire project is estimated to generate upward to 34 new jobs within our community.

JOB CREATION

- ▶ Executive Director of Campus and Senior Living
- ▶ Business Director for Senior Living Community
- ▶ Director of Child Care Center
- ▶ Director of Wellness Center
- ▶ Childcare Teachers
- ▶ Janitors
- ▶ Kitchen Staff
- ▶ Nurses
- ▶ Landscape
- ▶ Maintenance

Phase 1

Thrive



Nearing completion

Senior Community Living

Autumn Trace Kentland is a privately funded, private pay facility, with the potential for expansion wired into its design.

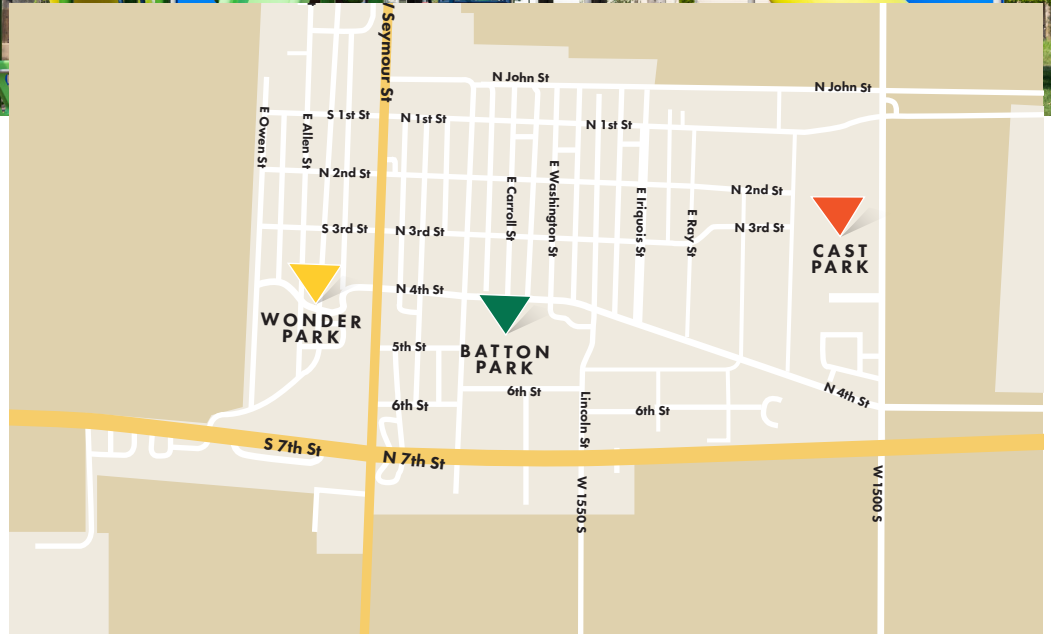
With the assistance of Whitaker Engineering, the Town of Kentland pursued all of the appropriate permitting for the Kent Ditch flood prevention project on the grounds. During this process, we sought every opportunity to move this initiative forward and partnered with Autumn Trace Senior Living Communities, which is slated for completion in 2023.

This is an independent living experience for members of your family, where you can rest knowing that they're safe and close by. The presence of Autumn Trace in Kentland will create new jobs in the areas of administration, programming, landscaping, and more. Once the childcare facility is established, seniors will have the opportunity to not only interact with children through music, arts, or crafts, but also pass on their knowledge to the next generation.



Key Benefits

- Promotes a strong sense of community for Kentland and Newton County
- Brings multiple generations and organizations together
- Features a connective walking path between parks in town
- Age appropriate equipment makes for a safe environment
- Expands childrens' play options on the south side of Kentland



Connective Park System

Partnering with the Indiana Housing & Community Development Authority (IHCDA) on two separate occasions, we raised upward to \$350,000 with contributions from over 183 people and counting to establish two brand new park experiences.

During our campaign with the Jasper Newton Foundation, we garnered support from residents and friends from afar to revitalize Robert & Jeannette Batton Park. A few short months later, we launched a second campaign through a partnership with the Newton County Historical Society to establish a park South of US 24 on the corner of Fourth and Allen. Together, with our already-existing Cast Park, we are creating a connected experience in Kentland through the development of pathways between each park, including the widening of Fourth Street with bike lanes (completed 2023). This feature not only complements the Thrive campus but also provides even more opportunities for relationships to flourish. Volunteers installed all park equipment in Robert & Jeannette Batton Park and Wonder Park in 2022.

Kentland Parks

BATTON PARK FEATURES

The newly-renovated Robert & Jeannette Batton park will complement the proposed Thrive Intergenerational Wellness Campus, and will have the following features:

- ADA-Compliant Equipment
- Central Gathering Pavilion
- Mega Tower Play Structure
- Play Structure – Ages 2-5
- Sensory Garden Play Center
- Music Concerto
- Lap Belt Swings
- Intergenerational Swings
- Toddler Swings
- Inclusive Swing
- Buddy Rocker



WONDER PARK FEATURES

This new park will be located on the corner of Fourth and Allen, providing a safe travel location for residents south of US 24. It will have the following features:

- Play Structure – Ages 2-12
- Ten Spin
- Climber
- Slides
- Roof for Sun Protection
- Metal Climbing Structure
- Lap Belt Swings
- Toddler Swings



CAST PARK FEATURES

Located near the Pennsylvania Railroad Depot, Cast Park features a catch & release fishing pond and a fantastic walking path. It is equipped with a large shelter area, and perfect for family parties, celebrations, or resting after a run in the sun.

- Play Structure
- Slides
- Merry-Go-Round
- Swings
- Fishing Pond
- Running Path
- Sled Hill



Phase 2

Thrive



Childcare Center

We're proposing a licensed Child Care Center with a structured curriculum. This includes a fun time outside at the updated, on-site Robert & Jeannette Batton Park.

It would feature five classrooms: Newborn, 1 year old, 2 year old, 3 year old, and preschool. Designated to each classroom would be a lead teacher and one or two teachers aides. A Center Director would oversee all operations, and there would also be kitchen and custodial staff.

Wellness Center

Extensive research is being conducted into the possibilities of how this proposed center will positively impact our town and the Newton County area.

The Wellness Center would create new jobs, and elements of the newly updated Robert & Jeannette Batton Park would be incorporated to assist patients in their occupational and physical therapy.





Projected Economic Impact



of the Thrive Intergenerational Campus

Annual Revenue at Full Capacity	Annual Revenue	Annual Payroll	Equivalent Full-Time Jobs
Senior Living	\$1,200,000	\$350,000	22
Wellness	\$1,100,000	\$370,000	6.5
Childcare	\$800,000	\$412,720	6
Total Annual Revenue	\$3,100,000	\$1,132,720	34.5

Priority 2

KENTLAND
COMMUNITY
FUND





Community Fund

ABOUT THE FUND

The Kentland Thrive Community Fund was created in 2022 with a focus on investing in projects in the Town of Kentland that are inspirational and innovative. Partnering with the Jasper Newton Foundation, this fund serves a variety of needs and is built by donors. It is used to construct grants that help ensure a vibrant, thriving, and inclusive community, where everyone has access to opportunity and a great quality of life.

The Kentland Thrive Community Fund will invest in projects that sustain the town both in the present and through the generations. Current projects include continuing to build the Thrive Intergenerational Campus to feature a licensed childcare and healthcare facility. The Robert & Jeannette Batton and Wonder Parks are also a product of this financial endeavor. To learn more about this fund or inquiries regarding Requests for Proposals of future projects, contact info@kentland.in.gov or bhooker@jasperfdn.org.

AREAS OF INVESTMENT

- ▶ Educational Opportunities
- ▶ Childcare
- ▶ Health
- ▶ Senior Resources
- ▶ Immediate Human Needs
- ▶ Arts & Culture
- ▶ Retail Services (Shopping & Dining)
- ▶ Parks (Intergenerational & Connected)
- ▶ Business Facade Downtown Revitalization

How to Give

Join us as we Boldly Move Forward in creating and maintaining a thriving community. From gifts of grain or stocks, to making an end-of-life gift – there are lots of options to fit every donor. Even smaller annual or monthly gift commitments make a difference! Interested making a financial investment? Please contact bhooker@jasperfdn.org. We will be happy to work with you to match your investment with our current needs and interests.

Investments in Action

The Kentland Thrive Community Fund will accept Requests for Proposals targeted to fund projects based in Kentland. Notifications of grant cycles will be posted publicly when available. For more information on the RFP process please contact info@kentland.in.gov

FAQs

How Will Money Be Invested in Kentland?

The funds raised will benefit the town and its current and future residents in a variety of ways. Quality of life, business infrastructure and community resources are key to the town's growth and sustainability. The Kentland Thrive Community Fund will accept Requests for Proposals focused on these three key areas and with the partnership of Jasper Newton Foundation as a fiscal steward, invest in projects that match both the town and foundations giving strategies.

How Can I Give?

The Kentland Thrive Community Fund has partnered with Jasper Newton Foundation Inc. to ensure that the giving process is transparent and a great investment for Kentland. All investments will stay in Kentland to directly benefit the community. To learn more about how to make a gift today that creates generational impact, please contact bhooker@jasperfdn.org.

Who Manages the Fund?

Jasper Newton Foundation is involved to ensure that the investments are made to benefit all of Kentland and support the mission and vision of the Kentland Thrive Community Fund. Managing money and supporting grant processes are the key functions of a good community foundation.

About the Jasper Newton Foundation Inc.

The Jasper Newton Foundation Inc. is a local nonprofit organization that connects residents of Jasper County and Newton County, Indiana with causes they care about through coordinated investments and strategic grantmaking. It's a way for local people to come together and solve local challenges facing Jasper and Newton Counties every day, leaving a long-term impact and legacy in the community. By working as an advocate for the whole nonprofit sector and connecting residents and organizations across the town counties, the Jasper Newton Foundation enables a larger impact beyond what one individual nonprofit or donor can accomplish. For more information about JNF please contact Brienne Hooker at bhooker@jasperfdn.org or call **219-866-5899**

In Partnership with:





Priorities 3 & 4



HOUSING & REAL ESTATE DEVELOPMENT

As Kentland continues its journey of development, the need for real estate becomes all the more essential in order to build new homes and house a growing workforce. This is our newest and most important priority for the long-term success of Kentland.



BROADBAND ACCESS

Broadband broadens Kentland's scope for opportunities. With it, it will attract more investors and businesses within our industries of focus, inviting them to make Kentland their base of operations. Access to more information through higher-speed internet means accomplishing and earning more. We currently support three providers of high-speed internet.

Priority 5

BUSINESS DEVELOPMENT



Business Development

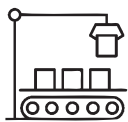
WE'RE PLACING AN EMPHASIS ON FOUR INDUSTRIES.

We want to see new companies plant themselves in our soil. In our conversations with residents and among our Task Force, we were able to identify four key areas of industry that Kentland is perfectly poised to meet the needs of: Manufacturing, Warehousing and Logistics, Solar, and Agribusiness. To complement these traditional opportunities, we are looking to support and develop small business and creative start-up businesses. For more information, please call our Opportunity Zone Task Force Director, Mike Davis.



WAREHOUSING AND LOGISTICS

With a host of facilities and ideal locations, Kentland is a perfect match for your warehousing or logistics business. It's a short distance from significant retail locations via major roadways, rail lines, and aircraft carriers. Whether it's refrigerated goods, general merchandise, or other materials you're needing to keep secure or move, Kentland invites you to make it the base of your operations.



MANUFACTURING

American-based processing, fabrication, assembly, and disassembly—Kentland invites manufacturers of all kinds to ground themselves here. The town already possesses a strong manufacturing presence and have the talent to support the industry and your company.



AGRIBUSINESS

Kentland has some of the most fertile land in the world. Your business is presented with boundless opportunity, with acre after acre of rich soil stretching far into the horizon. If you're searching for a place to build your agribusiness, Kentland is your home. You just don't know it yet!



SOLAR

Being located in the heart of the Midwest, Kentland is a wonderful location for your solar energy company. A quiet technology powering the town's economy through inexpensive, clean, and renewable energy is precisely what Kentland invites to be rooted in its community.

CONTACT

Mike Davis
▶ Opportunity Zone Task Force Director

Phone: (219) 869-1156

Email: mdavis@kentland.in.gov



Kentland
INDIANA

Small Businesses Thrive Here

Kentland offers access to a close-knit community for building strong customer relationships in a supportive atmosphere. Our town provides charming shops, restaurants, and professional services, including legal, auto repair, real estate, veterinary, and dental. Recent businesses include Just Dance Studio, Mike Alsop Chevrolet-Buick, The Law Offices of Codey L. Spear, P.C., JP STYLE CO., Market No. 48, Graham Street Barber, and The Detail Garage.



Blue Devil Lagoon

Blue Devil Lagoon, Kentland's community pool, is nothing short of a refreshing summertime getaway for families and friends. It underwent a \$1.4 million renovation project that was completed on May 23rd, 2015.

This summertime oasis is located directly next to the R. Steven Ryan Memorial Community Center. Families and friends flock to the pool for a relaxing day in the sun. Whether residents come to do cannonballs or work on their summer glow, they are always welcome to enjoy a fun-filled day at the Blue Devil Lagoon.



FEATURES

- ▶ 3 water slides
- ▶ Diving board
- ▶ Lap pool
- ▶ Shallow play area
- ▶ Multiple umbrellas
- ▶ Renovated concession stand

TOTAL FUNDING COST: \$1,543,000

- Private donations \$381,000
- Newton County support \$255,000
- Jefferson Township support \$100,000
- Town of Kentland \$807,000

2023 UPDATES

We are working with Whitaker Engineering to update the ceramic tiles on the edge of the pool with a stainless-steel wrap that encompasses a drainage system.

TOTAL FUNDING COST: \$150,000



Kentland's New Firehouse

The Kentland-Jefferson Township Volunteer Fire Department has a roster of 22 firefighters. These individuals give above and beyond, having employment throughout the community and surrounding area.

Serving the Town of Kentland and Jefferson Township, our firefighters run rescues and take responder calls. They're highly trained in emergency procedures, which helps ensure that they make it back home safely after a day of fighting fires, running rescues, and taking responder calls. Our new fire station project had countless support and funding and was completed in 2022. This new station is conveniently located to improve overall response time and meet the community's needs. It is equipped with ample parking and brand new offices, as well as a rescue boat and updated modern equipment. We've also replaced the old back-in bays with drive-through bays to help prevent injuries to our firefighters.

FUNDING FOR THIS PROJECT WAS PROVIDED BY THE FOLLOWING SOURCES:

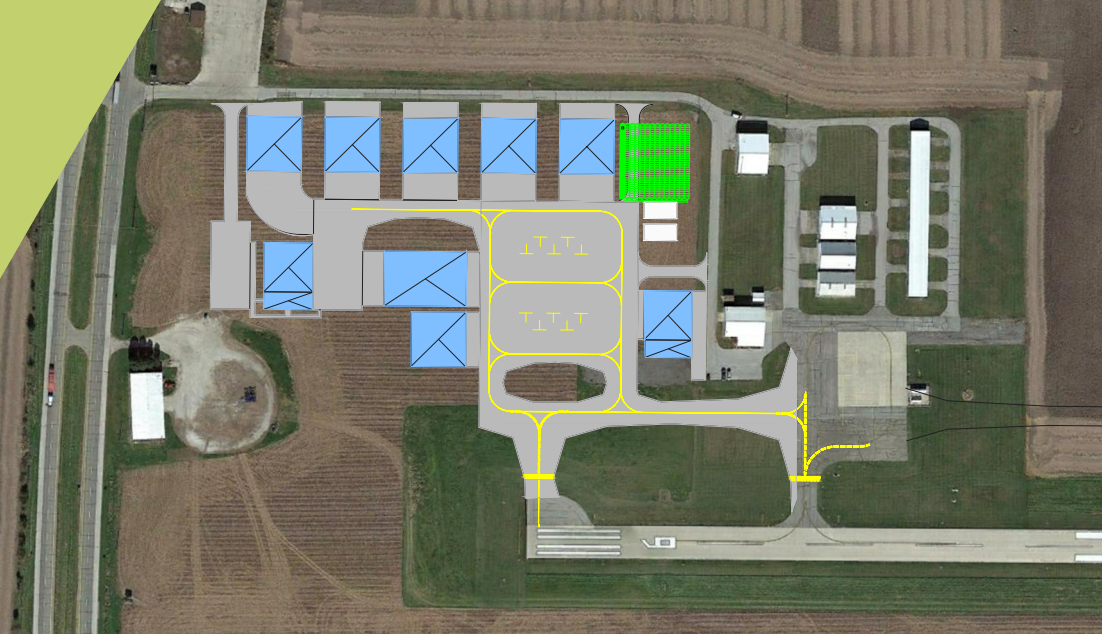
- ▶ \$500,000 OCRA Grant
- ▶ \$300,000 Grant from Newton County
- ▶ \$250,000 Loan from Newton County (10 Years No Interest)
- ▶ \$150,000 Grant and Jefferson Township Trustees
- ▶ \$100,000 Pledged from the Town of Kentland.
- ▶ \$69,880 raised by private donations from friends of Kentland.

KEY DETAILS

- Located on Bailey St.
- 2 Acre Lot
- 9,911 Square Feet

UPDATES

General construction cost for new fire house was \$1.4 million. Once construction was done, we utilized an additional \$50,000 to acquire a generator, landscaping, office furniture and appliances.



Kentland Airport

Servicing three counties, our airport plays a crucial role in business, training, currency, and recreation. We currently have six buildings containing 17 hangars, as well as a maintenance shop. You can find planes flying in and out of here on a daily basis, from smaller charters like a Beechcraft Baron 58 to a larger capacity aircraft like a Citation CJ1.

In the past 10 years, we've invested 6.9 million dollars into our airport. 90% of this number came from the Federal Aviation Administration, 5% from the State of Indiana, and the balance from the Town of Kentland. We've done everything from adding permanent fuel farms to widening, lengthening, and resurfacing our runways. We've also upgraded our fuel terminal technology and have added a weather reporting station. Whether we're managing agriculture, visiting investments, flying parts in and out to satisfy commitments, or seeking medical treatment, our airport is an essential asset that we're consistently seeking to improve.

The most recent update to the Kentland Airport included a 1.4 million gallon retention pond, as well as a new taxi area, new terminal, and new hangars. The FAA typically covers 90% of the overall cost, the State provides 5%, and the town offers 5%, but due to recent legislation that allows the FAA to fund the town's portion of the bill, we are receiving these additions to our airport at no cost.

In 2023, pre-construction for the apron updates will be complete. Asphalt and lighting will be installed in Spring 2024, along with updates to the entrance and landscaping.



NEW FEATURES

- ▶ New Taxi Area
- ▶ New Hangars
- ▶ New Terminal

TOTAL FUNDING COST

6.9 Million

- 95% funding comes from FAA
- 5% funding comes from the State of Indiana



Kentland Bank

On June 17th, 2021, the new Kentland Bank construction broke ground and was completed on May 13th, 2022. This 5,000 sq-ft building has a modern design with new technological features, including a teller pod system, and offers an even greater working environment for its employees.



Mural

A new mural was painted on the side of the Newton County Historical Society by Rensselaer-based artist Rein Bontreger of Reinforcements Design. This new art piece spans the full length of the building and showcases the best of Newton County through its key figures, unique locations, and historical events.

Kentland's Growth Program

Taking an ideal enrollment rate of roughly 80 students per grade from kindergarten to senior year in high school, projections were drafted in three categories, each contingent on the other: population, housing and employment. Over the course of six years, here is a set of growth estimates and what is essential to account for an influx of residents and workers.

Population Projection

Based on Ideal Enrollment of 80 students approximately per grade (K-12) + Pre-K

	Current	OPPORTUNITY ZONE - 6 YEAR TIME SPAN						Growth From 2020-2026
	2020	2021	2022	2023	2024	2025	2026	
Total Enrollment	800	827	861	901	945	997	1065	260
Out of Oz	346	349	352	356	363	372	382	36
In OZ	454	478	509	545	582	625	678	224
New Students to OZ		24	30	37	37	43	53	
OZ Pop. Increase		73	92	111	111	131	159	
Population	2316	2389	2482	2593	2704	2835	2995	679
Housing Needs	1041	995	1034	1080	1127	1181	1248	207

Kentland's Growth Program



Housing Projection

% of 207 New Housing per year

	Current	OPPORTUNITY ZONE - 6 YEAR TIME SPAN						Growth From 2020-2026
	2020	2021	2022	2023	2024	2025	2026	
Single Home	50%	7	7	15	20	30	24	103
Condos	15%	4	4	6	6	6	6	32
Apartments	21%	8	8	8	8	6	6	44
Senior Living	14%	7	7	7	7	0	0	28
Yearly Total Development		26	26	36	41	42	36	207

Job Projection

Total Jobs/New Jobs

	Current	OPPORTUNITY ZONE - 6 YEAR TIME SPAN						Growth From 2020-2026
	2020	2021	2022	2023	2024	2025	2026	
Total Jobs	1062	1073	1115	1166	1216	1276	1349	287
Current Industry	-1062	-1062	-1073	-1115	-1166	-1216	-1276	
New jobs/year	0	11	42	51	50	60	73	
Cum. New Jobs	11	54	105	155	215	287		

Key Assets



Pictured: South Newton High School

Key Assets

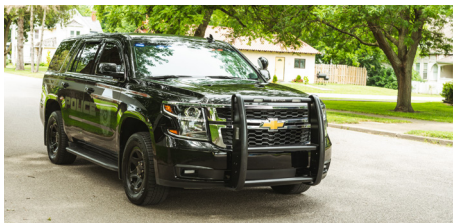
What is most loved about living here can be seen in our key assets. The only grocery store in the county is located in our town. Our community pool brings people together and cools them off all summer long. Our town hall and community center are two iconic locations that draw people in for meetings and fun-filled community events, day after day and year after year. Here's a comprehensive list of our town's key assets as broken into various categories.

TRANSPORTATION

- Close proximity to Chicago and Indianapolis
- Major highway access
- Public-use airport
- Rail-line access



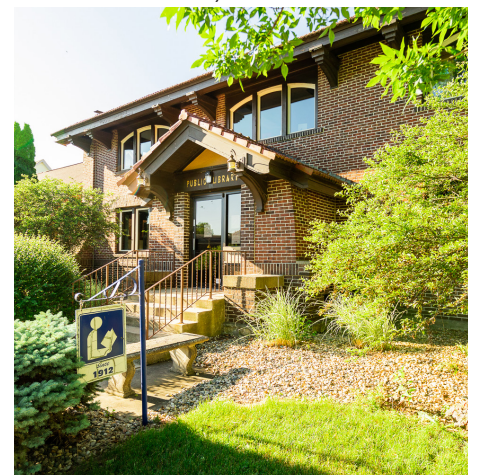
Pictured: Kentland Nutrition Site



SERVICES

- Fire Station
- EMS
- Medical Clinic
- Full-Service Dental
- Kentland Nutrition Site
- Full-Service Pharmacy
- Title Company and Legal Services
- Full-time Police
- Senior Center

Pictured: Kentland Library



EDUCATION

- South Newton School System
- Kentland Library
- Newton County Historical Society



Pictured: Kentland Community Center



Key Assets

RETAIL

- Vibrant Town Square
- Nine Restaurants
- Full-Service Grocery
- Two Convenience Stores
- Building and Automotive Services
- Full-Service Car Dealership



PARKS AND RECREATION

- Newton County Fairgrounds
- Pennsylvania Railroad Depot
- Cast Park
- Robert & Jeannette Batton Park
- Wonder Park
- R. Steven Ryan Memorial Community Center
- Blue Devil Lagoon Community Pool

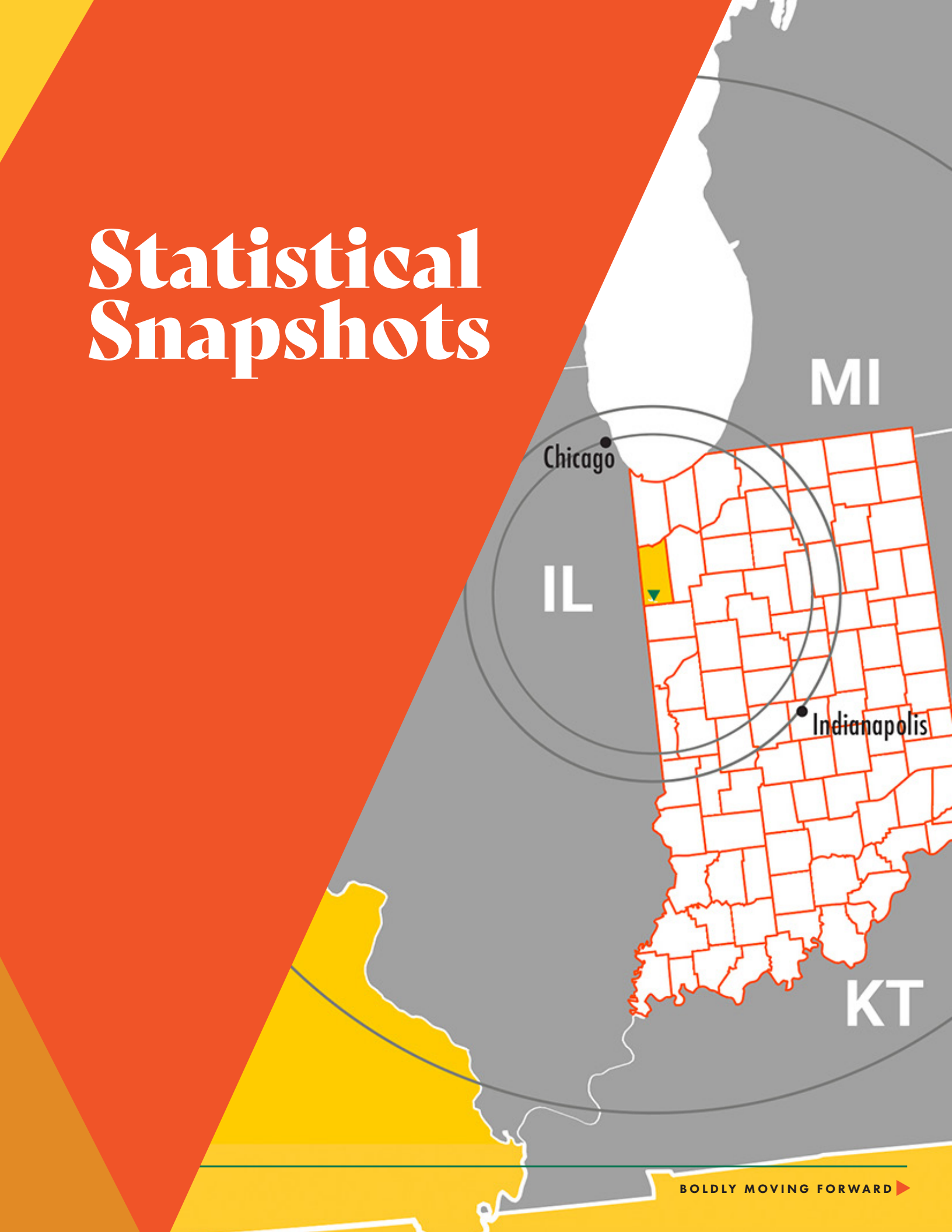


GOVERNMENT

- County Seat - Courthouse
- DCFS
- Town Hall
- Newton County Surveyor



Statistical Snapshots



Chicago

MI

IL

Indianapolis

KT

OPPORTUNITY ZONE

Statistical Snapshot

Kentland is the largest town located within the Opportunity Zone. To gain a more comprehensive understanding of the area, here is statistical data pertaining to the Opportunity Zone, Newton County, and the State of Indiana.



POPULATION

20 Years

THE POPULATION WITHIN THE OZ HAS HOVERED AROUND 2,400 PEOPLE FOR MORE THAN TWO DECADES

1,641

AS THE COUNTY SEAT, THE TOWN OF KENTLAND'S POPULATION IS 1,641 PEOPLE

1,120 jobs

THE TOTAL EMPLOYMENT IN KENTLAND AS OF 2017



WORKFORCE

22%

EMPLOYED IN MANUFACTURING

17%

EMPLOYED IN TRADES, TRANSPORTATION, & UTILITIES

8%

EMPLOYED IN AGRICULTURE

44%

OF ADULTS 25+ YEARS OLD HAVE SOME COLLEGE, ASSOCIATE'S BACHELOR'S DEGREES OR MORE

OPPORTUNITY ZONE Population by Occupation

A diverse mix of occupations.

NEWTON COUNTY	OCCUPATION	USA
13.1%	Manufacturing	7.8%
7%	Retail	9.7%
5.3%	Healthcare & Social Assistance	12.7%
6.5%	Construction	4.7%
8.9%	Transportation & Warehousing	3.9%
7.1%	Agriculture, Hunting, Fishing and Forestry	1.4%
4.7%	Educational Services	2.3%
3.6%	Other Services	3.9%
3.3%	Wholesale Trade	3.6%
5.9%	Accommodation, Food Services	7.4%
4.1%	Public Administration	4.8%
2.4%	Finance & Insurance	5.6%
2.8%	Admin, Support and Waste Management Services	4.3%
1.4%	Information	1.8%
1.1%	Real Estate, Rental, Leasing	1.9%
1.8%	Professional, Scientific and Technical Services	6.7%
0.6%	Arts, Recreation, Entertainment	2.2%
0.2%	Mining, Quarrying, Gas and Oil Extraction	0.6%
0.2%	Utilities	0.3%
0.1%	Management of Companies	0.1%

OPPORTUNITY ZONE Employment



NEWTON COUNTY

Statistical Snapshot



Small Town Population

13,808 RESIDENTS
IN 2018



Low Cost of Living

7% LOWER ON THE COST
OF LIVING INDEX THAN
THE U.S. AS A WHOLE



Generational Mix

RESIDENTS FROM THE
SILENT GENERATION &
BABY BOOMERS TO
MILLENNIALS & GEN ZS



Active Workforce

LABOR FORCE
PARTICIPATION RATE OF
60% IN 2021



Real Median Income

\$62,306 IN 2021



Educated Community

12% WITH ASSOCIATE'S,
BACHELORS OR GRADUATE
DEGREES

21.5% WITH SOME COLLEGE



Small Business Presence

68% OF BUSINESSES EMPLOY
2-9 PEOPLE



Housing Tenure

82% OF HOUSING IS
OWNER-OCCUPIED

53% OF JOBS ARE WITH
STAGE 2 FIRMS (10-99
EMPLOYEES)



STATE OF INDIANA Statistical Snapshot



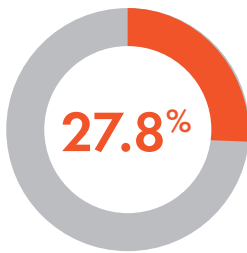
TOTAL POPULATION

6.8 million

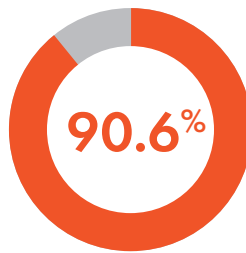


MEDIAN HOUSEHOLD INCOME

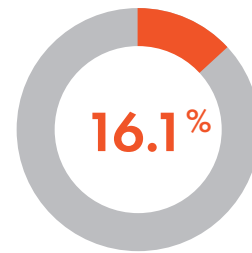
\$61,944



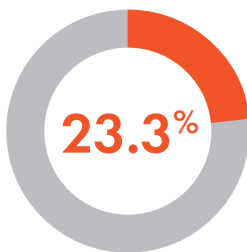
% WITH A
BACHELORS
OR GREATER



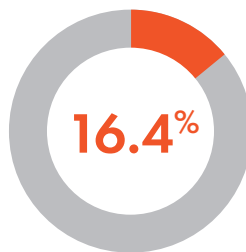
% WITH A
HIGH SCHOOL
DEGREE OR
GREATER



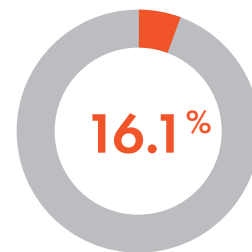
% WITHOUT A
HIGH SCHOOL
DEGREE OR
GREATER
(AGES 18-24)



% UNDER 18



% OVER 65



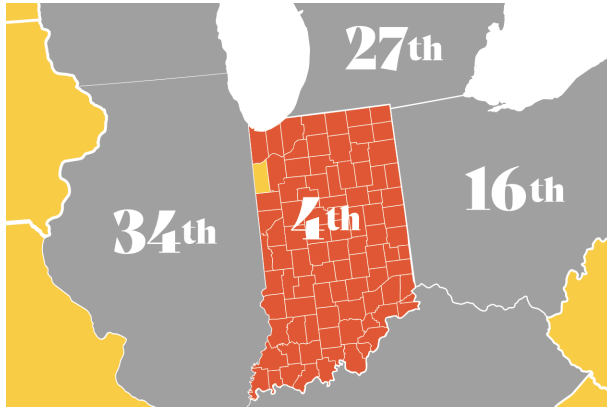
UNEMPLOYMENT
(AGE 16 OR OLDER)

STATE OF INDIANA Statistical Snapshot



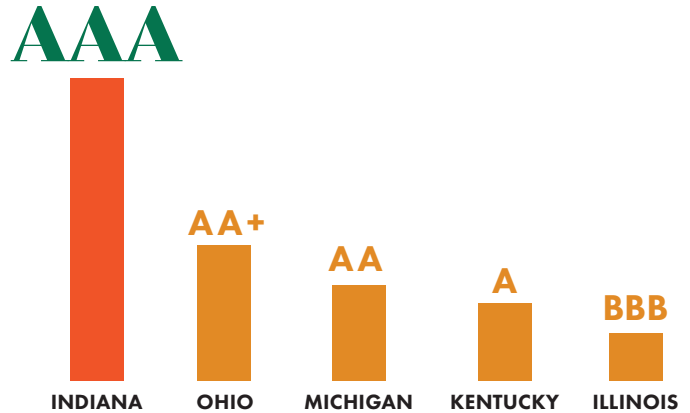
COST OF DOING BUSINESS

CNBC America's top states for business, 2019



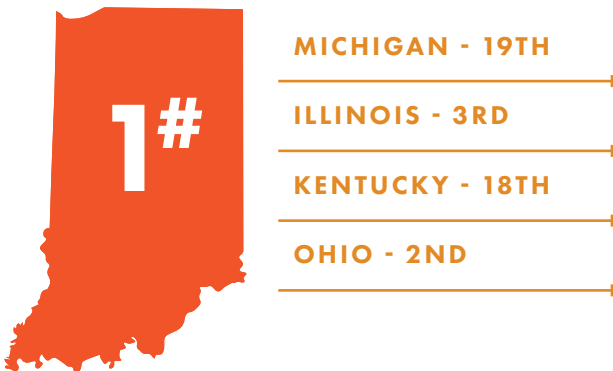
BOND RATING

Standard & Poor's, 2020



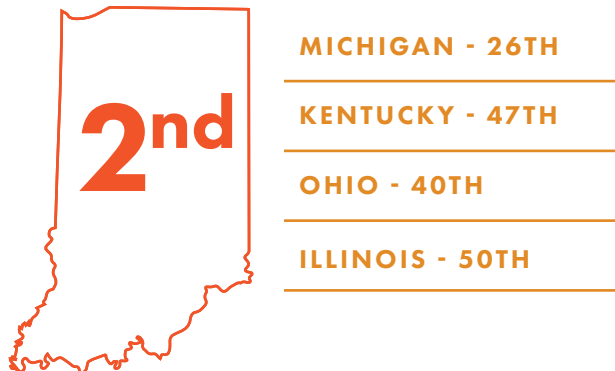
STATE INFRASTRUCTURE

CNBC State Infrastructure Ranking, 2022



BEST LONG TERM FISCAL STABILITY

US News & World Report, 2018



INDIANA'S WORKERS' COMP PREMIUM RATE RANKING

US News & World Report, 2018



Key Contacts

KENTLAND TOWN COUNCIL

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Mike Rowe, Board Member
Chandler Weiss-Brinkman, Board Member
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NEWTON COUNTY COUNCIL

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Board Members: **Mike Rowe, Carl Ramsey and Bethany Busboom**
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Kentland Opportunity Zone
Task Force Director

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Email: hallc@newton.k12.us

NEWTON COUNTY PUBLIC LIBRARY

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Email: directorkpl@gmail.com

GEORGE ADE HISTORIC PRESERVATION COMMITTEE

Krissy Wright
Phone: (219) 275-2471
Email: kwright@brook.lib.in.us



Kentland
INDIANA

Thank You

We appreciate you taking the time to view our Strategic Plan.

Ready to learn more about our town? Give me a call to schedule a visit. If you're involved in any of the six sectors that were mentioned in our Strategic Plan and are wanting to begin a new endeavor, consider making Kentland your home and contact us today.

Mike Davis,
Opportunity Zone Task Force Director

Phone: (219) 869-1156
Email: mdavis@kentland.in.gov



Appendix



Kentland's Partners



RURAL OPPORTUNITY
ZONE INITIATIVE

INDIANA OFFICE OF COMMUNITY AND RURAL AFFAIRS (OCRA)

The Indiana Office of Community and Rural Affairs works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for community and economic development.

PURDUE CENTER FOR REGIONAL DEVELOPMENT (PCRD)

The Purdue Center for Regional Development exists to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

RURAL OPPORTUNITY ZONE INITIATIVE (ROZI)

The ROZI team is comprised of OCRA and PCRD members. This initiative encourages long-term private capital investment in low income urban and rural communities. The program offers long-term federal tax deferral on capital gains for investments in designated zones, with additional tax exclusion from new capital gains achieved from those investments.

Key Contacts

DENNY SPINNER | Executive Director, OCRA

CHRISTMAS HUDGENS | State CDBG, OCRA

JULIE RIGRISH | Regional Director, PCRD

MELINDA GRISMER | Community Development and Regional Development Specialist, PCRD



CreAtINg Places Program IHCDA Crowdfunding Grant

The Indiana Housing and Community Development Authority (IHCDA) in conjunction with Patronicity, has developed “CreAtINg Places”, a place-based crowdfunding grant program. With the assistance of this crowdfunding grant, we raised upward to \$350,000 to update one park and establish another on the south side of our town.

Donation and reward-based crowdfunding, or crowdgranting, is the process of activating a project or idea of a large group of people and their dollars through a sponsor match within a limited time frame. Crowdgranting is an innovative yet simple way for non-profit groups to generate public interest and raise donations to make local improvements. Because it utilizes web-based donations, projects are accessible to anyone willing to donate. Further, this tool engages the public as residents, businesses and community organizations play a part in achieving community improvements and instilling community pride when they become invested in their surroundings.

IHCDA’s CreAtINg Places will support projects that focus on the activation of underused public spaces or the creation of new public spaces. The program aims to generate public involvement in the implementation of creative community improvements by incentivizing individual donations with matching IHCDA funds when the financial goal is reached. Indiana’s ability to attract and retain talent is greatly increased by taking advantage of unique placemaking assets in each of its communities, which makes this funding mechanism even more valuable. These projects will affect the lives and well-being of entire communities, so it is important that applicants have established public awareness, local enthusiasm and the support of IHCDA and Patronicity.

[CLICK HERE FOR MORE INFO](https://www.patronicity.com/creatingplaces)



<https://www.patronicity.com/creatingplaces>

The Town of Kentland has worked with the IHCDA for crowdfunding our interconnected parks systems. The IHCDA provided \$100,000 matching funds for Robert & Jeannette Batton and Wonder Park.



Rural Opportunity Zone and Recovery Playbook

Published by the Sorensen Impact Center, this resource was designed for economic developers and community champions in utilizing the Opportunity Zone incentive and private capital for community development. Kentland was highlighted in the Rural Opportunity Zone and Recovery Playbook as a rural OZ innovator that’s changing its community and standing out for its intentionality.

With the support of branding, the Town of Kentland was able to emphasize the area’s values. Vast Creative Co. and the Kentland Town Council identified six pillars to help communicate these values: quality, community, dedication, safety, friendly, and drive. With this foundation, the team created a website, published articles, and increased their social media presence. “The impact of these newly branded materials helped attract investors as well as encourage community buy in.” Looking into the future, the Thrive Campus will provide growth, job opportunities, and offer care to those in need– bringing the town’s motto “Boldly Moving Forward” to life.

[CLICK HERE FOR MORE INFO](https://kentland.in.gov/opportunities)



<https://kentland.in.gov/opportunities>





Kentland

BOLDLY MOVING FORWARD

Strategic Plan

TOWN OF KENTLAND | RURAL OPPORTUNITY ZONE



WWW.KENTLAND.IN.GOV