Statement of Qualifications to Provide Economic Development Services for the

TOWN OF DANVILLE FIVE YEAR ECONOMIC DEVELOPMENT STRATEGY





March 26, 2025

Ben Comer
Danville Redevelopment Commission
Town of Danville
49 N. Wayne Street
Danville, Indiana 46122

RE: RFQ for Economic Development Services

Dear Mr. Comer and Members of the Redevelopment Commission,

On behalf of Garmong Construction and Corsa Strategies, thank you for the opportunity to submit our qualifications for economic development services. Our team brings extensive experience in both the public and private sectors, uniquely positioning us to engage with stakeholders, landowners, and potential developers to support the goals of the Danville Redevelopment Commission (RDC).

We specialize in collaborating closely with local officials and stakeholders to understand key concerns, expectations, and priorities. Our approach is rooted in immersing ourselves in the community from day one, identifying critical challenges, and working collaboratively to implement solutions that align with Danville's long-term vision. Our goal is to deliver a comprehensive strategy that reflects the RDC's objectives while enhancing the economic vitality of the town.

Garmong Construction has a strong presence in Hendricks County, actively engaged in three major development and consulting projects:

- On-call development services for the Hendricks County Commissioners
- Master plan development and implementation for the National Hot Rod Association in Brownsburg
- Project oversight for Garmong Development's 45-acre motorsports development in Brownsburg

Corsa Strategies also brings significant expertise in Hendricks County. Jacob Everett, CEcD, played a key role in STS Packaging's decision to establish operations in Westpoint Business Park (Exit 59), resulting in a \$26 million investment and the creation of 120 new manufacturing jobs. His experience leading economic development initiatives with Indy Partnership further enhances our team's ability to drive impactful outcomes.

Beyond public-sector engagement, our team has deep expertise in private-sector economic development and site selection. We excel at identifying barriers to business attraction and working with municipal stakeholders to develop results-driven solutions. This insight will be instrumental in helping Danville strengthen its economic base and achieve its strategic goals.

We appreciate the opportunity to contribute to Danville's continued growth and success. Our team is eager to partner with the RDC to develop a forward-thinking economic development strategy that drives long-term prosperity.

Sincerely.

Joé Murphy

Economic Development Specialist

317.919.836

jmurphy@garmong.net



Specialized experience and knowledge including related experience with complex economic development programs, tools, analysis, public private partnerships, and financing.

Joe Murphy of Garmong Construction (Garmong) and Jacob Everett, CEcD, of Corsa Strategies (Corsa) bring a combined 21 years of experience in complex economic development programs. Their expertise spans public-private partnerships, financing mechanisms, and strategic economic analyses that drive sustainable growth. Having worked extensively with local municipalities, including the Cities of Lawrence and Marion, as well as Jackson County, Joe and Jacob possess a deep understanding of how economic development initiatives shape communities. Additionally, Dan Zuerner of Garmong will provide support to the team. His 30 years of experience in Hendricks County makes him an asset to the team. Together, their proficiency in navigating economic development tools, market analyses, and funding structures uniquely positions them to assist the Town of Danville in crafting a five-year strategy that fosters long-term economic vitality while addressing immediate community needs.



Lawrence Trades District | Lawrence, IN

Dan Zuerner and Joe Murphy, then serving as Deputy Chief of Staff for City of Lawrence, oversaw the planning and redevelopment of a 90+ acre former industrial park in the City of Lawrence. Working with the City, the Redevelopment Commission, and dozens of local businesses, Zuerner and Murphy crafted a redevelopment strategy for the Trades District focused on expansion and attraction of businesses focused on skilled trades.

Project Components:

- Stakeholder engagement with 50+ individuals including RDC members, all city council members, city staff, Lawrence township schools' leadership, state economic development staff and public officials, as well as all local businesses residing within the limits of the district.
- Existing conditions overview and needs analysis
- Infrastructure improvement plan to support new development
- Site layout reconfiguration to improve flow of existing traffic and to support increased truck traffic in the district as growth occurs.
- Proposed new development (light industrial, office, and retail)
- Evaluation of existing funding sources and means to accomplish new development.
- Goals and next steps.





River Rock Lofts | Marion, IN

Serving as the economic development consultant for the City of Marion and the RDC, Joe Murphy assisted Mayor Morrell in negotiating a mixed-use development to downtown Marion. This \$10.8 million mixed-use development along downtown Marion's riverfront district broke ground in January of 2025. The transformative project brings modern apartment housing, retail and restaurant space, and public infrastructure improvements along the River Walk. This project was made possible thanks to a hard fought public private partnership between developer Rebar Development and the City of Marion.

Project Components:

- Site compilation and zoning | This site is made up of 6 individual parcels, which were acquired by the City over time to create a developable site in the downtown area. Once compiled, Joe Murphy worked with staff to transfer the property to the RDC and change the zoning to support a mixed-use development of this type.
- **Developer attraction** | Joe Murphy worked with the Mayor to market the development site and share the vision with a number of developers. Marion has struggled to gain the attention of developers in the past, making this a difficult task.
- **Incentive negotiation** | Joe Murphy worked closely with local leadership and the developer to create a public-private partnership, making this project a win for both sides.



Jackson County Redevelopment Commission - I-65 Interchange | Seymour, IN

Dan Zuerner and Joe Murphy assisted the Jackson County Commissioners and Redevelopment Commission in creating a development strategy for the Uniontown interstate interchange of I-65. As part of READI 1.0 Jackson County received funding to develop a new sanitary sewer system. In order to protect future development, as a result of the new sanitary sewer service around the interstate interchange, the County hired Garmong to create their development strategy and represent their interest in talks with landowners and developers.

Project Components:

- Joe Murphy worked closely with the County building commissioner and plan commission to develop
 and implement a large-scale zoning ordinance amendment, aimed at guiding new investment in the
 area.
- Dan Zuerner and Joe Murphy met with landowners around the interchange and negotiated purchaseoptions for the County on those areas in order to control real estate values as well as development type.
- Work with City of Seymour utilities, Jackson County utilities, Jackson County Commissioners and Council and the IEDC to lead design of new sanitary sewer system for the interstate interchange, ensuring maxing capacity for new developments.





Stutz Redevelopment | Indianapolis, IN

As the economic development consultant for SomeraRoad, Jacob Everett played a key role in supporting the \$110 million transformation of the historic Stutz campus in downtown Indianapolis. Originally constructed in 1912 for Stutz Automobiles, the 441,000-square-foot complex consists of eight interconnected buildings, linked by skybridges and intersected by alleyways.

SomeraRoad's 2023 redevelopment of the Stutz reimagined the space as a dynamic hub for business, retail, and community engagement. The project modernized building infrastructure, added high-end tenant amenities, and introduced a diverse mix of retail, dining, and fitness offerings, creating a vibrant streetscape and central courtyard. Today, the Stutz is home to a public car museum, specialty coffee shops, an all-day café, a taqueria, an indoor plant shop, event spaces, coworking offices, and a fitness center—all designed to foster a live-work-play environment.

Structured as a Qualified Opportunity Zone investment, the redevelopment represents the first phase of a broader vision to establish a thriving mixed-use microneighborhood in this growing district. Future plans include new multifamily and mixed-use developments on adjacent properties controlled by SomeraRoad.

Jacob's expertise in economic development strategies, public-private partnerships, and incentive navigation contributed to the project's success, ensuring the Stutz redevelopment aligns with long-term economic growth objectives for downtown Indianapolis.

Project Components:

- Secured economic development incentives and structured financing.
- Facilitated public-private partnerships and zoning approvals.
- Supported tenant attraction for business, retail, and entertainment.
- Balanced historic preservation with modern infrastructure upgrades.
- Developed a phased strategy for future mixed-use expansion.



Easton Grey | Avon, IN

As an economic development consultant for Easton Grey, Jacob Everett is supporting the strategic planning of this 500-acre mixed-use community in Avon, Indiana. Anchored by the 65-acre Riverwalk District, the development will feature retail, office, and dining spaces, along with a civic complex designed for community gatherings.

Surrounding the core district, five distinct neighborhoods will offer a range of single-family, luxury, and 55+ active adult housing, with home prices from \$300,000 to over \$1 million. Residents will enjoy walkable amenities, local businesses, and access to Avon's trails and parks, creating a vibrant live-work-play environment.

Jacob Everett's expertise in economic development, public-private partnerships, and strategic growth is helping ensure Easton Grey aligns with Avon's long-term vision for economic vitality and community enrichment.

Project Components:

- Facilitating public-private partnerships to support infrastructure and community amenities.
- Assisting with zoning and land-use planning for mixed-use development.
- Supporting economic development incentives and funding strategies.
- Advising on commercial and residential development to align with market demand.
- Ensuring integration with Avon's trails, parks, and connectivity plans.



Jacob Everett,
CEcD's experience
with site selection
has aided numerous
companies with
identifying sites
for manufacturing
facilities as well
as company
headquarters.

SITE SELECTION EXPERIENCE		
Featured Project	Company	RSI SmartCap
	Industry	Truck cap systems (foreign direct investment)
	Project	New facility (250 jobs / \$55M CapEx)
	Chosen Location	Fort Worth, TX
Featured Project	Company	Pretzels, Inc.
	Industry	Food processing
	Project	New facility (280 jobs / \$55M CapEx)
	Chosen Location	Lawrence, KS
Featured Project	Company	MP Global Products
	Industry	Flooring and packaging manufacturer
	Project	New facility (100 jobs)
	Chosen Location	New Albany, IN
Featured Project	Company	G&H
	Industry	Orthodontic supplies manufacturer
	Project	Relocation of HQ and manufacturing (150 jobs)
	Chosen Location	Franklin, IN





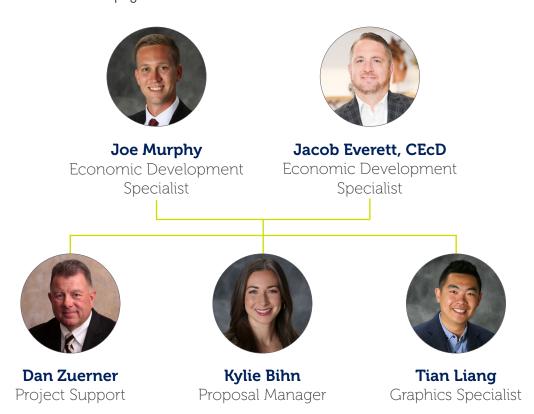
Experience and capabilities of proposed team member(s).

The Garmong Construction and Corsa Strategies team is composed of professionals with expertise in economic development, public-private partnerships, site selection, and strategic planning. This team is well-equipped to develop a Five-Year Economic Development Strategy for Danville. Key personnel include:

- Joe Murphy, Economic Development Specialist, specializes in business attraction, retention, and public-private partnerships.
- Jacob Everett, CEcD, Economic Development Specialist, is an expert in site selection and economic development incentives.
- Dan Zuerner, Project Support, has over 30 years of experience in economic development and industrial/commercial strategy.
- Kylie Bihn, Proposal Manager, ensures deliverables are professionally designed and well-organized.
- Tian Liang, Graphics Specialist, enhances proposals with high-quality visuals and design.

Together, they offer a blend of economic development expertise, technical knowledge, and strong visual communication to create a data-driven strategy aligned with Danville's growth objectives.

The below organizational chart demonstrates how the Garmong team will operate. The resumes presented on the following pages are excluded from the total page count.







IIGARMONG

Joe Murphy | Economic Development Specialist

Joe Murphy specializes in business attraction, expansion, and retention, working closely with municipalities and private-sector stakeholders to foster sustainable economic growth. At Garmong Construction, he develops and executes economic development initiatives, facilitates public-private partnerships, and helps local governments navigate incentive programs and funding mechanisms to support business investment.

Prior to joining Garmong in 2022, Joe served as Deputy Chief of Staff to Mayor Steve Collier in Lawrence, Indiana, where he led the city's economic development efforts and acted as recording secretary for the Redevelopment Commission. In this role, he worked on strategic development initiatives, business retention programs, and redevelopment projects to drive long-term economic success.

Joe has completed the Ball State Economic Development Basic Course and additional training through the Oklahoma University Economic Development Institute, including coursework in strategic planning, small business development, business retention and expansion, and real estate development.

He is an active member of several economic development organizations, including the Indiana Economic Development Association, Hancock County Economic Development Council, Hendricks County Economic Development Partnership, Morgan County Economic Development Corporation, and Grant County Economic Growth Council.

With his deep understanding of economic development tools, public-private financing strategies, and municipal partnerships, Joe is well-equipped to support the Town of Danville's Five-Year Economic Development Strategy, ensuring a targeted, data-driven approach to long-term growth.

EDUCATION | B.S., Public Affairs, Indiana University | B.A., Spanish, Indiana University | PROJECT EXPERIENCE

Commerce Park at Brownsburg | Brownsburg, IN National Hot Rod Association | Brownsburg, IN

City of Marion Economic Development Services | Marion, IN







Jacob Everett, CEcD | Project Support

Jacob Everett is the Founder of Corsa Strategies, a firm specializing in site selection, incentive advisory services, and leadership in renewable energy across North America. A Certified Economic Developer (CEcD) accredited by the International Economic Development Council, Jacob is also a graduate of the University of Oklahoma's Economic Development Institute. With 15 years of experience at the intersection of the public and private sectors, he is a recognized expert in site selection, real estate, economic development, and energy, frequently writing and speaking on these topics at national conferences.

Before founding Corsa Strategies, Jacob worked for a national specialty consulting firm, advising growing companies on investment, location, and job creation strategies. His private-sector consulting focused on maximizing long-term value while mitigating financial and operational risks.

Prior to his consulting work, Jacob spent a decade in local and regional economic development. As Executive Director of the Indy Partnership, the regional economic development organization within the Indianapolis Chamber of Commerce, he led a team dedicated to attracting new investment and jobs to the nine-county Indianapolis region.

Jacob also served as the top economic development official in Blackford County, Indiana, leading initiatives in business attraction, retention, workforce development, and community development. During this time, he held leadership positions with the East Central Indiana Regional Partnership Board and served as President of the East Central Indiana Development Council.

His experience also includes serving as Director of Planning & Research for the Eastern Indiana Workforce Investment Board, where he worked to integrate workforce development into broader economic development strategies. He provided regional stakeholders with expertise in labor market and economic research, supporting strategic planning efforts.

In addition to his CEcD credential and Oklahoma University training, Jacob holds a Bachelor of Science in Business Administration from Ball State University and has completed coursework through the Council for Community and Economic Research's Labor Market Information Institute. He currently serves on the Indiana Economic Development Association Legislative Committee and as President of the Town of Cicero, Indiana Economic Development Committee.

EDUCATION B.S., Business Administration, Ball State University Graduate University of Oklahoma's Economic Development Institute Graduate, Council for Community and Economic Research Labor Market Information Institute

PROJECT EXPERIENCE

Indiana Economic Development Association Legislative Committee | Statewide, IN
Town of Cicero Economic Development Committee | Cicero, IN





IIGARMONG

Dan Zuerner | Project Support

Dan Zuerner serves as Vice President at Garmong Construction Services. With over 30 years of experience in the construction and economic development sectors, Dan has been instrumental in changing the economic landscape across Indiana, leading the implementation of economic development strategies in numerous communities and counties. His expertise includes the incorporation and negotiation of various incentive and financing tools leading to successful public private partnerships, ultimately elevating the economic status of his governmental clients and their taxpayers.

Dan is largely credited as developing Indiana's best known and highly successful industrial shell building program that launched economic growth in many Indiana rural communities and counties.

Recognized as one of Indiana's leading economic development authorities, on numerous occasions, Dan has been called upon to lead delegations around the world to solicit economic development investment including such places as China, Germany, Japan, Turkey, and South Africa.

Dan's Economic Development leadership engagements have included such governmental entities as the City of Gary, the City of Lawrence, Daviess County, Delaware County, Hancock County, Jackson County, and White County, as well as serving multiple rural electric cooperatives in Indiana and Michigan.

EDUCATION | B.S., Business Administration and Management, Indiana State University

PROJECT EXPERIENCE

Economic Development Director & Redevelopment Commission Liaison, City of Lawrence Lawrence, IN

Economic Development Consultant, Jackson County Redevelopment Commission | Jackson County, IN

Economic Development Consultant, White County Indiana Commissioners | White County, IN





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Kylie Bihn | Proposal Manager

As Director of Marketing at Garmong Construction, Kylie Bihn leads the development of strategic, high-quality proposals that effectively communicate the firm's expertise and approach. With a strong background in the A/E/C industry, she specializes in blending technical writing and thoughtful design, ensuring each RFQ and RFP submission is clear, compelling, and aligned with client objectives.

Beyond proposal development, Kylie is dedicated to maintaining a consistent and impactful brand identity, fostering meaningful connections with stakeholders, and enhancing communication strategies across all marketing efforts. An active member of the Society for Marketing Professional Services, she stays engaged with industry best practices and emerging trends to continually refine and strengthen proposal strategies.

With a keen eye for detail and a passion for effective storytelling, Kylie ensures that every submission reflects Garmong Construction's expertise, commitment, and ability to deliver successful projects—making complex information both accessible and engaging.

EDUCATION | B.S., Communication Studies, Ball State University



IIIGARMONG

Tian Liang | Graphics Specialist

Tian Liang is a Creative Specialist at Garmong Construction, where he focuses on branding, graphic design, multimedia production, and visual storytelling. With over 10 years of experience in the field, Tian has a proven track record of creating visually engaging materials that effectively communicate with stakeholders and clients. Prior to joining Garmong Construction in 2022, he spent over eight years at Indy Eleven Professional Soccer, where he served as Multimedia Manager and Graphic Design & Multimedia Coordinator. Tian also worked as a Sports Information Assistant at IUPUI Athletics, where he was the primary videographer. In addition to his design expertise, Tian holds an FAA Unmanned Aircraft Pilot Authorization 107 Commercial Drone certification, earned in July 2023, enabling him to incorporate drone technology into multimedia projects.

EDUCATION | M.A., Sports Journalism, Indiana University-Purdue University at Indianapolis | B.A., Bilingual Broadcast Journalism, Zhejiang University of Media and Communications

PROFESSIONAL QUALIFICATIONS



Professional Qualifications

Garmong Construction and Corsa Strategies bring a wealth of experience in economic development, offering a team well-versed in both public and private sector initiatives. This expertise allows us to effectively engage with stakeholders, landowners, and potential developers to drive strategic growth aligned with the Danville Redevelopment Commission's (RDC) goals.

Our team specializes in collaborative economic development strategies, working closely with local officials and community leaders to identify key challenges, priorities, and opportunities. By immersing ourselves in the community from day one, we develop targeted solutions that reflect local needs while enhancing long-term economic vitality.

Economic Development Expertise

Garmong Construction has a strong presence in Hendricks County, currently leading three major development and consulting projects:

- On-call development services for the Hendricks County Commissioners
- · Master plan development and implementation for the National Hot Rod Association in Brownsburg
- Project oversight for Garmong Development's 45-acre motorsports project in Brownsburg

Corsa Strategies adds significant expertise in site selection, incentive negotiation, and economic development planning. Jacob Everett, CEcD, played a key role in STS Packaging's decision to establish operations in Westpoint Business Park (Exit 59), bringing \$26 million in investment and 120 new manufacturing jobs to Hendricks County. His leadership in Indy Partnership further reinforces our team's ability to develop and execute high-impact economic strategies.

In addition to public-sector experience, our team is highly skilled in private-sector economic development. We understand the barriers to business attraction and expansion and work alongside municipal stakeholders to craft solutions that improve business retention and investment outcomes.

Proposal Development & Design

In addition to our economic development expertise, our team has extensive experience in preparing high-quality, graphically compelling proposal packages. Led by Kylie Bihn, Garmong Construction's Director of Marketing, our team ensures that all proposal materials are:

- Visually engaging and professionally designed, incorporating clear layouts, strategic branding, and compelling infographics
- Well-organized and easy to navigate, ensuring clarity and readability for reviewers
- Consistent with Danville's identity and economic development vision, aligning messaging with community values and growth objectives

By combining substantive economic development expertise with strong visual presentation skills, our team delivers proposal materials that are both highly informative and aesthetically compelling, reinforcing the strength of our qualifications.

With deep industry knowledge, a track record of successful projects, and a commitment to strategic growth, our team is well-positioned to support Danville in developing and executing a comprehensive five-year economic development strategy that fosters long-term prosperity.



OUTREACH & INPUT



Community input
was a key driver of
design changes made
to the Bloomington
Trades District parking
garage. Members of
the community wanted
retail spaces to be added
the base of the garage
which required careful
communication with the
Owner and team



Experience coordinating outreach activities and gathering of input from project stakeholders

Garmong Construction, in collaboration with Corsa Strategies, has extensive experience in coordinating outreach activities and gathering input from a wide range of project stakeholders. The team has successfully engaged with community leaders, government officials, business owners, and residents to ensure alignment between project objectives and the needs of the community.

Jacob Everett, Founder of Corsa Strategies and a Certified Economic Developer (CEcD), brings 15 years of experience in public and private-sector economic development. Jacob has led numerous initiatives involving stakeholder engagement, including conducting focus groups, organizing public meetings, and facilitating interviews with key community stakeholders. His experience in both local and regional economic development positions him well to lead outreach efforts, ensuring that community feedback is effectively incorporated into strategic planning processes.

Joe Murphy, an Economic Development Specialist at Garmong Construction, further strengthens the team's outreach capabilities. With a background in business attraction, expansion, and retention, Joe has worked extensively with municipalities and private-sector stakeholders. He has experience facilitating public-private partnerships and coordinating outreach to gather input for strategic development initiatives. Joe's previous roles have involved leading economic development efforts at the municipal level, engaging stakeholders to develop strategies that promote long-term growth.

Together, Jacob and Joe bring a robust understanding of economic development processes, including stakeholder coordination, data collection, and public engagement. Their combined experience ensures that the Town of Danville's Five-Year Economic Development Strategy will be developed with a comprehensive understanding of the community's needs and aspirations, leading to a strategic plan that reflects both public input and actionable goals.



OUTREACH & INPUT



Project Approach

Our team will take a **comprehensive**, **data-driven approach** to developing Danville's **Five-Year Economic Development Strategy**, ensuring alignment with the town's vision and market realities.

- 1. Understanding Danville's Vision & Goals | We will begin by reviewing and summarizing existing planning documents, including the 2022 Comprehensive Plan, to ensure our strategy builds upon previous efforts. Through a series of stakeholder meetings, we will engage key community leaders, businesses, and residents to refine priorities and identify economic development opportunities that align with Danville's values.
- 2. Identifying Strategic Development Opportunities | We will assess current market trends, land availability, infrastructure assets, and business climate to determine the most viable opportunities for growth. By aligning community goals with market demand, we will prioritize industries and development types that enhance economic stability and quality of life.
- 3. Forecasting Economic & Community Impacts | Using proven economic modeling methodologies, we will quantify potential fiscal, economic, and quality-of-life impacts for identified opportunities. This will include projected job creation, tax revenue implications, and overall community benefits, ensuring data-driven decision-making.
- 4. Recommending Policies & Implementation Strategies | Based on our findings, we will develop actionable policy recommendations that support business attraction, retention, and workforce development. Our team will outline specific steps, partnerships, and incentive structures necessary to achieve Danville's long-term growth objectives.

Through this approach, we will deliver a **clear**, **strategic roadmap** that provides the Town of Danville with a targeted and results-oriented plan to drive sustainable economic development.



GRAPHIC DESIGN & BRANDING



Graphic design capability, layout of proposal, and branding of work products

Garmong Construction places a strong emphasis on the clarity and professionalism of its proposals, recognizing the integral role design plays in conveying complex information. Under the leadership of Kylie Bihn, Director of Marketing, the team consistently produces well-organized and visually compelling proposals. With her expertise in the A/E/C industry, Kylie combines strategic design with technical writing to ensure all submissions are clear, precise, and tailored to meet client needs.

Kylie's focus on maintaining a cohesive and impactful brand identity is central to Garmong Construction's approach to proposal development. She ensures that every piece of communication, whether a proposal, presentation, or marketing collateral, reflects the firm's values, professionalism, and commitment to quality. Her dedication to design and content integration ensures that proposals are not only informative but also visually engaging, aligning with the objectives of the project and the expectations of stakeholders.

Supporting Kylie in this effort is Tian Liang, a skilled graphics specialist with a wealth of experience in branding, multimedia production, and visual storytelling. Tian's expertise in logo creation, branding, drone capture, and video production allows the team to enhance the visual appeal of its work products, ensuring a seamless integration of branding throughout all materials. His role is instrumental in elevating the visual quality of proposals, ensuring that they stand out while conveying information in a clear and compelling manner.

Together, Kylie and Tian bring a collaborative approach to proposal layout, graphic design, and branding, ensuring that all work products are thoughtfully crafted to communicate the team's expertise and the goals of the project. Their combined skills ensure that the final deliverables are not only visually striking but also aligned with the strategic objectives of the project, enhancing the overall impact and effectiveness of the proposal.

PROPOSAL CAPABILITIES BRANDING VISUAL MEDIA DRONE CAPTURE LAYOUT & DESIGN WRITING

