

PROPOSAL FOR

TOWN OF DANVILLE

ECONOMIC DEVELOPMENT SERVICES

MARCH 21, 2025

Marion St
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ONE
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VERIDUS
GROUP



March 21, 2025

Mr. Ben Comer, President
Danville Redevelopment Commission
Town of Danville
49 North Wayne Street
Danville, IN 46122

Re: Town of Danville Request for Qualifications - Economic Development Services

Mr. Comer,

Veridus Group, Inc. is pleased to submit our proposal in response to the Town of Danville's Request for Qualifications (RFQ) for Economic Development Services for their first Five-Year Economic Development Strategy. Having worked with the Town of Danville since 2017, we value the opportunity to continue our collaboration to support long-term economic stability in the community.

Our team has extensive experience in assisting municipalities and providing economic development services, ensuring that plans are both data-driven and implementable. Key components of our approach with the Town of Danville will include:

- **Stakeholder Engagement & Community Outreach:** We will facilitate a collaborative process by engaging key stakeholders, including the Danville Redevelopment Commission (RDC), Town Council, municipal staff, local businesses, and community representatives, to gather insights and align project objectives through meetings, interviews, and focus groups.
- **Data Analysis & Reporting:** Our team will conduct an Economic Opportunity Analysis to assess market trends, employment forecasts, and land use potential, leveraging data-driven insights to inform strategic recommendations.
- **Implementable Policy Recommendations:** Based on case studies and best practices, we will develop actionable policies and strategies aligned with the priorities of the industry sectors most likely to invest in the Town of Danville.
- **Comprehensive Plan Update:** Ultimately, we will prepare a new Economic Section of the Danville Comprehensive Plan to be reviewed by the Planning Commission and Danville Town Council. We will revise as needed prior to formal adoption.

At Veridus, we place a strong emphasis on **People + Process**. Our commitment to building relationships sets us apart from the competition. The word "Veridus" means "truth in representation," and we strive to faithfully represent municipalities and communities in everything we do. We believe our collaborative and transparent approach will bring significant value to your team.

Thank you for considering Veridus Group, Inc. as your partner in shaping Danville's economic future. We look forward to the potential to collaborate and drive manageable growth for the community.

Sincerely,

Tim Jensen, PE, LEED AP
President / Principal in Charge
Veridus Group, Inc.

As of March 18, 2025, Veridus Group, Inc. operates as an umbrella organization for three specialized divisions: Veridus Advisors, Naventiam Design, and Civitas Strategies. While this proposal is presented under the Veridus Group, Inc. brand, your project will be managed by our Community and Economic Development division, Civitas Strategies. For more information, please visit our website at www.theveridusgroup.com.

Executive Summary

Veridus Group, Inc. was established in 2011 in Indianapolis, Indiana to address a critical gap in the construction industry: the need for a dedicated and true "Owner's Representative." Led by Tim Jensen, who brings over 25 years of expertise in real estate, development, and construction, the Veridus Group has consistently focused on advocating for project owners. Tim's diverse background as a real estate broker, developer, engineer, and construction manager—across projects ranging from hundreds of thousands to hundreds of millions of dollars—revealed that project owners were frequently the most overlooked and underutilized stakeholders. Under his leadership, the Veridus Group has assembled a distinguished team of professionals committed to representing project owners in every aspect of their projects.

2011 YEAR
FOUNDED

75+ CED
PROJECTS

35 EMPLOYEES
& GROWING

4 MIDWEST
OFFICES

COMMUNITY & ECONOMIC DEVELOPMENT

Since its inception, the Veridus Group has expanded beyond Owner's Representation to include specialized teams in Civil / Site Engineering and **Community and Economic Development**. Our Community and Economic Development (CED) team works on a broad array of economic development projects, serving as a trusted voice for governments and helping to add capacity and expertise where needed. **We equip counties, cities, towns, townships, and organizations with the relevant data to empower the decision making process in their communities.** We faithfully support a range of community and economic development initiatives, serving as an advisor to governments and agencies.

CONTACT INFORMATION



317.598.6647



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6280 North Shadeland Avenue
Indianapolis, IN 46220



Statement of Qualifications

Our team offers decades of combined experience in providing community and economic development services, specializing in helping municipalities, counties, and organizations capitalize on their unique assets and manage growth effectively. Our familiarity with the Town of Danville and specialized experience with complex economic development programs (featured on the following pages), analysis tools, public private partnerships, and financing uniquely positions us to best serve the town.

FAMILIARITY WITH DANVILLE

The Veridus Group had the privilege of collaborating with Danville and SL Analytics in 2017-2018 to develop the Town of Danville Economic Development Strategic Plan. This partnership provided us with valuable insights into the community's economic landscape, growth priorities, and development opportunities. Since the completion of the plan, we have intentionally refined our team, bringing together additional industry experts.

TOOLS & RESOURCES

Our team's depth of experience equips us with the below specialized tools and innovative strategies to ensure success:

- **Lightcast:** A data analytics tool offering detailed labor market insights, including workforce trends, industry growth, and talent supply-demand analysis that is updated quarterly to support strategic decision-making.
- **Esri Business Analyst:** A powerful Geographic Information System (GIS) tool that combines demographic, economic, and geographic data derived from sources like the U.S. Census and American Community Survey (ACS).
- **QGIS:** An open-source GIS software that enables spatial analysis and data visualization through customizable mapping tools. It allows users to analyze geographic patterns, overlay datasets, and generate detailed maps.

PUBLIC PRIVATE PARTNERSHIP KNOWLEDGE

The Veridus Group has extensive experience guiding communities through Public-Private Partnerships (PPPs), having worked with numerous municipalities—including Speedway, Plainfield, McCordsville, Yorktown, Greensburg, and Noblesville—to navigate the RFP process, attract developers, and structure Economic Development Agreements. Our team facilitates responses, evaluates proposals, and manages the selection process while ensuring agreements align with community goals. Additionally, we leverage our Owners Technical Representation team throughout negotiations, utilizing their real-time project experience to assess costs and inform decision-making. Beyond execution, our team oversees construction to ensure municipalities receive the agreed-upon infrastructure and project deliverables.

FINANCING EXPERTISE

The Veridus Group brings deep expertise in evaluating and negotiating Economic Development Agreements, leveraging our extensive experience with project financing. Our team is highly skilled in analyzing proformas, understanding market trends in construction and banking costs, and identifying innovative solutions to bridge financial gaps between developers and local entities. We help structure capital stacks by exploring a range of financial tools, including tax increment financing (TIF), tax abatements, infrastructure development funding, and state or federal programs such as Indiana READI and Redevelopment Credits. Through strategic financial planning, we assist communities in optimizing available resources to support sustainable, high-impact development.

OUR UNIQUE PROJECT APPROACH

The goal of the Veridus Group is to give a community or organization strategies they can enact. Our process starts with analysis of current trends in a community, or region, and engaging leaders and key stakeholders to qualitatively understand current conditions. Together, we create a vision for the future of the community, or region, and we plan for the steps needed for the success of that vision. Ultimately, our approach to community and economic development reflects the Veridus Group, Inc. belief in focusing on both the **people** involved in the project and the project's **process**.

People

We believe in personal relationships. Understanding the people we interact with in projects, and building relationships with them, will help us better lead the team in delivering a quality project.

+

Process

We believe process is critically important. Each project brings a unique set of circumstances and challenges. Processes help to defuse difficult situations and provide opportunities for tracking and recovery.

OUTREACH & STAKEHOLDER ENGAGEMENT

The Veridus Group CED team employs a multifaceted approach to stakeholder engagement, ensuring broad community participation and meaningful input. Our approach includes the following engagement methods:

- **Regular Meetings:** Regular meetings with Danville RDC members, staff, and the designated committee will serve as the foundation for our services, providing consistent updates, aligning objectives, and enabling collaborative decision-making. These interactions ensure the project stakeholders remains informed and engaged at every stage.
- **Targeted Stakeholder Sessions:** Targeted stakeholder sessions will engage groups such as business owners, residents, government and non-profit representatives, and other key organizations, allowing their unique insights to inform the process.
- **Public Open Houses:** We facilitate structured public open houses as an interactive forum for gathering community input on key development considerations, including preferred land uses, aesthetic expectations, and ideal project scale. These sessions help synthesize diverse perspectives, ensuring that development aligns with local priorities and vision. Our public open houses can engage over 100 residents at a time.
- **Public Surveys:** Our team designs and administers targeted surveys to capture community sentiment on specific implementation strategies, providing data-driven insights into local demand, economic priorities, and resident preferences. This approach enables a more informed decision-making process grounded in quantitative and qualitative research.
- **Online Town Hall Meetings:** To ensure inclusive engagement, we utilize virtual town hall meetings, allowing residents who cannot attend in-person sessions to contribute their perspectives. These platforms provide an accessible forum for public input, enhancing transparency and helping local entities align development efforts with community goals.
- **Pop-Up Engagements:** We bring outreach directly to the community by setting up engagement stations at high-traffic local events, farmers' markets, and public gatherings. These informal interactions provide an accessible way for residents to share their thoughts on development priorities while reaching a broader audience beyond traditional meetings. Dedicated team members spend 4 to 5 hours directly interacting with residents who may not attend formal meetings.
- **Developer Roundtables:** These structured discussions, typically held twice in a community, attract 30 to 40 attendees per session and foster critical connections between public and private stakeholders. They consist of facilitated discussions with developers, business leaders, and economic stakeholders to explore market trends, investment opportunities, and barriers to development.

Related Experience

Our related experience with complex economic development programs spans providing municipalities, counties, and organizations with economic development consulting services, strategic plans, comprehensive plans, housing studies, and vision-aligned policies. Regardless of the deliverable, **our goal is to provide every community with implementable strategies.** Given the opportunity, we continue engagement in following years to assist in the implementation process and ensure long-term impact.

01 STEUBEN COUNTY STRATEGIC ECONOMIC DEVELOPMENT PLAN

The Steuben County Economic Development Corporation (SCEDC) partnered with Veridus Group, Inc. to create a county-wide Strategic Economic Development Plan to guide growth and decision-making over the next five to ten years. Informed by extensive economic research and robust stakeholder engagement, including input from over 200 participants through interviews, focus groups, public meetings, and surveys, the plan addresses key areas such as housing, talent attraction, business retention, and infrastructure improvements. It offers actionable recommendations and a roadmap for economic growth, tackling challenges like population decline and rural sustainability while aligning with local, regional, and state policies.

02 CITY OF EVANSVILLE ECONOMIC DEVELOPMENT CONSULTING

Veridus Group, Inc. is partnering with the City of Evansville to streamline development approval processes, advance key opportunities, and position the city as “development-ready” through structured meetings, best practice evaluations, and actionable recommendations. Additionally, Veridus Group, Inc. is providing consulting services to support housing and retail initiatives by conducting market research, analyzing housing needs, and facilitating developer outreach. These efforts include crafting marketing materials, organizing strategic roundtables, and guiding project implementation to attract high-quality developments aligned with the Mayor’s vision for growth.



03 TIPTON COUNTY ECONOMIC DEVELOPMENT CONSULTING

Since 2019, Veridus Group, Inc. has served as Tipton County's economic development consultant, supporting business attraction, strategic planning, and regional partnerships. Our work includes negotiating with developers, evaluating project proformas, and facilitating events to generate interest in county initiatives. We have assisted with key programs such as READI grant applications, RFIs for the Indiana Economic Development Corporation, and the Rural Economic Development Model. Additionally, we provide advisory support to county leadership and contribute to major projects like the SR 28 and SR 31 interchange through data analysis and infrastructure planning.

04 MAIN STREET MILE INITIATIVE

Led by 1846 Enterprises, Inc., the Main Street Mile Initiative aims to strengthen the connection between the Town of Upland, Indiana, and Taylor University through cohesive, strategic development. Veridus Group, Inc. was selected to deliver a Community Profile Report, Development Strategy Document, and Design Development Report as well as to provide implementation support. Partnering with CSO Architecture, Context Design, and HWC Engineering, Veridus Group, Inc. is focused on creating a distinct identity for the corridor while integrating economic development opportunities, infrastructure improvements, and public-private partnerships. By fostering private investment, enhancing public spaces, and improving pedestrian connectivity, the initiative will serve as a catalyst for long-term economic growth and community vibrancy in Upland.

05 AVRO DEVELOPMENT / VALPARAISO UNIVERSITY DEVELOPMENT CONSULTING

Since 2021, Veridus Group, Inc. has supported AVRO Development and Valparaiso University in the strategic planning, marketing, and implementation of development projects across multiple university-owned sites. Our role includes leading visioning sessions, facilitating developer engagement, and managing negotiations to ensure successful project execution. We are actively involved in securing development agreements, integrating AVRO's initiatives into regional planning efforts, and aligning projects with the broader economic growth strategy.

06 YORKTOWN REDEVELOPMENT CONSULTING & STRATEGIC PLAN

Veridus Group, Inc. has established a long-term partnership with the Town of Yorktown. Our team has guided the establishment of vision principles, conducted public input sessions, and developed SMART goals that guided the successful downtown revitalization. We facilitated developer negotiations, structured public-private partnerships, and our Owner's Representation team oversaw the construction of key projects, including the town hall, Civic Green, and The Oliver. Currently, our Community and Economic Development team's work spans new redevelopment opportunities, financing strategies for small businesses, and a recently launched town-wide strategic planning effort, helping Yorktown prioritize infrastructure and economic growth.

Key Personnel

We understand the organization and staffing of the project team are essential to achieving success. The project team will consist of three integral parts:



01

Veridus Group, Inc. is comprised of seasoned industry professionals recognized for their commitment to excellence, expertise, and integrity. The proposed team includes a core group of professionals with exceptional qualifications, selected to highlight their specialized expertise in economic development consulting and economic development strategy. Full resumes are located in Appendix A.

02

Collaboration with the **project stakeholders** will be vital to the success of this initiative. We would be honored to work alongside the Danville Town Council, RDC, Plan Commission, and Administration, whose leadership helps shape the Town's vision. Additionally, we recognize the valuable contributions of the Danville Community School Corporation, Danville Public Library, Danville Chamber of Commerce, Downtown Danville Partnership, Hendricks County Economic Development Partnership, and Indiana Economic Development Partnership. We look forward to fostering collaboration among these organizations to ensure a unified and impactful approach.

03

Equally important is the engagement of **Danville citizens**. By incorporating their perspectives through public hearings and possible other engagement methods, we will create deliverables that align with their ultimate desire to "support long-term economic stability."

WHAT IS OUR CAPACITY AND CAPABILITY TO PERFORM THE WORK?

Each individual brings specialized expertise and a clear focus to their assigned tasks, ensuring all aspects of the project are managed efficiently and effectively with the set time limitations. Together, the team works collaboratively to provide seamless services, leveraging their combined skills to meet project goals and exceed your expectations. Each role will provide the following benefits to the Town of Danville:

PROJECT MANAGER

The Project Manager, Jack Woods, will provide high-level oversight and support, ensuring the project aligns with the overall vision and goals. He will serve as your main point of contact and facilitate communication amongst all project stakeholders.

Availability: 8:00-5:00p/as needed for evening meetings
Time Dedication: 30 hours per month

DIRECTOR, GOVERNMENT ADVISING

Pete Olson will apply his experience as a Town Manager to ensure economic development strategies are practical and implementable. He will assist in community engagement, visioning, and developing the implementation matrix.

Availability: 8:00-5:00p/as needed for evening meetings
Time Dedication: 30 hours per month

PROJECT ANALYST

The Project Analyst, Kody Leach, will provide support the project through demographic analysis, community engagement, and the development of future objectives and the implementation matrix. He will assist in shaping a strategic and informed approach.

Availability: 8:00-5:00p/as needed for evening meetings
Time Dedication: 40 hours per month

PRESIDENT / PRINCIPAL

The Principal, Tim Jensen, will offer executive-level support and guidance, leveraging his extensive experience to provide strategic insights and ensure the project's success.

Availability: 8:00-5:00p/as needed for evening meetings
Time Dedication: 15 hours per month

WHAT ARE THE TIME LIMITATIONS?

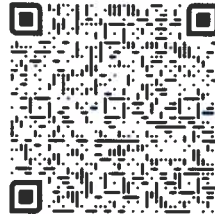
The proposed timeline details major milestones, phases of engagement, and deliverable deadlines as outlined in the Scope of Services section of this proposal.



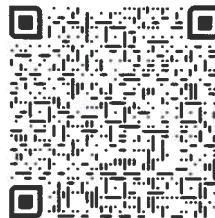
Sample Work



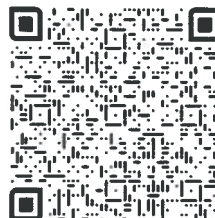
The below QR codes lead to examples of completed plans and studies to demonstrate our graphic design capability and typical branding of products.



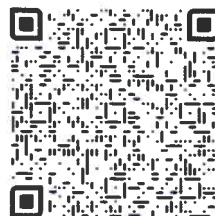
STEBEN COUNTY STRATEGIC
ECONOMIC DEVELOPMENT PLAN



POSEY COUNTY
HOUSING STUDY



DOWNTOWN SEYMOUR
STREETSCAPE PLAN



LINCOLN HIGHWAY CORRIDOR
REDEVELOPMENT REPORT

Appendix A



Jack Woods

DIRECTOR, COMMUNITY AND ECONOMIC DEVELOPMENT

CONTACT



317-441-2100



jwoods@theveridusgroup.com

EDUCATION

Bachelor of Arts, History
DePauw University - Greencastle, IN

BACKGROUND

Jack is an experienced economic development consultant with nearly a decade of expertise in comprehensive, strategic, and economic development planning. He has successfully delivered impactful solutions tailored to rural communities. Jack specializes in stakeholder and community engagement, Opportunity Zones, recovery and resiliency planning, and quantitative analysis. His skillset includes workforce forecasting, housing studies, target industry assessments, and sector-specific market analyses, making him a valuable resource for communities seeking sustainable growth and economic resilience.

ECONOMIC DEVELOPMENT CONSULTING

- City of Evansville Economic Development Consulting - *Project Lead*
- Tipton County Economic Development Consulting - *Project Lead*
- AVRO Development / Valparaiso University Consulting - *Project Lead*
- Yorktown Redevelopment Consulting & Strategic Plan - *Project Lead*
- Cumberland Economic Development Strategic Advising - *Project Lead*
- Main Street Mile Initiative - *Project Lead*
- Margaret Mary Health Real Estate Consulting - *Project Lead*

OTHER RELEVANT EXPERIENCE

- Steuben County Economic Development Strategic Plan - *Project Manager*
- Wells County Master Plan - *Project Lead*
- Montgomery County Comprehensive Plan - *Project Manager*
- Brown County Comprehensive Plan - *Project Lead*
- Town of Winfield Comprehensive Plan - *Project Lead*
- Downtown Seymour Streetscape Plan - *Project Manager*
- Rockport Downtown Revitalization Plan - *Project Manager*
- Lincoln Highway Corridor Redevelopment Plan - *Project Lead*
- Posey County Housing Study - *Project Lead*
- AVRO Economic Development Consulting - *Project Lead*
- Upland Main Street Mile Initiative - *Project Lead*
- Plainfield Economic Improvement District Strategic Plan - *Project Lead*
- Town of Yorktown - *Strategic Plan*





Pete Olson, MPA, ICMA-CM

DIRECTOR, GOVERNMENT ADVISORY

CONTACT



765-273-0799



polson@theveridusgroup.com

EDUCATION

Master of Public Administration
*University of Nebraska at Omaha -
Omaha, NE*

Bachelor of Arts, Political Science
Fort Hays State University - Hays, KS

BACKGROUND

Pete is a seasoned public administrator with over 20 years of experience in municipal governance, budgeting, and strategic planning. Having served as City Administrator and City Manager in multiple communities, he brings expertise in redevelopment, capital project planning, and transparent governance. His ability to navigate complex community challenges makes him a valuable asset in guiding implementation strategies for sustainable development.

ECONOMIC DEVELOPMENT CONSULTING

- City of Evansville Economic Development Consulting - *Project Manager*
- Rockport Downtown Revitalization Plan - *Project Lead*
- Main Street Mile Initiative Taylor/Upland - *Project Manager*
- Margaret Mary Health Real Estate Consulting - *Project Lead*

OTHER RELEVANT EXPERIENCE

- Brown County Comprehensive Plan - *Project Manager*
- Wells County Master Plan - *Project Manager*
- Town of Cumberland Redevelopment Consulting - *Project Manager*
- Cumberland Police Department Strategic Plan - *Project Lead*
- Georgetown Annexation Study - *Project Lead*
- Rising Sun Municipal Management Assistance - *Project Lead*





Kody Leach

PROJECT ANALYST

CONTACT



317-488-8452



kleach@theveridusgroup.com

EDUCATION

Bachelor of Arts, Organizational
Communication and Leadership
Butler University - Indianapolis, IN

BACKGROUND

Kody brings innovative, data-driven expertise to strategic planning, specializing in creating visually engaging and goal-oriented plans. His ability to synthesize complex data into meaningful insights ensures that project deliverables are both comprehensive and aligned with stakeholder objectives. Kody's work highlights his dual strengths in analysis and creative problem-solving. His strong communication skills facilitate effective collaboration, while his role in the final design process ensures that strategic plan deliverables are visually compelling, actionable, and tailored to community needs.

ECONOMIC DEVELOPMENT CONSULTING

- Main Street Mile Initiative - *Project Analyst*
- Town of Cumberland Redevelopment Consulting - *Project Analyst*
- Steuben County Economic Development Strategic Plan - *Intern*

OTHER RELEVANT EXPERIENCE

- Brown County Comprehensive Plan - *Project Analyst*
- Lincoln Highway Corridor Plan - *Project Analyst*
- Rockport Downtown Revitalization Plan - *Project Analyst*
- Hamilton East Public Library Feasibility Study - *Project Analyst*
- Wells County Master Plan - *Project Analyst*





Tim Jensen, PE, LEED AP

PRESIDENT / PRINCIPAL

CONTACT



317-450-7653



tjensen@theveridusgroup.com

EDUCATION

Bachelor of Science, Civil Engineering
Purdue University - West Lafayette, IN

BACKGROUND

Tim founded Veridus in 2011 to deliver representation for project owners in real estate, development, and construction. He now leads a team of diverse professionals excelling in Community and Economic Development and Civil / Site Engineering in addition to Owner's Representation. As the project lead on Veridus' first several community and economic development projects, Tim played a pivotal role in shaping the firm's expertise in these areas. He will provide high-level leadership, accountability, and guidance throughout the project.

ECONOMIC DEVELOPMENT CONSULTING

- City of Evansville Economic Development Consulting - *Principal*
- Hamilton County Forecasting Report - *Principal*
- Mt. Comfort Corridor Development Consulting - *Principal*
- Rockport Downtown Revitalization Plan - *Principal*
- Town of Danville Economic Development Strategic Plan - *Project Lead*
- Speedway Economic Development Strategic Plan - *Principal*
- Yorktown Downtown Revitalization - *Project Lead*
- Town of Plainfield Economic Development Strategic Plan - *Project Lead*
- Steuben County Economic Development Strategic Plan - *Principal*

OTHER RELEVANT EXPERIENCE

- Wells County Master Plan - *Principal*
- Brown County Comprehensive Plan - *Principal*
- Cedar Lake Comprehensive Plan - *Project Lead*
- Montgomery County Comprehensive Plan - *Principal*
- Lincoln Highway Corridor Plan - *Principal*
- Noblesville Streetscape Master Plan - *Project Lead*
- Downtown Seymour Streetscape Plan - *Principal*
- Grant County Strategic Plan - *Project Lead*





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