

Shell building already drawing lots of interest

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Corey Murphy reported to both the Henry County Commissioners and economic development board last week that an email marketing campaign for the 50,400-square-foot "spec" or "shell" building is under way.

"After just one day, we had well over 200 people open our email," said Murphy, director of the New Castle-Henry County Economic Development Corp.

The EDC strategy for marketing the building is three-fold, Murphy explained. The first effort this week targeted food processing facilities. Another email in September will focus on advanced manufacturing. A third in January is planned to reach out to transportation, distribution and logistic companies.

Murphy said the new shell building might indirectly help existing buildings available in Henry County, like the former Paddock muscle car facility near Knightstown.

"Other communities that have developed shell buildings say that is an advantage,"

Murphy said. "We promote all of these buildings. They come to look at the shell building and end up looking at something else."

Murphy said the EDC is getting assistance in the shell building promotion from Henry County REMC and Hoosier Energy, which are teaming to mail postcards showing an aerial photo of the building.

The shell building itself was a team effort, an example of public-private partnership. The redevelopment commission here has combined efforts with Runnebohm Construction to fund creation of the facility.

Statistics and trends seem to bode well for Henry County as the search goes on to fill the building, according to Murphy.

He cited information from the Indiana Economic Development Corp. that said more than half of those searching for locations are looking for an existing building.

Making it even more marketable is the fact that before its ever occupied, the shell building is ready for expansion.

"It's expandable to 200,000 square feet very easily," Murphy said. "The dirt work has already been laid out for expansion. It's so flexible."

source: The Courier Times