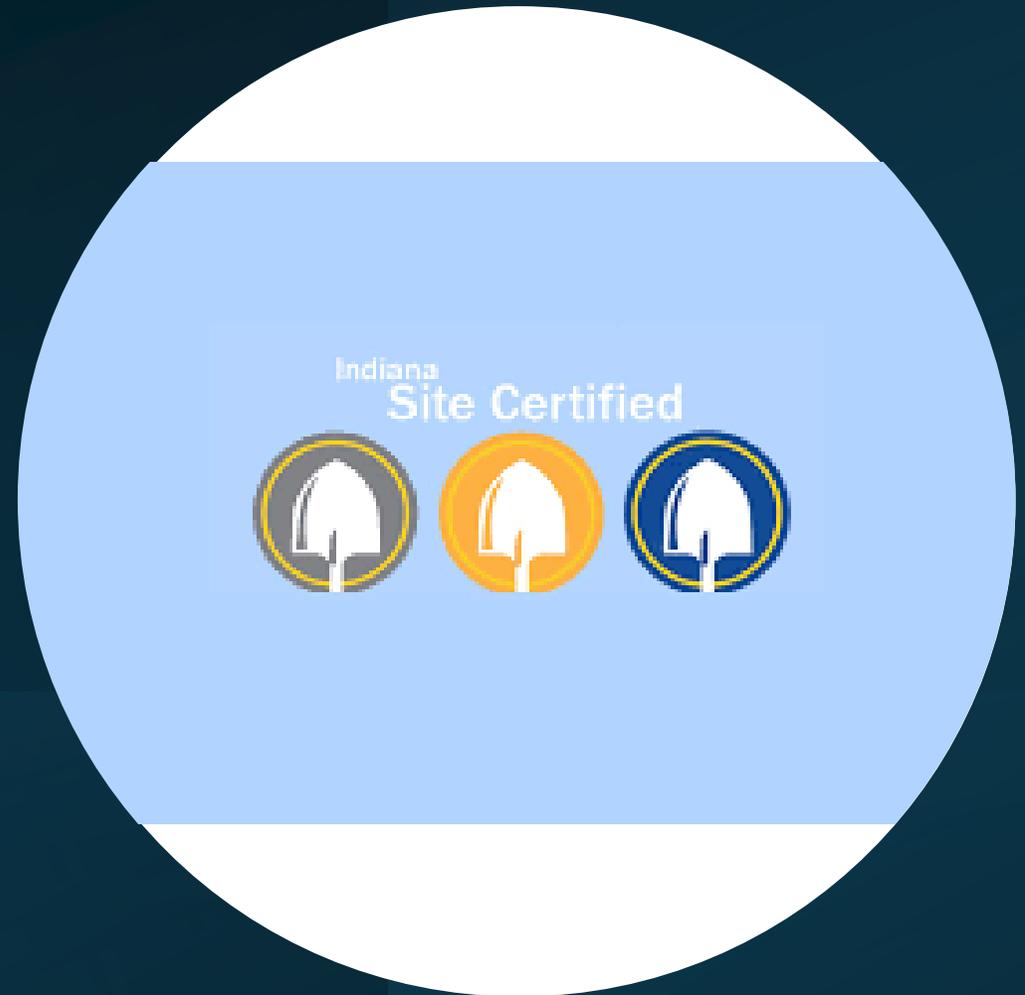


NIRPC: Economy & Place Committee Session on Site Certified

Presented by: Gerry White,
Northwest Community Liaison



What is the Indiana Site Certified Program?

- A statewide initiative by the **Indiana Office of Community and Rural Affairs**.
- Designed to identify, evaluate and certify sites that are ready for economic development
- Creates a portfolio of high-quality sites across Indiana to attract new businesses and investment.



What the program does:

Mitigates

Risks: Conducts due diligence upfront to identify and address potential site issues.

Markets Your

Sites: Promotes certified sites to site selectors and businesses looking to expand or relocate.

Showcases

Readiness: Show your community's proactive commitment to economic development.

Why it matters for your community:

Reduces barriers
for developers.

Accelerates the
site development
process.

Increases your
competitiveness
in attracting jobs
and capital.

Why Certify Your Site? The Benefits for Your Community:

Attract More Investment

- Certified sites are already approved by OCRA to begin projects, appealing directly to businesses needing quick development.
- They signal that a community has done its homework, making it a more attractive place to invest.



Why Certify Your Site? The Benefits for Your Community:

Reduce Risk for Developers

- Extensive due diligence conducted through the program identifies and resolves potential issues before a developer commits.
- This saves the businesses time and money, making your site a safer bet.



Why Certify Your Site?

The Benefits for Your Community: Gain a Marketing Advantage



Certified sites are featured in state marketing efforts and databases, increasing their visibility.

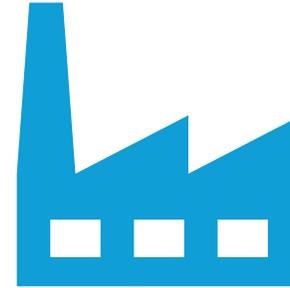


The certification acts as a quality seal, enhancing your site's credibility.

Why Certify Your Site? The Benefits for Your Community: Streamline Development



With many approvals and studies completed, the path from selection to construction is significantly shortened.

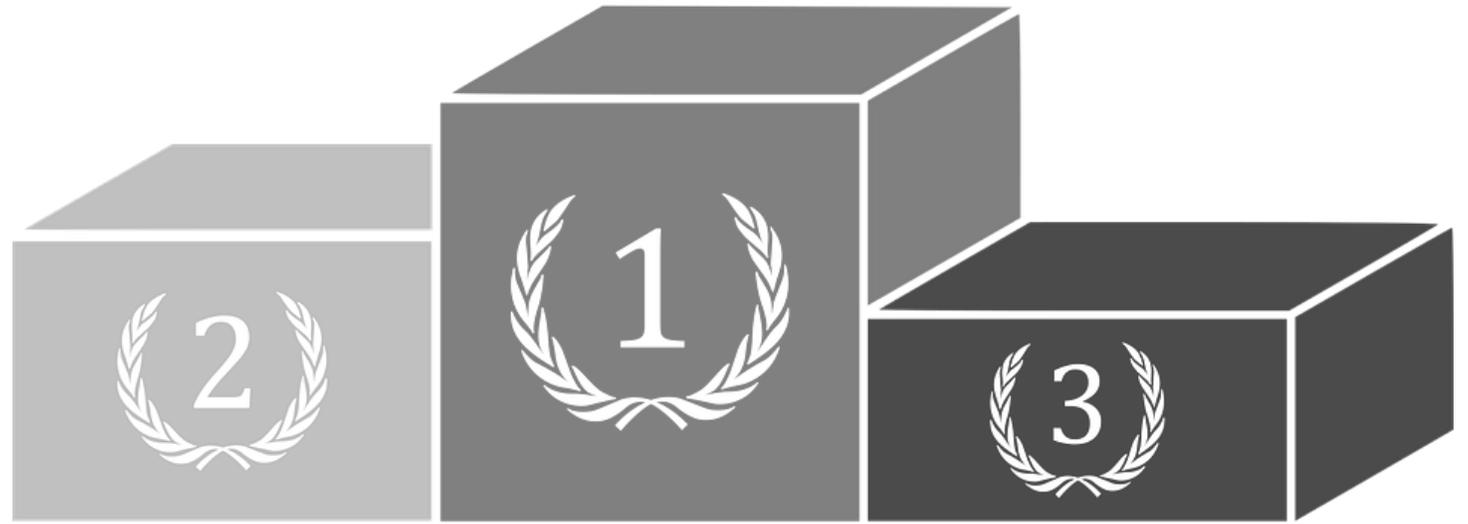


This fast-tracks job creation and economic impact for your community.

Why Certify Your Site? The Benefits for Your Community: Demonstrate Preparedness

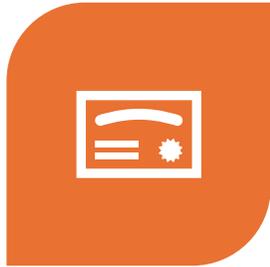
Achieving certification proves your community's **foresight, organization** and **commitment** to supporting business growth.

Understanding the Tier System: Silver, Gold, Prime



- The Indiana Site Certified program offers three tiers, each reflecting a different level of due diligence and site readiness. Communities choose a tier based on their site's characteristics and their strategic goals.

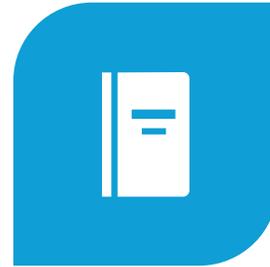
Silver Tier



**SILVER CERTIFICATION
(ENTRY LEVEL)**



**FOUNDATIONAL
READINESS: BASIC DUE
DILIGENCE COMPLETED.**



**DEMONSTRATES ESSENTIAL
SITE INFORMATION IS
AVAILABLE.**



**GOOD FOR SITES JUST
BEGINNING THEIR
READINESS JOURNEY.**

Silver Certification: Who it's for



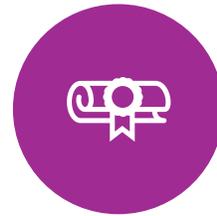
COMMUNITIES
LOOKING TO
START THEIR SITE
READINESS
JOURNEY.



SITES WITH
STRONG
POTENTIAL.



LESS UPFRONT
INVESTMENT IN
EXTENSIVE
STUDIES:



**NO SIZE
LIMIT:** ANY SIZE
SITE CAN PURSUE
SILVER
CERTIFICATION.

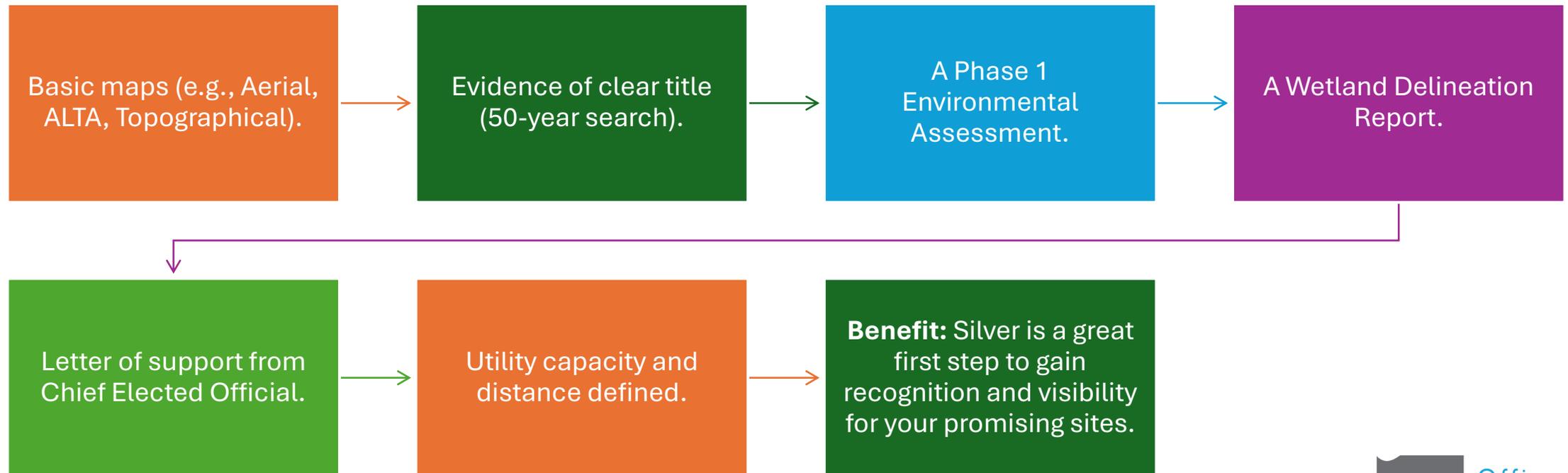


**FOUNDATIONAL
DUE DILIGENCE:**
FOCUSES ON
ESSENTIAL SITE
INFORMATION
AND INITIAL
ASSESSMENTS.



NO SPECIFIC
DISTANCE
REQUIREMENT TO
STATE HIGHWAYS.

What your community can expect to provide



Gold Tier



**GOLD CERTIFICATION
(ELEVATED READINESS):**



**INTERMEDIATE DUE
DILIGENCE: MORE
COMPREHENSIVE
STUDIES AND STRICTER
CRITERIA.**



INDICATES A HIGHER
LEVEL OF
PREPAREDNESS, OFTEN
WITH SPECIFIC ACCESS
AND ACREAGE
REQUIREMENTS.



A STRONG SIGNAL OF AN
ADVANCED SITE
READINESS.

Gold Certification: Who it's for



COMMUNITIES
READY TO COMMIT
TO A HIGHER
LEVEL OF DUE
DILIGENCE.



SITES WITH CLEAR
POTENTIAL FOR
INDUSTRIAL OR
LARGER
COMMERCIAL
DEVELOPMENT.



**INCLUDES ALL
SILVER
REQUIREMENTS**



**MINIMUM 20
CONTIGUOUS
ACRES:** THE SITE
MUST BE A
SUBSTANTIAL,
UNBROKEN
PARCEL.



**HIGHWAY
ACCESS:** MUST
BE **FIVE (5) MILES
OR LESS** FROM
STATE HIGHWAY
TRANSPORTATION.



**MORE DETAILED
STUDIES:** SHOWS
GREATER
CONFIDENCE IN
SITE CONDITIONS.

What your community can expect to provide



A comprehensive Geotechnical Study/Soil Borings Report.



A Seismic Hazard Map.



Evidence of local zoning that supports the site's intended use.



Desktop Archaeological Investigation.



Utilities that *extend to* the property line, demonstrating full-service availability.



Benefit: Gold certification positions your site as a serious contender for significant development projects.

Prime Certification



MOST RIGOROUS DUE DILIGENCE:
THE HIGHEST STANDARD OF SITE
READINESS.



FEATURES STRICT ACREAGE, ACCESS,
AND OFTEN LOCAL PUBLIC ENTITY
OWNERSHIP/CONTROL
REQUIREMENTS.

Prime Certification: Who it's for

- Communities with premium sites targeted for the largest, most critical development projects.
- Sites with substantial local government or economic development organization backing.

Key Characteristics (includes all Gold requirements, plus):

- **Minimum 30 Contiguous Acres:** Reserved for large-scale developments.
- **Premier Highway Access:** MUST be **two and a half (2.5) miles or less** from state highway transportation.
- **Ownership/Control:** Local Unit of Government (LUG), Local Economic Development Organization (LEDO), or Regional Economic Development Organization (REDO) **must own the property or have an option agreement.**
- **Most Extensive Due Diligence:** Comprehensive vetting, minimizing all potential unknowns.

What your community can expect to provide



A **field archaeological investigation** (beyond just a desktop review).



Confirmation of **no recognized environmental conditions** or a fully clear site.



Benefit: Prime certification signifies your site is among the elite, offering unparalleled readiness and confidence to major investors.

The Application Process: Steps for Your Community

Step 1: Site Identification & Goal Setting:

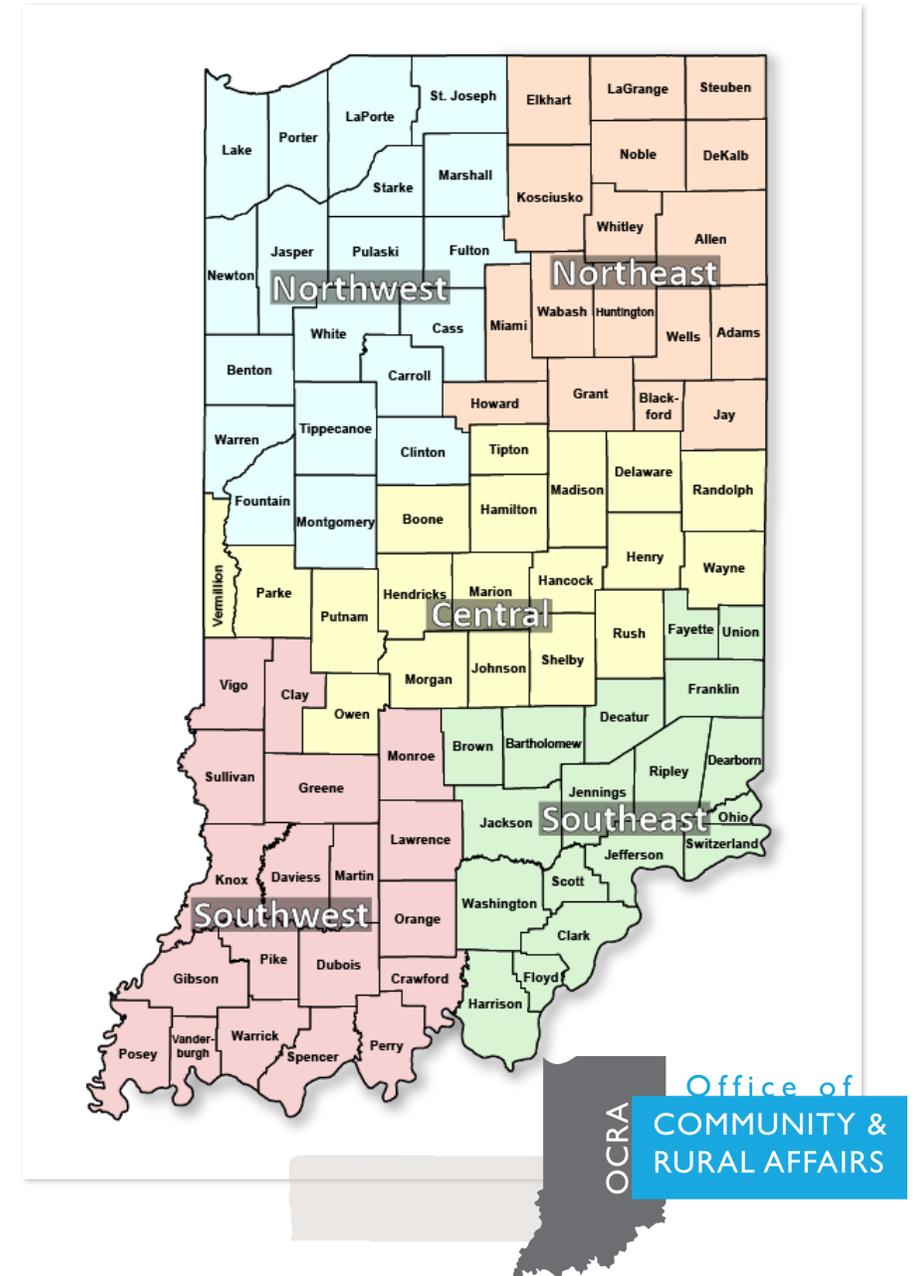
- Identify a potential site in your community.
- Discuss with local stakeholders (economic development, planning) to determine which certification tier aligns best with the site's potential and your community's goals.

Step 2: Understand Requirements:

- Review the official **Indiana Site Certified Program Checklist** for your chosen tier. This outlines ALL required documents and criteria
- The Site Certified Checklist can be found on our website: [OCRA: Indiana Site Certified](#)
- [Site-Certified-Checklist-and-Glossery.pdf](#)

Step 3: Engage Your Community Liaison:

- Connect with your designated Community Liaison from OCRA. They are your primary point of contact and will guide you through the process, offering feedback and assistance.
- Your CL will also provide login information to our Grants Management System (GMS). This is where the application is housed, documents will be uploaded and applications submitted.
- [OCRA: Community Liaisons](#)



Step 4: Documentation & Studies:

- Begin compiling all necessary documents, maps, letters and commissioning required studies (e.g., environmental, geotechnical) as per your chosen tier's checklist.
- Ensure all documents meet dating requirements (your Community Liaison will help clarify these).

Step 5: Application Submission

- Submit your complete application package to OCRA through the Grants Management System

Step 6: Review & Feedback Cycle

- Your Community Liaison will conduct an initial review, providing feedback on any missing or insufficient items.
- Address feedback and resubmit as needed.

Step 7: Final Review & Certification

- Once the Community Liaison's review is complete, the Program Manager conducts a final assessment.
- If all criteria are met, your site receives its official Indiana Site Certified designation!

What Happens After Certification?

Enhanced Marketing & Promotion:

- Your site will be featured on state economic development websites and promotional materials.
- OCRA and its partners will actively market your certified site to potential developers and site selectors.



Ongoing Site Maintenance:

- To maintain certification, you'll need to keep site information up-to-date.
- This involves annual updates to confirm the site's status, available utilities and other key details

Showcasing Your Commitment:

- Certification serves as a powerful testament to your community's pro-business environment and readiness for economic growth.
- Use your certified status in your own local marketing and outreach efforts!

Potential for Future Upgrades:



You can always aim for a higher certification tier as your site matures and further due diligence is completed.



Additional certification would follow a similar process as the initial application but would require the documentation to prove it meets the standards of higher tiers.

Getting Started & Resources Ready to Certify Your Site?

1. Contact OCRA:

- Visit the Indiana Office of Community and Rural Affairs (OCRA) website at www.in.gov/ocra/ for program details and resources.

2. Connect with Your Community Liaison:

- Your Liaison is your dedicated guide through this process. Don't hesitate to reach out with questions. Find your Community Liaison at www.in.gov/ocra/about/community-liaisons/

3. Review the Checklist:

- The official Document Collection Checklist is your roadmap. Familiarize yourself with the requirements for your target certification level. View the Checklist at www.in.gov/ocra/Indiana-site-certified/

Questions?

- We're here to help you succeed! Contact us at site@ocra.in.gov

