

2025 Quality of Place Plan for Hancock County

Implementation Table

FOUNDATIONAL TOOL 1: COLLABORATION

GOAL 1: SHARE IDEAS AND LEVERAGE RESOURCES ACROSS SECTORS.

Objective	Responsible Parties	Priority
Objective 1.1: Appoint an implementation team to champion the Quality of Place Plan. This team will be responsible for promoting the plan, tracking its progress, and periodically reporting the status of the plan's goals and objectives.	Community Foundation of Hancock County, County Government, City/Town Government, Hancock County Tourism and Visitor Center, Hancock Economic Development Council, Hancock County Chamber of Commerce, Hancock Health, County Parks Board, Parks Departments, Hancock County Arts Council	High (0-2 Years)
Objective 1.2: Host an annual or bi-annual Quality of Place Summit to share progress on accomplishing the plan's goals, facilitate idea sharing, and generate excitement for things to come.	Quality of Place Plan Implementation Team, Community Foundation of Hancock County	High (0-2 Years)
Objective 1.3: Connect with community representatives from Oldham County, Kentucky to share best practices for enhancing quality of place. Arrange an educational trip to Oldham County for the Quality of Place Plan's implementation team.	Quality of Place Plan Implementation Team, Community Foundation of Hancock County	High (0-2 Years)
Objective 1.4: Enrich the Community Foundation of Hancock County's Talent Pathway to educate on and forward the vision, goals, and objectives of the Quality of Place Plan.	Community Foundation of Hancock County	Medium (2-5 Years)
Objective 1.5: Promote collaboration among stakeholders invested in the future of downtown districts in Hancock County. This can be accomplished through semi-annual meetings to share resources and celebrate successes.	Community Foundation of Hancock County, Greenfield Main Street, New Palestine Main Street, Fortville Action, Shirley Community Visionaries, Town of Cumberland, Town of McCordsville, Hancock County Arts Council	High (0-2 Years)
Objective 1.6: Establish a liaison within the Hancock Economic Development Council to promote local amenities to area employers. This may include arranging special packages for employees and their families or coordinating corporate events and team-building experiences.	Community Foundation of Hancock County	Low (5+ Years)



FOUNDATIONAL TOOL 2: COMMUNICATION

GOAL 1: CREATE A DISTINCT, COMPELLING BRAND FOR HANCOCK COUNTY.

Objective	Responsible Parties	Priority
Objective 1.1: Hire a professional marketing firm to guide Hancock County through a formal process to establish a distinct, polished brand.	Community Foundation of Hancock County, Hancock County Tourism and Visitor Center	High (0-2 Years)
Objective 1.2: Follow brand standards when creating promotional content to establish a recognizable brand for Hancock County.	Community Foundation of Hancock County, Hancock County Tourism and Visitor Center, County Marketing Coordinator	Medium (2-5 Years)

GOAL 2: DESIGNATE A COUNTY MARKETING COORDINATOR TO PROMOTE COUNTY ASSETS AND AMENITIES.

Objective	Responsible Parties	Priority
Objective 2.1: Coordinate with county government, municipalities, community organizations, and local businesses to obtain the latest information on events, programs, and investments in Hancock County.	County Marketing Coordinator, Hancock County Tourism and Visitor Center	High (0-2 Years)
Objective 2.2: Create attractive promotional materials to generate excitement around Hancock County's unique events, destinations, and other amenities.	County Marketing Coordinator, Hancock County Tourism and Visitor Center	High (0-2 Years)
Objective 2.3: Leverage the talents and perspectives of high school and college students through internship opportunities in county marketing and tourism.	County Marketing Coordinator, Hancock County Tourism and Visitor Center	Medium (2-5 Years)



FOUNDATIONAL TOOL 3: CAPACITY

GOAL 1: HIRE ADDITIONAL PAID STAFF FOR INTEGRAL ORGANIZATIONS. WORK WITH EACH ORGANIZATION TO DEVELOP A FEASIBLE STAFF FUNDING STRATEGY.

Objective	Responsible Parties	Priority
Objective 1.1: Recruit experienced professionals to join the team at the Hancock County Tourism and Visitor Center. Support the differentiation of responsibilities to accommodate more focused work in marketing and destination development, amongst other key areas.	Hancock County Tourism and Visitor Center	High (0-2 Years)
Objective 1.2: Ensure that downtown development organizations in Hancock County, including Greenfield Main Street, New Palestine Main Street, Fortville Action, and Shirley Community Visionaries, have sufficient paid staff respective to their community size and associated responsibilities.	Greenfield Main Street, New Palestine Main Street, Fortville Action, Shirley Community Visionaries	High (0-2 Years)
Objective 1.3: Consider recruiting an additional paid staff member to the Hancock County 4-H Ag Association, Inc. to help manage the Hancock County Fairgrounds.	Hancock County 4-H Ag Association	Medium (2-5 Years)
Objective 1.4: Consider hiring additional staff at the Hancock County Arts Council to support their mission of promoting and celebrating the arts in Hancock County.	Hancock County Arts Council	Medium (2-5 Years)
Objective 1.5: Evaluate the need for additional staff to enhance the capacity of the Hancock County Chamber of Commerce.	Hancock County Chamber of Commerce	Medium (2-5 Years)



FOUNDATIONAL TOOL 4: FUNDING

GOAL 1: DIVERSIFY FUNDING SOURCES TO SUPPORT TRANSFORMATIVE INITIATIVES.

Objective	Responsible Parties	Priority
Objective 1.1: Continue to coordinate with state and federal agencies for grant funding opportunities.	County Government, City/Town Government	Ongoing
Objective 1.2: Continue to coordinate with the Central Indiana Regional Development Authority (CIRDA) to pursue funding, such as READI and LEI funds, for quality of place projects in Hancock County.	County Government, City/Town Government, Community Foundation of Hancock County, Hancock Economic Development Council	Ongoing
Objective 1.3: Evaluate the use of TIF districts in Hancock County. Ensure that TIF districts are strategically placed to fund quality of place initiatives in growing areas.	County Government, City/Town Government	High (0-2 Years)
Objective 1.4: Continue working to implement a park impact fee on the county level to fund parks and recreation improvements in Hancock County.	Hancock County Parks Board	Ongoing
Objective 1.5: Support the implementation of park impact fees in Hancock County communities where one does not currently exist to fund local parks and recreation improvements.	City/Town Parks Departments	High (0-2 Years)



FOUNDATIONAL TOOL 5: ENGAGEMENT

GOAL 1: CONTINUE TO ENGAGE RESIDENTS AS PROPOSED PROJECTS AND PROGRAMS ENTER THEIR RESPECTIVE PLANNING AND IMPLEMENTATION PHASES.

Objective	Responsible Parties	Priority
Objective 1.1: Incorporate diverse perspectives in project planning committees. Maximize the effectiveness of these committees by educating members on formal planning processes.	County Government, City/Town Government, Community Foundation of Hancock County	Ongoing
Objective 1.2: Host open house events to share project progress with community members, when appropriate.	County Government, City/Town Government, Community Foundation of Hancock County	Ongoing
Objective 1.3: Share key project updates on social media.	County Government, City/Town Government, Community Foundation of Hancock County	Ongoing

GOAL 2: LEVERAGE COMMUNITY MEMBERS AS AN INVALUABLE RESOURCE FOR IMPROVING QUALITY OF PLACE BY ENCOURAGING VOLUNTEERISM IN BOARDS, COMMISSIONS, AND CIVIC GROUPS.

Objective	Responsible Parties	Priority
Objective 2.1: Establish dedicated civic groups for volunteers interested in community development in Cumberland and McCordsville.	Town of Cumberland, Town of McCordsville	High (0-2 Years)
Objective 2.2: Expand the annual Volunteer Fair at the Thrive Center to include civic groups in Hancock County.	Community Foundation of Hancock County	High (0-2 Years)
Objective 2.3: Facilitate open houses for boards and commissions at the municipal and county level to increase familiarity with these groups, and to recruit qualified volunteers.	County Government, City/Town Government	High (0-2 Years)
Objective 2.4: Revamp Hello Hancock as a one-stop-shop for non-profit and civic volunteerism in Hancock County.	Community Foundation of Hancock County	High (0-2 Years)



QUALITY OF PLACE STRATEGY 1: ENCOURAGE DISTRICT DEVELOPMENT

GOAL 1: SUPPORT THE DEVELOPMENT OF VIBRANT DISTRICTS WITHIN HANCOCK COUNTY WHICH FEATURE GREAT COMMUNITY CHARACTER, HIGH WALKABILITY, AND AN ABUNDANCE OF AMENITIES.

Objective	Responsible Parties	Priority
Objective 1.1: Coordinate with Hancock County communities to create a distinct brand for each of their districts, which complements the county brand.	Community Foundation of Hancock County, City/Town Government, Greenfield Main Street, New Palestine Main Street, Fortville Action, Shirley Community Visionaries	High (0-2 Years)
Objective 1.2: Beautify core districts in Hancock County through gateway improvements, wayfinding signage, public art, streetscape design, and clean-up days.	Community Foundation of Hancock County, City/Town Government, Greenfield Main Street, New Palestine Main Street, Fortville Action, Shirley Community Visionaries	Medium (2-5 Years)
Objective 1.3: Support the development of a collaborative arts alliance and an arts district in downtown Greenfield by implementing the recommendations of the Arts District Plan.	Hancock County Arts Council, Community Foundation of Hancock County	Ongoing
Project	Responsible Parties	Priority
Hancock County District Brand Identification: Collaborate with municipalities in Hancock County to develop distinct brands for each district. District brands should be developed with feedback from community members, and should feel genuine, rather than forced or artificial.	Community Foundation of Hancock County, Hancock County Tourism and Visitor Center, City/Town Government	High (0-2 Years)
District Planning Efforts: Communities should outline their vision for core districts within their comprehensive plans. By identifying these projects in an official planning document, communities can help leverage funding sources and streamline collaboration with other entities.	City/Town Government	High (0-2 Years)
Mount Comfort Corridor Public Art Program: This program would fund the acquisition of public art in highly visible locations along the Mount Comfort Corridor. If successful, this program could be expanded to other districts in Hancock County, including downtown districts, to enhance quality of place.	Community Foundation of Hancock County, Hancock County Tourism and Visitor Center, Hancock County Arts Council	High (0-2 Years)



QUALITY OF PLACE STRATEGY 1: ENCOURAGE DISTRICT DEVELOPMENT (CONTINUED)

GOAL 2: PRESERVE HANCOCK COUNTY'S CHARMING CHARACTER THROUGH APPROPRIATE DEVELOPMENT STANDARDS AND THE ADAPTIVE REUSE OF EXISTING STRUCTURES.

Objective	Responsible Parties	Priority
Objective 2.1: Review and strengthen existing overlay districts along Hancock County's key corridors to promote attractive, high-quality development that reflects community character.	County Government, City/Town Government	High (0-2 Years)
Objective 2.2: Encourage communities to introduce measures for the historic preservation of qualifying buildings and structures.	City/Town Government	High (0-2 Years)
Objective 2.3: Encourage the adaptive reuse of properties with character to create an inviting, lived-in feeling to Hancock County's core districts, even as growth occurs.	County Government, City/Town Government, Character Enhancement Committee	Ongoing
Project	Responsible Parties	Priority
Mount Comfort Corridor - Overlay District Update: Mount Comfort Road is one of Hancock County's most well-traveled thoroughfares, providing a north-south connection from U.S. 36 down to U.S. 52. As the corridor continues to grow and develop, existing overlay district standards, adopted in 2022 by Hancock County, Cumberland, and McCordsville, should be strengthened.	County Government, City/Town Government	High (0-2 Years)
U.S. 40 (National Road): U.S. Route 40, also known as Indiana's Historic National Road, is a major east-west thoroughfare through Hancock County. District standards intended to guide development along the corridor should be reviewed to ensure they remain enforceable.	County Government, City/Town Government	High (0-2 Years)
Character Enhancement Committee: Establish a committee that will promote the sustainable re-use of buildings with unique character in Hancock County. The role of the committee will be to support, encourage, inform, and educate the public for the purpose of preserving and enhancing community character.	Community Foundation of Hancock County	High (0-2 Years)
Adaptive Reuse Fund: This grant fund, managed by the Character Enhancement Committee, would support adaptive reuse projects in Hancock County. The fund would be used for physical improvements to eligible properties, from façade renovations to structural repairs.	Community Foundation of Hancock County, Character Enhancement Committee	Medium (2-5 Years)



QUALITY OF PLACE STRATEGY 2: ENHANCE RECREATION

GOAL 1: SUPPORT HIGH-QUALITY, INTERCONNECTED PARKS AND RECREATION FACILITIES TO SERVE HANCOCK COUNTY'S GROWING POPULATION.

Objective	Responsible Parties	Priority
Objective 1.1: Envision a county-level parks and recreation system, and open the door to additional state funding, through a formalized parks planning process.	County Parks Board	High (0-2 Years)
Objective 1.2: Support the creation and implementation of municipal park plans in Hancock County to encourage the development of local park systems.	City/Town Parks Boards, City/Town Parks Departments	Ongoing
Objective 1.3: Establish a Parks and Recreation Symposium to serve as a periodic convening of parks boards, parks departments, and trail organizations in Hancock County.	County Parks Board, City/Town Parks Boards, City/Town Parks Departments, Pennsy Trails of Hancock County, Hancock County 4-H Ag Association	Medium (2-5 Years)
Objective 1.4: Aim to provide 20 acres of parkland per 1,000 residents to keep up with the level of service recommended by the Indiana Statewide Comprehensive Outdoor Recreation Plan (SCORP).	County Parks Board, City/Town Parks Boards, City/Town Parks Departments	Ongoing
Objective 1.5: Diversify parks programming to engage residents and attract visitors.	County Parks Board, City/Town Parks Boards, City/Town Parks Departments	Ongoing
Project	Responsible Parties	Priority
Parks and Recreation Master Plan Project: This project involves developing a five-year parks master plan for Hancock County. Through this planning process, the county can establish a vision for parks facilities and programming.	County Parks Board	High (0-2 Years)
County Park Development: This project involves Hancock County developing a series of county parks. Parks should be developed near established districts, whenever possible, and should be connected via multi-use trails. Acquiring parkland on the west side of the county should be a priority, given the increasing property value of land in this growing region.	County Parks Board	Low (5+ Years)



QUALITY OF PLACE STRATEGY 3: ATTRACT UNIQUE DESTINATIONS

GOAL 1: ATTRACT UNIQUE DESTINATIONS TO HANCOCK COUNTY THAT APPEAL TO RESIDENTS AND VISITORS ALIKE.

Objective	Responsible Parties	Priority
Objective 1.1: Encourage the development of a regional tourist attraction.	Community Foundation of Hancock County, Hancock County Economic Development Council, County Parks Board	Low (5+ Years)
Objective 1.2: Support the vibrancy of Hancock County's core districts by attracting small businesses that align with the quality of place vision for homegrown healthy living.	Hancock County Economic Development Council	Low (5+ Years)
Project	Responsible Parties	Priority
Hancock County Regional Agricultural District and Park: This is a concept for a one-of-a-kind district with regional appeal. The property would operate as a county park, with opportunities for private development on adjacent land over time. The park would feature a welcome center, agricultural science center, museum, and county fairgrounds, among other amenities. A variety of events could be hosted at this venue, ranging from concerts to the county fair to farmers markets.	County Parks Board, Community Foundation of Hancock County	Low (5+ Years)
Hancock County Small Business Development Program: This program, operated by the Hancock Economic Development Council (HEDC), would provide mentorship, resources, and funding opportunities for eligible entrepreneurs.	Hancock County Economic Development Council	Low (5+ Years)
Quality of Place Business Incentive Program: Housed within the HEDC's Small Business Development Program, the Quality of Place Incentive Program would offer financial incentives to entrepreneurs interested in launching a qualifying 'quality of place business' in Hancock County. These businesses should have a positive, direct impact on quality of place.	Hancock County Economic Development Council	Low (5+ Years)

GOAL 2: SUPPORT EXISTING BUSINESSES IN HANCOCK COUNTY AS THEY ENHANCE VISITOR EXPERIENCE THROUGH PHYSICAL AND PROGRAMMATIC IMPROVEMENTS.

Objective	Responsible Parties	Priority
Objective 2.1: Connect local businesses to support organizations that can provide resources and assistance, as needed, to navigate through growth and change.	Hancock County Chamber of Commerce, Hancock County Economic Development Council	Ongoing
Objective 2.2: Ensure adequate buffers exist between agricultural and non-agricultural uses to support agritourism in Hancock County. In addition to buffers, encourage the use of other elements, such as trails and public art, to soften the transition between uses.	County Government, City/Town Government	High (0-2 Years)



QUALITY OF PLACE STRATEGY 4: FOSTER CONNECTIVITY

GOAL 1: EXPAND THE TRAIL NETWORK IN HANCOCK COUNTY TO BOOST THE CONNECTIVITY OF ASSETS AND AMENITIES, AND TO ENCOURAGE MORE ACTIVE LIFESTYLES AMONG RESIDENTS AND VISITORS.

Objective	Responsible Parties	Priority
Objective 1.1: Update the Hancock County Trails Plan to identify priority routes for future development.	Community Foundation of Hancock County, County Government, City/Town Government, Pennsy Trails of Hancock County	High (0-2 Years)
Objective 1.2: Complete the Pennsy Trail across Hancock County and pursue other priority routes identified in the revised Hancock County Trails Plan.	Community Foundation of Hancock County, County Government, City/Town Government, Pennsy Trails of Hancock County	High (0-2 Years)
Project	Responsible Parties	Priority

Hancock County Trails Plan Update: This project focuses on updating the 2018 Hancock County Trails Plan. Several projects identified in the plan have already been completed, or are nearing completion. Using current data and feedback from community members, the update would help identify priority projects to focus on in the coming years.

Community Foundation of Hancock County, County Government, City/Town Government, Pennsy Trails of Hancock County

High (0-2 Years)

Pennsy Trail Connection: This project focuses on completing the Pennsy Trail in Hancock County, effectively connecting Marion County to Henry County. Currently, there is a 2.65-mile gap in the trail from CR 400 W to CR 150 W, which will soon be filled. This is the only missing connection between Cumberland and Greenfield. Once this connection is made, Hancock County should extend the Pennsy Trail to the east from Greenfield to Henry County.

Community Foundation of Hancock County, County Government, City/Town Government, Pennsy Trails of Hancock County

Medium (2-5 Years)

GOAL 2: ADVOCATE FOR TRAIL-ORIENTED DEVELOPMENT IN HANCOCK COUNTY.

Objective	Responsible Parties	Priority
Objective 2.1: Incentivize developers to locate new commercial and residential developments near trails, possibly through grants or reduced permitting fees.	County Government, City/Town Government	High (0-2 Years)
Objective 2.2: Create visually appealing trail environments with landscaping, public art, and interpretive signage.	County Government, City/Town Government, Community Foundation of Hancock County, Pennsy Trails of Hancock County, Hancock County Arts Council	Ongoing
Objective 2.3: Design or upgrade trailheads with adequate parking and amenities, such as restrooms and water fountains.	County Government, City/Town Government, Community Foundation of Hancock County, Pennsy Trails of Hancock County	Ongoing

