

FOR IMMEDIATE RELEASE

Hanapin Marketing's Growth Surpasses Bloomington Economic Development Agreement Expectations

The Tech Company Added 27 Jobs and Outpaced Economic Growth Plans Outlined in an Agreement with the City of Bloomington

July 11, 2013 — Hanapin Marketing announced today that the company's growth over the past two years had exceeded the benchmark goals in its agreement with the Redevelopment Commission of the City of Bloomington in terms of both employee count and payroll requirements.

Hanapin entered into an agreement with the City of Bloomington in September of 2010 that delivered economic incentives to the fast-growing company in exchange for meeting job and salary creation by December 31, 2013. The agreement was designed to foster economic growth for both the company and the community, and hinged upon the company's ability to create 23 new technology jobs that earned a living wage or more.

Hanapin has added 27 new jobs and fulfilled the job creation requirements six months ahead of schedule.

Pat East, CEO of Hanapin Marketing, said he is pleased with the company's growth, which has been steady and welcome.

"We're very proud of what we've been able to accomplish here in Bloomington, and obviously I'm happy that our economic growth has been deliberately tied to the growth of Bloomington's tech community and the city as a whole," East said.

East worked closely with Danise Alano-Martin, the Director of Economic & Sustainable Development for the City of Bloomington, to put the agreement in place.

"Supporting the return of Hanapin Marketing to the downtown Tech Park was an exciting partnership for the City," Alano-Martin said.

Alano-Martin said that all of the City's financing agreements for incentives include methods to clawback the funds (or in other words require the company to repay the incentive) if performance goals aren't met. "But, obviously, the expected outcome is that the business does create new jobs with quality wages in the community, and when you have an unexpected and even more desirable outcome of reaching employment goals sooner, like Hanapin has done, that's an even bigger when for both the company and the community."

"We certainly would've provided a living wage without having those specific incentives outlined, but it's good to be part of an initiative that encourages that as a standard," East

said. “To fulfill all of the requirements six months early just goes to prove how much we’re growing—both Hanapin and the City of Bloomington. It’s great to be a part of that.”

About Hanapin Marketing

Hanapin Marketing is a digital marketing agency based in Bloomington, Indiana that focuses exclusively on paid search advertising. Founded in 2004, the company manages and optimizes clients’ search engine marketing programs, and has grown to include the world’s most popular blog about pay-per-click marketing, PPC Hero, and the world’s largest marketing conference that covers only paid search topics, Hero Conf.

Contact

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