

**METROPOLITAN DEVELOPMENT COMMISSION OF**

**MARION COUNTY, INDIANA**

**PRELIMINARY ECONOMIC REVITALIZATION AREA RESOLUTION**

**Resolution No. 2025-A-041**

**PERSONAL PROPERTY TAX ABATEMENT**

**Herff Jones, LLC**  
4501 W 62<sup>nd</sup> Street

**WHEREAS, I.C. 6-1.1-12.1** allows a partial abatement of property taxes attributable to the installation of Equipment (hereinafter the "Project") in Economic Revitalization Areas; and

**WHEREAS, I.C. 6-1.1-12.1** empowers the Metropolitan Development Commission (hereinafter "Commission") to designate Economic Revitalization Areas, determine the length of the abatement period and annual abatement schedule during the term of the abatement for such property and to limit the dollar amount of the deduction that will be allowed with respect to a Project, by following a procedure involving adoption of a preliminary resolution, provision of public notice, conducting of a public hearing, and adoption of a resolution confirming the preliminary resolution or a modified version of the preliminary resolution; and

**WHEREAS,** the Commission has established in Resolution No. 01-A-041, 2001, certain standards and procedures for the designation of Economic Revitalization Areas for the partial abatement of property taxes attributable to the installation of new equipment; and

**WHEREAS, I.C. 6-1.1-12.1** requires an applicant for Economic Revitalization Area designation to provide a statement of benefits and requires the Commission, before it makes a decision to designate such an area as an Economic Revitalization Area, to determine that the Project can be reasonably expected to yield the benefits identified in the statement of benefits and determine that the totality of benefits arising from the Project is sufficient to justify Economic Revitalization Area designation; and

**WHEREAS,** a business (hereinafter "Applicant") named in the attachment to this Resolution, which attachment is hereby incorporated by reference, has a leasehold interest in the geographical area (hereinafter "Subject Real Estate") described in such attachment; and

**WHEREAS,** the Applicant has requested that the Subject Real Estate be designated as an Economic Revitalization Area for the purpose of achieving property tax savings in connection with the installation on the Subject Real Estate of certain new manufacturing, logistical distribution, information technology, and/or research and development equipment (hereinafter "Specified New Equipment"); and

**WHEREAS,** during a hearing at 1:00 p.m. on Wednesday, **October 15, 2025**, the Commission received evidence about whether the Subject Real Estate should be designated as an Economic Revitalization Area and sufficient evidence was provided which tended to establish Assertions 1, 2, 3, 4, 5 and 6 stated on the attachment to this Resolution.

**NOW, THEREFORE, BE IT RESOLVED:**

*Herff Jones LLC- 5-Year Personal Property Tax Abatement*

1. The Subject Real Estate is preliminarily designated as an Economic Revitalization Area for an abatement period of three (3) years with a proposed abatement schedule as shown on the attachment to this Preliminary Resolution. Final designation as an Economic Revitalization Area does not occur unless a resolution confirming this Preliminary Resolution is adopted in accordance with the governing statute.
2. Designation as an Economic Revitalization Area allows a partial abatement of property taxes only relative to Specified New Equipment. However, on the written request of the Applicant, the Director of the Department of Metropolitan Development is allowed to authorize in writing, substitutions, modifications, and additions which are not substantial in nature to the specified New Equipment, prior to March 1 of the year in which the initial certified deduction application for new equipment is filed with the Indiana Department of Local Government Finance.
3. **The Economic Revitalization Area designation terminates December 31, 2028. Accordingly, partial abatement of property taxes is allowed relative to Specified New Equipment installed and in operation on the Subject Real Estate during the period November 5, 2025, to December 31, 2028.** However, termination of this designation does not limit the time the Applicant or successor owner is entitled to receive a partial abatement of property taxes, relative to Specified New Equipment installed on the subject real estate before termination of such designation, to a period of less than three (3) years. Pursuant to IC 6-1.1-12.1-2 (i), the Commission hereby limits the dollar amount of the deduction that will be allowed, with respect to installation of specified new equipment in the ERA, to those respective tax savings attributable to an equipment investment of not greater than \$4,300,000.00.
4. The partial abatement of property taxes attributable to the installation of Specified New Equipment is subject to limitations contained in I.C. 6-1.1-12.1-4.5 (c) and (d).
5. This Economic Revitalization Area designation is limited to allowing partial abatement of property taxes attributable to the installation of the Specified New Equipment on the Subject Real Estate and does not allow the abatement of real property taxes attributable to redevelopment or rehabilitation activities under I.C. 6-1.1-12.1-3.
6. Under the authority of I.C. 6-1.1-12.1, the Commission directs the Department of Metropolitan Development to survey projects receiving Economic Revitalization Area designation for compliance with job creation/retention figures, salaries associated with these figures and investment figures contained in the applicant's approved statement of benefits form. The annual date of survey shall be contained in a final resolution designating the property as an Economic Revitalization Area.
7. The Commission fixes 1:00 p.m. on Wednesday, **November 5, 2025**, in the Public Assembly Room of the City-County Building for the public hearing of remonstrances and objections from persons interested in the Project and directs the publication of notice of public hearing in accordance with the governing statute. At this hearing, the Commission will take action relative to this Preliminary Resolution and determine whether the Subject Real Estate should be designated as an Economic Revitalization Area and fix the length of the abatement period at five (5) years.
8. A copy of this Resolution shall be filed with the Marion County Assessor.

**METROPOLITAN DEVELOPMENT COMMISSION**

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John J. Dillon III, President

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Date

Approved as to Legal Form  
and Adequacy this 6<sup>th</sup> day  
of October 2025

*Sheila Kinney*

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Sheila Kinney  
Asst Corporation Counsel

**ATTACHMENT TO**  
**METROPOLITAN DEVELOPMENT COMMISSION RESOLUTION**  
**PERSONAL PROPERTY TAX ABATEMENT**

**FACTUAL INFORMATION**

Applicant: Herff Jones LLC

Subject Real Estate: 4501 W 62<sup>nd</sup> Street

Pike Township Parcel Number: 6007268 and 6022038

**PROJECT DESCRIPTION**

Herff Jones is launching Phase 1 of a major operational consolidation across Illinois and Indiana. This phase centers on relocating Fine Paper and Diploma manufacturing into a single, unified facility located at 4501 W 62nd Street in Indianapolis, streamlining production and improving efficiency under one roof.

As part of this transition, the existing Diploma warehouse space will be repurposed to support Cap & Gown distribution, which is relocating from Illinois through a personal property investment of \$3,920,000. The project will retain 245 jobs with an average wage of \$21.95 per hour and create 30 new jobs with an average wage of \$22.80 per hour. Additionally, Herff Jones has committed to allocating 5% of the resulting tax savings to support the city's workforce development and training initiatives, through partnership with INVets.

**FACTUAL ASSERTIONS**

1. The application was filed with the Department of Metropolitan Development prior to the New Equipment being installed.
2. The specified New Equipment meets the definition of "New Manufacturing Equipment", "New Logistical Distribution Equipment", "New Information Technology Equipment", and/or "New Research and Development Equipment" found in I.C. 6-1.1-12.1, as interpreted by the Indiana Department of Local Government Finance.
3. The specified New Equipment will be installed on the Subject Real Estate in one of the following types of facilities:
  - ☒ Existing facility
  - ☐ Expanded facility
  - ☐ New facility
  - ☐ Vacated or converted facility

4. The facility meets the appropriate requirements:

*Herff Jones LLC- 5-Year Personal Property Tax Abatement*

A. of an existing, expanded, or vacated or converted facility, and

- ☒ the area in which the facility is located has become "undesirable for normal development" (as defined in Metropolitan Development Commission Resolution No. 01-A-041, 2001), or
- ☐ the operation in the facility is a distressed business (as defined in Resolution No. 97-A-110, 1997), and
- ☒ the specified new equipment is being installed to relieve the conditions causing the business to be distressed, and
- ☐ the facility is technologically, economically, or energy obsolete, continued obsolescence of which may lead to a decline in employment and tax revenues.

B. of a new facility, and

- ☐ the area in which the facility is located has become "undesirable for normal development" (as defined in Metropolitan Development Commission Resolution No. 01-A-041, 2001), or
- ☐ the operation in the facility is a distressed business (as defined in Resolution No. 97-A-110, 1997), and
- ☐ the specified new equipment is being installed to relieve the conditions causing the business to be distressed, and
- ☐ the facility is technologically, economically, or energy obsolete, continued obsolescence of which may lead to a decline in employment and tax revenues.

5. The facility will benefit Marion County by creating or retaining permanent jobs, increasing the property tax base, avoiding environmental harm, securing the attraction, retention, or expansion of targeted businesses.

6. The Subject Real Estate on which the facility is or will be located

- ☒ outside an Allocation Area as defined in I.C. 36-7-15.1-26; or
- ☐ inside an Allocation Area but has been determined by the Commission to be acceptable for personal property tax abatement.

**PROPOSED ABATEMENT SCHEDULE**  
**Herff Jones LLC**

**PERSONAL PROPERTY TAX ABATEMENT**

YEAR OF DEDUCTION	PERCENTAGE
1 <sup>st</sup>	100%
2 <sup>nd</sup>	80%
3 <sup>rd</sup>	60%
4 <sup>th</sup>	40%
5 <sup>th</sup>	20%

[Remainder Left Intentionally Blank]

**STAFF COMMENT**  
**PERSONAL PROPERTY TAX ABATEMENT**

Street Address:..... 4501 W 62<sup>nd</sup> Street

New Jobs Created..... 30

Jobs Retained: ..... 245

Estimated Cost of Equipment: \$3,920,000.00

**STAFF ANALYSIS**

Herff Jones, founded in 1920 in Indianapolis, Indiana, began as a producer of class rings and graduation items for schools across the United States. Over the decades, the company expanded its footprint through strategic acquisitions—including Collegiate Cap & Gown and Dieges & Clust becoming a leading supplier of yearbooks, diplomas, and ceremonial gear. The acquisition of Dieges & Clust on January 1, 1980, brought a legacy of craftsmanship and historical significance into Herff Jones’s broader portfolio of educational recognition products. Today, the company continues to manufacture and distribute high school and collegiate graduation apparel, garments, papers, frames, and rings.

In the 2010s, Herff Jones merged with Varsity Brands and BSN Sports, refining its focus on school spirit and recognition products. Now a subsidiary of Atlas Holdings, it remains headquartered in Indianapolis and continues to serve schools with graduation essentials and digital services like StageClip. The current consolidation project reflects Herff Jones’s commitment to innovation, efficiency, and community investment.

As part of its ongoing commitment to operational excellence and community investment, Herff Jones is launching Phase 1 of a major consolidation initiative across Illinois and Indiana. This phase centers on relocating Fine Paper and Diploma manufacturing into a single, unified facility at 4501 W. 62nd Street in Indianapolis. The transition is set to begin in Q4 2025 and is expected to be completed by Q4 2027. The move will streamline production, improve efficiency, and repurpose the existing Diploma warehouse to support Cap & Gown distribution, which is relocating from Illinois. The project includes a personal property investment of \$3,920,000 and will retain 245 jobs with an average wage of \$21.95 per hour, while creating 30 new jobs at an average wage of \$22.80 per hour. Additionally, Herff Jones has committed to allocating 5% of the resulting tax savings to support the city’s workforce and training initiatives, through partnership with INVets.

The applicant is requesting tax abatement to assist in off-setting the high costs of investment associated with this proposed project. The granting of property tax abatement will assist the petitioner in making this project more economically feasible by phasing in the increased tax liability resulting from the investments. In staff’s opinion, a project such as this would not be economically feasible without the tax abatement incentive. Staff believes that the use of tax abatement is an appropriate tool to assist with this project and support continued development within Marion County. For these reasons, staff believes tax abatement to be an appropriate tool for development.

Staff believes this project does comply with the requirements of Metropolitan Development Commission Resolution No. 01-A-041, 2001 concerning the granting of property tax abatement.

**RECOMMENDATION:** Staff recommends approval of five (5) years personal property tax abatement.

*Herff Jones LLC- 5-Year Personal Property Tax Abatement*

## **TOTALITY OF BENEFITS**

**PETITIONER:** Herff Jones LLC

**INVESTMENT:** Staff estimates that the proposed investment of \$3,920,000.00 should result in an increase to the tax base of approximately \$1,568,000.00 of assessed value in the first year of operation. Staff estimates that over the five (5) year personal property tax abatement period the petitioner will realize savings of approximately \$123,297.08 (a 61.1% savings). During the abatement period, the petitioner is expected to pay an estimated \$75,559.40 in personal property taxes related to the new equipment. After the tax abatement expires, the petitioner can be expected to pay an estimated \$30,728.47 in personal property taxes annually related to the new equipment.

**EMPLOYMENT:** The petitioner estimates that this project will retain two-hundred forty-five (245) current positions at an average hourly wage of \$21.95/hr. and will create thirty (30) new positions at an average wage of \$22.80/hr. Staff finds these figures to be reasonable for a project of this nature.

**OTHER BENEFITS:** Staff believes this project is significant for Pike Township in terms of new taxes and potential job creation and retention. Furthermore, staff believes the petitioner's project will lead to continued future investment in Marion County.

**STAFF COMMENT:** Staff believes the "Totality of Benefits" arising from the project are sufficient to justify the granting of the tax abatement.



Herff Jones LLC  
4501 W 62nd Street  
a/k/a parcels #6007268 and #6023038



 Project Site



Produced by: DMD - Battle09/2025



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