



NEWS RELEASE

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Boosterville expands in former PNC building

Since Zionsville's first entrepreneurial and co-working center zWORKS opened last year, multiple small businesses and start-ups have used the space as a hub of work. One of these businesses, Boosterville, has utilized zWORKS since the co-working center opened and has benefitted from the resources offered.

The need for a dedicated office space has prompted Boosterville, a mobile payment and customer loyalty platform, to expand to a different location – the former PNC building at 390 S. Main St. Currently a Town-owned property, the former PNC building has sat vacant – until now.

As part of a lease agreement with the Town of Zionsville, Boosterville is leasing the approximately 1,200-square-foot building on a month-to-month basis. For co-founder Pam Cooper, this agreement is a great opportunity to stay in the heart of Downtown Zionsville but still have flexible work space.

“Being in Zionsville, we have developed a great working relationship with the people at zWORKS, the Zionsville Chamber of Commerce, the Zionsville Education Foundation and the Mayor’s Office,” Cooper said. “Because the Mayor is a partner with zWORKS, the town has really supported us and presented a great opportunity for us.”

A founding member of zWORKS, Boosterville is a card-linked marketing platform that connects merchants to cause-driven buyers. Using the Boosterville app, supporters of nonprofits, schools and charities can purchase everyday items from local merchants with a portion of the sale benefitting a cause.

The Town of Zionsville purchased the former PNC building in 2013. Plans for future re-development are still undetermined.

“As we continue to study and discuss the best options for development of this site, utilizing this building as office space for Boosterville is an ideal arrangement,” Mayor Tim Haak said. “Getting its start in zWORKS, Boosterville has proved to be a successful up-and-coming start-up that has already started to leave its mark in Zionsville.”

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