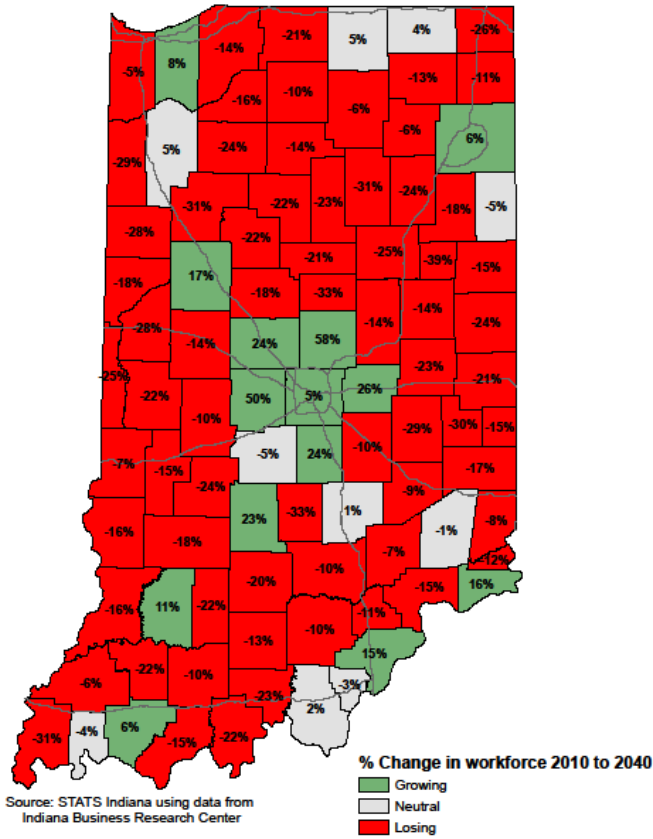

WHY PLACE-MAKING

- The high altitude perspective

THE TWO STATES OF INDIANA

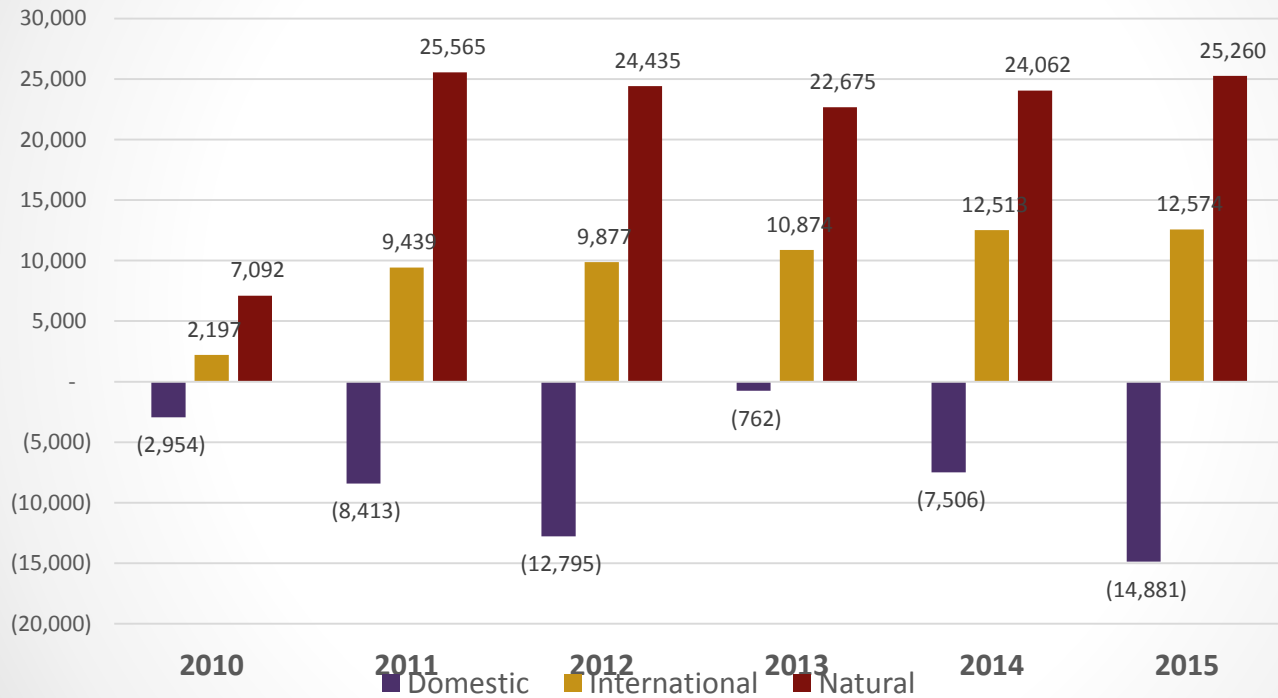
AGE 25-64 2010 TO 2040

Estimated Changes in Age 25-64 Population
2010-2040

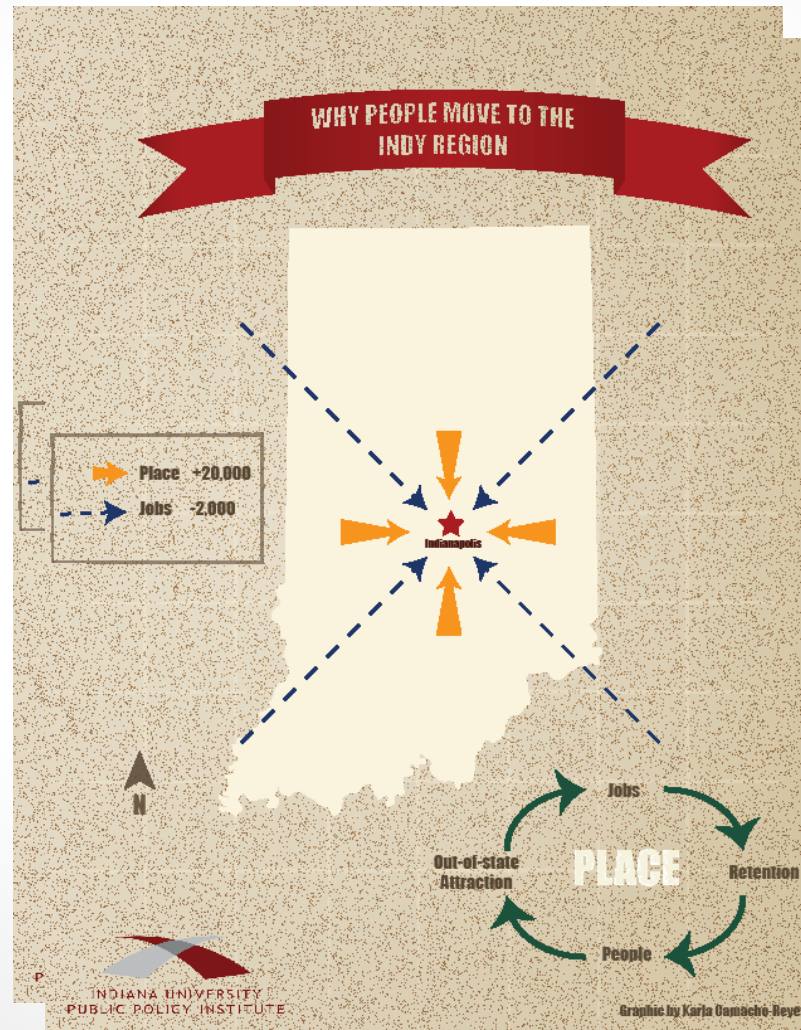


POPULATION CHANGE

DOMESTIC MIGRATION



WHY DO PEOPLE MOVE TO INDIANA WE STILL NEED TO CREATE JOBS



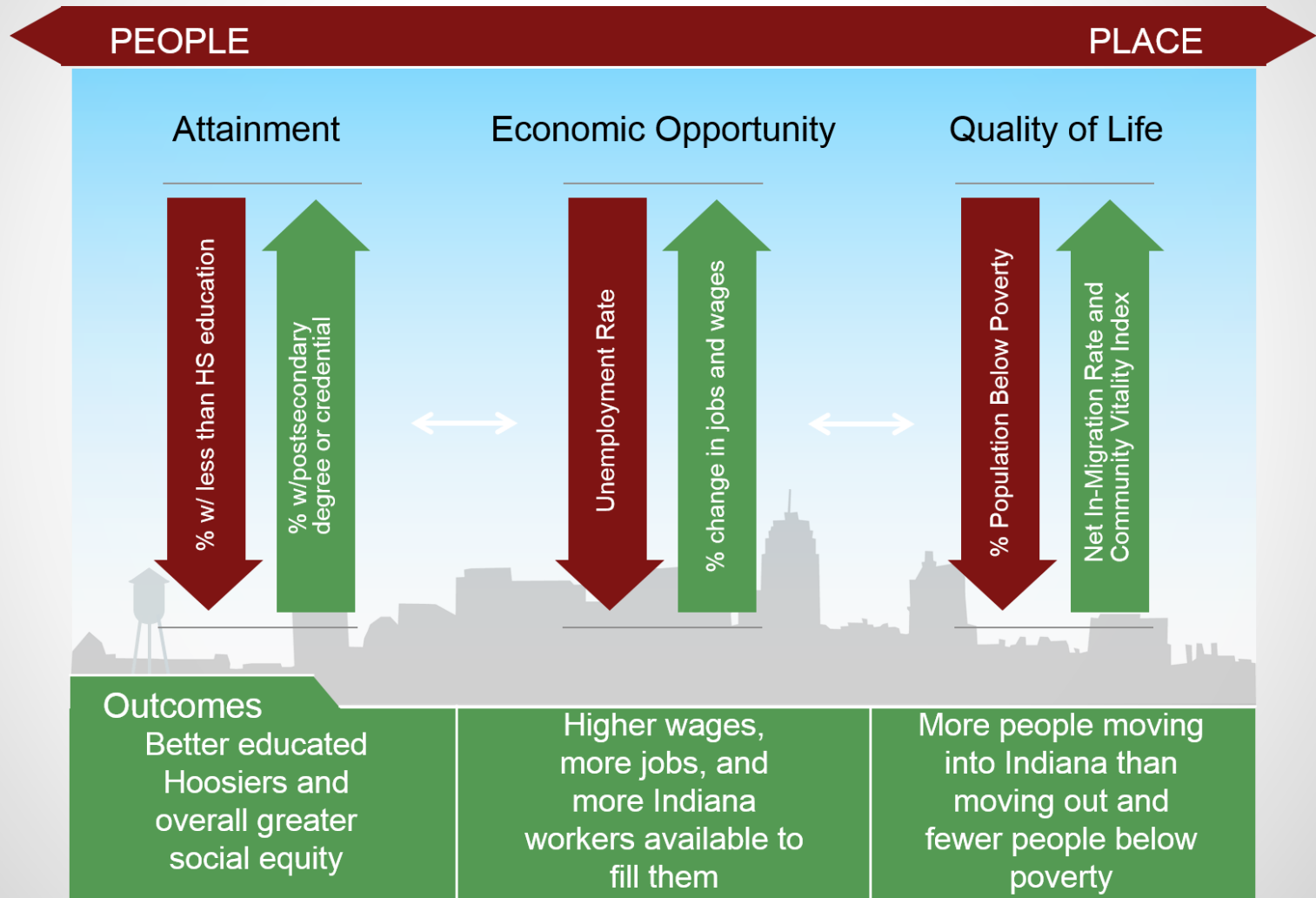
WINNING THE MIGRATION GAME

QUALITY OF LIFE / PLACE-MAKING

- What is it?
 - It's the basics (infrastructure, schools, safety)
 - It's amenities (bike trails, brew, internet, wifi)
 - It's opportunity (schools, colleges, innovation districts, connectivity)
 - It's perception
- Why does it matter
 - For those who aren't static
 - For long-time residents
 - For boomers / millennials
- Talent is essential
 - Not just innovation / labor

THRIVING METRICS

HOW DO WE KNOW ITS WORKING?



CAN I TIE ALL THIS TOGETHER?

- We are the furnace in an air-conditioned world
- Economic development is about companies and workers (innovators / laborers / entrepreneurs)
 - Jobs (incentives, business climate) and people (quality of life)
- Cheaper isn't always better
 - It value not cost
- Quality of life less direct than incentives
 - (25 years)
- Thriving ecosystem
 - Quality of life/place, jobs, opportunity, cconnection

SIX SIMPLE NOTIONS

- The basics really matter
- Engineer attractive places
- Preserve what made us great / aspire to great
 - Family, stability, and tradition
 - Innovate, diversify, and invent
- We've got to win the migration game
 - and
- Collaboration is essential
 - We must play as a team
- We can't afford not to rather than we can't afford it