



MEETING OVERVIEW

WHO'S INVOLVED?

1. The ADVANCE Region includes all the communities, institutions, and residents within a six-county region. That's 350k residents, 110k jobs, and more than 2,200 square miles!
2. Our region includes: Blackford, Delaware, Henry, Jay, Madison, and Randolph Counties.

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MEETING OVERVIEW

WHO'S INVOLVED?

1. A 21-member Steering Committee is guiding the process. The group has representation from across the region.
2. The Planning Team includes Ninigret Partners and planning NEXT

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MEETING OVERVIEW

WHY IS THIS IMPORTANT

1. **Realizing our potential.**
The region has a strong asset base and unrealized potential that could be unlocked through a deliberate, inclusive, and in-depth regional development plan
2. **The Regional Cities Initiative.**
In addition, the region has the opportunity to compete in the state's Regional Cities Initiative incentive program

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WHAT'S THE REGIONAL CITIES INITIATIVE?

Developed by the Indiana Economic Development Corporation (IEDC) as an incentive program to help increase the competitiveness of state's city-regions.

"Population stagnation is threatening Indiana's Growth. The initiative encourages efforts building a quality of place that attracts and retains future generations of Hoosiers."

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MEETING OVERVIEW

WHAT'S THE REGIONAL CITIES INITIATIVE?

1. The region is eligible to compete for resources to support key transformative projects.
2. The program has \$84 million in funding for 2015 and will receive applications through August 31.

MEETING OVERVIEW

HOW WILL WE PROCEED?

1. Baseline work for the ADVANCE application has begun, including identifying the most "ready-to-go" projects
2. Additional large-scale transformative ideas are needed—tonight is the beginning of that discussion
3. Reconvene in mid-July with proposed the project list

MEETING OVERVIEW

SO, WHY ARE WE HERE TODAY?

1. To learn about ADVANCE
2. To learn about the our region
3. To shape a vision of the future
4. To think BIG about the future of our region

EAST CENTRAL INDIANA

STATE OF THE REGION

Planning Team

STATE OF THE REGION

PURPOSE

1. Provide a snapshot of key demographic, economic, and place-based conditions and trends
2. Understand trends don't have to define your future
3. You have to know where you're headed before you start to change the destination

STATE OF THE REGION

APPROACH

Provide a snapshot of key demographic, economic, and place-based conditions and trends

- *People*
- *Place*
- *Prosperity*
- *Potential*

STATE OF THE REGION
PEOPLE

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STATE OF THE REGION
PEOPLE: National trends

Growing population	Getting older	Increasing diversity
U.S. population grew by 9.7% from 2000 to 2010, most growth happening in the south and west	By 2050 the population over 65 will double and represent 20% of the total population	The Hispanic population grew 4x faster than the overall population from 2000 to 2010.

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STATE OF THE REGION
PEOPLE: Population

356,500 total residents
down 2% from 2000

Gradual decline	Forecasted decline	Growth in Muncie
Peak in 1980 of 390,065, population has slowly declined by 2.3% per decade on average	by 2030, region forecasted to lose 13,000 residents or -3.6% (+8% Indiana, +14% US)	20% of the region's residents live in Muncie which grew by 2,500 individuals from 2000 to 2013

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STATE OF THE REGION
PEOPLE: Households

Small decrease in total households	Fewer families, more singles	Increase in female-led households
Total HHs decreased 4%, or 5,500 since 2000	Family HHs decreased by 9%, single-person HHs increased by 5%	Increased by 13%, or 2,000

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STATE OF THE REGION
PEOPLE: Age

Getting older, faster
Median age rose from 37.2 to 39.8.
6% older than 2000, 1-point faster than the state

Over 65, fastest growing cohort	More college-aged, fewer young adults
11% increase in over 65 population, now represent 17% of the total population	12% of between 18-24 (10% Indiana), 23% between 25 and 44 (26% Indiana)

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STATE OF THE REGION
PEOPLE: Diversity

Growth in Hispanic population	Increasing foreign-born population	Increase in multiracial population
Percentage of residents doubled 1.2% to 2.5%, a net increase around 4,300	Now make up approx. 2%, a 46% increase (+74% in Indiana, +30% nationally)	More than 200%, or 7,000 increase in population identifying as two or more races


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STATE OF THE REGION
PLACE

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STATE OF THE REGION
PLACE: Context

- 2,246 square miles
- 6 Counties
- 58 cities and towns



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STATE OF THE REGION
PLACE: Growth

An agricultural place
 just over 69% of the land area cultivated

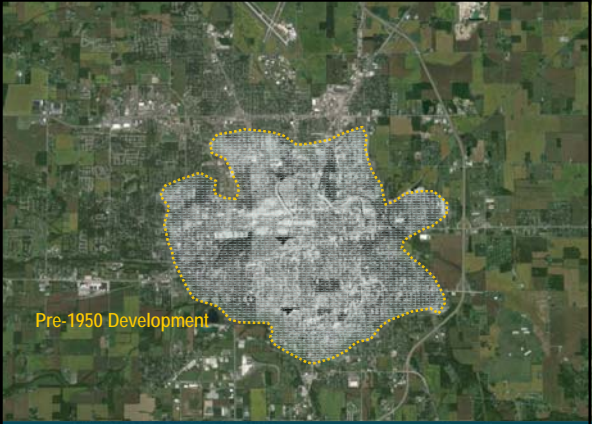


An urbanized place
 58 cities and towns

- County seats at the center of urban development
- Satellite towns along major transport lines

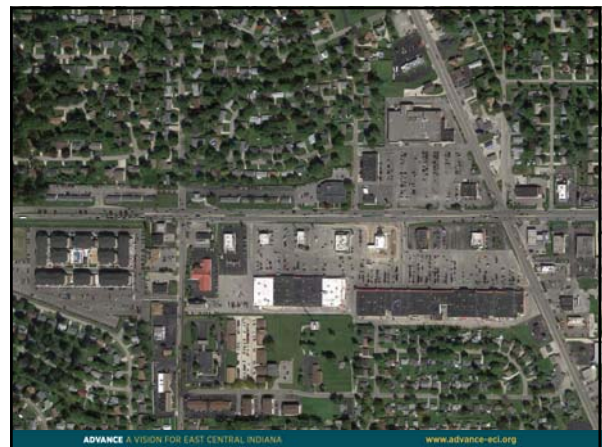
Developed in stages
 Early, central development compact and walkable; post-war expansion less-dense, auto-oriented

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Pre-1950 Development

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STATE OF THE REGION
PLACE: Quality of Place

Infrastructure showing its age
Many roads, sidewalks, and other physical infrastructure are in need of repair



Growing while shrinking
Even with a slow decline in population, the footprint of developed land area increased

Fiscal implications
The cost of upgrading, replacing, or extending infrastructure grows with each year

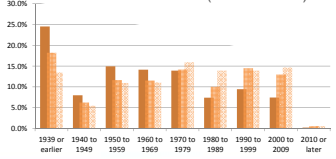
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STATE OF THE REGION
PLACE: Housing

Older homes
More than 32% of homes built before WWII (25% Indiana)

Little construction after 2000
Only 7% of homes built after 2000 (14% Indiana)


Affordable housing
Majority of homes (just over 90%) valued under \$150,000 (79% Indiana)



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STATE OF THE REGION
PLACE: Recreation

- 123 miles of multi-use trails
- 38 acres of parkland per 1,000 residents 4x the national standard
- 208 parks 14.8 square miles



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STATE OF THE REGION
PROSPERITY

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STATE OF THE REGION
PROSPERITY: Economy

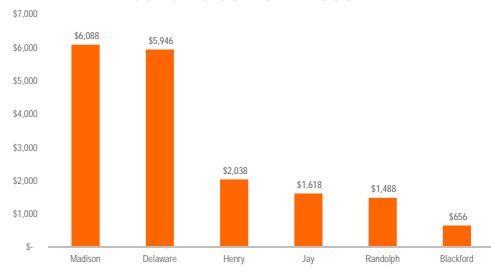
113,000 jobs in the region
Top sectors include Education, Public Administration, Manufacturing, and Retail Trade (service)

Region's total economic output is \$17.8b leading industries are transportation equipment, healthcare and social assistance, retail trade, "other" and construction

Transportation equipment is 35% larger than the next largest sector

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PROSPERITY
ECONOMIC OUTPUT BY COUNTY



Source: NP calculations based on Ball State's economic data

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STATE OF THE REGION
PROSPERITY: Personal Prosperity

- Lower median household income** \$40,273 in 2013 (\$48,248 Indiana)
- More families in poverty** 12.7% (11.2% Indiana) up 81% from 2000
- Increasing share of renters** 9% increase in number of individuals renting housing, 29% of all housing is rented

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STATE OF THE REGION
PROSPERITY: Income

- Smaller percentage of incomes over \$50k** than the rest of the state
- Retiree income is important** to the buying power in the region
- Income generated from business slightly lags** behind state and farm income is the same
- More residents qualify for the EITC** than Indiana overall

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STATE OF THE REGION
PROSPERITY: Lifelong Learning

- Increasing High School graduation rate** 86% of residents 25 and over have a HS diploma, an increase of 7%
- College degrees increasing** 25% of residents have a college degree, a net increase of more than 10,000 from 2000
- Ivy Tech and Ball State top choices for local HS graduates** In 2013, 19% and 12% of HS seniors were committed to Ivy Tech or BSU respectively

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STATE OF THE REGION
POTENTIAL

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STATE OF THE REGION
POTENTIAL: Patents

Innovation activity on the rise 422 patents filed since 2000 (represents 1% of states total)

Patent Generation Performance Advance vs Indiana

Year	Advance	Indiana
2000	1.0	1.0
2001	1.5	1.0
2002	1.5	1.0
2003	1.5	1.0
2004	1.5	1.0
2005	1.5	1.0
2006	1.5	1.0
2007	1.0	1.0
2008	1.0	1.0
2009	1.0	1.0
2010	1.5	1.0
2011	1.5	1.0
2012	1.5	1.0
2013	2.5	1.5

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STATE OF THE REGION
POTENTIAL: Entrepreneurialism

New business starts represent a smaller share of the region's businesses than in the state; new business formation per 1,000 people is more than 50% lower than Indiana

Percent of Establishments New Businesses

Year	Advance ECI	Indiana
2008	10.0%	12.0%
2009	8.0%	10.0%
2010	20.0%	22.0%
2011	5.0%	5.0%
2012	5.0%	5.0%
2013	5.0%	5.0%

New Business Formation per 1000 people

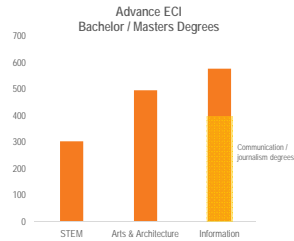
Region	New Business Formation per 1000 people
Advance ECI	1.73
Indiana	3.80

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STATE OF THE REGION

POTENTIAL: Workforce Pipeline

It's more STEAM than STEM lifestyle choices are significant drivers for "creative" types



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STATE OF THE REGION

POTENTIAL: Artists/Craftsmen

1. 3,418 Etsy products 1,900 in Muncie alone
2. 82 Kickstarter campaigns 62 in Muncie

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STATE OF THE REGION

POTENTIAL: Alternative Energy

1. 220 wind turbines produce 400 mw / year
Enough power for 100,000 homes. 100 more planned for installation
2. Three of the state's 13 ethanol plants process more than 80 million bushels of corn, 30% of the state production capacity
3. Geothermal wells at Ball State are the nation's largest ground-source, closed-loop district geothermal energy system

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STATE OF THE REGION

POTENTIAL: In action

The Jennings Building
New Castle, Jay County

BY5 Initiative
Muncie, Delaware County

Flat Rock Wind
Henry County



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STATE YOUR VISION

Jamie Greene
planning NEXT

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STATE YOUR VISION

WHAT IS YOUR VISION?

1. Think 5 to 10 years into the future
2. Imagine great progress in our region
3. Imagine there is national interest in the success

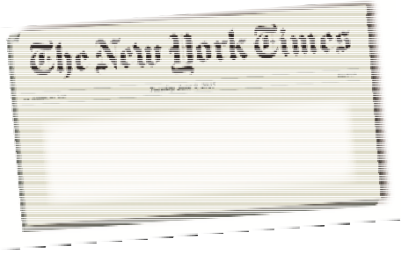
What are the leading national news outlets saying about east central Indiana?

Write the headline...

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WRITE THE HEADLINE



DISCUSSING REGIONAL OPPORTUNITIES

Perspectives from Regional Leaders

IDENTIFY PREFERENCES FOR PROJECT TYPES

Kevin Hively
Ninigret Partners

CREATION OF A REGIONAL DEVELOPMENT PLAN

1. Presents a bold vision
2. Addresses regional opportunities and challenges
3. Recommends projects that achieve excellence in quality of place

STATE FUNDING ELIGIBILITY

1. Bricks and mortar
2. Will generate positive ROI
 - **IEDC HAS A TOOL TO MEASURE**
3. Have identified match
 - **CANNOT MATCH STATE DOLLARS TO STATE DOLLARS**
 - **FEDERAL DOLLARS ARE MATCH**

8 PROJECT TYPES

REMEMBER RCI IS BRICKS & MORTAR FOCUSED

1. **Infrastructure** (e.g. roads, streets, parking, rail, water/sewer)
2. **Redevelopment of physical assets** (e.g. adaptive reuse, brownfields, lakefront and riverfront)
3. **Cultural amenities** (e.g. museums, galleries, performance venues, cultural trails)
4. **Quality of place** (e.g. housing options, vibrant main streets, cultural activities, venues)

8 PROJECT TYPES (CONT)

REMEMBER RCI IS BRICKS & MORTAR FOCUSED

5. **Industry-specific development** (e.g. transportation equipment, supply chain, alternative energy)
6. **Education and incumbent workforce** (e.g. state of the art training facilities)
7. **Innovation and technology** (e.g. lab space, prototyping, collaborative space)
8. **Talent attraction** (e.g. unique facilities: e.g. glass furnace, nano-engineering, trailing spouse initiatives)

COMMENTS

1. **Yes, some of the project types are overlapping**
2. **Some are interdependent like talent attraction and quality of place**
 - *More on that in a minute*
3. **And some like quality of place are the outcomes of a series of decisions**
 - *Infrastructure examples next page*

INFRASTRUCTURE



Des Moines



Portland



Des Moines

PUBLIC SPACES



Des Moines



Providence



Albany

PARKING GARAGE



Grand Rapids



Des Moines

ATTENTION TO DETAIL



Des Moines



Providence



TALENT, PLACE & OPPORTUNITY

Successful talent attraction and retention is the intersection of answering two fundamental questions:

- *Opportunity: are there jobs and/or the ability to create my own opportunity?*
- *Lifestyle: can I get the lifestyle I want to have?*

A successful strategy will encompass both activities

EVALUATE THE PROJECT TYPES

1. Review comment form
2. State your preferences by allocating \$100 across the 8 project types
3. Provide any qualitative comments

PROJECT COMMENT FORM



THINK BIG ABOUT THE FUTURE OF OUR REGION

Everyone

THINKING BIG! MILWAUKEE: RIVERWALK



THINKING BIG! DES MOINES: VISION PLAN



SMALL GROUP BRAINSTORMING

THINK BIG

1. Reflect on what you have heard
2. Reflect on what you know about the region
3. Work with your table members to brainstorm **BIG IDEAS** that could make east central Indiana more prosperous in the future

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5

MINUTES

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1

MINUTE

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NEXT STEPS

Corey Murphy

President

New Castle-Henry County Economic Development Council

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NEXT STEPS

- Input and analyze tonight's work
- Create the Regional Development Authority
- Frame potential projects
- Continue to work with regional community
- Reconvene with you in mid-July
- Consult with IEDC
- Submit Regional Development Plan

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