

# REGIONAL CITIES INITIATIVE

## MISSION

Indiana has worked tirelessly over the last decade to make our state a **destination for business**. Now is the time to make our state a **destination for talent**.

## THE CHALLENGE: POPULATION STAGNATION

- The single biggest threat to economic development in the state of Indiana is population stagnation.
  - In 2014, IHS Economics stated in its testimony before the State Budget Committee that Indiana is nearing full employment, meaning the state's economic potential is limited without an influx of new talent.
- Over the last decade, 80% of Indiana's population growth (6.0 M to 6.4 M) is attributable to the birth rate outpacing the death rate.
- Southern and Western states claimed 84% of the nation's population growth throughout the last decade.
  - 120 people move to Austin, TX each day
  - 273 people move to Denver, CO each day

## THE GOAL: BECOME A DESTINATION FOR TALENT

- Through this initiative, Indiana has three main goals:
  1. Develop a mentality to maintain 3% compounded population growth over the next decade
  2. Build cities and regions into national brands
    - Durham, NC has seen \$7.6 B in investment since 2004
    - The city of Austin, TX had 36 new attraction projects in 2013 compared to the entire state of Indiana having just over 50.
  3. Encourage and inspire functioning regional collaboration across political boundaries that breeds economic and population growth.

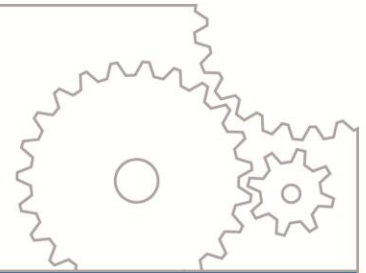
## CALL TO ACTION: CREATE REGIONS THAT WORK

- Local public and private leadership must create their own regional visions and action plans to enhance and build dynamic cities and regions that attract families, companies and individuals.
  - Studies show that communities that collaborate and execute shared vision are poised for economic growth.
  - When regional communities implement long-term strategies for growth, the entire region—both urban and rural—benefits.

## 2015 LEGISLATION:

- Governor Pence is seeking legislation in 2015 that:
  - Enables the state to be a financial partner with regions that develop compelling strategic plans facilitating significant investment in the region
  - Enhances existing local economic development tools, making them more accessible

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## KEY THEMES:

- **Pursuing Excellence in Quality of Place**

Indiana built a better business environment through deliberate planning, sound fiscal policy and a collaborative spirit of bringing the public and private sectors together to create long-term solutions for economic growth and prosperity. The next logical step to grow our economy is to implement those same principles of planning and collaboration to build a quality of place that will attract and retain future generations of Hoosiers.

- **Focusing on the Next Generation**

The next generation of talent wants more than just a good paying job, they want a lifestyle and atmosphere that pays back dividends of strong community ties, cultural and natural resources, and public and private institutions that inspire, educate and foster personal growth. Finding the pulse of the next generation and bringing that energy to our regional communities will provide the tools to grow our population and retain our best and brightest in the place they want to call home.

- **Encouraging Regional Collaboration**

We're looking beyond individual cities competing to be the next hot spot in our state, and focusing on entire regions to deliver a network of culture and attraction. It is the state's goal to amplify our quality of place message, inspire regional collaboration and invest in excellent local plans that come from city and regional leaders working together. The state cannot force communities to work together, but wants to partner with those communities who do.

- **Recognizing Indiana Cities and Regions as National and International Brands**

One element of this initiative involves demonstrating to a larger audience that Indiana is full of diverse and exciting communities. Indiana already prides itself as a top destination for sports, education and recreation. The racing community, the entrepreneurial and tech communities, the science and research communities, and the amateur and professional athletic communities are all flourishing. We are a state where interesting and successful people from all over the world have built careers and have stayed to build communities that they can truly call their own. The other element involves revealing Indiana's pursuit of excellence in quality of place, its focus on the next generation of talent, and the regional collaboration that will propel it to reach its ultimate objective: to be known globally as a destination for talent.

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