



**MID-YEAR REPORT**  
**2017**

# ACCELERATE INDY PROGRESS REPORT

## A MESSAGE FROM OUR CO-CHAIRS



**ED BONACH**  
CHIEF EXECUTIVE OFFICER,  
CNO FINANCIAL GROUP



**DAVID LEWIS**  
VICE PRESIDENT- GLOBAL TAXES  
CHIEF TAX EXECUTIVE,  
ELI LILLY & CO

**Last September, the Indy Chamber officially introduced Accelerate Indy, an ambitious regional blueprint for growing the economy of the greater Indy region.**

By the time Accelerate Indy “went public” last fall, corporate and civic consensus was squarely behind the imperative to rethink traditional notions of economic development and business climate in our region. In fact, thousands of local employers and opinion leaders weighed in and aligned on key regional priorities as part of our two-year Comprehensive Economic Development Strategy (CEDS) process:

- **Educated & Talented Workers** –preparing homegrown talent for the high-tech, high-skill economy, and attracting educated workers from beyond Indy and Indiana to build a stronger regional workforce;
- **Innovative & Enterprising Businesses** – generating jobs and investment through new business recruitment, helping existing companies succeed (locally and globally), and encouraging entrepreneurial growth;
- **Attractive & Connected Places** – creating a quality of life that appeals to people and employers, with pro-growth strategies for transportation and transit, land use, and infrastructure; and
- **Vibrant & Inviting Image** – building a positive brand with global visibility for the Indy region, welcoming new residents, companies and visitors.

Accelerate Indy became the implementation plan for the most impactful recommendations from CEDS. As public and private partners were briefed on the plan and asked to invest in a new approach, several key initiatives were already racing forward in high gear – mass transit, export and foreign investment planning, and expanding entrepreneurship services, to name a few.

At this critical juncture, as we continue to bring Accelerate Indy into fruition and to the forefront of our regional economic development efforts, community engagement is critical. We are thankful for our investors’ commitment - they continue to exceed our expectations - and encourage those who have not invested to get involved. We need you to join us! With you, we are not only larger, but stronger and smarter. The journey ahead is deep, difficult and intense work, demanding inspiration and engagement of our regions’ leaders. Regional economic development is happening throughout our country and the world - we have no option but to engage and compete! With the active involvement of each individual, business, not-for-profit, academic institutions and local governments within the Indy region, it can happen here.

Thanks to the support of you, our investors, we have accelerated the pace. We are thrilled to bring you this update on the activities of Accelerate Indy during the first half of 2017. We look forward to working with you in the second half of 2017!

# EDUCATED & TALENTED WORKERS

*preparing homegrown talent for the high-tech, high-skill economy, attracting educated workers from beyond Indy and Indiana to build a stronger workforce*



Successful advocacy for modestly expanded, publicly-funded pre-K programs in Marion County and other communities across the state.



Pushed for state funding and focus on strengthening K-12 STEM education to give students a head-start on college and career success in these in-demand fields.



Supported Indianapolis Public Schools' efforts to restructure and solve its structural budget deficits, helping the region's largest school district maintain career-focused academic programs.



Lobbied to restructure workforce and technical education programs, and fund new programs like the recently-announced 'Next Level Jobs' initiative that help adult learners pursue new opportunities.

# INNOVATIVE & ENTERPRISING BUSINESSES

*generate jobs and investment through new business recruitment, helping existing companies succeed (locally and globally), and encouraging entrepreneurial growth*



**Participated in industry tradeshows and conferences** in San Francisco, Washington DC and Chicago with the Indiana Economic Development Corporation (IEDC) and other partners.



Hosted trade envoys from Canada, South Africa, Cuba, and Ecuador as the Indy Region continues to build its global appeal for foreign employers looking for a central location to serve the North American market.



Hosted Export Bootcamp events and awarded four 'GoGlobal' grants. Supported by JPMorgan Chase, GoGlobal grants target mid-market companies with matching funds up to \$5,000 to support export growth activities.



Expanded one-on-one business coaching support and microlending into to the thriving business communities of our four largest regional counties.



Launched the Resource Navigator ([www.indychamber.com/resources](http://www.indychamber.com/resources)) - the first phase of the Indy Chamber's plan to create a comprehensive, 'one-stop' portal for business growth initiatives and services.



Launched '1 Million Cups' - a free, national program of the Kauffman Foundation that operates in more than 100 communities – now including Indianapolis – with weekly events allowing entrepreneurs to share their journey and pitch their business to a supportive audience of peers and experts.

## ATTRACTIVE & CONNECTED PLACES

*create a quality of life that appeals to people and employers, with pro-growth strategies for transportation and transit, land use, and infrastructure*

### BROOKINGS

We are working with experts at the Brookings Institution and a small number of metropolitan peers to develop a long-range strategy for inclusive growth – innovative ideas to combat poverty and expand opportunity, helping more of our neighbors share in and contribute to the metro momentum we see in Indy.



After the overwhelming vote in support of the Marion County Transit Plan last fall, the City County Council voted on February 27, 2017 to enact the 0.25% transit tax that would enable the implementation of this plan.



Our team swung into action when the budget for the federal Small Starts program that provided \$75M in competitive grant funding to build the first leg of the Red Line route was in jeopardy. Ultimately, we helped to restore \$50M in a budget compromise for the first leg of the Red Line Route and we continue to work with national partners like Transportation for America to revive and expand transit programs.

## VIBRANT & INVITING IMAGE

*build a positive brand with global visibility for the Indy region, welcoming new residents, companies and visitors*



We have engaged Texas-based economic development marketing consultancy Avalanche Consulting and local communications agency Borshoff to lead a **regional marketing effort** towards growing employers and skilled employees, raising Indy's profile as a region on the move and allowing the business attraction campaign to emphasize regional assets to a global audience.



Leveraging Indy's own crowded hospitality calendar, we **hosted site consultants** and international delegations at Indiana Pacers games, during the NCAA tournament for familiarization tours, the Indy 500 and more.

# JANUARY - JUNE: A REVIEW BY THE PICTURES

1. Hosted by the Speakeasy entrepreneurial workspace with guidance from a steering committee of local venture gurus, 1 Million Cups Indianapolis has more than a dozen events under its belt at this writing, and is growing into an important platform for up-and-coming young companies to share learning and insight.



2. On May 20, Marc Benioff came to Indianapolis to announce the Grand Opening of the Salesforce Tower.

3. José Rodríguez, Ambassador at the Embassy of the Republic of Cuba, and Rubén Ramos Arrieta, Minister Counselor of the Economic and Trade Office at the Embassy of Cuba, were the featured speakers at a roundtable the Indy Partnership hosted in June 2017.



4. Our Entrepreneur Services division expanded our regional business coaching and microlending into physical locations in the Indy Region, including the Greater Greenwood Chamber of Commerce, OneZone, and Ivy Tech Avon, making it easier for entrepreneurs to access business assistance.



5. At the Global Indy breakfast in June, a panel including Don Inman from pi labs talked about the challenges and successes of globalization through exporting.

6. At the Indy 500, we hosted a variety of different groups that are interested in doing business in our region.



7. Four GoGlobal Grants were awarded at our Global Indy Breakfast in June. These grants enable local companies to seek global opportunities.



8. After the overwhelming vote in support of the Marion County Transit plan in the fall, the City County Council voted on February 27, 2017 to enact the 0.25% transit tax that would enable the implementation of the Marion County Transit Plan.

9. In May, we hosted a "Meet the Mayors" event where our regional mayors took the stage to talk about their communities and the importance of regionalism.

10. In April, we hosted our annual World Trade Day event where we brought local international giants to discuss their experiences as global companies.



# THANK YOU TO OUR ACCELERATE INDY INVESTORS

## LEADERSHIP COUNCIL



## PRESIDENT'S COUNCIL



## CIRCLE OF CHAMPIONS



## TEAM INVESTOR

- American Structurepoint
- Cushman & Wakefield
- Huntington Bank
- National Bank of Indianapolis
- Ohio Properties
- Quality Connection
- Shiel Sexton Co., Inc.
- The Skillman Corp.
- Vectren Corporation

## REGIONAL PLAYER

- BKD LLP
- CORE Planning Strategies
- KeyBank
- Ivy Tech Community College
- Sandor Development Co.
- Schmidt Associates
- Shelby Materials

## REGIONAL STRATEGY COUNCIL

*The Regional Strategy Council will oversee implementation of the Accelerate Indy strategy. It is structured to provide regional direction on components and performance.*

**ED BONACH**  
CNO FINANCIAL  
co-chair

**DAVID LEWIS**  
ELI LILLY & CO.  
co-chair

**BRIAN ANDERSON**  
WABASH VALLEY POWER ASSOCIATION

**JIM BIRGE**  
FAEGRE BAKER DANIELS

**MAYOR TOM DEBAUN**  
CITY OF SHELBYVILLE

**MIKE DELLINGER**  
MORGAN COUNTY ECONOMIC DEVELOPMENT

**AARON DIXON**  
ICE MILLER LLP

**MAYOR SCOTT FADNESS**  
CITY OF FISHERS

**LARRY GIGERICH**  
GINOVUS

**BRIAN GILDEA**  
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**DAVID JOHNSON**  
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PARTNERSHIP

**JAMIE MERISOTIS**  
LUMINA FOUNDATION

**DR. THOMAS MINAR**  
FRANKLIN COLLEGE

**MARIO RODRIGUEZ**  
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**JULIA SALTSGAVER**  
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**MARISOL SANCHEZ**  
ENDRESS + HAUSER

**ERIN SCHNEIDER**  
DUKE ENERGY

**ANGELA SMITH JONES**  
CITY OF INDIANAPOLIS

**ROB SPARKS**  
CORPORATION FOR ECONOMIC  
DEVELOPMENT MADISON  
COUNTY

# WHAT'S AHEAD

## A VIEW OF OUR NEXT SIX MONTHS

### **REGIONAL DASHBOARD**

We are working with WDD Software to launch our Regional Dashboard, an outcome of the 2016 Leadership Exchange (LEX) trip. Aligning with our Accelerate Indy pillars, the dashboard will track important metrics to measure the economic health of the Indy Region, and use these data points to help us tell our story.

### **MARKETING**

Now that we have identified Avalanche Consulting and Borshoff as partners in developing our marketing platform, we will be working closely with them to survey key stakeholders in the Indy Region. After the survey and research process is complete, we will work closely with Avalanche and Borshoff to solidify regional messaging and create a marketing strategy for both businesses and talent.

### **TALENT**

A critical component of Accelerate Indy, talent attraction and retention is a major priority for the future success of the Indy Region. We will be hiring a position dedicated to overseeing talent attraction and retention with support from the Lumina Foundation.



To learn about the Accelerate Indy effort, contact:

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**INDYCHAMBER.COM // AUGUST 2017**