



REGIONAL OPPORTUNITY INITIATIVES



**REGIONAL
OPPORTUNITY
INITIATIVES**

Advancing economic and community prosperity in the Indiana Uplands



**Strengthening
Industry Sectors**



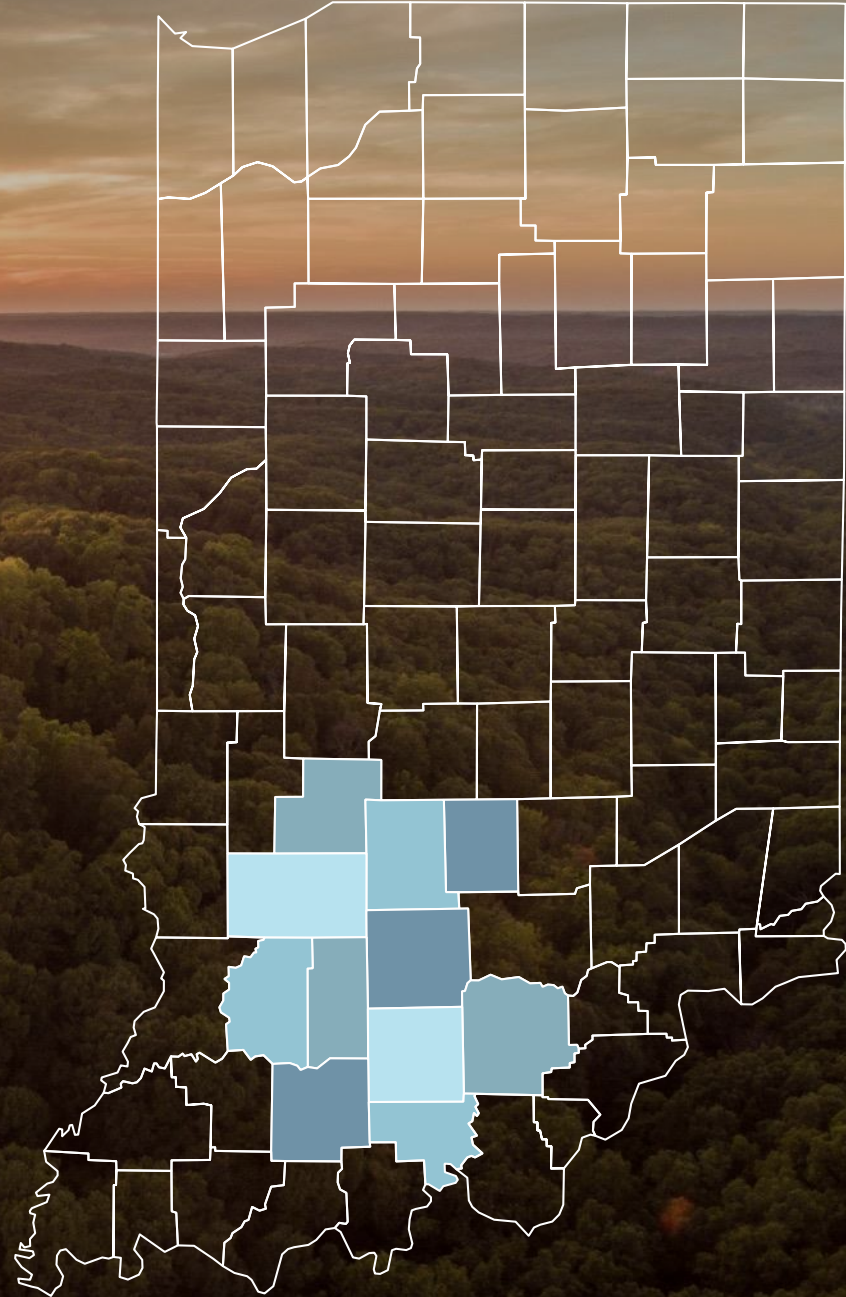
**Developing
Talent in STEM**

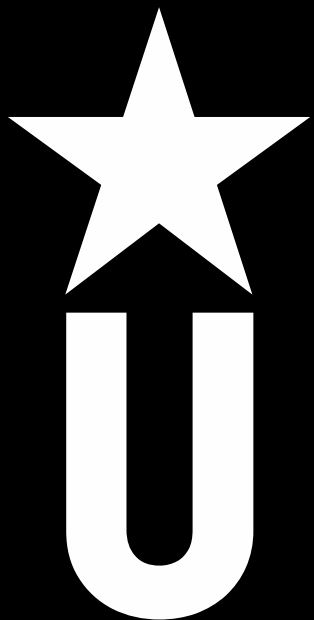


**Enhancing
Placemaking Assets**



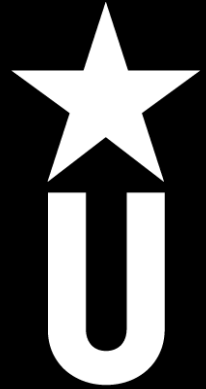
**INDIANA
UPLANDS**





**INDIANA
UPLANDS**





INDIANA
UPLANDS

—
PROUD PARTNER



REGIONAL
OPPORTUNITY
INITIATIVES

In Brown County

ROI Program	In Brown County
Ready Schools Districts	✓
STEM Fellows	9
Career Coaching Fellows	2
Student-Run Businesses	2
UpSkill Youth Apprentices	1
Digital Fabrication Labs	-
Grant Writing Fellows	-
Ready Communities Grants	2
Digital Towns Grants	-

+ Other programs benefitting entire region:

- Occupational Needs Assessments
- Industry Cluster Studies
- Pathway Development
- Career Awareness Education
- Uplands Maker Mobile
- Regional Branding & Marketing
- Quality of Place Planning
- Housing Study & Webinar Series
- Digital Inclusion Study
- Early Learning Planning



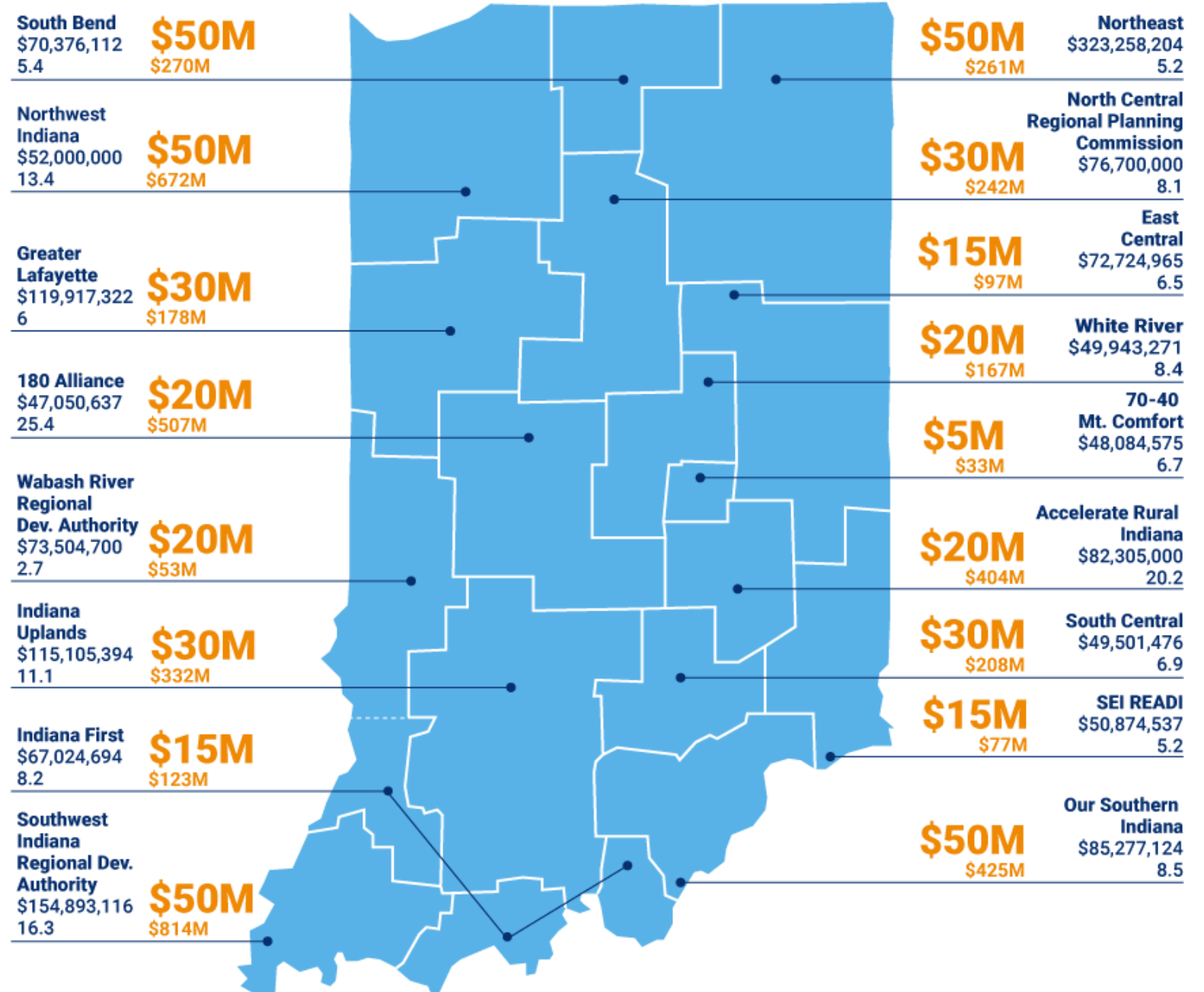


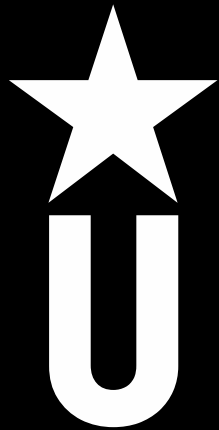
REGIONAL ECONOMIC ACCELERATION
& DEVELOPMENT INITIATIVE





REGIONAL REQUEST AMOUNT and LEVERAGE RATIO
AWARD AMOUNT and LEVERAGE AMOUNT





READI IMPACT

In December 2021, the Indiana Uplands was awarded \$30 million in Regional Economic Acceleration and Development Initiative (READI) funds from the Indiana Economic Development Corporation. This transformational statewide initiative is fostering regional collaboration and strategic investments to make Indiana a magnet for talent and economic growth.

\$30 Million
in READI Funds from IEDC

27
Projects & Programs

\$834 Million
in Public & Private Match



INFRASTRUCTURE

New roads, sidewalks, water, sewer, and storm infrastructure in 8 counties to support current and future job growth and housing developments.

Includes more than 17,000 linear feet of water and sewer lines.



HOUSING

429 new housing units in 6 counties, with READI funding directly supporting:

- 169 single-family homes
- 90 paired single-family homes
- 50 multi-family housing units

Includes 53 affordable homes and housing units for those earning 25-80% of area median incomes.



RECREATION

Playgrounds and recreational sport courts in 5 counties.

New outdoor and updated community gathering spaces in 4 counties.

Art, historical, and cultural exhibits in 3 counties.

Design for the 57-mile Monon South rails-to-trail path in 3 counties.



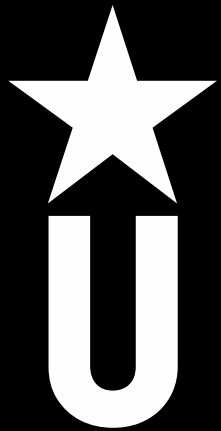
EDUCATION

Youth apprenticeship program for high school students in 11 counties.

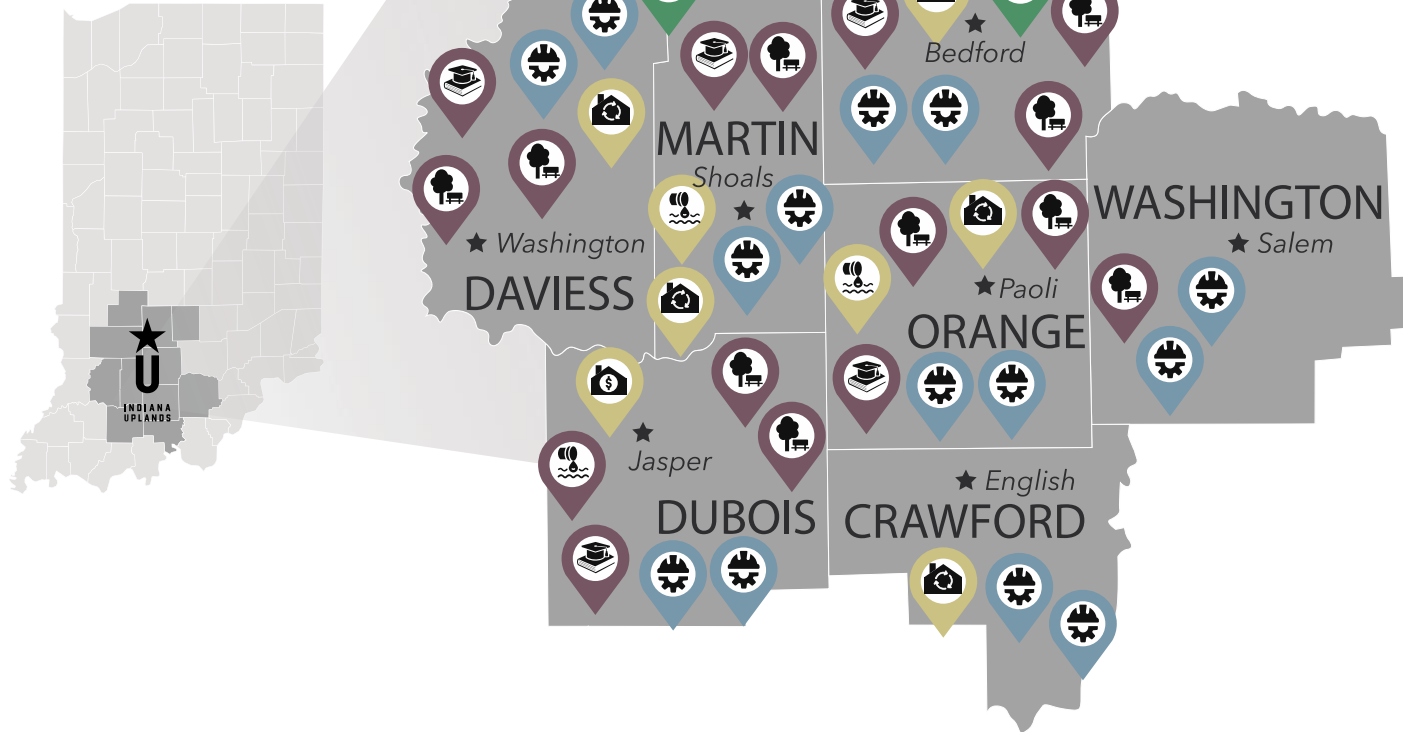
Cohort-based IT and coding program for adults in 11 counties.

Evidence-based mental health and prevention strategies for K-12 students in 5 counties.





INDIANA
UPLANDS



Indiana Uplands READI 1.0 Projects:



Water, Sewer & Road Infrastructure

Catalent Infrastructure Project (Monroe)
WestGate@Crane Infrastructure (Daviess, Greene, & Martin)
Bedford Spider Creek Infrastructure Project (Lawrence)
Texas Pike Place (Owen)
Bloomington Hopewell Jackson Street Construction (Monroe)
French Lick Klondike Subdivision (Orange)
Westcott Homes (Greene)
State Road 67 Water Main (Owen)
Loogootee Country Court V (Martin)
Jasper Courthouse Square Infrastructure (Dubois)



Affordable Housing

Jasper University Heights Apts (Dubois)
Bloomington Osage Place (Monroe)



Land Bank

Indiana Uplands Land Bank (Crawford, Daviess, Greene, Lawrence, Martin, Orange)



Trails, Parks, & Gathering Spaces

Monon South Trail (Lawrence, Orange, & Washington)
West Baden Park (Orange)
Loogootee Downtown Park Pavilion (Martin)
County Park Improvements (Dubois)
Longfellow Park (Daviess)
Huntingburg Alley Activation (Dubois)
Bloomfield Park Development (Greene)
4H Youth Expo Center (Daviess)
Ellettsville Heritage Center (Monroe)
Bedford Limestone Derrick Restoration (Lawrence)



Education

Youth First Youth Resiliency Project
(Daviess, Dubois, Lawrence, Martin, & Orange)



Child Care

Early Education (Brown)



Workforce Development

Code/IT Academy (all counties)
ROI UpSkill Work & Learn (all counties)



INNOVATION



PLACE



TALENT



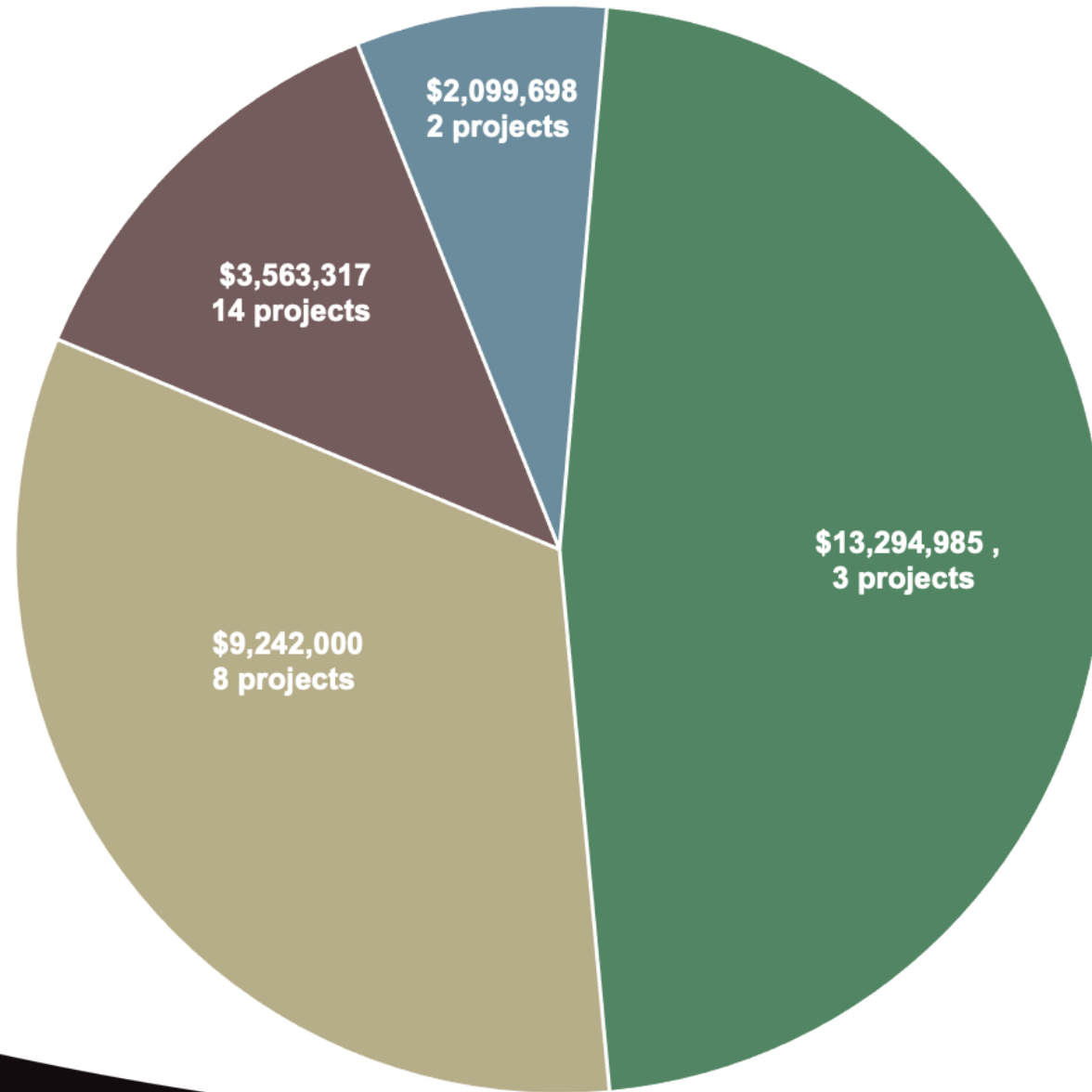
Ready Housing



Ready Communities



Indiana Uplands
READI 1.0
Dollars Committed



\$30 Million Awarded to the Indiana Uplands Region



INNOVATION



PLACE
Housing & Communities



TALENT

Project Category	READI Projects	READI Dollars Committed	Estimated Public & Private Match	READI Dollars Disbursed		Pending Disbursements in GMT
Ready Innovation	3	\$13,294,985	\$738,397,150	\$543,405.58	4%	\$78,715.50
Ready Housing	8	\$9,242,000	\$83,846,658	\$1,462,328.36	16%	\$168,828.27
Ready Communities	14	\$3,563,317	\$8,070,818	\$385,147.85	11%	\$164,597.57
Ready Talent	2	\$2,099,698	\$3,512,500	\$95,055.79	5%	\$157,814.68
ROI Administration		\$900,000		\$150,000	17%	\$0
Total	27	\$29,100,000	\$833,827,126	\$2,635,937.58	9%	\$569,956.02



INNOVATION



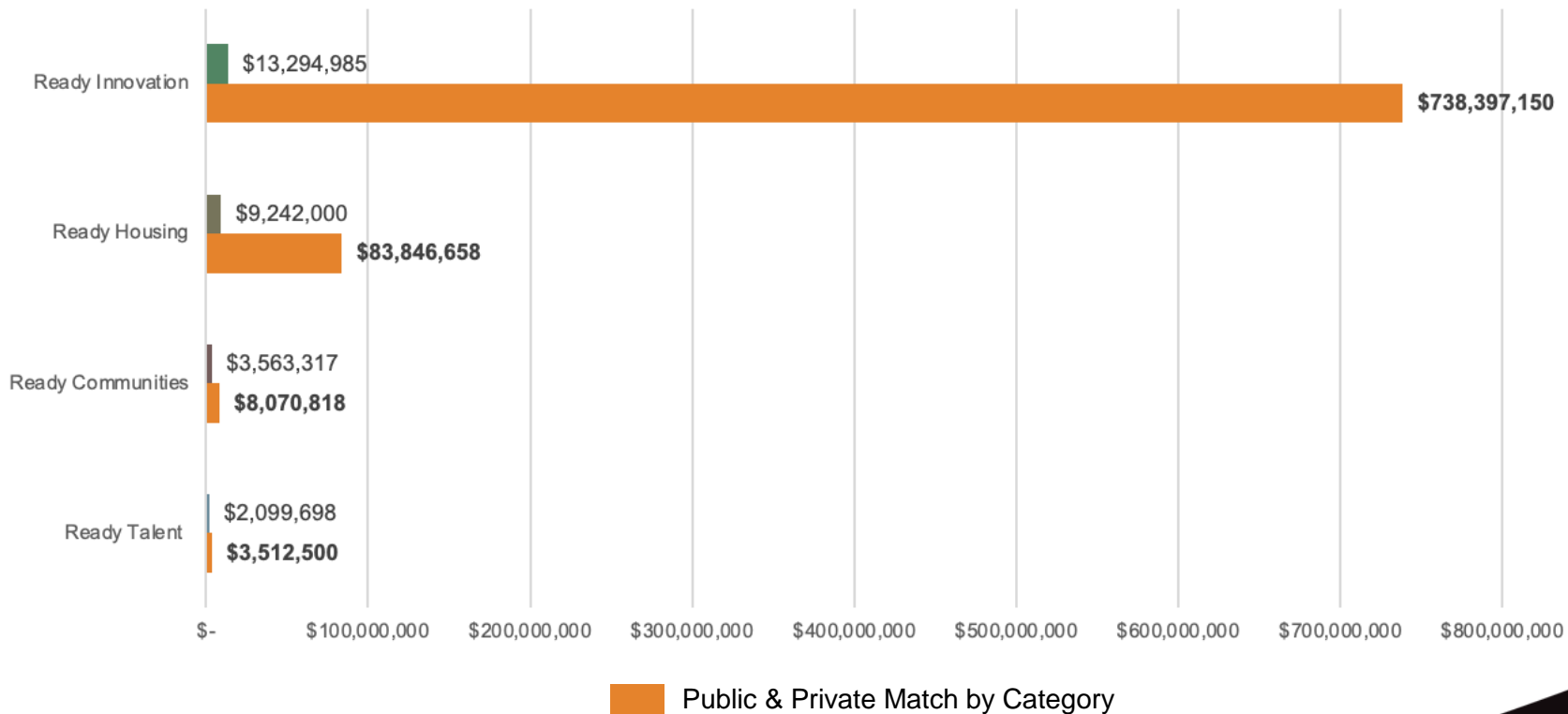
PLACE

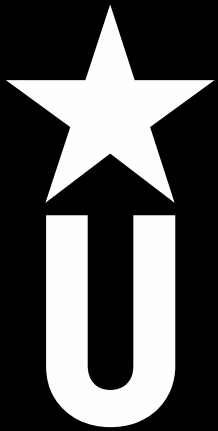
Housing & Communities



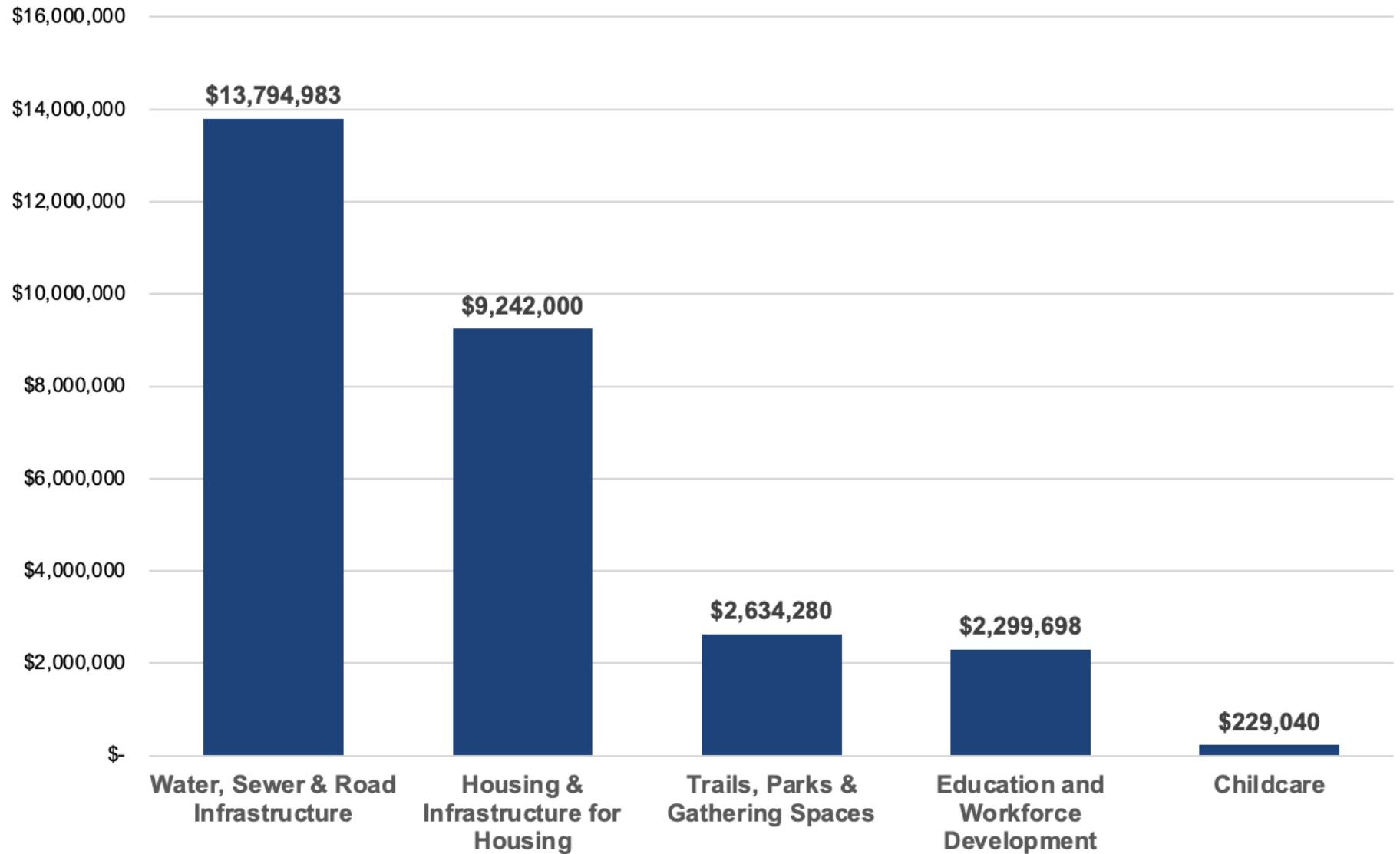
TALENT

Indiana Uplands READI 1.0 Estimated Public & Private Match

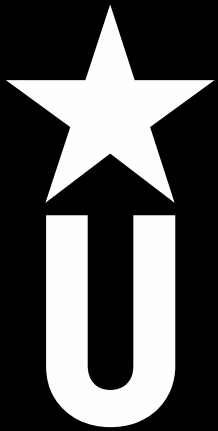




Indiana Uplands READI 1.0 Dollars Committed by Focus Area

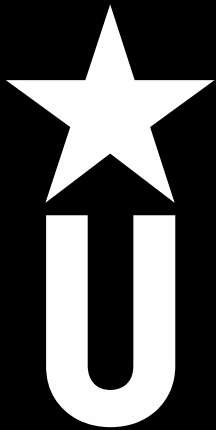


READI
REGIONAL ECONOMIC ACCELERATION
& DEVELOPMENT INITIATIVE



**INDIANA
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Indiana Uplands READI 1.0 Project Status

COMPLETE

(complete or nearing completion)

- **Longfellow Park** (Daviess)
- **Westcott Homes** (Greene)
- **Jasper Courthouse Square Infrastructure** (Dubois)
- **Jasper University Heights Apts** (Dubois)
- **Bloomfield Park Development** (Greene)

IN PROCESS

(in construction or production)

- **Catalent Infrastructure Project** (Monroe)
- **Bloomington Hopewell Jackson Street Construction** (Monroe)
- **Texas Pike Place** (Owen)
- **French Lick Klondike Subdivision** (Orange)
- **State Road 67 Water Main** (Owen)
- **Bloomington Osage Place** (Monroe)
- **Indiana Uplands Land Bank** (Crawford, Daviess, Greene, Lawrence, Martin, Orange)
- **West Baden Park** (Orange)
- **Huntingburg Alley Activation** (Dubois)
- **Bedford Limestone Derrick Restoration** (Lawrence)
- **Youth First Youth Resiliency Project** (Daviess, Dubois, Lawrence, Martin, & Orange)
- **Code/IT Academy** (all counties)
- **ROI UpSkill Work & Learn** (all counties)

IN PLANNING

(in engineering and/or design)

- **WestGate@Crane Infrastructure** (Daviess, Greene, & Martin)
- **Loogootee Country Court V** (Martin)
- **Monon South Trail** (Lawrence, Orange, & Washington)
- **Loogootee Downtown Park Pavilion** (Martin)
- **County Park Improvements** (Dubois)
- **4H Youth Expo Center** (Daviess)
- **Ellettsville Heritage Center** (Monroe)
- **Early Education** (Brown)
- **Bedford Spider Creek Infrastructure Project** (Lawrence)

READI 2.0



REGIONAL ECONOMIC ACCELERATION
& DEVELOPMENT INITIATIVE

Indiana
Economic Development Corp[®]

READI 2.0 Policy Overview



REGIONAL ECONOMIC ACCELERATION
& DEVELOPMENT INITIATIVE

Indiana
Economic Development Corp®

The following goals and focus areas will continue to be priorities for READI 2.0:

Quality of Life

Projects that directly impact the well-being and health of residents

- Tourism, arts, culture and community projects
- Family-support initiatives (Childcare and healthcare access)
- Trails and parks (Active recreation and public spaces)

Quality of Place

Projects that directly impact essential community infrastructure

- Housing availability and affordability (New and rehabilitated units)
- Growth infrastructure (Water, sewer, roads, and utilities)
- Mixed-used developments (Residential and commercial along with a mix of other uses)
- Blight Remediation and Redevelopment

Quality of Opportunity

Projects that generate economic opportunities for current and future residents

- Infrastructure leading directly to jobs
- Talent supply and education (Talent development and attraction)
- Innovation and entrepreneurship



Eligible project activities are limited to capital projects or infrastructure improvements.

A capital project is a project to build, improve, maintain, or develop a significant fixed asset. A capital project includes, but is not limited to:

- (i) construction or rehabilitation of new or existing facilities,
- (ii) acquisition of tangible personal property or equipment with a useful life of at least one (1) year and used for a particular purpose aligned with the owner's business or governmental purpose;
- (iii) land acquisition;
- (iv) other expenses directly related to items (i) – (iii) including professional services, installation costs, debt or lease payments, permitting fees, developer and property management fees, legal expenses, or other project costs approved by the IEDC. Infrastructure projects may be publicly or privately-owned and include water, wastewater/sewer, utilities such as electricity, gas and broadband, roads and sidewalks, and parking garages



Program Structure

- IEDC will provide financial commitments to regions that submit an application for **grants or loans** from the fund to implement their Regional Economic Acceleration and Development Strategy
- Plans developed in 2021 will serve as baseline for a revised Regional Economic Acceleration and Development Strategy
- Applications may include example projects that help the Board understand the types of investments under consideration
- IEDC will explore a variety of financing options including loans/revolving loan funds to be managed by the IEDC as its commitment to a project
- Maximum commitment to a region: \$75,000,000



Matching Requirements: Attracting private investment is a major goal of the READI 2.0 program.

- Regions should attract a minimum 4:1 match at a regional level across their portfolio of projects.
- This includes a required 1:1 match from local public funding and 3:1 match from private and philanthropic sources.
- At least 60% of the match should be from private sources.



Timeline

- **NOW THROUGH FEBRUARY 2024** - Regions develop their funding applications; IEDC visits each participating region to see READI 1.0 investments and discuss future vision/strategy
- **FEBRUARY 16, 2024** - Regional applications due to IEDC
- **APRIL 2024** - Proposed IEDC Board approval of investment commitments / allocations to regions
- **MAY 2024** - IEDC begins coordination with regions in identifying regionally significant capital and infrastructure projects for investment



REGIONAL ECONOMIC ACCELERATION
& DEVELOPMENT INITIATIVE

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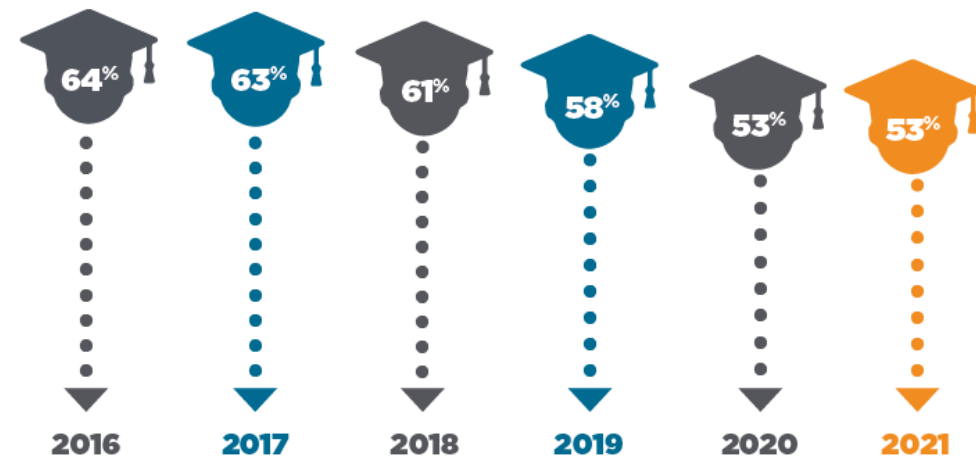
Key Performance Indicators (KPIs)	Targets
Population growth	<ul style="list-style-type: none"> • Increase the rate of the state's population growth from historical average of 20,000 people per year to 24,000 people per year
Per capita income growth	<ul style="list-style-type: none"> • Increase per capita income (wage growth) by \$2,750 per year
Growth in employment opportunities	<ul style="list-style-type: none"> • Reduce skills gap by 20% • Projected growth in target industries of 10,769 new jobs by 2032
Educational attainment	<ul style="list-style-type: none"> • Increase of 3.5% in share of population 18 and over with bachelor's degree or higher
Housing units developed	<ul style="list-style-type: none"> • Develop and rehabilitate a total of 6,000 units • Increase number of new rental units by 4,200 • Increase number of units for sale by 2,800
Childcare capacity	<ul style="list-style-type: none"> • Lower the percentage of childcare deserts by 10% • Increase the level of quality at existing centers
Innovation activities	<ul style="list-style-type: none"> • Increase number of patent filings • Increase research and development spending • Increase number of new business start-ups
Private investment	<ul style="list-style-type: none"> • 4 to 1 leverage ratio • 25% of total investment is in rural and rural-mix communities • 25% of total investment is in disadvantaged communities

INDIANA'S COLLEGE-GOING RATE



HIGH SCHOOLERS GOING STRAIGHT TO COLLEGE

Indiana's college-going rate has declined yearly since 2015, but 2021 was the first year the rate held steady at 53 percent.

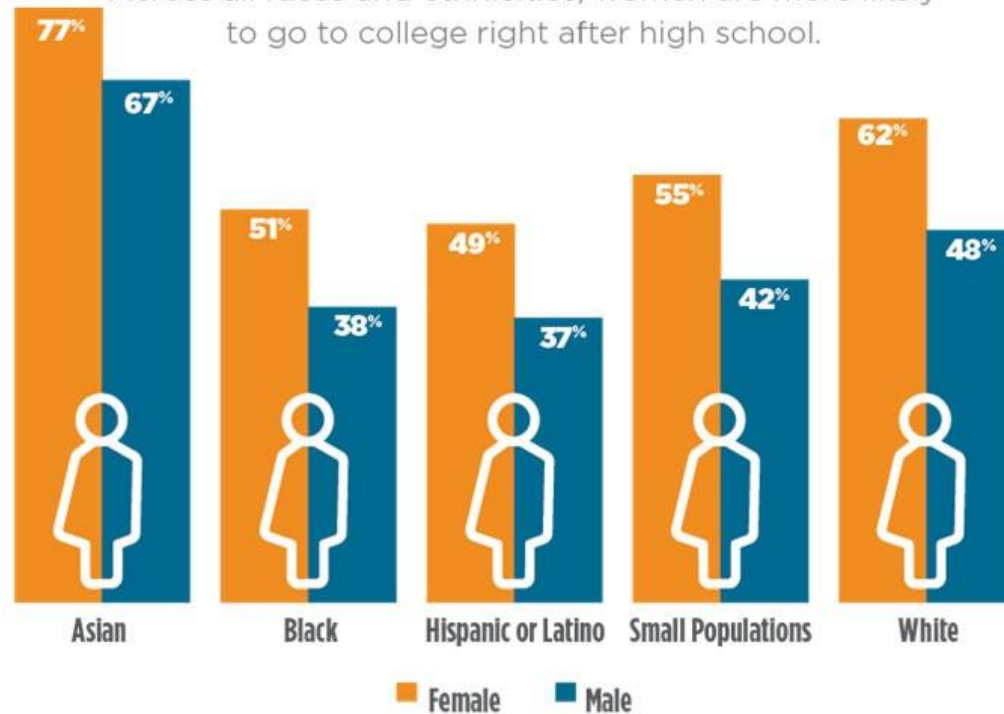


Indiana Commission for Higher Education, 2023

INDIANA'S COLLEGE-GOING RATE

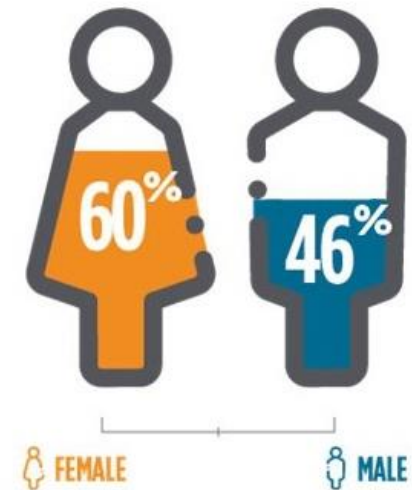
COLLEGE-GOING

Across all races and ethnicities, women are more likely to go to college right after high school.



Indiana Commission for Higher Education, 2023

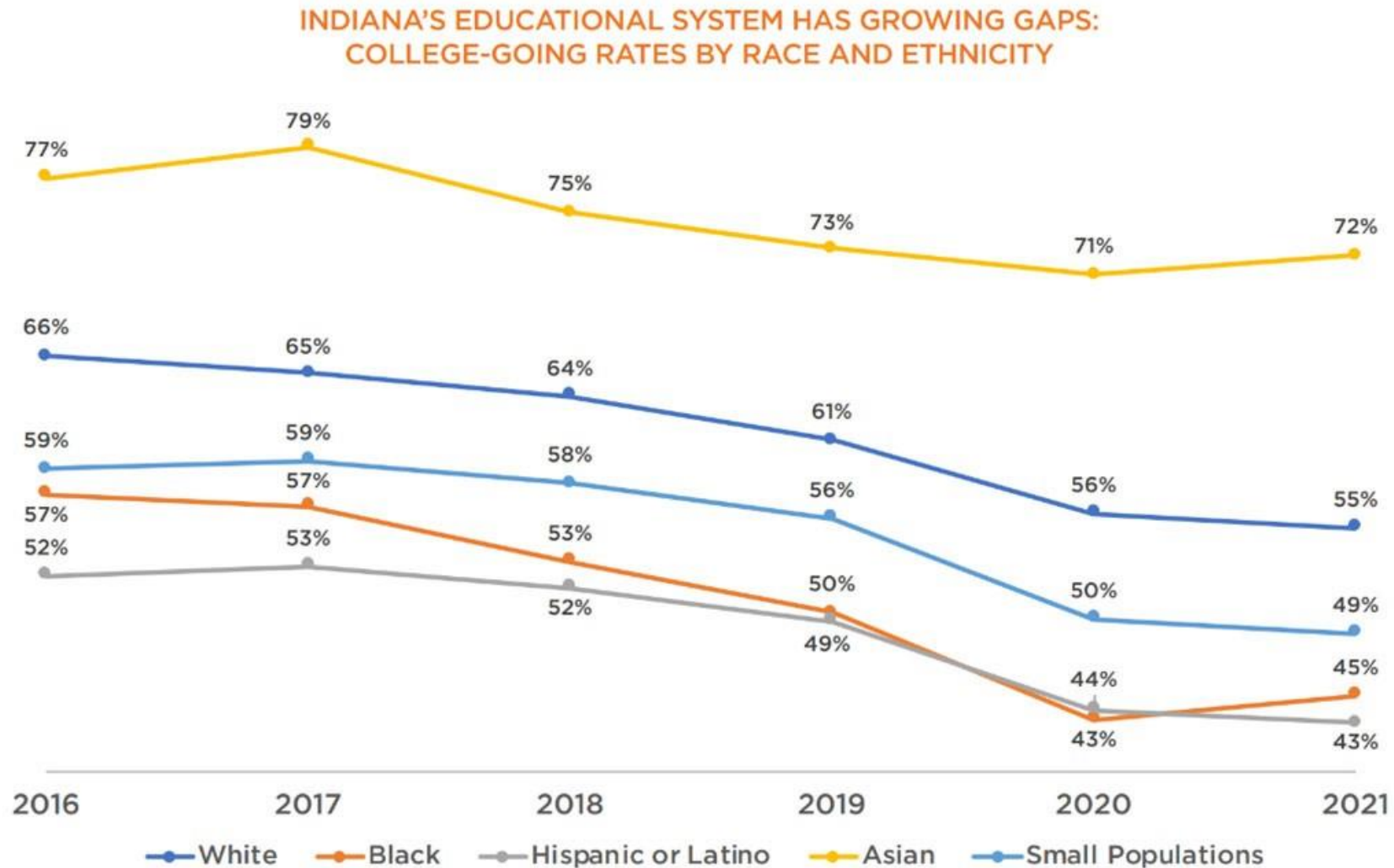
GENDER GAP College-Going



On average, men continue to go to college at a lower rate than women.

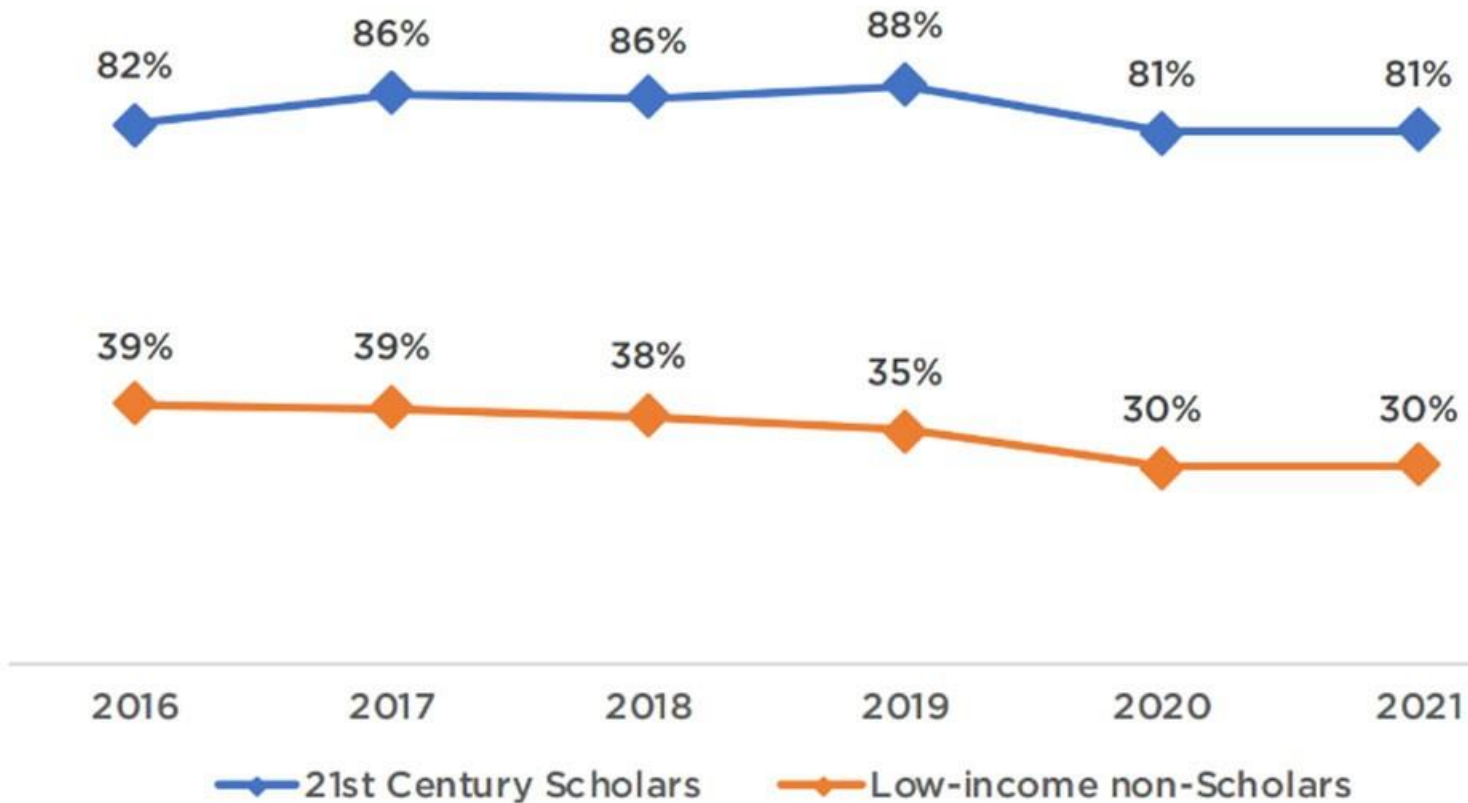
Indiana Commission for Higher Education, 2023

INDIANA'S COLLEGE-GOING RATE




INDIANA'S COLLEGE-GOING RATE


21ST CENTURY SCHOLARS ATTEND COLLEGE
AT HIGHER RATES THAN PEERS



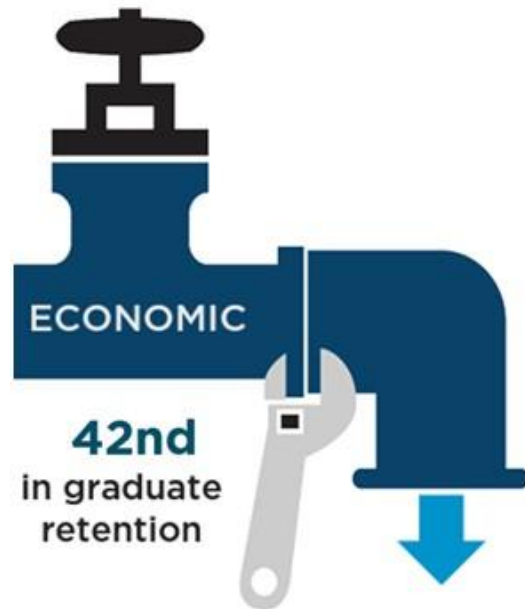
ECONOMIC METRICS

<div>ECONOMIC METRICS <small>by</small> EDUCATION LEVEL</div> <div>08-21-23</div>				
EDUCATION LEVEL	INDIANA UNEMPLOYMENT RATE (2023)	INDIANA LABOR PARTICIPATION RATE (2023)	WAGES – MEDIAN INCOME (U.S.) (2021)	WAGES – MEDIAN INCOME (U.S.) (2021) (AGES 25-34)
LESS THAN A HIGH SCHOOL DIPLOMA	6.6%	44.6%	\$31,300	\$32,500
HIGH SCHOOL DIPLOMA	2.9%	56.4%	\$40,450	\$39,700
SOME COLLEGE OR ASSOCIATE DEGREE	2.2%	67.1%	\$46,300	\$42,200
BACHELOR’S DEGREE + UP	2.0%	73.3%	\$72,900	\$65,000

SOCIAL METRICS

<div>SOCIAL METRICS <small>by</small> EDUCATION LEVEL</div> <div>08-21-23</div>				
EDUCATION LEVEL	PERCENT OF HOOSIERS (2021)	PERCENT OF WORKING- AGE ADULTS USING SNAP BENEFITS (U.S.) (2021)	INFANT MORTALITY (PER 1,000 BIRTHS) (U.S.)(2020)	LIFE EXPECTANCY (U.S.)
LESS THAN A HIGH SCHOOL DIPLOMA	10%	21%	7.7	72 years
HIGH SCHOOL DIPLOMA	33%	15%	6.9	79 years
SOME COLLEGE OR ASSOCIATE DEGREE	29%	11%	5.4	80 years
BACHELOR'S DEGREE + UP	28%	2%	3.0	85 years

KEY PRIORITIES: GRADUATION RETENTION

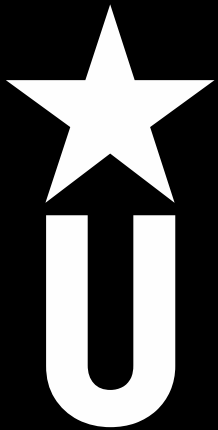


PRIORITIES

- Intentionally getting students in front of Hoosier employers and getting them to stay here upon graduation
- University presidents have leaned into this priority

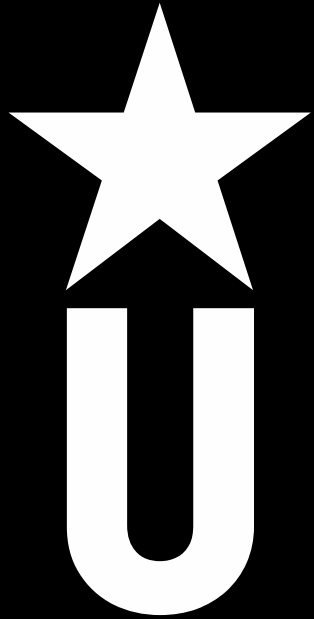
HOPE AGENDA

- **Retaining talent** once someone has graduated from a postsecondary training or education program
- Measurable distinction in **economic and social mobility and prosperity** outcomes
- As the recognized state for growing or starting a business, based upon the **strength of human capital**



Next Steps

- Update Uplands Strategic Plan
- Identify Catalytic Projects with Regional Impact (existing and aspirational)
- Propose Mix of Funding Strategies
- Define the Case for Significant Support
- Complete & Submit Application to IEDC



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A REGION ON THE RISE

READI DEVELOPMENT PLAN, SEPTEMBER 2021



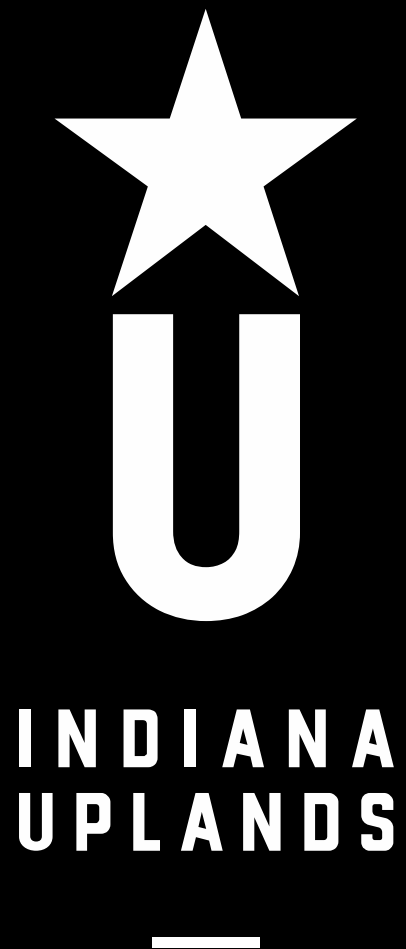
**ADVANCED
MANUFACTURING**



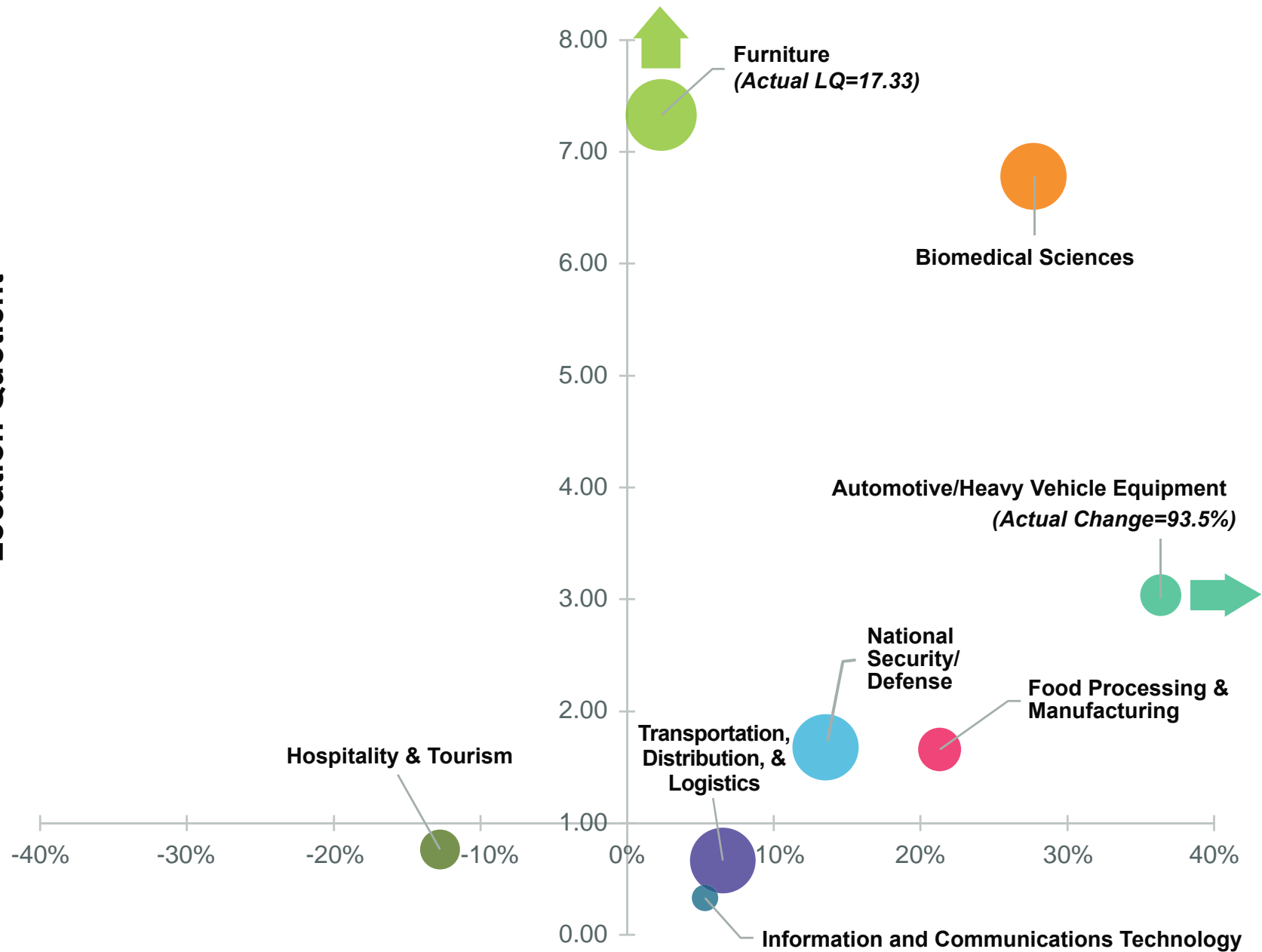
**NATIONAL SECURITY
& DEFENSE**



**LIFE
SCIENCES**

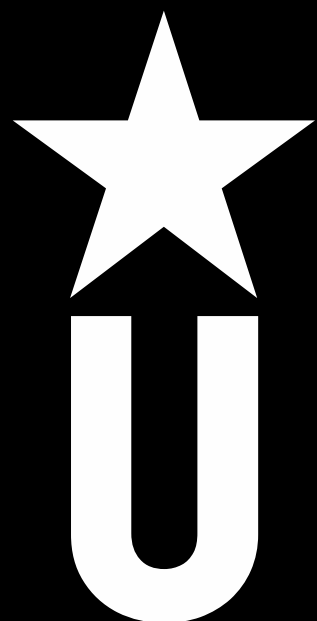


Location Quotient



Uplands Region Employment Change, 2012-2020

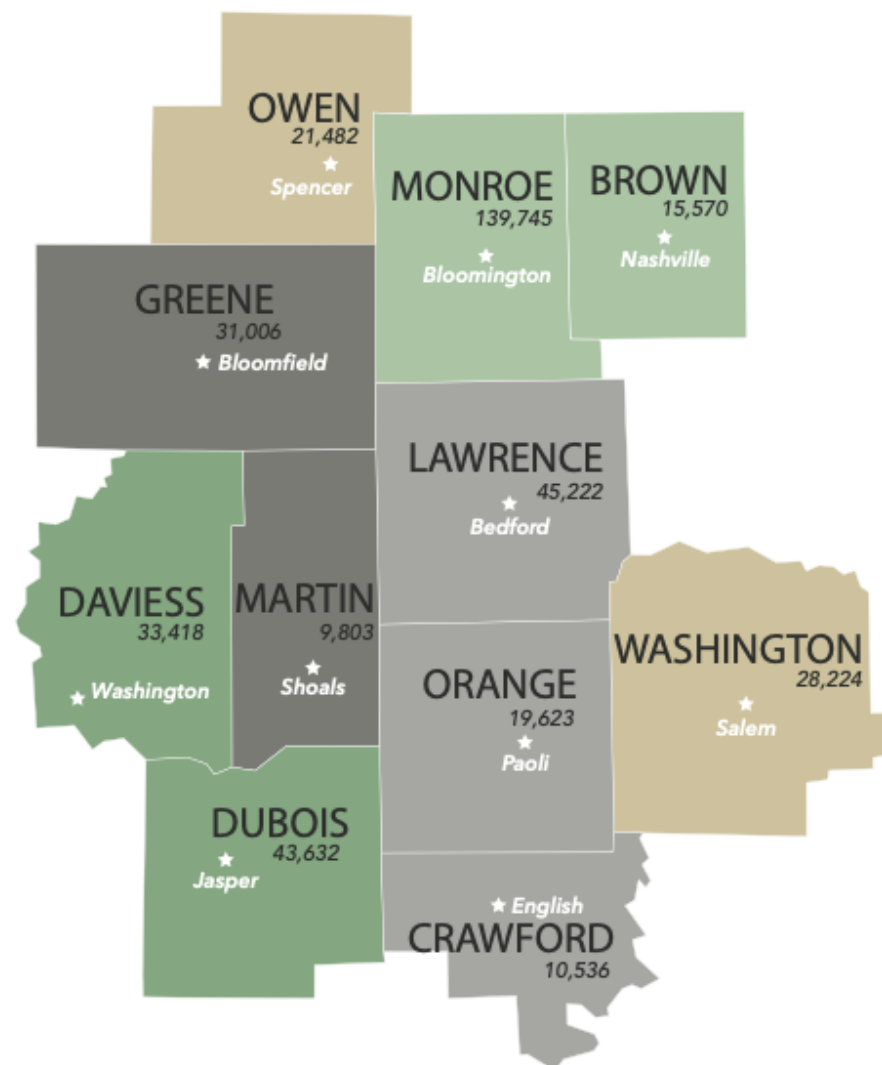
Source: TEconomy Partners analysis of Enhanced U.S. Bureau of Labor Statistics CEW data (from Emsi, Datarun 2021.2)



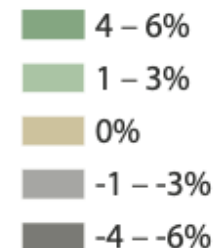
INDIANA
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Indiana Uplands Total 2022 Population: 398,261

2022 Population by County and Population Change 2010-2022

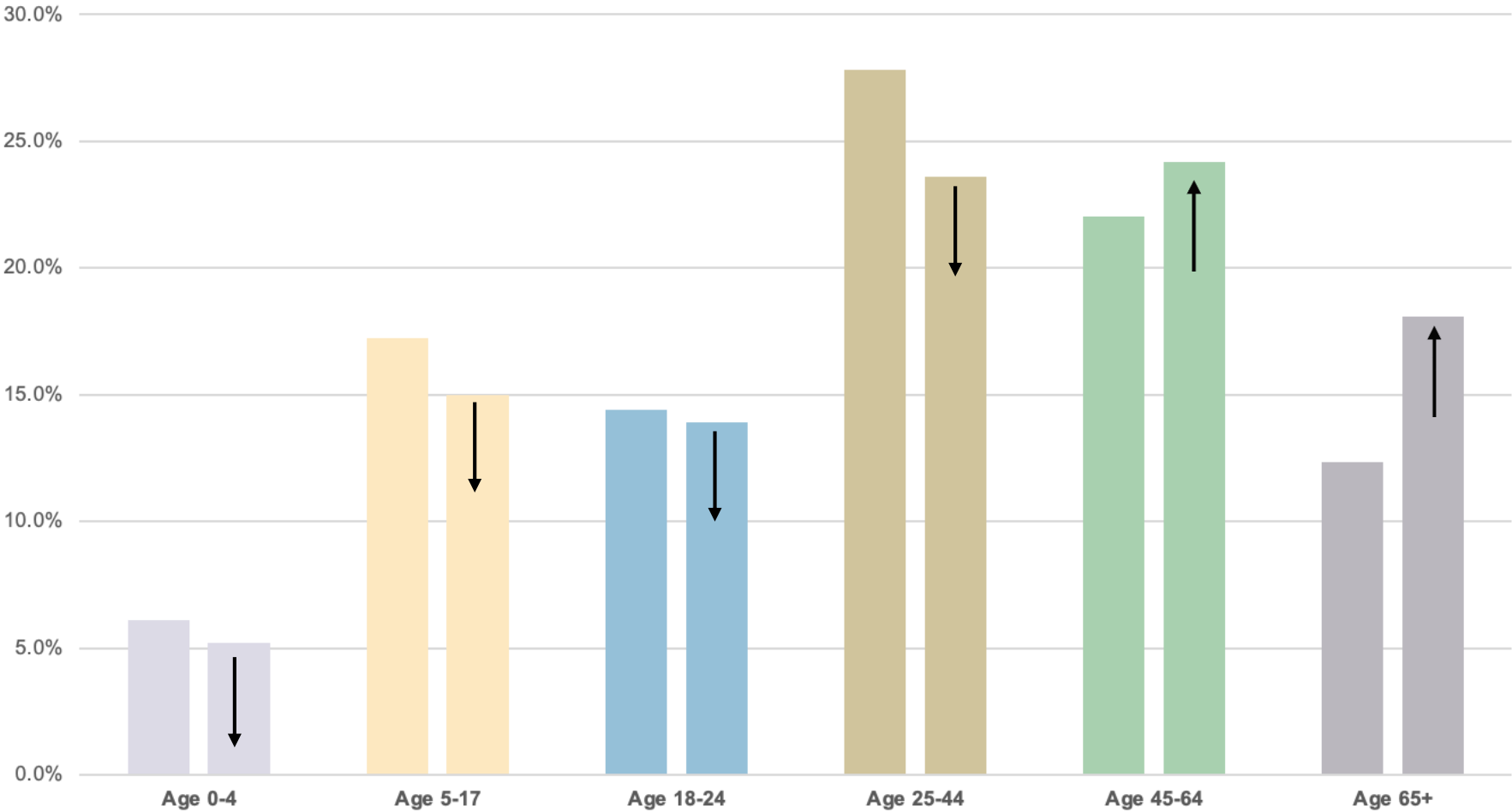


County Population Change, 2010–2022

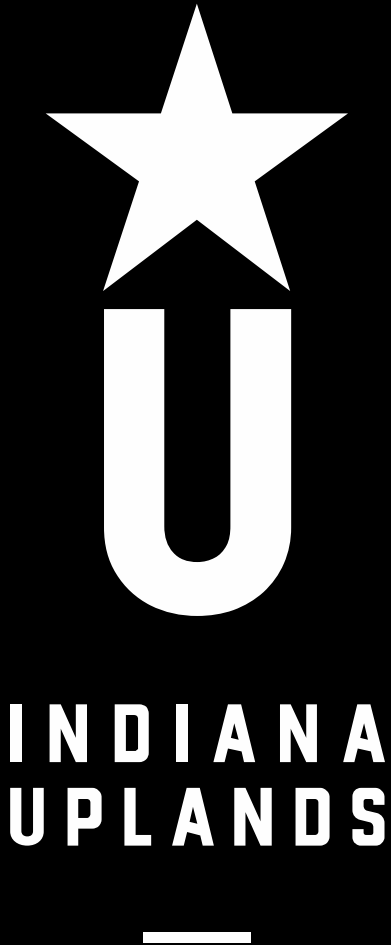


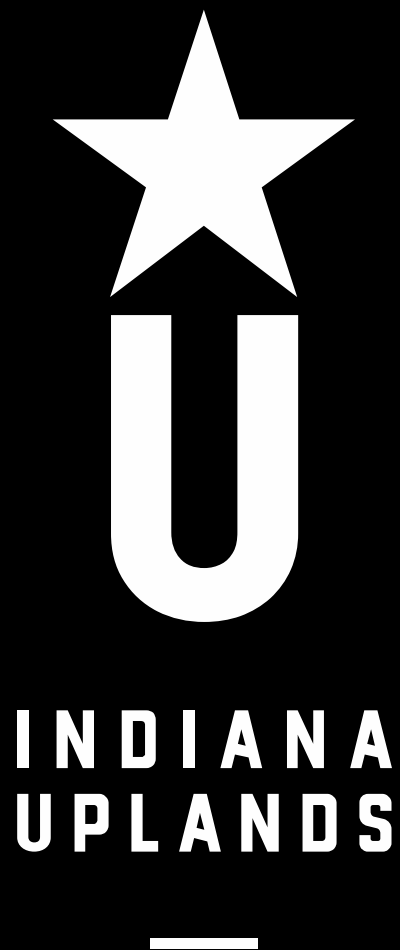
Source: STATS Indiana, Population Counts by Decade and Current Year Estimate, June 30, 2023.

Regional Population by Age, 2000 and 2022



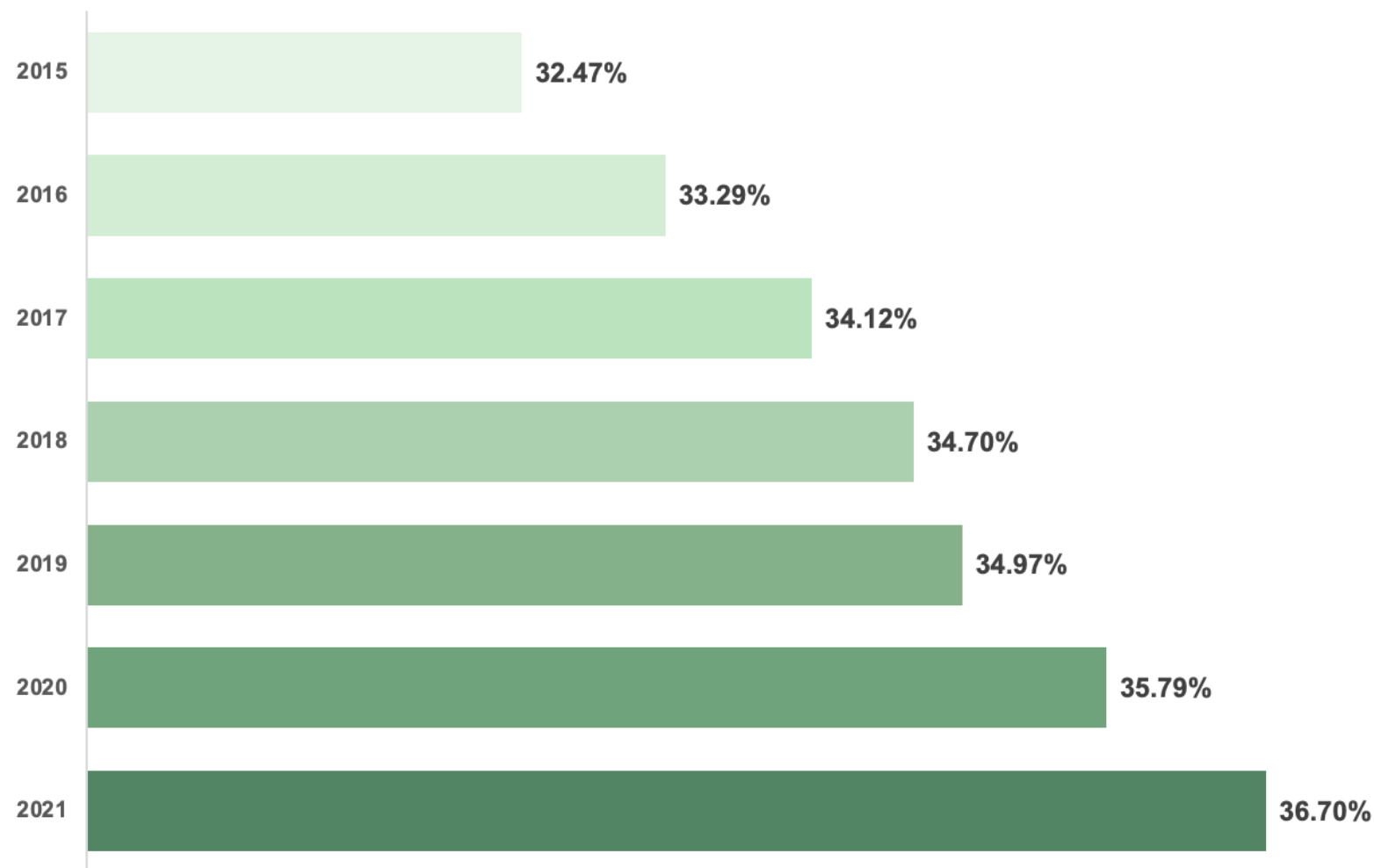
Source: STATS Indiana, In Depth Profiles, Population Estimates by Age.



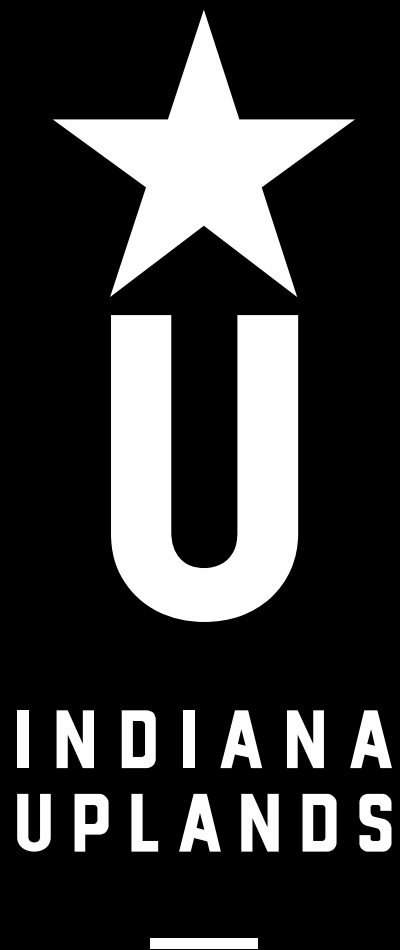


Regional Educational Attainment, 2015–2021

Percent of Uplands population **25 years or older** who have completed an **associate's, bachelor's, or higher degree**. *Information on certificates and/or credentials not available.*

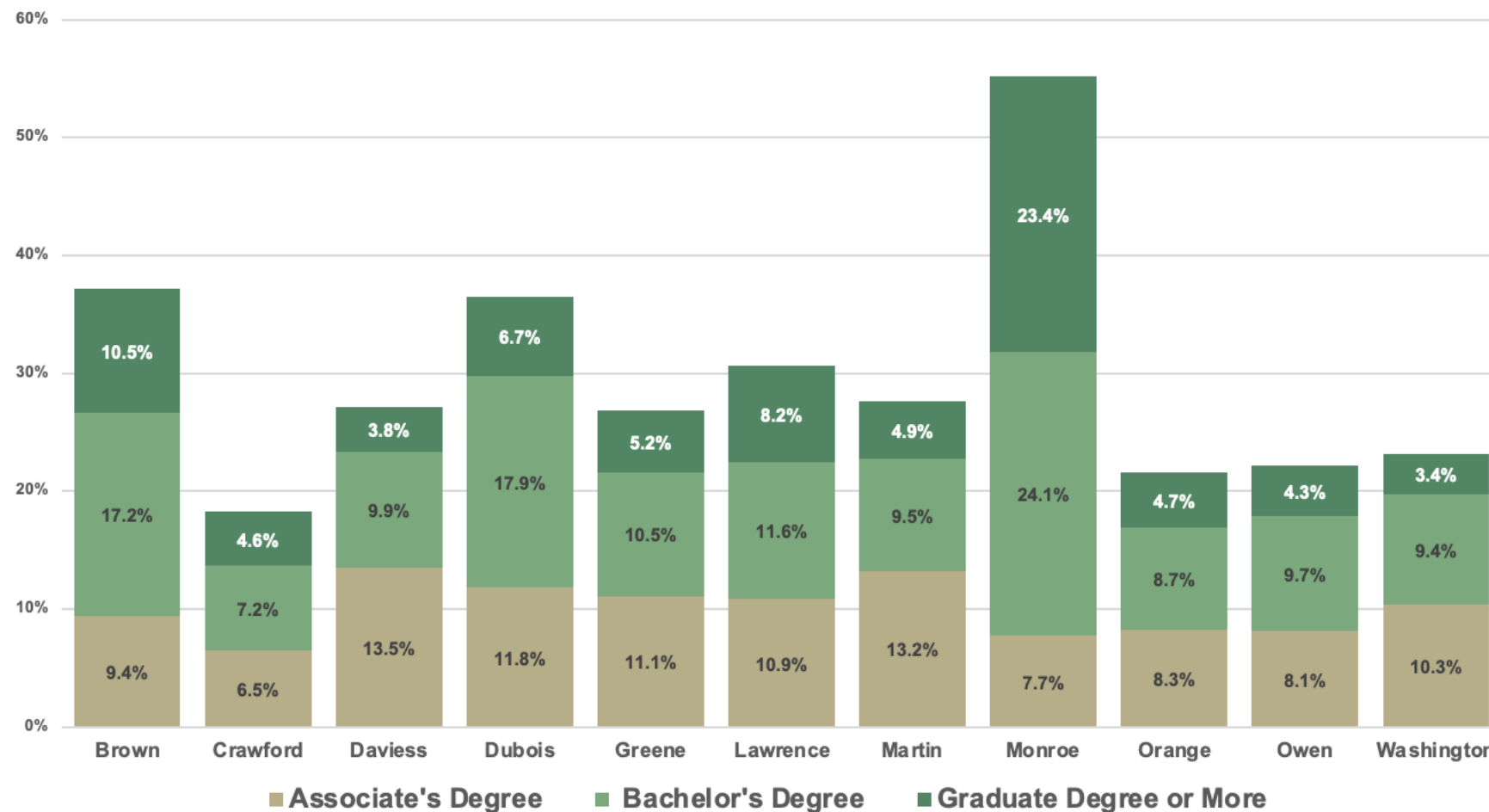


Source: STATS Indiana, Educational Attainment – U.S. Census Bureau, American Community Survey, 5-Year Estimates.

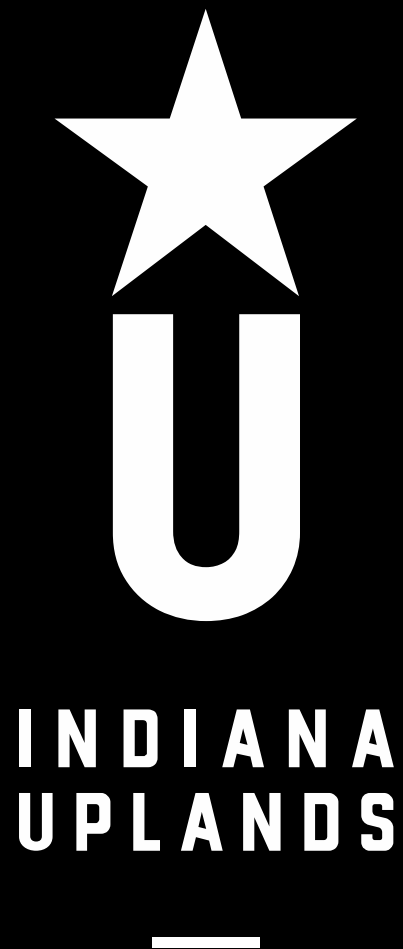


Educational Attainment by County, 2021

Percent of Uplands population **25 years or older** who have completed an **associate's, bachelor's, or higher degree**. *Information on certificates and/or credentials not available.*



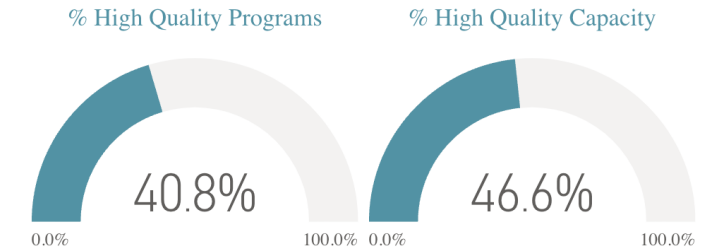
Source: STATS Indiana, Educational Attainment – U.S. Census Bureau, American Community Survey, 5-Year Estimates.



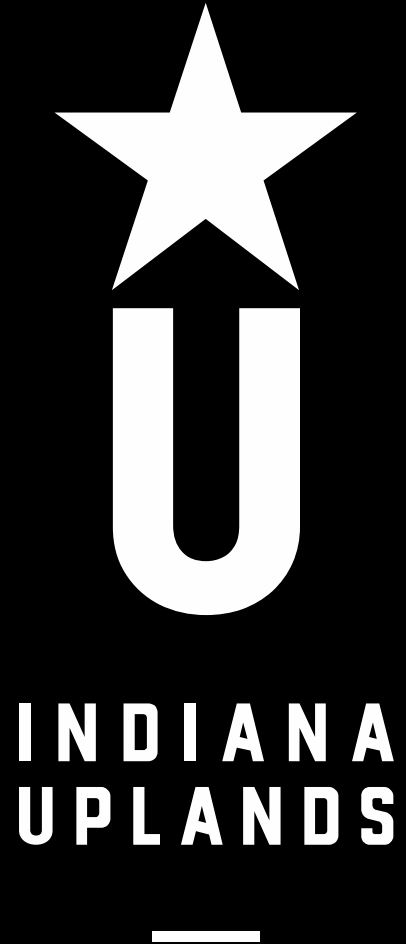
Childcare Demand & Supply

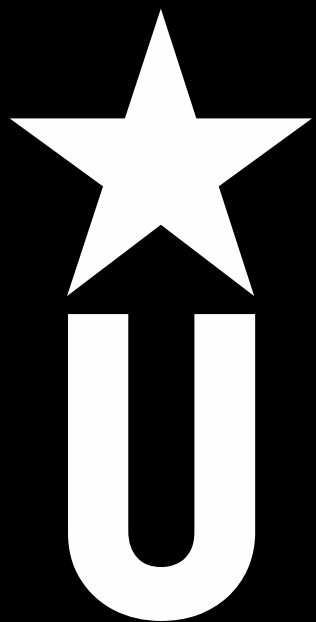
County/Area	Estimated Number of Children Under Age 6 Who Need Care <i>Children whose parents/guardians are all in the labor force.</i>	Programs <i>Active providers in the Regulated Childcare System (RCCS) database.</i>	Total Capacity (Children Served) <i>Regulated capacity of all licensed programs and reported capacity of many unlicensed programs.</i>	Estimated Gap for Children Under 6 Who Need Care <i>Assuming existing programs are at full capacity.</i>
Brown	503	6	88	415
Crawford	300	3	120	180
Daviess	1,075	18	866	209
Dubois	2,803	26	1,190	1,613
Greene	915	25	438	477
Lawrence	2,143	17	853	1,290
Martin	561	6	97	464
Monroe	5,292	69	2,537	2,755
Orange	550	14	188	362
Owen	852	13	267	585
Washington	724	16	322	402
Uplands Region	15,718	213	6,966	8,752

Quality of Childcare



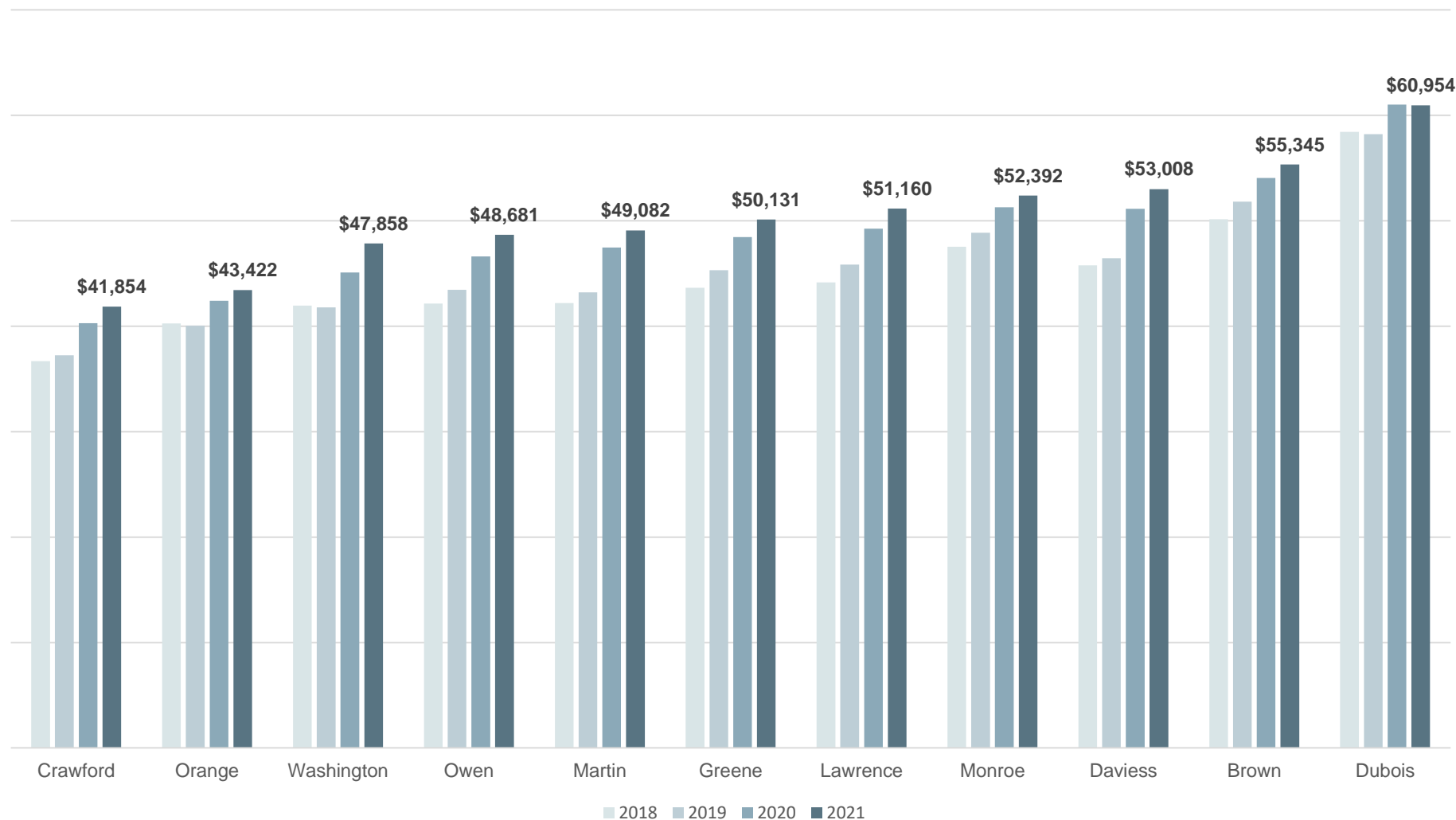
County/Area	Total Programs <i>Active providers in the Regulated Childcare System (RCCS) database.</i>	Total Capacity (Children Served) <i>Regulated capacity of all licensed programs and reported capacity of many unlicensed programs.</i>	High Quality Programs <i>Programs in the Regulated Childcare System (RCCS) database that are on Paths to QUALITY™ Level 3 or 4.</i>	High Quality Capacity <i>Legal or reported capacity of programs on Paths to QUALITY™ Level 3 or 4 (does not include unlicensed programs not reporting capacity).</i>
Brown	6	88	4	56
Crawford	3	120	2	53
Daviess	18	866	2	176
Dubois	26	1,190	9	597
Greene	25	438	6	160
Lawrence	17	853	5	246
Martin	6	97	2	57
Monroe	69	2,537	40	1,576
Orange	14	188	5	72
Owen	13	267	8	132
Washington	16	322	4	123
Region	213	6,966	87	3,248



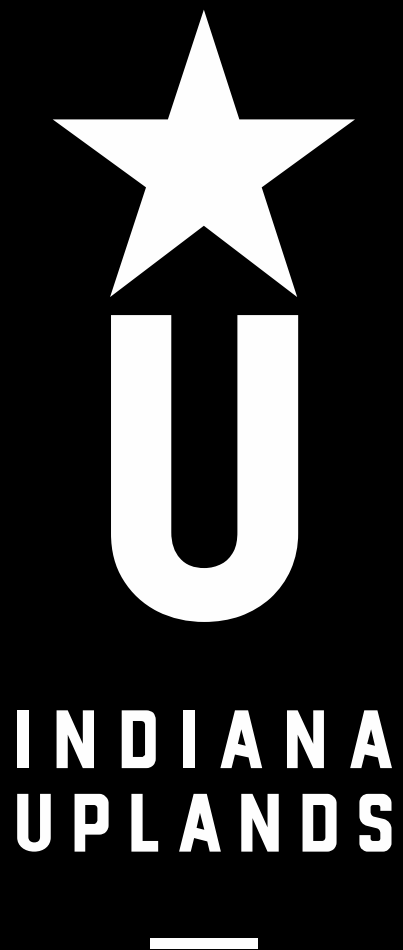


INDIANA
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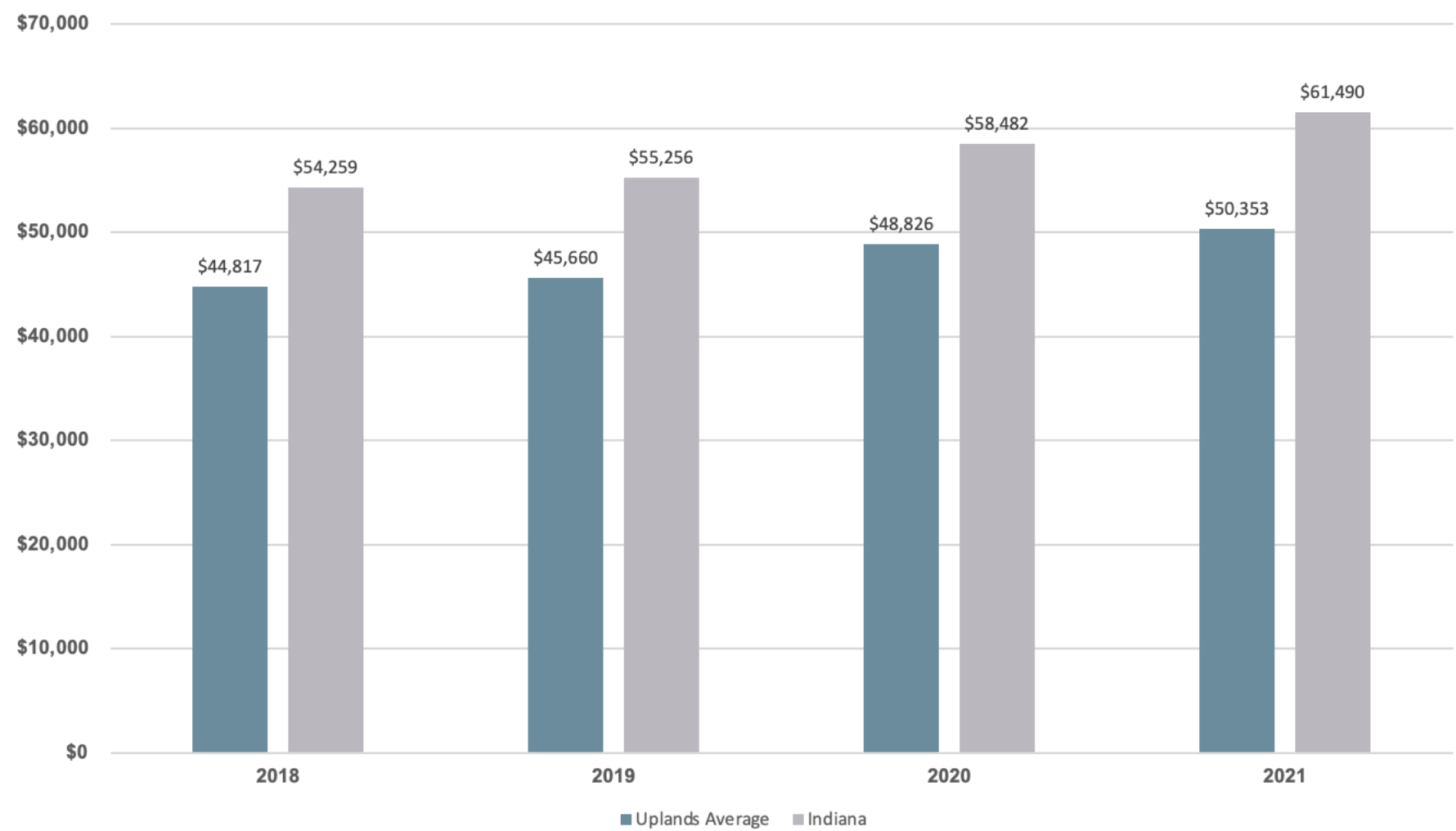
Per Capita Personal Income by County (adjusted for inflation), 2018–2021



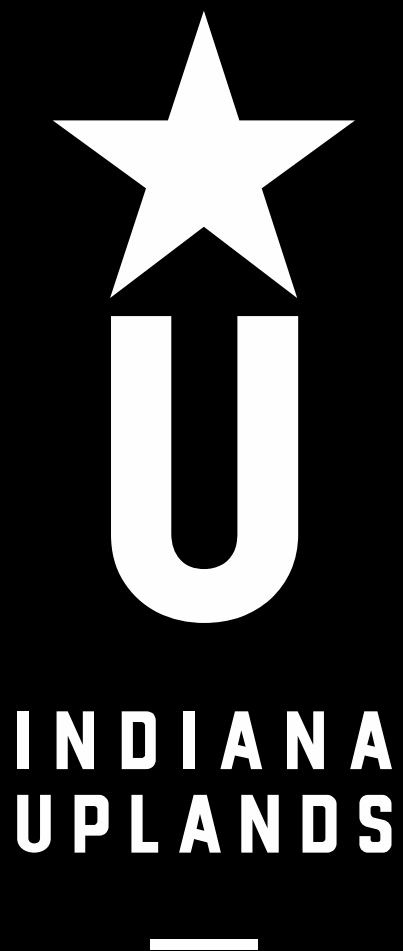
Source: STATS Indiana: Bureau of Economic Analysis Data - Per Capital Annual Personal Income.



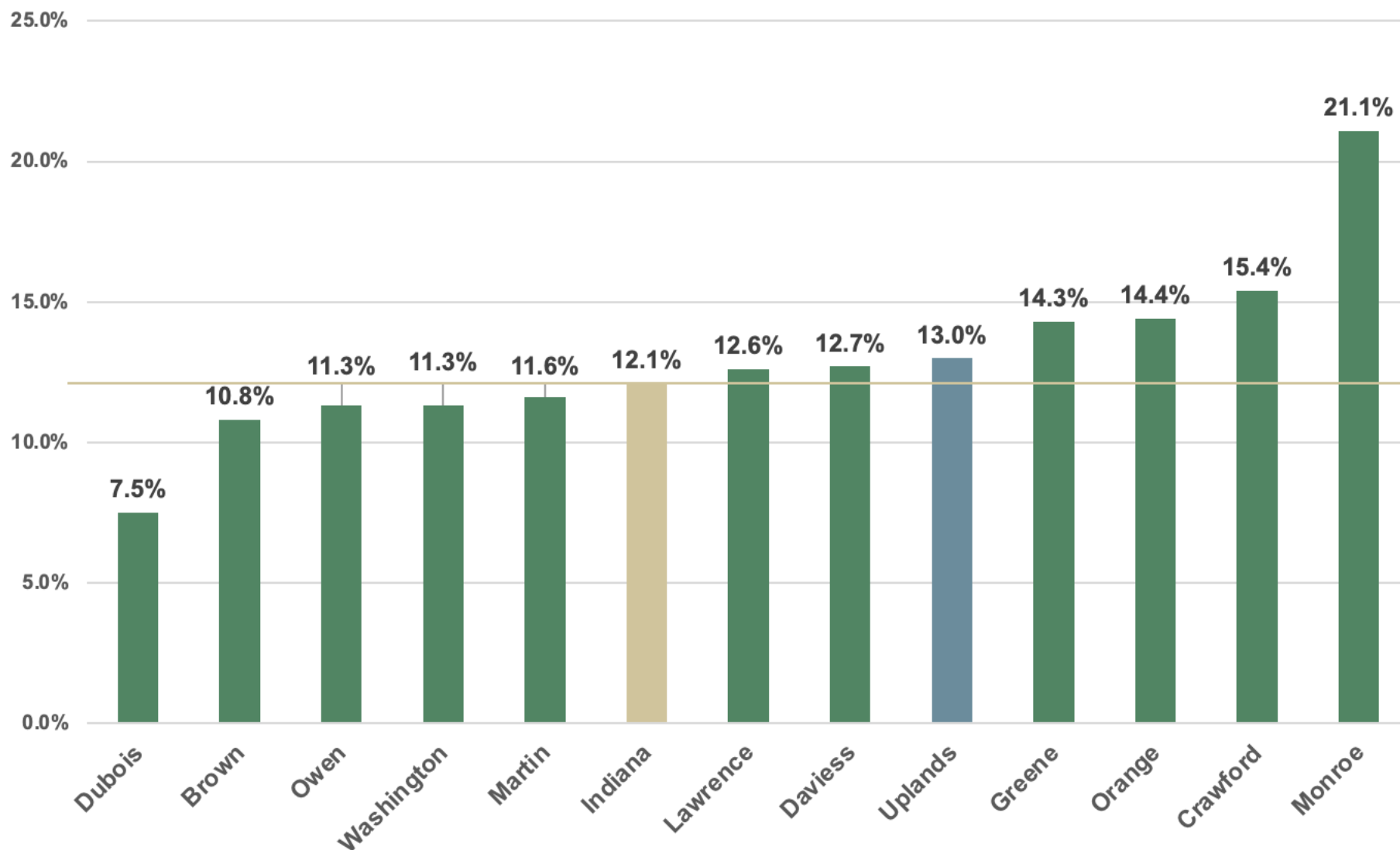
Per Capita Personal Income (adjusted for inflation), 2018–2021



Source: STATS Indiana: Bureau of Economic Analysis Data - Per Capital Annual Personal Income.



Indiana Uplands Poverty Rates, 2021



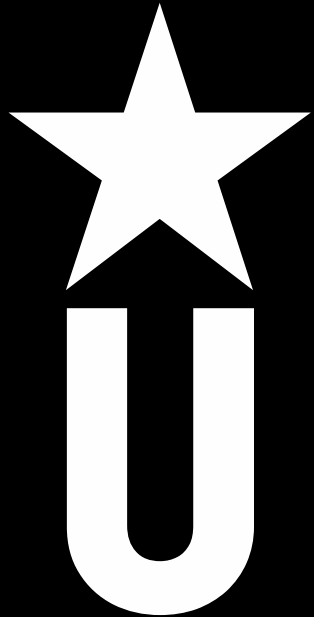
Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE)

Indiana Uplands Regional Housing Study

2023 Housing Study Update: Total Housing Need 2023-2035

County	Owner-Occupied		Rental		Total
	Affordable (Low-Moderate)	Market (Moderate - High)	Affordable (Low-Moderate)	Market (Market - High)	
Brown	154	203	173	131	661
Crawford	147	71	140	78	436
Daviess	299	264	273	208	1,044
Dubois	664	677	448	446	2,235
Greene	226	163	190	143	722
Lawrence	476	419	415	350	1,660
Martin	74	55	46	39	214
Monroe	2,264	2,182	1,830	1,134	7,410
Orange	160	143	149	110	562
Owen	349	220	275	211	1,055
Washington	240	183	218	144	785
Totals	5,053	4,580	4,157	2,994	16,784

Digital Divide County Profiles



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Brown, Indiana

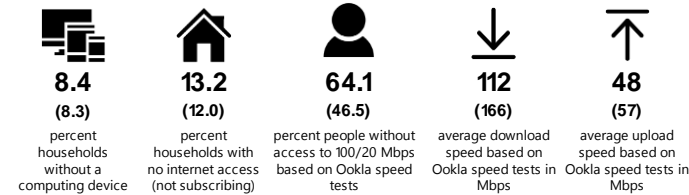
2021 DIGITAL DIVIDE PROFILE

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a lower divide. The infrastructure adoption score and the socioeconomic (see scores and indicators below) contribute to the overall DDI. State averages are shown in parenthesis.

DIGITAL DIVIDE INDEX SCORE | **52.74**

INFRASTRUCTURE/ADOPTION SCORE | **37.85**

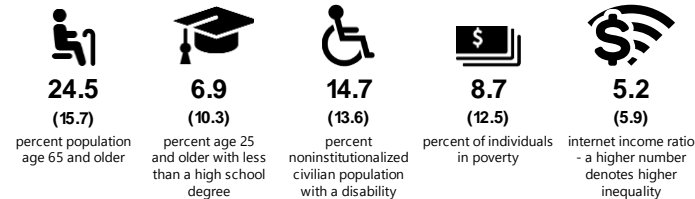
If this score is much higher than the socioeconomic score, efforts should be made to upgrade the broadband infrastructure.



SOCIOECONOMIC SCORE

If this score is much higher than the infrastructure/adoption score, efforts should be made to focus on digital literacy and exposing residents to the benefits of the technology

63.21



PURDUE UNIVERSITY

Center for Regional Development

For more information visit: pcrd.purdue.edu/ddi

Source: Census 5-year ACS 2017-2021
Q1-Q4 2021 Speedtest by Ookla® Global Fixed Network Performance Maps

Brown, Indiana

2019 - 2021 DIGITAL DIVIDE TRENDS

	2019	2020	2021	2019 VS. 2021 DIFFERENCE	
% Population not using 100/20 Mbps	91.4	71.0	64.1	-27.4	
Average Download Speed (Mbps)	58	88	112	54	
Average Upload Speed (Mbps)	20	55	48	28	
% Households No Internet	16.8	14.3	13.2	-3.6	
% Households No Devices	8.4	8.3	8.4	0.1	
INFA Score	41.59	35.62	37.85	-3.7	
% Population Age 65+	24.3	24.3	24.5	0.2	
% Individual Poverty	9.0	9.2	8.7	-0.4	
% Population 25+ with less than high school	7.9	6.6	6.9	-1	
% Population with Disabilities	15.1	14.3	14.7	-0.3	
Internet Income Ratio (IIR)	2.4	3.6	5.2	2.8	
SE Score	53.84	55.14	63.21	9.4	
DDI Score	51.78	45.05	52.74	1	

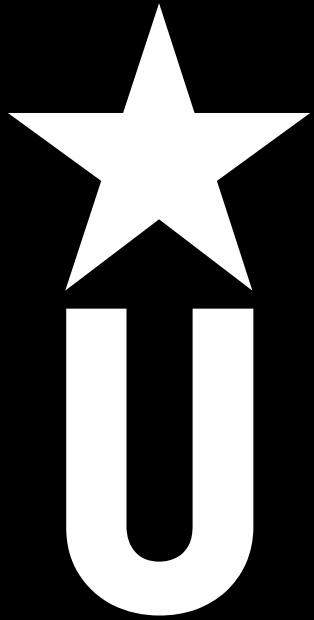
PURDUE UNIVERSITY

Center for Regional Development

For more information visit: pcrd.purdue.edu/ddi

Source: Census 5-year ACS
Speedtest® by Ookla® Global Fixed Network Performance Maps

Please note that this profile is for descriptive purposes only. ACS 5-year data should not be compared year over year when these fall within the same time period the survey was conducted. In this case, 2019, 2020, and 2021 overlap between ACS 2015-2019, ACS 2016-2020, and ACS 2017-2021.



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Brown County Demographic Data



Population (2022): 15,570, Median Age: 51.4 (IN 38.2)



Per Capita Personal Income (2021): \$55,345 (IN \$61,490)



Housing Units Needed by 2035: Owner 357, Rental 304



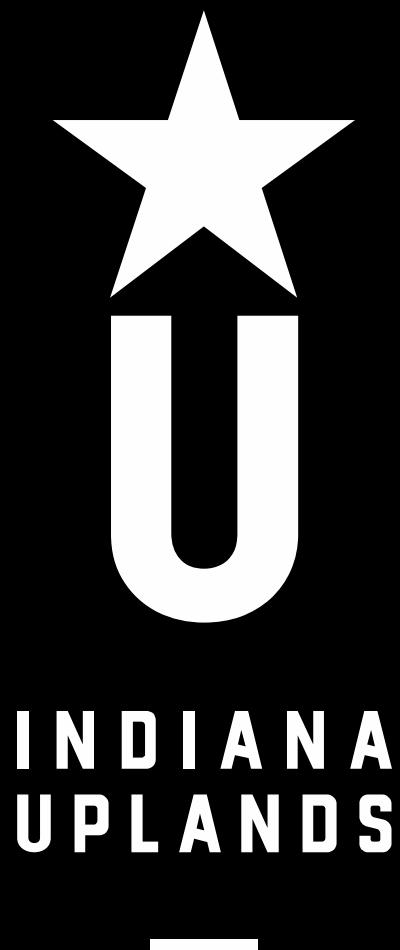
Home Internet Access: 70.2% (IN 87.0%)
100/20 MBPS – FCC Form 477 (2019)



Educational Attainment, 25 years or older (2021): 37.1% (IN 36.8%)



Commuting (2021): In 799 Out 3,718
Labor Force: 7,919



In preparation for READI, listening sessions were convened in all 11 Uplands counties in June 2021. Community stakeholders proudly shared what had been accomplished in the last five years to advance economic opportunity, innovation and entrepreneurship, talent attraction, and quality of place. They talked about what they have yet to accomplish but aspire to achieve, opportunities on the horizons, and the barriers that can constrain them. From the information collected in these county-by-county conversations and the 2021 Uplands Strategic Plan, the following regional SWOT analysis emerged.

STRENGTHS

- Strong Industry Sectors – Advanced Manufacturing, Life Sciences, & National Security and Defense
- Transformative K-12 & STEM Initiatives
- K-12, Post-Secondary, & Industry Partnerships Engagement
- Updated Roads, Sewers, & Water Systems across the Region
- Wealth of Recreational Opportunities
- Natural Amenities
- Communities with Unique Character & Assets
- Low Cost of Living
- Growing Diversity



WEAKNESSES

- Lack of Housing at All Price Points
- Failing & Outdated Infrastructure
- Population Declines in Many Counties
- Aging Population
- Talent Brain Drain in The Region
- Challenges Retaining Talent
- Inadequate Connectivity in Rural Areas
- Lack of Affordable Childcare
- Lack of Facilities for Physical & Mental Health



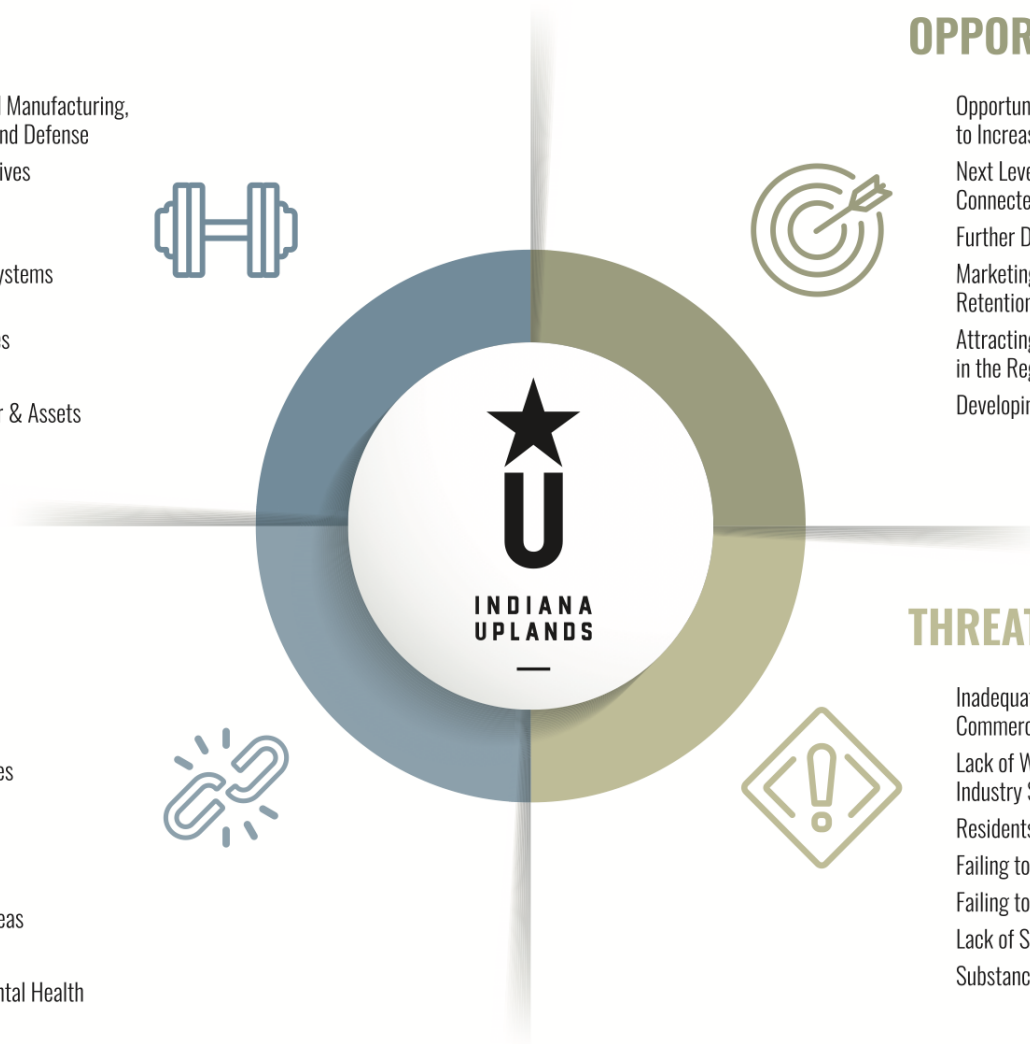
OPPORTUNITIES

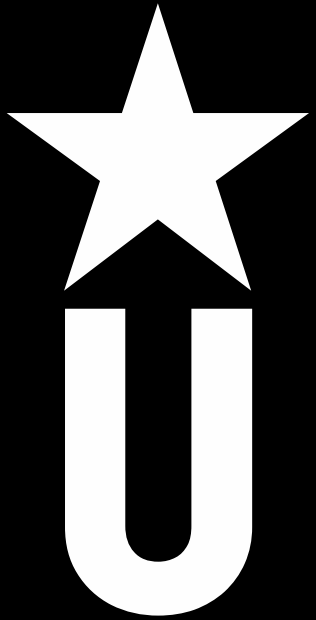
- Opportunity through Next Level Connections to Increase Rural Connectivity
- Next Level Trails Could Aid Development of a Connected Trail System
- Further Development of WestGate@Crane
- Marketing the Uplands Region for Talent Attraction, Retention, & Tourism
- Attracting Young People & Families to Live & Work in the Region
- Developing the I-69 Interchange Corridors



THREATS

- Inadequate Infrastructure for Housing & Commercial Growth
- Lack of Workforce to Fill Jobs Needed for Growing Industry Sectors
- Residents Not Pursuing Opportunities to Skill Up
- Failing to Fill High-Skilled Trade Positions
- Failing to Embrace the Regional Brand
- Lack of Small Business Growth & Entrepreneurs
- Substance Use & Mental Health Challenges

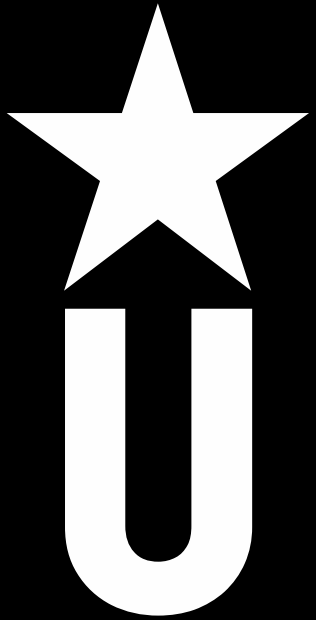




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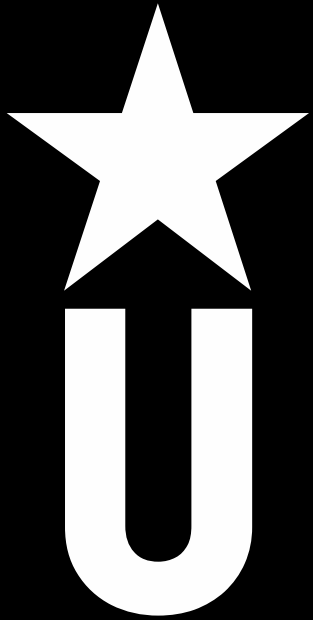
**What are your county's biggest
wins over the last several years?**



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**What are your county's
highest priority challenges
and opportunities?**



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What existing or aspirational capital projects align with the READI KPIs and could produce big, bold, catalytic outcomes for your county and/or the region?

A REGION ON THE RISE



11
Counties



48
Cities & Towns



4,500
Square Miles



190,000
Labor Force



398,261
Population



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