



E-REP Statement of Activities

April-June 2024 (Q2)

QUALITY OF PLACE

- Awarded a maximum READI 2.0 award of \$45 million for the Evansville Region on April 11. Coordinated media team for award announcement and application process. Assessed interest forms and created the application for READI 2.0. Prepared to host a series of roadshows to provide guidance to applicants.
- Providing grant administration for multiple READI 1.0 awards in the county and regional projects of interest to the county.
- Created and encouraged applications from multiple projects within the county and its incorporated areas for the Lilly Endowment Initiative.

ECONOMIC DEVELOPMENT

- Working on multiple large-scale industrial projects with end users and site selectors.
- Responded to 10 Requests for Information (RFIs) from the Indiana Economic Development Corp. regarding prospective new businesses, focusing on manufacturing. Of note, did not submit on an additional 10 RFIs due to unsuitable buildings or sites.
- Advanced the development of the region's Comprehensive Economic Development Strategy to unlock new funding opportunities.
- Hosted Lunch with the Lt. Governor on April 11 and Lunch with the Governor on June 20.
- Participated in the Indiana Business Journal's Engage Indiana Southwest on April 12.
- Provided continued marketing support for the Evansville Regional Airport and county's announcement to restore service to Chicago on April 12.
- Ensured all eligible county taxpayers submitted compliance paperwork for tax phase-in.
- Facilitated and helped organize a Department of Energy workshop to promote the 48C tax credit for prospective businesses on April 16 at the University of Southern Indiana.
- Convened the E-REP Economic Partners and Elected Officials Council on April 18 with guest speakers from CDFI Friendly Evansville Region and Community One.
- Advanced the development of the I-69 Corridor Study, significantly tied to the county.
- Attended the Indiana Economic Development Association's Spring Conference on April 25-26 in South Bend.
- Represented the county at the quarterly Indiana Association of Regional Council's in-person meeting on May 9 in Indianapolis.
- One staff member participated in the Indiana Communities Institute's Economic Development Basic Course from May 13-17 in Muncie, a precursor to Certified Economic Developer (CECd).
- Awarded a \$5,000 grant by Duke Energy to enable a paid internship to evaluate economic development marketing materials and create new drone footage of key sites.



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- Represented the region at the Indiana Global Economic Summit on May 23-24, interfacing with key stakeholders.
- Communicating with potential grant writing consultants for EPA brownfield redevelopment opportunities.
- Represented the region at an Indiana Power Partnership Consult Connect Event in Chicago on June 12-13, promoting opportunities for new business attraction.
- Participated in the Evansville Water Sewer Utility's Citizens Advisory Council on June 17, 26.
- Evaluating various tactics (programs, software) to improve efficiency and productivity.

TALENT DEVELOPMENT / TALENT EVV

- Secured \$100,000 from the Department of Energy for regional capacity building related to aging energy assets.
- Secured business partners for the first-year launch of the Orr Fellowship Evansville Regional Chapter.
- Collaborated with EVSC to build a comprehensive approach to Modern Youth Apprenticeships, developing more connected talent pipelines.
- Completed 14 Business Retention and Expansion visits in the county.
- Offered three manufacturing-specific educational courses through Purdue MEP to over 50 manufacturing employees.
- Provided a Family Business Succession Planning Workbook to members to support effective business succession planning.

SMALL BUSINESS DEVELOPMENT

- In April, the Southwest Indiana Small Business Development Center (SBDC) served 65 clients from the county, supported 212 jobs, and facilitated \$511,000 in loans and equity, leading to the creation of 3 new jobs.
- In May, the SBDC helped start 5 new businesses, served 55 clients, and supported 128 jobs, with a total of \$152,350 in loans and equity, resulting in 30 new jobs created.
- In June, the SBDC served 42 clients, supported 125 jobs, and facilitated \$5,800 in loans and equity, leading to the creation of 3 new jobs.

MARKETING

- Belong Here Talent Attraction Program: In May, achieved 392,822 Meta impressions and 14,410 link clicks. LinkedIn impressions were 47,089, with 597 link clicks. Recorded 72 applicants, with 5 securing jobs and moving to the area, including positions at Deaconess and Hubert Family Dental. Five movers successfully secured housing. In June, the campaign saw 489,586 social impressions and 9,175 link clicks. LinkedIn impressions increased to 55,446, with 724 link clicks. The total number of applicants rose to 81, an increase of 9 from May.
- Make My Move Remote Work Program: In May, secured 14 households, with 298 in the pipeline and 17 in accepted status looking for housing. The program had 132,878 impressions, 65,023



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unique users, 6,591 clicks, 12,627 page views, and 888 likes, with a click-through rate of 4.96%. By June, 19 out of 25 households were secured for the year, totaling 49 individuals. The pipeline grew to 309, with 12 in accepted status looking for housing.

- Talent Retention Efforts: The "E is for Everyone" newsletter recorded 42,781 website visits from January to June 2024.
- Comparative Analysis: In June, the eligibility confirmation rate was 34.04%, 27% higher than peers. The offer rate was 34.04%, 53% higher than peers. The acceptance rate was 12.77%, 68% higher than peers. The move rate was 11.01%, 174% higher than peers.
- While the programs are outperforming compared to peers, continued engagement with late-stage applicants is crucial to secure more movers. A comprehensive list or guide of reputable property management companies in the region is needed to assist new movers in finding housing.



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