WHY PLACE-MAKING

- The high altitude perspective
THE TWO STATES OF INDIANA
POPULATION CHANGE 2010 TO 2040

Source: STATS Indiana using data from Indiana Business Research Center

% Population change from 2010 to 2040
- Growing
- Neutral
- Losing

IU Public Policy Institute
THE TWO STATES OF INDIANA
AGE 25-64 2010 TO 2040

Estimated Changes in Age 25-64 Population 2010-2040

% Change in workforce 2010 to 2040
- Growing
- Neutral
- Losing

Source: STATS Indiana using data from Indiana Business Research Center
POPULATION CHANGE
DOMESTIC MIGRATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Natural</th>
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<tbody>
<tr>
<td>2010</td>
<td>(2,954)</td>
<td>2,197</td>
<td>7,092</td>
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<tr>
<td>2011</td>
<td>(8,413)</td>
<td>25,565</td>
<td>9,439</td>
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<tr>
<td>2012</td>
<td>(12,795)</td>
<td>24,435</td>
<td>9,877</td>
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<td>2013</td>
<td>(762)</td>
<td>22,675</td>
<td>10,877</td>
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<tr>
<td>2014</td>
<td>(7,506)</td>
<td>24,062</td>
<td>12,513</td>
</tr>
<tr>
<td>2015</td>
<td>(14,881)</td>
<td>25,260</td>
<td>12,574</td>
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WHY DO PEOPLE MOVE TO INDIANA
WE STILL NEED TO CREATE JOBS
WINNING THE MIGRATION GAME
QUALITY OF LIFE / PLACE-MAKING

- What is it?
  - It’s the basics (infrastructure, schools, safety)
  - It’s amenities (bike trails, brew, internet, wifi)
  - It’s opportunity (schools, colleges, innovation districts, connectivity)
  - It’s perception

- Why does it matter
  - For those who aren’t static
  - For long-time residents
  - For boomers / millennials

- Talent is essential
  - Not just innovation / labor
THRIVING METRICS
HOW DO WE KNOW IT'S WORKING?

PEOPLE

Attainment
% w/ less than HS education
% w/postsecondary degree or credential

Economic Opportunity
Unemployment Rate
% change in jobs and wages

Quality of Life
% Population Below Poverty
Net In-Migration Rate and Community Vitality Index

PLACE

Outcomes
Better educated Hoosiers and overall greater social equity
Higher wages, more jobs, and more Indiana workers available to fill them
More people moving into Indiana than moving out and fewer people below poverty
CAN I TIE ALL THIS TOGETHER?

- We are the furnace in an air-conditioned world
- Economic development is about companies and workers (innovators / laborers / entrepreneurs)
  - Jobs (incentives, business climate) and people (quality of life)
- Cheaper isn’t always better
  - It value not cost
- Quality of life less direct than incentives
  - (25 years)
- Thriving ecosystem
  - Quality of life/place, jobs, opportunity, connection
SIX SIMPLE NOTIONS

- The basics really matter
- Engineer attractive places
- Preserve what made us great / aspire to great
  - Family, stability, and tradition
  - Innovate, diversify, and invent
- We’ve got to win the migration game
  - and
- Collaboration is essential
  - We must play as a team
- We can’t afford not to rather than we can’t afford it