

*river of opportunities*



# 2022 - 2023 ANNUAL REPORT

OCTOBER 2022 -  
SEPTEMBER 2023

BUSINESS |

POLICY |

COMMUNITY |

TALENT |

STRATEGY |

**EVANSVILLE  
REGIONAL  
ECONOMIC  
PARTNERSHIP**

# AREAS OF IMPACT



**BUSINESS**

**POLICY**

**COMMUNITY**

**TALENT**

**STRATEGY**

E-REP's Areas of Impact build upon the guiding principles in a truly regional approach. E-REP is the strategic thought leader and voice for the region.

## MISSION

Promoting regional economic development and vitality through catalytic leadership, collaborative planning and coordinated investment.

## GUIDING PRINCIPLES

- E-REP operates regionally
- Commitment to equitable prosperity
- Small business is front and center
- Leverage the unique value of both the public and private sectors in delivering success
- Advances regional prosperity and global relevance

## OUR EDGE

IMPACT • INFLUENCE • RELATIONSHIPS • EXECUTION • UNITY



# BOARD OFFICERS

**CHAIR**  
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Berry Global

**VICE CHAIR**  
**BETH MCFADIN HIGGINS**  
McFadin Higgins & Folz

**VICE CHAIR**  
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American Water

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YMCA of Southwestern Indiana

**TREASURER**  
**DR. JAMES PORTER**  
Deaconess Health System

**CEO**  
**TARA BARNEY**  
E-REP

## EXECUTIVE COMMITTEE

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**EVAN BECK**  
Woodward Commercial Realty

**BILL COLLINS**  
Posey Co. Commissioner

**LEAH CURRY**  
Toyota Motor Mfg. Indiana, Inc.

**JOHN LAMB**  
German American Bank

**KEN MONTGOMERY**  
Gibson Co. Commissioner

**PEPPER MULHERIN**  
AT&T

**CHERYL MUSGRAVE**  
Vanderburgh Co. Commissioner

**PETE PARADOSSI**  
Evansville Regional Business Committee

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University of Evansville

**DR. RONALD ROCHON**  
University of Southern Indiana

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Old National Bank

**DAN SAYLOR**  
Warrick County

**MICHAEL SCHOPMEYER**  
Kahn, Dees, Donovan & Kahn, LLP

**LORI SUTTON**  
American Water

**DANIELA VIDAL**  
Ivy Tech Community College

**LYNELL DURCHHOLZ**  
Old National Bank

**LLOYD WINNECKE**  
City of Evansville

**LUKE YAEGER**  
Indiana Members Credit Union

## BOARD OF DIRECTORS

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Stoll Keenan & Ogden

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**ALEX CHANG**  
Ascension St. Vincent Evansville

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Dick Clark's Restaurant

**BARRY COX**  
The Cox Group

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Oakland City University

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South Central, Inc.

**KARI FLUEGEL**  
Kaiser Aluminum Warrick

**MATTHEW FOLZ**  
Harding, Shymanski & Company, P.S.C.

**DAVID FREEMAN**  
FORVIS

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Gibson County Economic Development Corporation

**NATE HAHN**  
Evansville Regional Airport

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Toyota Motor Mfg. Indiana, Inc.

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Field & Main Bank

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**RANDY MILLER**  
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Nix Companies

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D-Patrick

**DOUG PETITT**  
United Companies

**NEELY PIERCE**  
Fifth Third Bank

**ART PIKE**  
Reckitt

**ARIC PRYOR**  
Quarion Technologies, Inc.

**DAVE RECTOR**  
Evansville Vanderburgh County Building Authority

**GREG RISCH**  
Gibbs Die Casting

**STEVE ROELLE**  
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Banterra Bank

**BROCK RYAN**  
SABIC

**BILL SCHIRMER**  
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**BRANDON SCOTT**  
Ten Adams

**LAURA SCOTT**  
Farmer, Scott, Ozete, Robinson & Schmitt

**LISA SLADE**  
Slade Print

**CHAD SULLIVAN**  
Jackson Kelly, PLLC

**ASH TITZER**  
CountryMark

**GREG WRIGHT**  
City of Princeton

**CHARLIE WYATT**  
City of Boonville

**TED ZIEMER**  
Stoll Keenan Ogden

## E-REP FOUNDATION BOARD

CHAIR: BRAD ELLSWORTH  
MEMBERS:  
JIM SANDGREN  
KATHY BRISCOE  
LUKE YAEGER  
TARA BARNEY, EX OFFICIO  
AUDRIE BURKETT

## IMPACT EVV FOUNDATION BOARD RECOMMENDATION

CHAIR: LAURA SCOTT  
MEMBERS:  
EVAN BECK  
CHRIS WISCHER  
DOUG PETITT  
TYLER STOCK  
TARA BARNEY, EX OFFICIO

## DOWNTOWN EVANSVILLE DEVELOPMENT CORP. BOARD

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MEMBERS:  
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BARRY COX  
JEFF WHITESIDE  
STEPHANIE ENGELBRECHT

## EVANSVILLE REGIONAL SPORTS COMMISSION

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VICE CHAIR: STEVE SCHAEFER  
TREASURER: TIM MCGUIRE  
SECRETARY: JOSH CLAYBOURN  
AT-LARGE: TARA BARNEY, CURT BEGLE,  
NATALIE HEDDE, JIM SANDGREN

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TOM BERKLEY  
MIKE BLAKE  
LARRY BROERMAN  
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DAVID DUNN  
T-RAY FLETCHER  
MIKE GOEBEL  
JON MARK HALL  
SCOTT HENDERSON  
JASON HOLSINGER  
KEVIN MILLS

CURT MOLANDER  
DON NEEL  
ANDY OWEN  
DYLAN REXING  
RHETT SCHREIBER  
RON RYAN  
SCOTT SCHOENIKE  
ZIGGY SIEGFELD  
HUNTER SLADE  
JOHN STANLEY  
LINDA WHITE

*thank you!*

# FINANCIALS & OPERATIONS

EVENTS | PROJECTS | WORKSHOPS **\$397,536**

GRANTS | CONTRIBUTIONS **\$1,846,703**

MEMBERSHIP DUES **\$842,568**

PROGRAMS | PUBLICATIONS  
OTHER **\$980,292**

2022 - 2023 FISCAL YEAR  
GROSS REVENUE **\$4,067,099**

**E-REP thrives through responsible financial management and streamlined operations.**

With support from nearly 1,400 members, we deliver unmatched programming, host exceptional events, launch new member-focused initiatives and advocate on behalf of the regional business community.

OCTOBER 2022 - AUGUST 2023

NOTE: These are pre-audited financial results



Grand Opening of "The District" Housing Complex in Downtown Princeton

## ECONOMIC & COMMUNITY DEVELOPMENT WINS

**E-REP was awarded a \$60,000 grant from the Economic Development Administration (EDA) with a \$60,000 local match to complete a Comprehensive Economic Development Strategy (CEDS) for the region.**

The CEDS will outline the economic development goals and objectives for the region, promoting sustainable economic growth, job creation and an improved quality of life. The CEDS will be completed by the end of 2024.

**Avangard Innovative** announced the company's plans to build a 500,000-square-foot, state-of-the-art recycling facility in Mt. Vernon, IN. The \$100 million operation will create over 200 jobs by the end of 2024.

Facilitated and participated in the development of the **Posey County Comprehensive Plan.**

**Initiated grant services for the Arc of Southwestern Indiana's** new facility in Princeton, a \$6 million project aimed at expanding services.

**Successfully secured \$1 million in OCRA CDBG** funding for COVID-affected small businesses in four communities: City of Boonville, Town of Newburgh, Warrick County and Town of New Harmony.

**Assisted the Vanderburgh County Commissioners** by handling the pre-award administration of the ARPA nonprofit grant, which ultimately awarded \$676,000 to 17 affected organizations.

ATTRACTION PROJECTS	45
SITE VISITS	9
BR&E VISITS	57

**\$450M**

IN TOTAL CAPITAL INVESTMENT  
IN ED/CD PROJECTS

**Submitted a recertification application for the IEDC's Certified Technology Park program,** allowing parks like Evansville's to access up to \$250,000 in incremental taxes annually. Recertification decisions will be announced by the end of 2023.

**Administered a \$50,000 grant from OCRA** to support the adoption of the City of Princeton's comprehensive plan.

Two E-REP staff members, Patrick Hickey and Colten Pipenger, **achieved certification as grant administrators through OCRA,** doubling the region's capacity to apply for and manage CDBG programs.

### DOWNTOWN DEVELOPMENTS

Worked alongside new developer to **secure over \$20 million in future incentives for the 5th & Main site,** expected to break ground in the coming months.

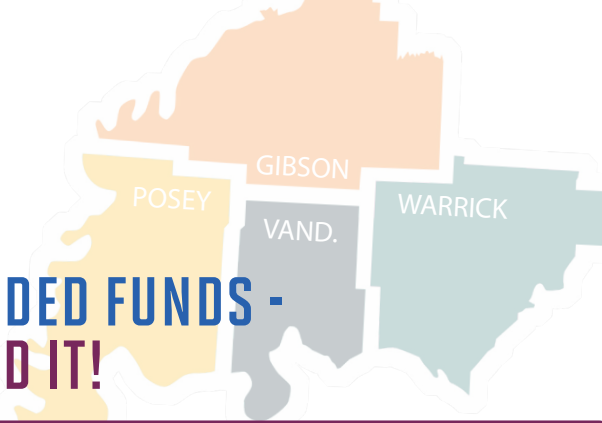
**Secured Funding for Ohio River Vision & Strategic Plan** and worked with EID to hire Sasaki.

**Advanced two real estate projects** still in planning mode and assisted in identifying and receiving funding.

**Secured funding for key riverfront acquisition regionally,** including executed contract for ½ block on Mt. Vernon's riverfront.

# READI

AWARDED FUNDS - WE DID IT!



# \$50 MILLION

LEVERAGED TO \$300+ MILLION INVESTED IN THE EVANSVILLE REGION!



## 21 TOTAL READI PROJECTS:

- **Toyota YMCA** Gibson County, \$5 Million
- **The District Workforce Housing** Gibson County, \$2.5 Million
- **Warrick County Sports Center** Warrick County, \$5 Million
- **Regional Marketing Strategy** Regional, \$2 Million
- **Site Development Plan** Regional, \$100,000
- **Regional Riverfront Planning & Activation** Regional, \$1,125 Million
- **Karges Lofts Workforce Housing** Vanderburgh County, \$3,745 Million
- **USI Nursing Expansion** Regional, \$735,000
- **Woodmere Dog Park** Vanderburgh County, \$165,000
- **Life Sciences Student Housing** Vanderburgh County, \$5 Million
- **Promenade Flats** Vanderburgh County, \$2.5 Million
- **The Mary O'Daniel Stone and Bill Stone Center for Child and Adolescent Psychiatry** Vanderburgh County, \$2 Million
- **Centerpoint Energy Square** Vanderburgh County, \$1 Million
- **Mt. Vernon Riverfront Land Acquisition** Posey County, \$1 Million
- **Warrick Trails** Warrick County, \$450,000
- **Koch Family Children's Museum of Evansville (cMoe)** Vanderburgh County, \$580,000
- **Ohio Township Park** Warrick County, \$3 Million
- **Brittlebank Park** Posey County, \$1 Million
- **Cluster Development** Regional, \$249,000
- **University of Evansville's Multidisciplinary Mental Health and Wellness Clinic** Regional, \$750,000
- **I-69 Corridor Planning** Regional, \$249,000

Go To: [www.evansvilleregion.com/readi](http://www.evansvilleregion.com/readi)

The River Vision plan is focused on the Ohio Riverfront and the communities of the Evansville Region, which could include new riverfront parks and public spaces, Downtown Evansville traffic planning to connect people to the riverfront, analyzing the development potential of key sites, and identifying catalyst sites along 50 miles of the Ohio Riverfront from Mt. Vernon to the Newburgh Lock and Dam.

The project, funded by the State of Indiana's READI grant program, is focused on increasing activation and investment in the Evansville Region's communities, economy and exceptional quality of place resources, like the Ohio River. The organizations administering the Ohio River Vision & Strategic Plan are the Evansville Regional Economic Partnership (E-REP) and the Downtown Evansville Economic Improvement District (EID). Sasaki, a global interdisciplinary planning and design practice, is the lead consultant to administer this planning process and shape a vision for the region.

## REGIONAL WINS:

- **OHIO RIVER VISION AND STRATEGIC PLAN** underway by globally recognized consultant Sasaki
- **\$50 MILLION IN READI FUNDS** allocated to advance quality of place in the region
- **TOYOTA INDIANA YMCA** enabled by READI is set to open in Summer 2024
- **ECONOMIC IMPACT STUDY** of the downtown Evansville health and life sciences campus enabled by READI
- **A REGIONAL NEWCOMER'S GUIDE** designed to welcome new talent
- **REMOTE WORKER STRATEGY** targeting talent to move to the Evansville Region
- **CHAMPIONING 'E IS FOR EVERYONE'** community brand and stories
- **Framework for a successful SUPPLIER DEVELOPMENT PROGRAM**
- **#1 SMALL BUSINESS DEVELOPMENT CENTER** in Indiana
- **SITE PLANNING ENABLED** by READI

## CATALYTIC PROJECTS:

- **I-69 BRIDGE** A new I-69 Ohio River Crossing will provide a modern bridge crossing that is built to federal interstate standards, is equipped for future traffic volumes, and will fuel new growth and investment along the interstate corridor.
- **MAJOR, NEW RIVERFRONT ENTERTAINMENT ATTRACTION** A major, new amenity will anchor our riverfront redevelopment and catalyze complementary new residential and commercial investment.
- **HEALTH & LIFE SCIENCES CAMPUS** Advancing the role of anchor institutions - notably higher education - in our region's riverfront revitalization, strengthening their value proposition and influence on our region's talent attraction and retention.
- **RIVERFRONT/DOWNTOWN RESIDENTIAL** Pursuing new residential development and office conversions in our region's downtowns to support their long-term vitality.
- **FLEXIBLE TRAINING CENTER** Evaluating opportunities to develop a new flexible training center supporting the Advanced Manufacturing or Health & Life Sciences sectors.

**REGIONAL MEGA-SITES** New regional mega-sites identified and prepared with support from READI funding for Site Development Planning, I-69 Corridor Planning, and subsequent awards to support high-impact, high-wage projects.

**SMART MANUFACTURING CENTER** A new SMART Manufacturing and Robotics Technology Center to help regional businesses advance digital transformation within our largest industrial cluster.

## STRATEGIC INITIATIVES:

**LAND STUDY & LAND BANKING** Extending hands-on technical assistance to local government partners to help inventory and identify public lands that can be repurposed for productive use, and to help encourage the development and utilization of existing land banks to acquire commercial and industrial properties that are prime for redevelopment.

**ACTIVATING OUR RIVERFRONT THROUGH PARTNERSHIP DEVELOPMENT** Intentionally facilitating the activation and transformation of underutilized parcels along our riverfront.

**ELEVATING YOUNG PROFESSIONALS** Transitioning the Young Professionals Alliance to a modern model to help coordinate and focus our younger leaders on place-based volunteer impact and civic leadership.

**'E IS FOR EVERYONE' CAMPAIGN** Using technology (TMap) to deploy digitally enabled targeted marketing to attract specific talent needed by regional employers.

**E-PPEAL INDEX: MEASURING PERCEPTIONS** A new index measuring residents' internal perceptions (Net Promoter Score) and our target audiences' external perceptions (surveying) to gauge our "e-ppeal."

**YP BOARD SERVICE TRAINING & PLACEMENT** As part of the Young Professionals Alliance's evolution to transition board service education into a formal training and placement program.

**AIR SERVICE DEVELOPMENT FUND** A collaborative new fund to provide necessary incentives to compete for and secure service to critical markets that enhance our appeal to talent and business.

**REGIONAL ANALYTICS CENTER** A dedicated resource for local partners and investors to help them think and act strategically, leveraging data, analytics and subject matter expertise at E-REP.

**DIVERSE SUPPLY CHAIN** Amplifying E-REP's DEI Toolkit and Actions by formalizing a DEI pledge and developing a procurement connection service for purchasers and suppliers.

**HOMEGROWN & HEADQUARTERED** Focusing business retention and expansion (BR&E) services on homegrown and headquartered companies that are vital to our economic prosperity.

LIVE PLAY TALENT BRIDGE RIVER BIZ WORK

Building a Nationally Recognized Place to Call Home.



**POPULATION GROWTH**

Increase our population by **10,000 residents**, half of which are in the early stage of their careers.




**THRIVING WORKFORCE**

Bring **5,000 high-paying new job opportunities** to our region and a **highly trained workforce** that is globally competitive and relevant.



**LIVE WELL**

Improve the **quality and quantity** of our residents' lives.



**UPWARD MOBILITY**

Reduce the percentage of households **living in poverty**.

The community vision and strategies laid out in Talent EVV are the culmination of thoughtful planning. Talent EVV is built on the work of public and private business, elected officials, nonprofits and like-minded organizations throughout the Evansville Region. Community organization including E-REP, Welborn Baptist Foundation, United Way of Southwestern Indiana, Junior Achievement of Southwestern Indiana, Community Foundation Alliance and the Evansville Regional Business Committee have to align efforts to move Talent EVV goals forward.


**COMMUNITY IMPACT:**

Published **Talent EVV stories** to highlight the impact of programs, institutions and initiatives across the Evansville Region.

Facilitated **5 virtual sessions** with more than 400 participants.

Hosted a **300-person Talent EVV Summit** to share the great work happening across our region.


Worked with more than **100 key stakeholders** across the 4 focus areas to advance the goals of Talent EVV.




**POPULATION GROWTH**  
2018: 348,124  
2022: 346,679

**YOUNG ADULT POPULATION**  
2018: 108,201  
2022: 108,817


**2018 - 2022 STATS:**



**POPULATION WITH A BACHELORS DEGREE**  
2018: 17%  
2022: 25%



**HIGH SCHOOL GRADUATION RATE**  
2018: 86%  
2022: 88%



**EMPLOYMENT GROWTH**  
2018: 182,439  
2022: 172,704

**INCREASE WAGES**  
2018- \$44,751  
2022- \$50,297

**FOCUS AREA HIGHLIGHTS:**

**Developed a Regional Cluster Development Strategy** for our Manufacturing sector that will guide our region into the future of Industry 4.0.

**Completed an Economic Impact Study** of our regional Health and Life Sciences sector with an emphasis on the Stone Family Center for Health and Life Sciences.

**Launched the most successful Remote Worker Campaign** in the state of Indiana and recognized as the #3 best city for a remote worker to live in.

**Piloted a Supplier Development Program** that will connect Minority Business Enterprises to corporate contract opportunities.

**Formed Sustainability Alliance** that will catalyze energy transition, circular economies and local awareness for our regional manufacturing firms.

**Relaunched 'e is for everyone'** and are now actively attracting and retaining talent for the Evansville Region.

Partnered with UE and 23 other organizations to secure a \$30M federal Dept. of Education Award that will support a **comprehensive Cradle through Career approach**.

Go To: [www.evansvilleregion.com/talentevv](http://www.evansvilleregion.com/talentevv)



**IMPROVE HEALTH**  
2018: (-0.3)  
2022: (-0.2)  
(00.0 NATIONAL AVERAGE)



**DECREASE POVERTY**  
2018: 15%  
2022: 13.9%



2023 USSSA Pride Women's Professional Fastpitch 3-Game Series

The Evansville Regional Sports Commission is a **501(c)3 Not-for-Profit dedicated to enhancing the image, economy and quality of life in the greater Evansville Region through the attraction, creation and promotion of high-profile sporting events.** The Sports Commission takes great pride in providing a memorable and remarkable championship atmosphere for all events, big or small.

Securing and executing high-profile events would not be possible without the support from our elected officials, local venues, hotels, corporate partners and volunteers. The Sports Commission's events attract thousands of visitors annually to our region while also benefiting our own residents, making the Evansville Region a great place to live, work and play.

The Sports Commission is committed to keeping the Evansville Region on the map as a premiere host for sporting events. We attract diverse events of varying levels, from collegiate to professional.

Listed below are just a few of the many events that have generated millions of dollars in economic impact and improved quality of life in our region:

- Ohio Valley Conference Basketball Championships
- NCAA Division II Men's Basketball Elite Eight & National Championship
- Great Lakes Valley Conference Swimming & Diving Championships
- Missouri Valley Conference Swimming & Diving Championships
- NCAA Division II Cross Country Regional
- Missouri Valley Conference Baseball Championship
- Women's Professional Fastpitch USSSA 3-Game Series

Go To: [evansvillesports.org](http://evansvillesports.org)



# PUBLIC POLICY PRIORITIES

2023 Evansville Mayoral Candidate Forum  
Pictured Left to Right: Natalie Rascher, Michael Daugherty and Stephanie Terry.

Just as public policy work has been a key part of our work for decades, the Evansville Regional Economic Partnership will continue to be active in these discussions and remain a leading voice in advocating for our businesses and for our entire regional community. Thank you to the E-REP members who serve on our committees and to our legislators and other elected officials for partnering with us on so many initiatives. We are excited about the work ahead in our community and invite you to join us in these exciting endeavors.

## COMPLETE I-69

Support swift completion of Interstate 69 in Indiana and across a new Ohio River bridge into Kentucky.

## UPGRADE INFRASTRUCTURE

Support a regulatory environment and funding streams that enable the creation of economic development sites and the movement of people, products and information around our region and around the world; from increased broadband accessibility and capacity to expanded services at Evansville Regional Airport (EVV), to water and sewer piping and all of the other investments that make the economy flow.

## FORTIFY OUR TALENT

Support local and state efforts designed to grow our talent pool, enhance the skills of our workforce, and align our state's talent base with the needs of employers in a system that values the spectrum of educational options from vocational education to professional degrees.

## ELEVATE REGIONAL SUCCESS

Promote policies and projects designed to support regionally-driven plans to stimulate and leverage public and private investment to make our communities even more livable, attractive and vibrant.

## STRENGTHEN COMMUNITY HEALTH

Support policies and programs designed to improve the overall wellness of our workforce, including: reducing tobacco use; addressing the drug epidemic; ensuring access to affordable, high-quality physical and mental health care; supporting walkability initiatives; etc.

## EMBRACE DIVERSITY & INCLUSION

Keep the value of diversity, inclusion and equity at the core of all of our efforts, embracing protections for vulnerable members of our community and working to eliminate legislation and regulations that have a more significant impact on minority populations.

# LEGISLATIVE PRIORITIES

## CREATE OPPORTUNITY

Leverage federal resources and state surpluses to support Hoosier businesses, workers and families to stabilize today and create better opportunities tomorrow with an emphasis on areas with a strong return on investment, such as education, tourism, workforce training and infrastructure.

Reduce government interference and limit unnecessary regulations to maintain Indiana's reputation as a state that encourages businesses to operate freely and efficiently without significant state interference.

## STRENGTHEN OUR WORKFORCE

Create programs and incentives designed to attract more people to choose Indiana as a place to live and work.

Encourage policies that support lifelong learning and increase the educational attainment level of Hoosiers across the state.

Support efforts at the state and local level to decrease and ultimately eliminate the drug epidemic seen throughout Indiana.

Support increasing the cigarette tax as an effort to decrease smoking rates, lower health care costs and improve the health of Indiana's workforce.

## ENSURE AFFORDABLE HEALTH CARE

Support an increase in public health funding as a driver for a healthier workforce and lower employer health care costs.

Support efforts to increase transparency of health care cost drivers and create opportunities to reduce costs for employers and employees while protecting and enhancing the quality of care provided to Hoosiers.

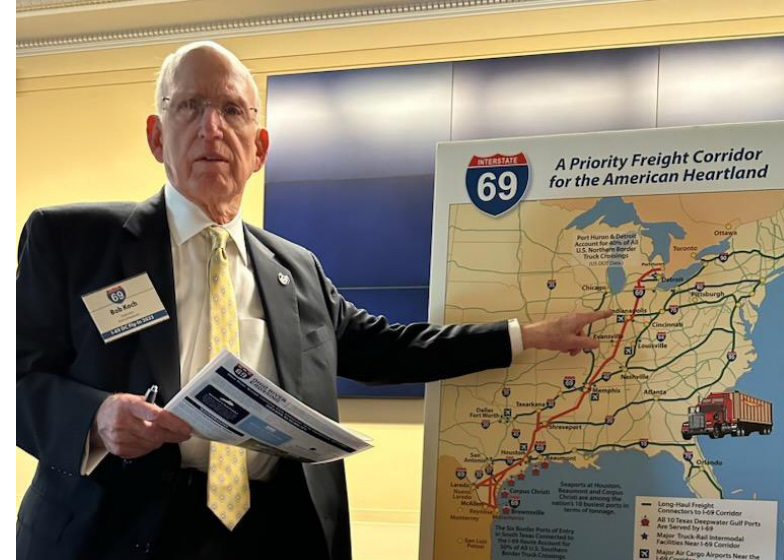
## DRIVE REGIONALISM

Support READI 2.0 and policies to incentivize regional planning to catalyze quality of place and talent attraction projects while maintaining a regional collaboration model.

## INVEST IN EDUCATION

Support levels of funding for education from early childhood to K-12 to Higher Ed to implement and maintain programs that support future employment needs, attract high-quality educators to lead classrooms, and maximize resource allocation through high-functioning systems.

Support initiatives that maintain Indiana school board members as non-partisan elected officials responsive to the community they serve.



BridgeLink advocates the construction of a new Interstate 69 Ohio River Bridge with tolling only the I-69 Bridge. Phase I of the Kentucky approach began in 2022. Phase II bistate effort to begin 2025. Bridge construction to begin 2027 and last until 2031.

In April 2023, pictured above, several I-69 BridgeLink board members attended the Multi-State National Fly-In in Washington, D.C. on April 18-20. This was an opportunity for states affected by I-69 to hear about the progress made along the route. In addition, the local group planned and attended meetings with the U.S. Department of Transportation, Indiana Sen. Mike Braun, Indiana Rep. Larry Bucshon, Kentucky Sen. Mitch McConnell and Indiana Rep. James Comer to update them on the bridge's progress and how they could assist in moving up the construction target date.

Those in attendance representing Indiana and Kentucky included, from left to right: Lindsay Locasto - Henderson Chamber of Commerce, Mayor Lloyd Winnecke - City of Evansville, Congressman Bucshon, Christine Keck - American Water, Bob Koch - Koch Enterprises and Bill Corum - Corum Farms.





With a **MAKE MY MOVE** investment of \$32,000 and a return of \$1,225,039 in Year 1 alone, means: **EVERY \$1 INVESTED GENERATED A RETURN OF \$38.28.**

e is for everyone bus wrap running the University of Southern Indiana route.

# MARKETING & COMMUNICATIONS

E-REP is the driving force behind the Evansville Region's narrative, seamlessly blending our collective story into an array of content that fuels our vision for future progress and success. This year, E-REP's Regional Marketing Strategy has achieved significant milestones in shaping our region's national identity to attract talent. In tandem, E-REP consistently supports its nearly 1,400 members by sharing their news, events, new hires and job opportunities, all while impactfully highlighting E-REP's daily work in public policy, economic development and events through social media, newsletters and our website.

Go To: [evansvilleregion.com](http://evansvilleregion.com)

## REGIONAL MARKETING STRATEGY

### E IS FOR EVERYONE

- Launched **email marketing** campaigns
- **Targeted Facebook & Instagram** advertisements marketing the Evansville Region launched in August (Aug-Oct) 590k+ total reach and 1.3M+ impressions
- **e-Commerce Store** shirts, stickers, pins, etc.
- **3 Billboards** in Evansville

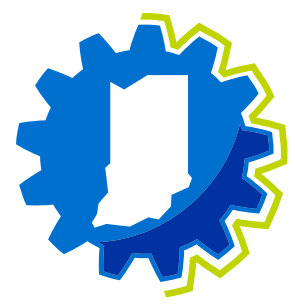
- **2 wrapped buses** running USI route to target students with Belong Here campaign messaging
- **SMS Text Message** marketing launched
- **Established strategic partnerships** with regional partners to connect newcomers with the e is for everyone brand
- **Recorded 15 e-videos** highlighting individuals from across the region

Go To: [eisforeveryone.com](http://eisforeveryone.com)

### MAKE MY MOVE REMOTE WORK PROGRAM

- **13 out of 15 movers secured** in the first 7 months
- **26 total people moved from 10 states**
- **Average household income of \$110,481** produces \$1,225,039 in new annual economic output:
  - \$1,154,155 in new annual direct and indirect consumer spending
  - \$50,587 in new annual state tax revenue
  - \$20,297 in new annual local tax revenue
  - 7.24 new local jobs

Go To: [www.makemymove.com/moving-living/evansville-in](http://www.makemymove.com/moving-living/evansville-in)



**Indiana**  
SMALL BUSINESS  
DEVELOPMENT CENTER  
SOUTHWEST

*Your Business Resource!*

At the Southwest Indiana SBDC, we provide resources to support business success. Start-ups and existing businesses benefit from meeting with our seasoned advisors.

#### FREE BUSINESS ADVISING:

- One-on-one professional business advising at no cost
- Expert knowledge in a supportive environment

#### MARKET RESEARCH:

- Industry, demographic & consumer reports (\$1,000 value provided at no cost)
- Custom reports to identify customers & competitors
- Assistance with data interpretation

#### BUSINESS PLANNING:

- Business plan templates/tools
- Planning resources

#### FINANCIAL RESOURCES:

- Connections to nontraditional capital
- Cash flow projections
- Financial analysis

#### ASSISTING ALL BUSINESS TYPES INCLUDING:

- Manufacturing
- Retail
- Technology
- Professional Services

#### COUNTIES SERVED:

Gibson • Knox • Perry • Pike • Posey  
Spencer • Vanderburgh • Warrick

Go To: [isbdc.org/locations/southwest-indiana-sbdc/](http://isbdc.org/locations/southwest-indiana-sbdc/)



Funded in part through a cooperative agreement with the U.S. Small Business Administration, the State of Indiana and our many local partners. All opinions, conclusions or recommendations expressed are those of the author(s) and do not reflect the views of the SBA. "A program hosted by the Evansville Regional Economic Partnership"

**#1** SMALL BUSINESS DEVELOPMENT CENTER IN INDIANA

2023 ECONOMIC IMPACT

CLIENTS SERVED  
**508**

JOBS CREATED  
**103**

CAPITAL INFUSION  
**\$10.2M**

NEW BUSINESS STARTS  
**41**

All economic impact is reported and validated by ISBDC clients.

The Southwest Indiana SBDC is hosted by the Evansville Regional Economic Partnership.



Hyatt Downtown Evansville grand opening celebration.

# MEMBERSHIP

One way that E-REP supports our business community is through our Membership Program. Not only does membership increase your visibility in the community, it also offers unique networking opportunities, business related savings and a voice in public policy.

The team at E-REP is here to help you get the most value out of your membership. From ribbon-cuttings to networking events, an E-REP membership affords businesses and individuals the opportunity to showcase their services and presence in the community, all while taking advantage of benefits a

OCTOBER 2022 - SEPTEMBER 2023

RIBBON CUTTINGS	81
NEW MEMBERS	171
NEW MEMBER DIVERSITY	30%
TOTAL MEMBERS	1,371
TOTAL REVENUE	\$775,106

membership organization offers. Members benefit from access to affinities such as insurance, credit card processing, advertising, online marketing tools, RX medications and office supplies and printing.

**Go To:** [evansvilleregion.com](http://evansvilleregion.com)

*thank you!*

### E-REP AMBASSADOR PROGRAM

Evansville Regional Economic Partnership Ambassadors support the business community by helping businesses celebrate milestones with ribbon-cuttings and volunteering at E-REP events. The Ambassadors also contribute to member engagement by assisting with monthly member retention communications.

E-REP is lucky to have such engaged, enthusiastic and committed ambassadors to support our local business community. To learn more about becoming an E-REP Ambassador, contact the Membership Team at 812-423-2020 or email [membership@evvregion.com](mailto:membership@evvregion.com).

# TAPPING INTO BUSINESS & INDUSTRY NEEDS

Helping to support our region's specific needs are the Tri-State Manufacturers' Alliance, Young Professionals Alliance and the Family Business Alliance. Alliances conduct informative quarterly events, bringing high-quality, nationally recognized speakers, as well as after-hours networking opportunities. More intimate Peer Groups have also been formed, providing best practices and supporting incoming leaders. The Alliances are led by a steering committee under the guidance of the E-REP team.

## GET INVOLVED!



**TRI-STATE MANUFACTURERS' ALLIANCE** is a collection of 150+ businesses and hundreds of professionals who represent the Evansville Region's dynamic manufacturing sector.

[www.evansvilleregion.com/programs-initiatives/tri-state-manufacturers-alliance/](http://www.evansvilleregion.com/programs-initiatives/tri-state-manufacturers-alliance/)



The goal of the **FAMILY BUSINESS ALLIANCE** is to provide resources that support and encourage the health and growth of family enterprises by providing educational events, networking and access to industry experts.

[www.evansvilleregion.com/programs-initiatives/family-business-alliance/](http://www.evansvilleregion.com/programs-initiatives/family-business-alliance/)

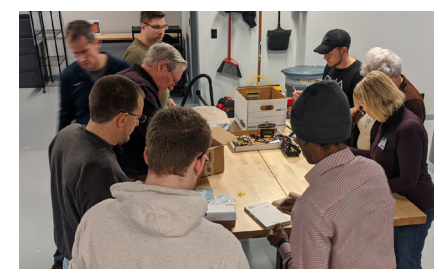


**YOUNG PROFESSIONALS ALLIANCE** engages, develops, connects and empowers young professionals and interns to actively shape the future of the Evansville Region.



@YoungProfessionalsAlliance  
[www.evansvilleregion.com/programs-initiatives/young-professionals-alliance/](http://www.evansvilleregion.com/programs-initiatives/young-professionals-alliance/)

For more information about the E-REP programs and initiatives, and how to become involved, call 812-423-2020 or GO TO: [www.evansvilleregion.com](http://www.evansvilleregion.com).



# INNOVATION POINTE

E-REP is proud to be located in and manage Innovation Pointe in Downtown Evansville - a certified tech park that fuels entrepreneurs, fosters innovation and supports growing businesses. Learn more about Innovation Pointe and its available space at: [innovationpointe.com](http://innovationpointe.com).

## COWORK EVANSVILLE

Cowork Evansville offers affordable, professional, open desk workspace in Downtown Evansville for remote workers, independent workers, freelancers and startups. When joining Cowork Evansville, you're joining a community of like-minded creatives and small business owners in a collaborative and supportive environment. **GO TO:** [coworkevansville.com](http://coworkevansville.com).

## MAKER SPACE

Located directly below Cowork Evansville, MAKE IT Evansville, A Makerspace with an IoT Edge provides access to tools, equipment and training for our members and community.





ATTENDANCE  
**3,500+**  
ACROSS 18 EVENTS

2023 Lunch with the Governor

I had a fantastic time visiting with community leaders in Evansville. @evvregion is doing a great job organizing and collaborating with community and regional partners like @usi.edu. A huge reason Indiana is on a roll!"

@GOVHOLCOMB SOCIAL MEDIA POST

small/locally owned businesses, highlighting minority-owned businesses, forging new partnerships, and overall diversifying the elements of our event execution. This has allowed us to foster new relationships, bring new voices and ideas to the table, and ultimately deliver enhanced experiences to the amazing region we serve.

E-REP Events has been afforded the gift of being able to convene our region's influencers, decision makers, elected officials, and those who will shape our region's future for years to come. We will continue to strive to challenge the status quo, cultivate shared experiences that nurture connection, and deliver on the caliber and quality of events that our members and business community leaders expect and deserve.

GO TO:  
[members.evansvilleregion.com/events](https://members.evansvilleregion.com/events)

# EVENTS

E-REP hosted or supported more than 100 events throughout this fiscal year! Eighteen events alone totaled over 3,500 patrons in attendance. Our focus this year was to truly showcase the values we hold as an organization. Our event planning, management and execution demonstrated our commitment to embracing regionalism and creating an environment that cultivates a sense of belonging... events where *e is for Everyone*.

From a one-of-a-kind basketball game-meets-luncheon hybrid event, to golf tournament championship rings, to an immersive Star-E Night Van Gogh-esque indoor riverfront, E-REP was on a mission to turn the event experience up a notch and deliver lasting memorable impressions. It's proven that shared experiences create connections and build inclusion. Our goal is to create an environment where authentic connections can not only grow, but thrive.

Outside of ideating unique ways to deliver serious information, we also placed great importance on pouring back into our local economy by promoting



Thank you!

We value and appreciate all of our members. The Evansville Regional Economic Partnership would not be the premier business organization it has been over the years without the ongoing support of our partners and key partnering sponsors.

## SIGNATURE CIRCLE PARTNERS



## PIVOTAL PARTNERS



## VISIONARY PARTNERS

- AARP Indiana
- Alcoa Warrick
- Anchor Industries, Inc.
- AstraZeneca Pharmaceuticals LP
- Bally's Evansville
- Brown Equipment Company
- CountryMark
- Edward Jones - Drew Heckert
- Empire Contractors
- EPIC Insurance Midwest
- Evansville Courier & Press
- FC Tucker Emge
- Field & Main Bank
- First Bank

- First Federal Savings Bank
- IVY Tech Community College Evansville
- Jackson Kelly PLLC
- Legence Bank
- Liberty FCU
- LyondellBasell
- Shoe Carnival, Inc.
- South Central
- Southwest Indiana Assoc. of Realtors
- Traylor Construction
- University of Evansville
- University of Southern Indiana
- Woodward Commercial Realty
- Ziemer, Stayman, Weitzel & Shoulders

# E-REP TEAM

*we are growing!*

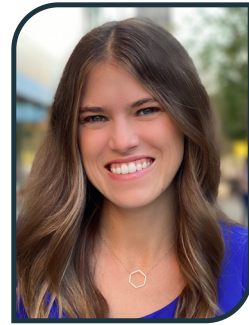
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OCTOBER 2022 - SEPTEMBER 2023



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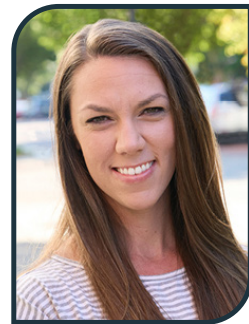
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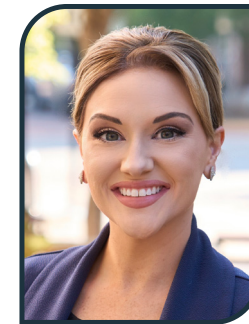
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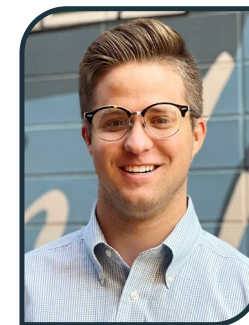
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## WE HAVE A BOLD VISION FOR THE FUTURE.

We think strategically about how we use the resources invested in economic development to the best advantage for our region.

# E-REP IS IN THE BUSINESS OF BUILDING VIBRANT COMMUNITIES.

We wake up every day thinking about how to grow the Evansville Region.



**EVANSVILLE  
REGIONAL  
ECONOMIC  
PARTNERSHIP**

*#riverofopportunities*

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