Greater LAFAYETTE COMMERCE

2021 ANNUAL REPORT

OUR BOARD OF DIRECTORS



Scott Walker, President & CEO, Greater Lafayette Commerce



Tom Murtaugh, Chair of the Board of Directors, Greater Lafayette Commerce

Thank you for your investment and support. Together we have had some great wins for Greater Lafayette.

Dear Greater Lafayette Commerce

Members and Investors.

The Indiana Chamber of Commerce named Greater Lafayette its Community of the Year in 2021. This recognition highlighted the region's collaboration that led to continuing community growth and business success despite the pandemic. You can learn more on greaterlafayetteind.com and page 6 of this

GLC also led the formation of a dynamic regional coalition that worked together to create a regional economic development plan. The group then went on to submit a Regional Economic Acceleration and Development Initiative (READI) grant application to the State of Indiana that could create \$150 million worth of investment in the region. You can learn more about that at greaterlafayetteind. com/readi. It is also highlighted on page 21.

Thanks to the leadership of our state legislators, we were able to secure the return of 20% of the locally collected Innkeepers Tax to Tippecanoe County. In turn, it is funding that will be used in support of the Greater Lafayette Marketing Coalition's work on business and talent attraction. In the Fall of 2021, we launched pilot projects to help address the workforce shortages we are all experiencing and attract more people to Greater Lafayette.

We also launched new partnerships in the k-12 career exploration space that have great potential. You can learn about Manufacturing Month and our other workforce development projects on pages 7 and 8.

Over the last year, the GLC team has put in countless hours and effort to ensure our events were safe for all those who attended in person. All this while continuing to make sure our programs had virtual options available, as well. Utilizing this hybrid approach, we held more than 160 events in 2021 that welcomed 3,644 in-person attendees and more than 32,000 people virtually, with more than 300,000 views of our recorded content.

We are extremely excited about what 2022 will bring. Your ongoing support of all we do is vital to our success and the success of Greater Lafayette.

Thank you for your continued investment.



Vice Chair Rachel Hazaray Subaru of Indiana Automotive



Treasurer Bob Smith Old National Bank



Jim Olds Stuart & Branigin

Secretary



Immediate Past Umesh Patel Cook Biotech



Steve Abel **Purdue University**



Michael Budd **United Way**



Dr. Aaron Baute Ivy Tech Community College of Indiana



Janet Fox First Merchants Bank



Dave Martin Dana Manufacturing



Joe Hart Kirby Risk Corporation



Stuart Gutwein **Gutwein Law**



Mayor Tony Roswarski City of Lafayette



Kathy Brinker Caterpillar



Jeanna Knepper Wabash National Corporation



Art Vasquez **Indiana University** Health



Christodoulakis **Christos Hospitality** Group



Gary Lehman Oerlikon Fairfield Manufacturing (retired) & Purdue **University Trustee**



Jordan Wysong GE Aviation



Lisa Decker Franciscan Health



Joe Markun Caterpillar



Elizabeth Whittaker Whittaker Inn



Mayor John Dennis City of West Lafayette



Brad Marley State Bank



NOT PICTURED:

Mitch Daniels

Kim Allen

Purdue University

Purdue Research Foundation



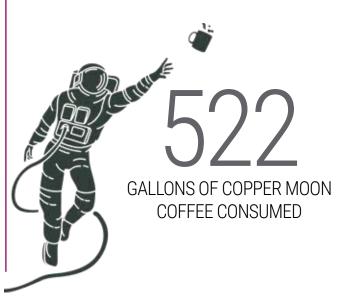
YEARS OF SERVING COMMUNITY

STAFF MEMBERS

VOLUNTEERS

COMMITTEES

25.1k PHONE CALLS MADE



ACTIVE MEMBERS/BUSINESSES

10+ YEARS MEMBERS

NONPROFIT MEMBERS

2021 NEW MEMBERS

WEBSITE SEARCH HITS

PAGE VIEWS

EVENT

CALENDAR

SEARCHES

MEMBERSHIP & ONLINE STATS

BUSINESS DIRECTORY SEARCHES

ENGAGEMENT MAKES US Greater

Greater Lafayette Commerce members know first-hand that Greater Lafayette is a growing place where entrepreneurs flourish, innovation reigns, manufacturers supply the world, nature spots abound, education excels, and the perfect home is easily found.

You'll also find, hundreds of night-out spots, art galleries, Big Ten sports; and endless restaurant, shopping and entertainment destinations. All made complete with great healthcare and unmatched public safety and services.



CHECK OUT OUR ROBUST COMMUNITY PROFILE AT

greaterlafayetteind.com/quality-of-life







The members of Greater Lafayette Commerce are demonstrably the best businesses in Greater Lafayette. Membership investment allows them to access everything GLC does, and in turn, supports so many great programs and projects. It also signifies to the public, that the businesses are outstanding community members. As a proud member, we at the City of West Lafayette, thank you all for your investment in GLC."

- West Lafayette Mayor John Dennis

Greater Lafayette Commerce is involved in so many great projects and initiatives. The team works extremely hard to help us compete for new investment and jobs, keeping our regional economy strong. We are proud to partner with them for economic and workforce development." - Tippecanoe County Commissioner Tom Murtaugh





Increase GL Median Household Income to > US Medium Household Income & increase population by 25,000 by 2026

BUSINESS

Grow our market penetration rate from 18% to 30% by 2025

JOBS

Create **5,000** new economic based jobs by 2026



TALENT ATTRACTION

Working to attract new workers to Greater Lafayette through strategic recruitment tools, partnerships with Industry and the Greater Lafayette Marketing Coalition.

WORKFORCE DEVELOPMENT

Working with Workforce 2030 Council to demonstrate viable careers in key industries of Manufacturing, Construction, and Healthcare.

OUALITY OF LIFE

Demonstrating the vitality of the Greater Lafayette area through Farmers Markets, the Christmas Parade, Diversity Roundtable, and other community events and efforts.



BUSINESS SUCCESS

Providing professional development opportunities for business owners and their teams.

Keeping the business community engaged with State and Federal Legislators.

Creating local connections through distinctly designed programs and events that inform, engage, and enthuse attendees.



ECONOMIC DEVELOPMENT

Working with regional partners to attract new employers to the Greater Lafayette Region.

Assisting existing employers with expansion plans, employee retention and State and Local relationships.





Greater Lafayette is the Indiana Chamber's 2021 Community of the Year

Based on the \$900 Million in Public Investment and the more than \$1.5 Billion in private investment, the Indiana Chamber of Commerce selected Greater Lafayette as the 2021 Community of the Year. Greater Lafayette Commerce was instrumental in organizing the coalition members and school systems to complete and submit Greater Lafayette's application for the Community of the Year Award. You can learn more at: https://greaterlafayetteind.com/community-year-award-winner-2021



COMMUNITY MAKES US Greater

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GREATER LAFAYETTE COMMERCE 6



The **Workforce 2030 Council** was launched in 2017 by Greater Lafayette Commerce and Industry Partners to create a pipeline of skilled workers to address the current and future workforce shortages. The Council has worked in partnership with GLC to grow Manufacturing Week by

10 fold, launch Coder Dojos around the region, and

9

create Robotics in Manufacturing Camps.

MEETINGS IN 2021

30

AVERAGE ATTENDEES

735

HOURS OF VOLUNTEER WORK

Each year, Greater Lafayette Commerce hosts **Manufacturing Week** to bring awareness to our community about manufacturing in our region. It is designed to share the vast opportunities and career pathways available to our future workforce. This week of activities allows students the ability to discover how they can learn, work, and live right here in Greater Lafayette. Manufacturing Week serves nine counties and 27 public school districts.

Manufacturing tours were aimed at high school students, middle school students benifited from the expos and workshops focused on elementary students.

8,480
HOURS OF VOLUNTEER WORK

607

K-5TH STUDENTS ATTENDING

744

6TH-8TH STUDENTS ATTENDING



« CHECK OUT OUR MANUFACTURING WEEK VIDEO







Manufacturing Month launched in October 2021 giving young people and educators access, through a new interactive portal, to a program that teaches K-12 students about manufacturing and the wealth of career options available to them in the manufacturing sector. Greater Lafayette Commerce teamed-up with Skyepack, a creator of custom digital course materials. The virtual environment includes interactive learning features, including videos, drag-and-drop activities, and practice quizzes.

Utilizing this training, students learn the fundamentals of manufacturing. The modules are broken down into four themes, Design It, Produce It, Move It and Support It. It also provides curriculum for several different age groups. These include materials customized for students in kindergarten through second grade, third through fifth grade, sixth through eighth grade and ninth through twelfth grade. As a result of the partnership, school systems across the Greater Lafayette region may be able to access up to 5,000 seat licenses free of charge.

1,353
STUDENTS REGISTERED

In 2018, Greater Lafayette Commerce Workforce 2030 Council launched a taskforce to survey the K-12 opportunities. The taskforce findings indicated a gap in the eco-system existed during the summer months, especially for low income families.

Robotics in manufacturing camps were formed to provide students in Greater Lafayette an opportunity to gain critical coding, programming, electronics, and robotics experience.

Campers learned about coding and programs in a variety of activities. They were able to complete hands-on projects using Spheros, micro:bits, EV3 robots, 3D printers, littleBits, TinkerCAD software. In addition, students visited with the local manufacturers and suppliers that visited the camps.

ROBOTICS IN MANUFACTURING GROWTH

2019

66 Students

2020

83 Students

2021

397 Students

(1 week in Warren County, 4 weeks in Tippecanoe County and 3 weeks in White County)

LEARNING MAKES US Greater

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GREATER LAFAYETTE COMMERCE 8

EDUCATION MAKES US Greater





Congratulations to our 2021 Golden Apple Winners

This award recognizes and celebrates the positive contributions of educational leaders in Tippecanoe County. Educators are nominated by students, parents and colleagues. The 2021 winners were: (shown above from left to right)

- Amy McMurry 1st Grade - Dayton Elementary School
- Chad Young High School, Culinary Arts - Greater Lafayette Career Academy
- Martin Fernandez HIgh School, English - Jefferson High School
- Sally Louk 2nd Grade - Earhart Elementary School
- Stephanie Rambo 4/5 Grade, High Ability - Hershey Elementary School

170

TEACHERS AWARDED IN 34 YEARS

The **Greater Lafayette Marketing Coalition (GLMC)** was tasked with building a brand for Greater Lafayette. GLMC is the combined effort of Tippecanoe County, the Cities of Lafayette and West Lafayette, IN, as well as Purdue University, Purdue Research Foundation, Visit Lafayette-West Lafayette, and Greater Lafayette Commerce.

Objectives of the GLMC include increasing the talent pool by retaining and attracting a citizen workforce through the demonstration of a high quality of life and strong economy. The group will also work to spur economic growth by attracting business investments. Finally, the GLMC will create a positive perception both within and outside of Greater Lafayette.

Learn more about GLMC at greaterlafayetteind.com

MARKETING COALITION







GREATER LAFAYETTE KICK-OFF BASH SEPTEMBER 3 - 5, 2021

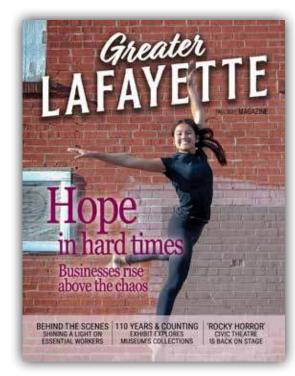
The Greater Lafayette Marketing Coalition saw the opportunity to partner with Purdue Athletics as a no-brainer. The chance to promote Greater Lafayette to an outside audience (visitors and prospects) was both appealing and on brand.

The Greater Lafayette Kickoff Bash was designed to provide a three-day curated pre-game and post-game experience for fans of all ages. The goal was to get fans here early and encourage them to stay the entire weekend. Activities ranged from the Fan Experience, which included the Purdue Sports Talk and Purdue Sports Collectors Showcase, to the Purdue Football game. The event also provided participants with discounts to our local parks and recreation amenities.

GREATERLAFAYETTEKICKOFFBASH.COM







Greater Lafayette Magazine has been in circulation since January 2020 and serves as the leading quality-of-life and business trade publication for the area. The quarterly publication captures the spirit and vitality of the people who call Greater Lafayette home and what it means to live, work, and belong here. It tells the region's success stories, from business expansions, entrepreneurship, leadership, and philanthropy to quality of life, arts, and cultural events. Each issue features stories told by local writers who know this community and are passionate about telling its stories.

Check out the stories at greaterlafayetteind.com

2021 YEAR IN REVIEW

- 5,779 copies printed and delivered to members and subscribers
- 26 advertisers and growing (For advertising inquiries contact our magazine advertising expert Amy Sundell at 765.742.4044 or amy.sundell@greaterlafayettecommerce.com)
- Multiple winner at American Advertising Awards in categories for cover design, magazine design, editorial spread and editorial series

WHAT'S NEXT

Look for Greater Lafayette Magazine's reach to expand with the addition of local retailer locations.



« SCAN HERE TO GET A COPY AND SUBSCRIBE





SMALL BUSINESS HOSTED

FARMERS MARKET 2021

The 2021 season saw immense growth for our downtown market, crossing Main Street for the first time in its long history to occupy two blocks between Ferry and Columbia Streets.

With an average of 1,500 shoppers each Saturday morning, the community showed its desire for a safe and accessible outdoor shopping destination. The 2021 market saw over 40 season vendors, 15 daily vendors, and served over 20 local non-profits.

Along with the opening of Bistro Deli & Market, the vendors found a permanent home for their most beloved products right on the shelves in the Lahr Atrium – conveniently located on historic 5th street, the home of the market for 169 years.

TIPPY CONNECT YOUNG PROFESSIONALS



2021 TOP 10 UNDER 40 WINNERS

MEMBERS - AGE RANGE 23-39

HOURS OF PROFESSIONAL DEV

EVENTS HOSTED

CONNECTION MAKES US Greater

REQUESTS FOR INFORMATION (RFIs) SUBMITTED IN 2021

ANTIQUE CANDLE CO.

Expanded into another building on the same block. Renovating the building, while maintaining its architectural integrity with an additional expansion of 10,000 square feet to the building.

ECONOMIC DEVELOPMENT

\$750K CAPITAL INVESTMENT 11 JOBS CREATED

LUDO FACT USA

Expanding at current location and bringing in new manufacturing equipment.

> \$1.1M CAPITAL INVESTMENT **7 JOBS CREATED**

COPPER MOON COFFEE

Adding 58,000 square feet of new coffee roasting space at the current facility and bringing in new roasters to be used in the new space.

\$12M CAPITAL INVESTMENT **5 JOBS CREATED**

WABASH NATIONAL

Renovating existing space for new equipment to be brought in to allow for the company to become more efficient and better suited for market demand now and in the future.

\$236M CAPITAL INVESTMENT **150 JOBS CREATED**

► MULHAUPTS

Moving to new location within Tippecanoe **County. The new location will have a massive** renovation and new equipment installed.

\$5M CAPITAL INVESTMENT **5 JOBS CREATED**







CURRENT TAX ABATEMENTS

Tippecanoe County: 16

= \$396,212,780 invest.

= **590 new jobs** (since 2011)

Lafayette: 57

= \$1,813,618,640 invest.

= **14,888 new jobs** (since 2011)

West Lafayette: 1

= \$18,700,000 invest.

= **50 new jobs** (since 2011)

TOTAL = \$2,228,531,420 invest.

= 15,528 new jobs (since 2011)

2021 SMALL BUSINESS OF THE MONTH WINNERS:

- January McCord Candies
- February Prime Body & Paint
- March Hustlefish
- April Q106.7
- June Haley's Lock, Safe & Keys
- July OrangeTheory Fitness
- August Devine CPA & Co
- September BrightStar Care
- October Karma Industries Inc
- November Mary Lou Donuts

2021 MILESTONE EVENTSGRAND OPENING CELEBRATIONS

- Linc Financial
- The Spinning Axe
- McAlisters Deli
- Thrive IV
- YWCA's Dress for Success
- Copper Moon Coffee
- Art With A Happy Heart
- Stallard + Schuh Title Services
- American Heath Network Relocation
- The Foster Closet at Innovation
- HotWorx West Lafayette
- Tippecanoe Memory Gardens
- Blue Fox Heating and Cooling
- Tippecanoe Fairgrounds
- Honey Skin Social
- Highway Safety Services
- The Homestead
- Cornerstone Materials
- Ripple & Company



- Security Federal Savings Bank
- Prime Body and Paint
- C+C Diverse Integrations/WL Robotics Co
- West Lafayette Wellness Center
- Friendly Market
- Purdue Federal Credit Union
- Drury Inn and Suites
- Coldwell Banker Shook
- Wifi Hotspot Ribbon Cutting
- Anvil 38 Apartments
- Backwoods Vynl Werks
- DeFouw Nissan
- The Academy Volleyball Club
- Kyle Austin Agency
- Select Physical Therapy
- Rose Market
- Redwood Apartments
- Friendly Market











EXCELLENCE MAKES US Greater

ANNIVERSARY CELEBRATIONS

- The Long Center #100
- Business System Solutions #25
- All Fired Up #20
- Home Instead #20
- Teledyne FLIR #20
- Bright Star Care #10
- MicroCosmetics #5
- Society Yoga #1
- Art With A Happy Heart #1



Returning the Innkeepers Tax back to Tippecanoe County

In 2021, the Greater Lafayette Marketing Coalition worked to secure on-going funding for Talent Attraction and Economic Development Campaigns.

At the request of the coalition, Sen. Buchanan, Sen. Alting, and the rest of the Greater Lafayette delegation passed legislation that returned 20% of the local innkeepers tax back to Tippecanoe County from the Indiana DNR.

The DNR had been the beneficiary of 30% of the innkeepers tax since the early 1990s to pay for the creation of Prophetstown State Park. Greater Lafayette Commerce will receive \$437,000 per year for the next 3 years to fund the Greater Lafayette Marketing Coalition marketing efforts.

28

REPRESENTED MEMBERS AT CITY COUNCIL MEETINGS

6

LEGISLATIVE UPDATE MEETINGS DURING 2021 STATE OF INDIANA LEGISLATIVE SESSION

254

MEMBER ATTENDEES HAVING DIRECT DIALOG WITH ELECTED OFFICIALS

The Business Success Platform is

SUCCESS PLATFORM

BUSINESS

based on the need for business owners to learn about and develop skills to help them meet milestones required for business success. These skills may include strategic planning, managing a sales pipeline, learning how to get better at people, and more. These events feature presenters and panelists who are experts in their fields and are willing to share their expertise with attendees. The events are interactive, including networking, and Q&A. Events in this series are either in person or in webinar format.



SHARING MAKES US Greater

68
TOTAL EVENTS IN PROGRAM

610

TOTAL PARTICIPANTS IN PROGRAM

2,050
IOURS OF PROFESSIONAL DEVELOPMEN

100% OF ATTENDEES LEARNED SOMETHING NEW TO HELP THEIR BUSINESS

- ► LOWE DOWN LIVE The Lowe Down Live is a 15-minute Facebook live show featuring Greater Lafayette Commerce members. On the show members share some of the challenges they've faced as business owners and discuss the creative ways they have overcome those challenges. If you want to learn more about our members tune in to the next Lowe Down Live.
- ▶ PEER-OFFERED DEVELOPMENT SERIES (PODS) is a CEO-Roundtable program where CEOs and decision-makers of non-competing businesses meet monthly to discuss critical issues in their businesses, share experiences, and develop strategies for overcoming challenges. In these professionally facilitated meetings, CEOs get the opportunity to create lasting relationship with their peers and work together on their professional development and becoming better leaders. The PODS program utilizes the Peerspectives protocols developed by the Edward Lowe Foundation.
- ► STOREFRONT STRATEGIES is designed to provide restaurants and retailers with information, resources, and tools to help them remain viable in a digital age. Events for Storefront strategies include how to utilize social media marketing, technology, and customer service to ensure that customer experiences exceed expectations.
- ▶ ELITE EXCEL consists of master classes laser focused on helping business owners and their leadership teams better at what they do. Elite Excel sessions consist of up to ten non-competing business owners and their leadership teams working with executive coaches and business consultants. Participants have learned how to strategize, manage cashflow, develop teams, work with people, and more. These classes have been delivered in person and in webinar format.



OF ATTENDEES MET SOMEONE NEW TO HELP THEIR BUSINESS

GLC VIRTUAL ENGAGEMENT

5,524

FACEBOOK LIKES

245k

FACEBOOK REACH

498

FACEBOOK COMMENTS

905
FACEBOOK SHARES

70k

INSTAGRAM REACH

3,013

682

TWITTER IMPRESSIONS

88 constant contact email blasts sent

DEVELOPMENT EVENTS

OUARTERLY DEVELOPMENT SERIES

► Q1: STATE OF THE CITIES & COUNTY - FEBRUARY

Featuring Mayor Roswarski, Mayor Dennis and Commissioner Murtaugh

▶ Q2: WORKFORCE WELLNESS - MAY

Featuring Mental Health America, Meridian Health, NAMI, Sycamore Springs, Valley Oaks, Willowstone, and United Way

▶ Q3: INNOVATIVE WORKFORCE STRATEGIES - AUGUST

Featuring Region 4 Workforce Board, Purdue Research Foundation, and Indiana Department of Workforce Development

▶ Q4: ECONOMIC FORECAST LUNCHEON - NOVEMBER

Featuring Purdue Economists and Local Manufacturers

GOLF OUTING

Our Golf Outing is the best excuse to get outside and have a little fun while networking! Jurassic times call for Jurassic measures, and this year we had a DINO-MITE time with the Jurassic Par theme. We sold out of tee & green sponsorships. All of the sponsor businesses did not disappoint as they set up on the course decked out in their dinosaur digs, ready to connect with all of our golfers! We also saw many members join us for lunch just to connect with our golfers and sponsors between the action. This event put the history in Prehistoric – it's the oldest golf outing in Greater Lafayette!











262 GOLFERS 110 ADDITIONAL MEMBERS
52 SPONSORS 4,716 GOLF SWINGS
\$1,700 IN CASH PRIZES 200 DONUTS

32 INFLATABLE DINOSAURS

BUSINESS EXPO AT THE FAIRGROUNDS

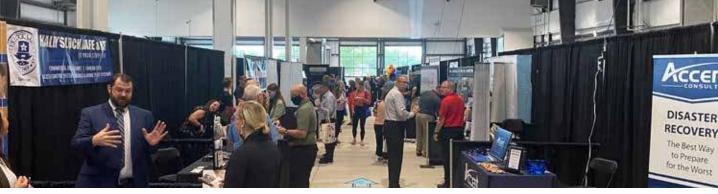


We were thrilled to be able to hold our Business Expo in 2021 and the amount of Exhibitors we had demonstrated that our members were happy to be back as well! We took advantage of the large, bright, and brand new space at the Tippecanoe County Fairgrounds. It created a new layout which facilitated easier navigation, more booths, and better connections. We also unveiled a new website that allowed our vendors to create profiles associated with their booths, so they could share more information and drive traffic to their business before, during, and after the Expo. The new website is also extremely mobile friendly, and helped attendees navigate the Expo, filter by vendors, and contact vendors after the event. No more lost business cards!

135 VENDORS

671 ATTENDEES

COUNTLESS CONNECTIONS











ANNUAL CELEBRATION

ATTENDEES

FOOD PROVIDED BY

LOCAL RESTAURANTS

Our Annual Celebration is one of our favorite days of the year! We get to gather together with hundreds of our members for food and drink as we celebrate our successes of the past year. We heard from Keynote Speaker Dean Mung Chiang, Executive Vice President of Purdue University for strategic Initiatives as he spoke about the new Hypersonic Ground Test Center located in the Purdue Aerospace District, as well as the developments in Discovery Park and what that means for our region. With a new space that can hold us at the Fairgrounds, we were excited to be able to spread out and highlight multiple member restaurants through small plate dining stations. We received much positive feedback from attendees on this new event layout – it allowed our members to be able to mingle and try many delicious local options, without having to stay seated at their table throughout the whole program. We look forward to expanding on this concept in 2022.













Let's give a big Woohoo that Rise & Shine is back! Our premier breakfast networking event continues to grow in popularity as your one stop shop to meet someone new, learn something new about our community, and have lots of fun - all before 8:30am! Rise & Shine highlights the people, small businesses, organizations, and events that make Greater Lafayette Greater; and features fun and informative segments, audience participation, and friendly networking in a relaxed atmosphere - we encourage you to leave your blazer at home. Join us each month on the first Friday!







TOGETHERNESS MAKES US Greater

Greater Lafavette Commerce helps lead the region to READI success

The Greater Lafayette Commerce team was instrumental in helping the Greater Lafayette region develop a new regional development plan (RDP) in 2021. The effort earned the region access to \$30 million worth of matching funding from the State of Indiana as part of its Regional Economic Acceleration and Development Initiative, also known as the READI program.

Over the years, Greater Lafayette Commerce has become well known for its efforts in helping drive regional collaboration. Over the summer, those efforts reached an all-new level as governmental, economic development, and educational leaders from Benton, Carroll, Fountain, Tippecanoe, Warren, White Counties, as well as the cities of Lafayette, West Lafayette, Attica, Covington, Delphi, and Monticello made up the Greater Lafayette Region's READI Governance Board. Also participating were representatives from Purdue University and Ivy Tech Community College. Forty-six projects were submitted for consideration and possible inclusion in a Regional Development Plan (RDP). The board then ranked the projects based on their importance to the region and their ability to attract, develop and retain talent in Indiana.

Among the top priorities listed was a new passenger terminal for Lafayette's airport, to support the possible return of commercial air service to the region. The regional development plan also included programs that would help expand local childcare, build-and-connect bike and walking trails along the Wabash, support the development of additional housing options, as well as a regional talent attraction program that would help people move into Greater Lafayette if they accept a job at one of our local companies.

Combined with both state and local matches, the projects represent the potential for more than \$2.2B worth of investment in the local economy and projects that would help improve regional amenities, services, and programs.





At our request, Greater Lafayette Commerce led the efforts to develop the Greater Lafayette Regional Development Plan. To put it together, we had 21 Officials from the six counties work together for the first time. It was a huge effort and we couldn't have done it without Greater Lafayette Commerce."

- Lafayette Mayor Tony Roswarski

The resources and support from GLC was a great help as the region's nine county economic development organization, Greater Lafayette Economic Alliance (GLEA) worked to expand its impact in the region. Collaborating on initiatives provided new growth opportunities for our counties and strengthened our ability to attract and retain business."

- Ben Dispennett, Chair of Greater Lafayette Economic Alliance





Greater Lafayette Economic Alliance

2021 also saw Greater Lafayette Commerce take other steps to help build regional collaboration. In the wake of the Greater Lafayette Marketing Coalition's branding efforts, the region's network of local economic development organizations voted to change their name to the Greater Lafayette Economic Alliance. The organization's new brand compliments the work done by the marketing coalition in 2018 and 2019, and more clearly reflects the geographic location of the nine-county group that was formerly known as Indiana's Technology Corridor.

Together, alliance members from Benton, Cass, Carroll, Clinton, Fountain, Montgomery, Tippecanoe, Warren, and White counties work on programs designed to benefit the entire region, including talent attraction and workforce initiatives, as well as prospecting efforts with site selectors from around the U.S. This collaboration, and the complimentary branding effort, also align nicely with the work done in preparation for the State of Indiana's READI initiative.

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ECONOMIC ALLIANCE

thank you...







FOR LEADING PROGRESS INSPIRING CREATIVITY & HELPING OUR COMMUNITY THRIVE







GLC STAFF

Scott Walker President & CEO

Paul Moses

Vice President, Economic & Workforce Development

Michelle Brantley

Director of Marketing & Communications

Kim Murray

Director of Operations

Kara Webb

Workforce Development Director

Trent Fletcher

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Alyssa Sheets

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Renea Walker

Marketing & Communications Coordinator

Brianna Davis

Events and Program Manager

Megan Kyger

Human Resources & Talent Attraction Manager

Mark Lowe

Business Success Consultant

Doug Ellenberger

Wabash Valley Lean Network

THANK YOU PRESIDENT CIRCLE INVESTORS



























































































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