

STRATEGY FOCUSED



RESULTS DRIVEN

TALENT

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.

QUALITY 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.