



2022 ANNUAL REPORT



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



Scott Walker
*President and CEO,
Greater Lafayette Commerce*

LETTER TO MEMBERS AND INVESTORS

Dear Greater Lafayette Commerce members and investors,

We are grateful to have you as members of our growing network of Greater Lafayette Commerce partners, businesses and organizations looking to make our community thrive. Your continued support will enable us to embrace 2023 and focus on **our core mission of advancing economic and community prosperity for a superior quality of life.**

Working together in 2022, we took significant steps to stimulate the local economy, attract people to the community and advance our mission into an expanded, regional narrative.

What’s more, we supported our members through top-notch programming and events designed to keep them informed on important topics while connecting them with the people and resources they need to be successful.

At the same time, much work was accomplished in the area of workforce development and readiness. We continued to empower our next-generation workforce with targeted educational programming, career coaching, stackable credentialing and skill development.

Greater Lafayette Commerce collaborated with public and private partners to support the recruitment and expansion of industry and our local workforce. With major announcements from companies like Evonik and SkyWater Technology, the strength of our economy is assured with over \$2 billion in new investment and the creation of over 800 new jobs here in Greater Lafayette.

And, Greater Lafayette for the second year in a row ranked number one among the nation’s best places for career opportunities, according to a study by SmartAsset.com. Determining where to lay the foundation for a successful career is an important decision, and this ranking will aid all of our efforts to assist companies in finding the talent they need.

All that said, we hope this report inspires you, our incredible supporters, to continue this journey with us because none of it would be possible without you. Greater Lafayette Commerce is here to serve you, and we can’t wait to charge into the future together helping to make Greater Lafayette a greater place to work, play and belong.

Very sincerely yours,

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

Scott Walker
*President and CEO,
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BOARD OF DIRECTORS



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Tippecanoe County Commissioner



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Stacy Grove
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Joe Markun
Caterpillar



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GE Aviation



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Christos Hospitality Group



Stuart Gutwein
Gutwein Law



Dave Martin
Dana Manufacturing



WHAT WE'RE ALL ABOUT

We were founded to connect people and resources in ways others could not. To deliver in ways that created opportunities. While the needs of the region grow more complex every day, our commitment to Greater Lafayette remains constant. Even after decades of driving economic success in the region, we are just getting started. And of course, our people, members and investors will keep us moving forward.

Greater Lafayette Commerce is the region's leading economic development organization and chamber of commerce, principally serving the cities of Lafayette, West Lafayette and Tippecanoe County in Indiana. We are committed to improving the region's economic future and quality of life.

Being part of Greater Lafayette Commerce means being part of something bigger – a network of businesses and organizations looking to make a difference in Greater Lafayette, connect with each other, gain resources and share knowledge.

Our Mission

To advance economic and community prosperity for a superior quality of life.

Our Vision

Greater Lafayette is a vibrant community, where people, industry and businesses come to thrive and be greater.

Our Goals

Greater Lafayette is a vibrant hub of progress that sustains the legacy of collaboration, growth and success for the region.

BY THE NUMBERS

95 YEARS
SERVING THE
COMMUNITY

16 STAFF
MEMBERS

1,004
ACTIVE MEMBERS

372 10+
YEARS
MEMBERS

121
NONPROFIT
MEMBERS

89
NEW MEMBERS
IN 2022

30K
EVENT
CALENDAR
SEARCHES

57K
BUSINESS
DIRECTORY
SEARCHES

1.5M MEMBER
SEARCH
HITS

104K MEMBER
PAGE
VIEWS

“We are often asked by our peers across the state, ‘What makes this community such a thriving and vibrant place to be?’ We know it’s a balance between strong city and county government, a balanced economy between industry, higher education and agri-business, great schools, healthy citizens with access to top notch health care and a thriving small business and non-profit environment. Greater Lafayette Commerce is right at the center of all of those. Their work touches every part of our thriving and vibrant community. **Thank you for your support of GLC!**”

– David Byers
President, Tippecanoe County Commissioners



“When the region was contemplating a submission to the State under the Regional Economic Acceleration Development Initiative (READI), choosing Greater Lafayette Commerce as the regional convener and applicant was an easy decision for us in Tippecanoe County. Greater Lafayette Commerce has always been the place where we’ve built collaborations to solve problems and launch projects. Our regional partners in Benton, Carroll, Fountain, Warren and White counties see that as well. GLC collaborations work. Under GLC leadership, we secured not only \$30 million from the READI, but over \$8 million more to work on the K-12 education Career+ Ecosystem. GLC gets projects accomplished that benefit all of us. **Your investment is paying off!**”

– John Dennis
Mayor, City of West Lafayette



“Among all the great work that Greater Lafayette Commerce does, a vital part is the role they play as our economic development partner. The team at GLC provides critical support to our existing industries as they grow, expand, and search for and hire workers. GLC also serves as our liaison as companies consider a new location in Greater Lafayette. This critical work is a true public-private partnership. **Your support of Greater Lafayette Commerce enables this great work to continue. Thank you.**”

– Tony Roswarski
Mayor, City of Lafayette



SEE WHAT OUR
STRATEGIC PARTNERS ARE SAYING

ENGAGING OUR MEMBERS, PARTNERS AND INVESTORS

Our members, partners and investors have always played a key role in developing new initiatives and programs at Greater Lafayette Commerce. We actively engage members and investors through committees, working groups, Greater Lafayette Commerce Connector meetings, one-on-one meetings and more. Our members will continue to play a critical role, helping drive the success of Greater Lafayette Commerce, Greater Lafayette, their businesses and their organizations.

EXTRAORDINARY PARTNERSHIPS

Greater Lafayette Commerce continues its efforts to expand the collaborative successes we have enjoyed in Tippecanoe County across the surrounding region. Regions that work together succeed in ways that individual communities cannot. Greater Lafayette Commerce helps lead and organize the monthly activities of the Greater Lafayette Economic Alliance or GLEA. GLEA is a working group that includes economic development professionals from Benton, Carroll, Cass, Clinton, Fountain, Montgomery, Tippecanoe, Warren and White counties.

GLEA held its first Greater Lafayette e-forum, which brought together regional politicians and other thought leaders to discuss issues and trends impacting our regional economy. Among other things, topics included childcare, housing and the emergence of Electric Vehicles and their impact on Indiana's ethanol production industry.

GLEA also unveiled its new website, glearegion.com. The site highlights the region and its strengths, including our quality of life, industries and the numerous resources available to help those interested in locating their company in the Greater Lafayette Region.



GREATER LAFAYETTE AT A GLIMPSE

*Greater Lafayette is where ideas turn to action, imagination gains ambition, and hard work drives innovation. **The smartest parts of businesses are created, commercialized and applied here.***

Our regional economy continues to grow in size, as does the mix of industries and smart people working here. World-class manufacturers in industries like automotive, heavy equipment, chemical and pharmaceutical and agri-business, have been joined by new aerospace companies and soon to be semiconductor manufacturers.

The region's workforce laborshed stretches across nine Indiana counties, both east and west of the I-65 corridor between Indianapolis and Chicago.

ADVOCACY

**28 REPRESENTED MEMBERS
AT CITY/COUNCIL MEETINGS**

**5 LEGISLATIVE UPDATE MEETINGS
DURING THE 2022 STATE OF
INDIANA LEGISLATIVE SESSIONS**

**186 MEMBER ATTENDEES
HAD A DIRECT DIALOGUE WITH
OUR ELECTED OFFICIALS**



“Greater Lafayette Commerce is involved in so many greater projects and initiatives. The team works extremely hard to help us compete for new investments and jobs, keeping our regional economy strong. **We are proud to partner with them for economic and workforce development.**”

— Tom Murtaugh,
Tippecanoe County Commissioner and
Chair of the Board of Directors,
Greater Lafayette Commerce

CURRENT TAX ABATEMENTS

Whether it's a company that already calls Greater Lafayette home or one considering establishing a presence here, attracting new corporate investment to our region has never been more competitive. To be a contender, tax abatements are usually expected as a means of helping companies justify their multi-million-dollar real (buildings/land) and personal property (equipment) investments.

Greater Lafayette Commerce acts as the liaison between the companies and the cities and county to land the new investment and assist with compliance over the life of the tax abatement.

Communities that fail to do abatements often find themselves struggling to hold onto their existing employers and attract new investment and jobs to their communities.

TIPPECANOE COUNTY (UNINCORPORATED)

19 Tax Abatements
\$43,736,707 investment
525 new jobs per year (since 2011)

CITY OF LAFAYETTE

63 Tax Abatements
\$1,958,554,579 investment
15,350 new jobs per year (since 2011)

CITY OF WEST LAFAYETTE

5 Tax Abatements
\$31,079,955 investment
15 new jobs per year (since 2011)

TOTAL

87 Tax Abatements
\$2,033,371,241 investment
15,890 new jobs per year (since 2011)

JOB GROWTH IN TIPPECANOE COUNTY

From 2020 to 2022, the number of new jobs ticked up 4.4 percent to 95,844 in Tippecanoe County.

BUSINESS EXPANSIONS

American Fibertech
TriClinic Labs
Dana
Rolls Royce
Wabash
Evonik

Evonik announced plans to build a \$200 million facility in Shadeland. It will produce pharmaceutical lipids, which are key to vaccine production. Tippecanoe Labs in Shadeland is Evonik's second-largest U.S. location, employing 650 people. **The expansion will create 80 new jobs in Greater Lafayette.**

NEW BUSINESS

SkyWater Technology

SkyWater Technology announced plans for a \$1.8 billion semiconductor foundry in the Discovery Park District at Purdue. **The investment will create up to 750 new jobs in Greater Lafayette.**

ECONOMIC DEVELOPMENT

We work with businesses looking to create or expand their presence in the region, which helps them create more jobs. More jobs mean greater opportunities for people to find work and provide for their families. **This leads to a superior quality of life.**



WABASH™



FUNDING FOR THE FUTURE

Greater Lafayette Commerce has been awarded several multimillion-dollar grants, funding from which will be used to address quality of life issues, economic development and student readiness in a six-county region around Greater Lafayette.

Greater Lafayette Commerce spearheaded the arduous process of applying for the grants, working in partnership with regional elected officials and education professionals.

“The ultimate benefit will be fostering regional collaboration in a way that hasn’t been done before. It’s complex, it’s challenging. Over the long term, we’ll work to create more vibrancy and more economic development with regional partners in ways that are strategic,” – Scott Walker.

CAREER PATHWAYS GRANT

In July, the Indiana Department of Education awarded Greater Lafayette Commerce nearly \$3.6 million in Explore, Engage and Experience (3E) grant funding. Funding from the grant allowed us to build upon the exciting work we’re doing in the advanced manufacturing and logistics career pathways with the help of the Student Learning Recovery Grant.



STUDENT LEARNING RECOVERY GRANT

Greater Lafayette Commerce in January was awarded a \$4.9 million grant from the State of Indiana Department of Education. Funds from the grant were used to create an accelerator designed to help learners overcome setbacks caused by the pandemic and graduate from high school ready for both a career and continuing education. The work is being supported through local partnerships with Ivy Tech Community College, Skyepack and GLC’s Workforce 2030 Council, which includes representatives from local industry, education, workforce and economic development organizations, as well as other community leaders.

Grant funds provide local students access to career coaches, social workers, mentors, tutors, micro-credentials, career-embedded experiences and college-level coursework. Long-term, the hope is that connections made between K-12 schools and local industry will create a pipeline of high school graduates ready to enter high-demand, high-wage local jobs.

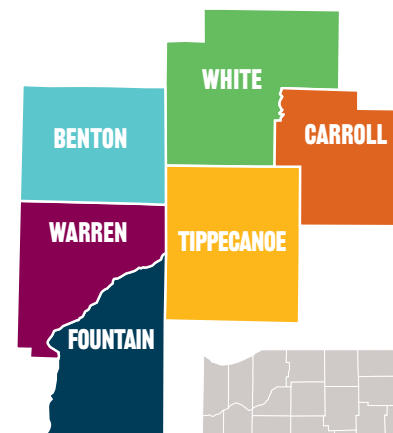
This furthers Greater Lafayette Commerce’s commitment to working with local employers to clarify the skills, training and education students must have to take ownership of their future.

READI GRANT

In December 2021, the Greater Lafayette region was awarded a \$30 million grant through the Indiana Regional Economic Acceleration and Development Initiative, or READI. Greater Lafayette Commerce serves as the region’s convener and fiscal agent for the program. Funds from the grant will be used to retain and expand businesses, including high-tech and advanced manufacturing companies. Money from the grant will also be used on the following projects:

- **RUNWAY FOR GROWTH:**
LAF airport expansion to bring commercial air service to Greater Lafayette
- **SUPPORTING OUR FAMILIES:**
Expanding high-quality childcare across the region
- **SMART RELOCATIONS AND WELCOMING VETERANS:**
Programs to attract talent and a diverse workforce, with a focus on veterans
- **A PLACE TO CALL HOME:**
Greater Lafayette residential infrastructure and a housing development action plan
- **WABASH RIVER GREENWAYS:**
Investments in trail systems around the Wabash River

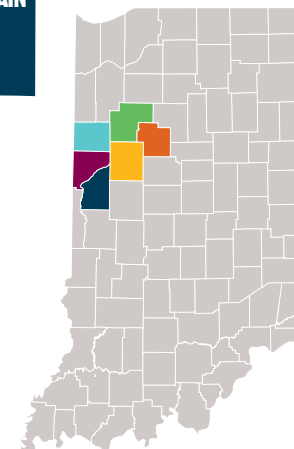
6
COUNTIES



20K
ADVANCED
MANUFACTURING
EMPLOYEES

267K
REGIONAL
POPULATION

10
PARTICIPATING
COMMUNITIES



\$30M
GRANT



ADVANCING REGIONAL TALENT

Greater Lafayette Commerce has the local expertise, partnerships and programs to help companies find their workforce. Each day we work to help others connect, recruit and explore.

We support and lead initiatives and solutions to address workforce challenges. As part of our work, we seek grants and build capacity for unique programs and partnerships to meet both immediate and emerging workforce needs.

NEXT GENERATION WORKFORCE DEVELOPMENT INITIATIVES

We work with schools and local industry to create targeted educational programming, career coaching, stackable credentialing and employer tuition assistance programs.

Students from the Greater Lafayette region are eligible to attend the many career awareness programs powered by Greater Lafayette Commerce. The Greater Lafayette region is defined as Benton, Carroll, Cass, Clinton, Fountain, Montgomery, Warren, White and Tippecanoe counties.

NEXT
GENERATION
WORKFORCE

powered by
Greater Lafayette Commerce

WORKFORCE 2030 COUNCIL

9

MEETINGS
HELD

844

VOLUNTEER
HOURS

37

AVERAGE
ATTENDANCE

Formed in 2017 to create a pipeline of skilled workers, the Workforce 2030 Council is our response to current and future workforce shortages. This is a national best practice, bringing leaders from our Industry, our K-12 School Systems, our higher education partners together on a routine basis. The council partnered with us to launch CoderDojos and Robotics in Manufacturing Camps in the region and grow Manufacturing Week exponentially.

MANUFACTURING WEEK



591 MIDDLE
SCHOOL
STUDENTS

Greater Lafayette doesn't just do Manufacturing Day - we do Manufacturing Week!

Manufacturing Week is designed to educate our next-generation workforce about the vast opportunities and career pathways available to them, right here in Greater Lafayette. And no other community does Manufacturing Week quite like Greater Lafayette!

By the end of the week, local manufacturers, along with Ivy Tech and the Greater Lafayette Commerce team, served a total of 549 elementary, 591 middle school and 399 high school students.



399

HIGH SCHOOL STUDENTS

MANUFACTURING MONTH

We do Manufacturing month too. Our virtual experience, Manufacturing Month, is committed to manufacturing awareness, career exploration and career preparation for all students in grades K-12. This virtual platform can be used in any of the Greater Lafayette region schools at no cost.



549

ELEMENTARY
STUDENTS

CODERDOJO

CoderDojo is our free, volunteer-led coding and robotics club for students aged 7 to 17 in the Greater Lafayette region. We have CoderDojos in Clinton, Tippecanoe, Warren and White counties.

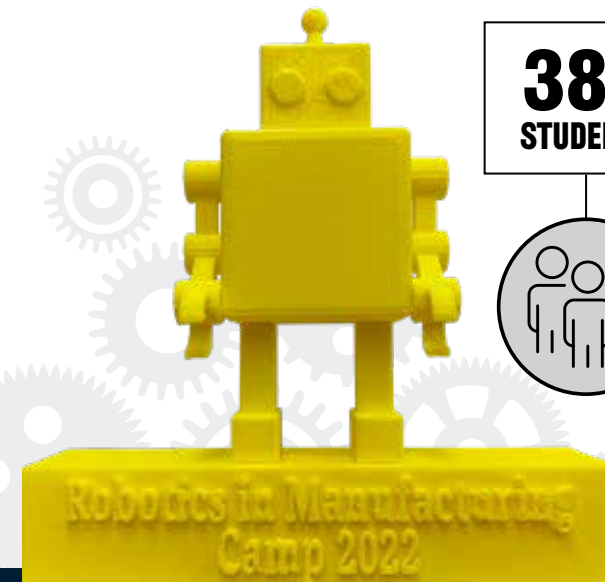


385
STUDENTS



ROBOTICS IN MANUFACTURING CAMP

This was our fifth year of offering Robotics in Manufacturing Camps during the summer break for K-8 students. Partnering with regional day camp providers, we bring curriculum, teachers and equipment to the partner's facility to provide a fun technology exploration experience to our youth. This summer, we were joined by 385 students, who engaged in a variety of activities including 3D printing, coding software, building circuits and programming robotics.



CELEBRATING GROWTH, OPPORTUNITY AND **NEW CHAPTERS**

We love our members – so much that we recognize them as much as we possibly can. Here's an overview of our 2022 Small Business of the Month Winners, Milestone Events and Anniversary Celebrations.



SMALL **BUSINESS** *of the month*

We increase visibility for Greater Lafayette's most innovative homegrown companies.

2022 WINNERS

MECKO'S HEATING & COOLING
FEBRUARY
GREAT HARVEST BREAD CO.
MARCH
SWEET REVOLUTION BAKE SHOP
APRIL
SPARKLETONE DRY CLEANERS
MAY
THE HOMESTEAD
JUNE
GLGRAPHIX
JULY
TBIRD DESIGN SERVICES CORP.
SEPTEMBER
INSTANT COPY OF LAFAYETTE
OCTOBER
HEARING SOLUTIONS OF INDIANA
NOVEMBER

ANNIVERSARY CELEBRATIONS



REVOLUTION BARBEQUE
2ND ANNIVERSARY
BEYOND THE VINE WINE TOURS
5TH ANNIVERSARY
LAFAYETTE URBAN MINISTRY
50TH ANNIVERSARY
EXPRESS EMPLOYMENT PROFESSIONALS
20TH ANNIVERSARY
SHINE ON UNIVERSITY DAY SERVICES
5TH ANNIVERSARY
GUARDIAN ANGEL HOSPICE
20TH ANNIVERSARY
JL ANDERSON HEATING & COOLING
20TH ANNIVERSARY
ACCENT CONSULTING
20TH ANNIVERSARY
SUMMIT FINANCIAL GROUP OF INDIANA
20TH ANNIVERSARY
MULHAUPTS
146TH ANNIVERSARY



2022 GRAND OPENING EVENTS

ON DEMAND STAFFING
FREDDY'S FROZEN CUSTARDS & STEAKBURGERS
THE CENTURY AT PURDUE RESEARCH PARK
REVIVAL BARBER & BEAUTY ACADEMY
JERSEY MIKES
GQT EASTSIDE 10 IMAX*
GQT LAFAYETTE 7*
POPEYES
INDIE COFFEE ROASTERS
MARY LOU DONUTS - NEW LOCATION
ESSENTIAL HOMES
NORTH END CAFE & CATERING
SYCAMORE SPRINGS CHANGES
VALLEY OAKS HEALTH*
PHOENIX PARAMEDIC SOLUTIONS*
CHASTAIN & ASSOCIATES LLC*
BRAVELY WOMEN'S HEALTH
LIFELONG SPORTS TRAINING
GQT WABASH LANDING 9*
GROUPS RECOVER TOGETHER
MULHAUPT'S INC. - NEW LOCATION
SUMMIT FINANCIAL GROUP OF INDIANA
STALEY CREDIT UNION - NEW LOCATION
PURE REGENERATIVE MEDICINE
BEYOND GALLERY & GIFT SHOP
EVERBOWL
WABASH CENTER*
TR4VEL GIRL
FRIENDLY MARKET - NEW LOCATION
FIRST OPTION MORTGAGE
KYREE'S TINT & FILM
CONTINUUM APARTMENTS
STATE BANK
DAWSON & DAISY BOUTIQUE - NEW LOCATION
DELMAR SOFTWARE DEVELOPMENT - NEW LOCATION
THE ELLSWORTH
OUTRAGE SMASH THERAPY
WEE SPEAK THERAPY & LEARNING CENTER*
WEST SIDE WASH
WILLOWSTONE FAMILY SERVICES*
COMMUNITY STATE BANK - GROUNDBREAKING
EMERGENT SOLAR ENERGY LLC - RIBBON CUTTING
MALIBU JACK'S AT TIPPECANOE MALL
HUBBARD ESTHETICS
SHEAR AFFECTS SALON AND SPA
GENERATION NA
*** GRAND RE-OPENING**

CAREFULLY CURATED PROGRAMMING AND EVENTS

Connect with our region's business community through Greater Lafayette Commerce's wide array of networking and professional development events.



QUARTERLY *Development* SERIES

Each year, Greater Lafayette Commerce hosts four unique luncheons designed to deliver timely, important and impactful messages.



QDS1

STATE OF THE CITIES & COUNTY

371

ATTENDANCE

QDS2

RECOVERY & SECOND CHANCE WORKFORCE

255

ATTENDANCE

QDS3

2022 HOUSING DEVELOPMENT

269

ATTENDANCE

QDS4

ECONOMIC FORECAST LUNCHEON

300

ATTENDANCE

GOLF OUTING

Our annual golf outing is the oldest golf outing in Greater Lafayette! The force was with our members this year (we had a blast with our theme, Par Wars).

PAR WARS

MAY THE COURSE BE WITH YOU



335

GOLFERS



300

BUNDT CAKES

3

LIGHT SABERS



47

SPONSORS



6,030

GOLF SWINGS

7

VADERS



5

YODAS



There is no event like Rise & Shine – our premier breakfast networking event – around. The program is focused on the people, small businesses and organizations that make Greater Lafayette, greater. With quirky, informative segments, audience participation and friendly networking, our members can't get enough of Rise & Shine.

11

EARLY
MORNINGS

692

EARLY BIRD
MEMBERS

6

SECRET
NETWORKERS



2022 ANNUAL CELEBRATION

We had the pleasure of hosting over 500 guests at our largest membership event of the year – the 2022 Annual Celebration. Catered by five local restaurants, the fun-packed evening was spent celebrating Greater Lafayette's thriving business community, recognizing several outstanding local leaders and being inspired by keynote speaker, Thomas Sonderman, CEO of SkyWater Technology. The evening was sponsored by 45 members.



A Very Merry Main Street CHRISTMAS PARADE

Here at Greater Lafayette Commerce, we know how to celebrate the holidays. Our annual lighted Christmas parade helped Greater Lafayette residents welcome the 2022 holiday season. The day's festivities were kicked off by our holiday farmers' market – a fun, festive day for the whole family!



With over 120 business exhibitors, our Business Expo is the largest expo in the region. The event helped more than 1,200 business representatives, entrepreneurs and start-ups strengthen their business connections and get fresh ideas for their companies and organizations.

BUSINESS SUCCESS PLATFORM

At Greater Lafayette Commerce, we know that great small business owners become great civic leaders, and we partner with our members on their path to success. The Business Success Platform offers the resources businesses need to be successful in their journey after the ribbon cutting.

PODS
PEER OFFERED DEVELOPMENT STRATEGIES

No one understands the complexities of being a business owner better than another business owner. In our CEO roundtable program, CEOs and executives work together with a facilitator to solve complex business problems, share examples of success and hold each other accountable. The program allows members to communicate in a safe and confidential environment where business growth is encouraged by all.

50
PARTICIPANTS

45
ROUNDTABLE MEETINGS

STRATEGIC Insights

Our Strategic Insights program features local business owners who have developed creative ways to do business. During the 30-minute presentation, Greater Lafayette business owners provide valuable information, tools and resources to Greater Lafayette Commerce members.

EVENTS: 11

PARTICIPANTS: 300



SHOP SMALL party night

Greater Lafayette Commerce promoted local shops and restaurants with a unique, "Shop Small" party night full of holiday cheer, special discounts, giveaways and even Santa himself! Our party night kicked off Shop Small, a national movement aimed at keeping shopping small top of mind for consumers during the peak holiday shopping season.



STOREFRONT STRATEGIES

Whether a business is primarily online or a brick-and-mortar store, they all have a storefront. Storefront Strategies workshops help businesses acquire customers, tailor customer experiences to their base, expand their business networks and source local products and talent.



The Lowe Down Live is a short Facebook live show that features Greater Lafayette Commerce members. On the show, members discuss their challenges and the creative ways they have overcome those challenges.



A SUPERIOR QUALITY OF LIFE

GREATER LAFAYETTE FARMER'S MARKET IN 2022

A staple of the community, the Lafayette Farmer's Market has been around for over 165 years. Taking place on Saturdays from early May through late October, a visit to the Lafayette Farmer's Market promises some of the finest and freshest produce. Greater Lafayette Commerce also powers the Purdue Farmer's Market. Running every Thursday from June through October on Purdue University's West Lafayette Campus.

The 2022 market season saw continued growth, with 35,000 market visitors and 91 small businesses hosted this year at both markets – up 5,000 visitors and 53 small businesses hosted from last year.

City of
LAFAYETTE
FARMER'S
MARKET
SINCE 1839

91

SMALL
BUSINESSES
HOSTED

35,000

MARKET
VISITORS

\$2,800

SNAP
BENEFITS
REDEEMED

Greater
LAFAYETTE
YOUNG PROFESSIONALS

GREATER LAFAYETTE YOUNG PROFESSIONALS

This year, our young professionals' organization, formerly known as Tippy Connect, was re-branded to Greater Lafayette Young Professionals. The new name reflects and aligns with the branding of the Greater Lafayette community. Serving young professionals between the ages of 21 and 39, the organization engages our members through a variety of professional development, community involvement and networking opportunities.

21-39

SERVING
BETWEEN
THE AGES OF



Each year, we recognize 10 outstanding individuals under the age of 40 whose career accomplishments, community work and commitment to the community enrich the Greater Lafayette area. Winners gain career-long connections with a peer network of current and previous recipients.

Our 2022 winners are

Timothy Atwater
Tristen Comegys
Tracy Fuller
Nathan Hedrick
Alex Johnston
Rebecca Jones
Nathaniel Metz
Jennifer Million
Karissa Mooney
Drew Smith



HONORING OUR EDUCATORS WITH THE GOLDEN APPLE AWARDS

Introduced in 1987, the Golden Apple Awards recognize the most outstanding teachers in Tippecanoe County. Educators are nominated by students, parents and colleagues.

Cheers to our 2022 Golden Apple Winners!

Claire Brown

MAYFLOWER MILL ELEMENTARY SCHOOL

Denise Erickson

BATTLE GROUND ELEMENTARY SCHOOL

Lisa Lane

HERSHEY ELEMENTARY SCHOOL

Bill Laufman

BATTLE GROUND ELEMENTARY SCHOOL

Eileesh Leuck

MINTONYE ELEMENTARY SCHOOL

MARKETING AND COMMUNICATIONS

THE BLUEPRINT

THE BLUEPRINT

Much like an architect's blueprint, Greater Lafayette Commerce's communications serve as a guide to our members, bringing them the information they need to thrive.

THE BLOG

In an effort to expand our organization's online visibility, we introduced a blog to our website. The addition of blog content to our existing social media strategy will strengthen our social reach and drive new visitors to our website. What's more, producing smart, helpful content will aid us in further enhancing our organization's current image as an authority in the business community.

Our blog offers best practices and analysis on today's most important topics to help organizations thrive. From industry thought leadership pieces to talent attraction strategies and brand management tips, our blog has you covered.

COMMERCE CONNECT

Our bimonthly e-newsletter connects members with all of the exciting happenings of Greater Lafayette Commerce and our region.

BUSINESS INTELLIGENCE REPORT

A monthly publication, The Business Intelligence Report keeps our members well-informed with the news that affects them most.

THE GREATER LAFAYETTE MARKETING COALITION

COMMUNITY ATTRACTION AND BRAND AWARENESS

The Greater Lafayette Marketing Coalition, through its projects and partnerships works to increase the talent pool by helping to retain and attract a citizen workforce through the demonstration of a high quality of life and strong economy. The group also works to spur economic growth by attracting business investments. And they help create a positive perception of Greater Lafayette, both within and outside the community.

The coalition is the combined effort of Tippecanoe County, the Cities of Lafayette and West Lafayette as well as Purdue University, Purdue Research Foundation, Visit Lafayette-West Lafayette and Greater Lafayette Commerce. Greater Lafayette Commerce serves as the project leader and fiscal agent.

MAJOR PROJECTS

- **Community Attraction Video** is aimed at creating a high-energy depiction and value proposition for why someone should work, play and belong in our community.
- **Real People. Real Stories** is an ongoing video project which features everyday Greater Lafayette residents. Dubbed "Real People. Real Stories," the project captures why interviewees moved here, stayed here or chose to raise their families here.
- **Brand Awareness Campaign: Make Your Move to a Better Career** - Nulogic Marketing helped the marketing coalition launch a regional brand awareness test campaign in the fourth quarter. The results will be used to inform the coalition's strategy and tactics moving forward.

SOCIAL MEDIA

Greater Lafayette Commerce's influence continues to grow on social media. With 8,096 followers, our Facebook content reached over 300K people in 2022. Instagram followers totaled 1,985 this year, with our content reaching over 15,400 people.



8,096 FOLLOWERS
CONTENT REACHED OVER
300K



1,985 FOLLOWERS
CONTENT REACHED OVER
15,400

GREATER LAFAYETTE MAGAZINE

Greater Lafayette Magazine captures the spirit and vitality of the people who call Greater Lafayette home and what it means to live, work and thrive here. It tells the region's success stories from business expansions, entrepreneurship leadership and philanthropy to quality of life, arts and cultural events.

2022 IN REVIEW

34

ADVERTISERS
AND GROWING

6,337

MAGAZINES PRINTED
AND DELIVERED

For advertising inquiries, contact
Amy Sundell at (765) 742-4044 or
amy.sundell@greaterlafayettecommerce.com.

WHAT'S NEXT

Greater Lafayette Magazine should be available to more people! If you own a coffee shop, hair salon, bookstore, medical practice – you name it – then you're the perfect place to have the most recent issue of Greater Lafayette Magazine on-hand for your guests or clients. They need something to read while they visit your business, so why not entertain them with uplifting stories about Greater Lafayette!

THERE ARE SEVERAL OPTIONS AVAILABLE TO YOU.

Contact Michelle Brantley for
details at 765.742.4044 or
mbrantley@greaterlafayettecommerce.com.



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Our professionals go to great lengths to ensure that members receive the quality services they've come to expect from Greater Lafayette Commerce.

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