



**SOUTH BEND – ELKHART
REGIONAL PARTNERSHIP**



ABOUT US

South Bend – Elkhart Regional Partnership



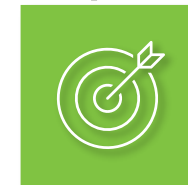
Our Goal

To increase the per capita personal income to at least the national average by 2030.



Our Vision

To be the most prosperous region in the Midwest



Our Mission

Accelerate regional competitiveness and inclusive economic growth.

We do this by:

- Spurring job creation.
- Executing and supporting strategic initiatives.
- Identifying and securing capital investment through collaboration.



OBJECTIVES

South Bend – Elkhart Regional Partnership



Attract

Attract new resources for regional economic development projects, startups, and established companies.



Support

Support initiatives and partners that align with the regional economic development strategy.



Share

Be a trusted source of data and information for internal and external stakeholders.



South Bend – Elkhart Regional Partnership
BOARD OF DIRECTORS

Advisory Councils & Committees

Pete McCown, Chair

REGIONAL DEVELOPMENT AUTHORITY REPRESENTATIVE; COMMUNITY FOUNDATION OF ELKHART COUNTY

Regional Development Authority

LEDOS	LOCAL GOV.	COMMITTEE REPS.	PRIVATE INDUSTRY		STAKEHOLDERS
Greg Hildebrandt Marshall County	Carl Baxmeyer St. Joseph County	Susan Elrod Education and Workforce	Shannon Cullinan University of Notre Dame	Gary Neidig ITAMCO	Dave Behr Indiana Economic Development Corp.
Jeff Rea (Vice Chair) St. Joseph County	Kevin Overmyer Marshall County	Susan Ford Entrepreneurship	Mike Daigle (Treasurer) South Bend International Airport	Andrea Short 1 st Source Bank	Jon Hunsberger Elkhart County CVB
Chris Stager Elkhart County	Suzie Weirick (Member) Elkhart County	Amish Shah Diversity, Equity, and Inclusion	Larry Garatoni Garatoni Family Office	Susan King Beacon Health System Foundation	Levon Johnson Chamber Coalition
Open Southwest Michigan Representative		Andrew Wiand Talent Attraction and Retention	Rose Meissner St. Joseph County Community Foundation	Linda Yoder Marshall County Community Foundation	James Turnwald Michiana Area Council of Governments

Higher Education Advisory Council

Mayors and Commissioners Council

LEDO Council

Diversity, Equity, and Inclusion Committee

LIFT Executive Steering Committee

Startup South Bend - Elkhart

WE+YOU Talent Attraction and Development

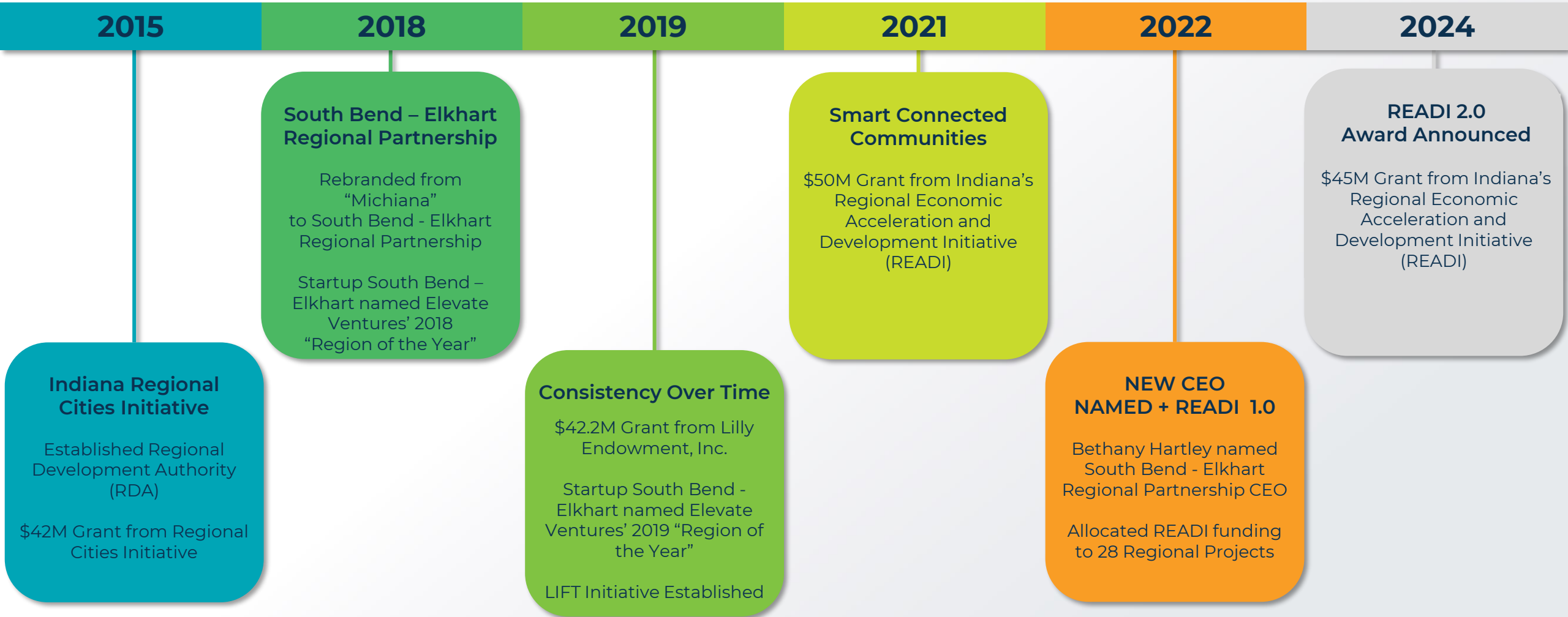
LIFT Executive Steering Committee

EXECUTIVE COMMITTEE



MILESTONES + TIMELINE

South Bend – Elkhart Regional Partnership



2015

2018

2019

2021

2022

2024

Indiana Regional Cities Initiative

Established Regional Development Authority (RDA)

\$42M Grant from Regional Cities Initiative

South Bend – Elkhart Regional Partnership

Rebranded from “Michiana” to South Bend - Elkhart Regional Partnership

Startup South Bend – Elkhart named Elevate Ventures’ 2018 “Region of the Year”

Consistency Over Time

\$42.2M Grant from Lilly Endowment, Inc.

Startup South Bend - Elkhart named Elevate Ventures’ 2019 “Region of the Year”

LIFT Initiative Established

Smart Connected Communities

\$50M Grant from Indiana’s Regional Economic Acceleration and Development Initiative (READI)

NEW CEO NAMED + READI 1.0

Bethany Hartley named South Bend - Elkhart Regional Partnership CEO

Allocated READI funding to 28 Regional Projects

READI 2.0 Award Announced

\$45M Grant from Indiana’s Regional Economic Acceleration and Development Initiative (READI)



PROSPERITY GOAL

Per Capita Personal Income Growth Rate

2016	2017	2018	2019	2020	2021	2022
SBE Region 1.93%	SBE Region 2.20%	SBE Region 2.73%	SBE Region 1.00%	SBE Region 5.24%	SBE Region 6.96%	SBE Region 3.54%
National 1.90%	National 4.69%	National 3.75%	National 2.15%	National 5.29%	National 6.61%	National 3.12%
0.03% Differential	-2.49% Differential	-1.02% Differential	-2.15% Differential	-.05% Differential	.35% Differential	.42% Differential
SBE Trend: Better ↑ than national percentage	SBE Trend: Worse ↓ than national percentage	SBE Trend: Worse ↓ than national percentage	SBE Trend: Worse ↓ than national percentage	SBE Trend: Worse ↓ than national percentage	SBE Trend: Better ↑ than national percentage	SBE Trend: Better ↑ than national percentage

Why PCPI?

The South Bend – Elkhart Regional Partnership is focused on maximizing the prosperity of the South Bend – Elkhart region and helping drive our goal of increasing the region’s per capita income and stimulating the economic growth.

STRATEGIC DRIVERS



Educating a world-class
WORKFORCE



Recruiting and retaining great
TALENT



Attracting and growing new economy
companies to our remarkably strong
manufacturing **INDUSTRY**



Promoting **INCLUSION**

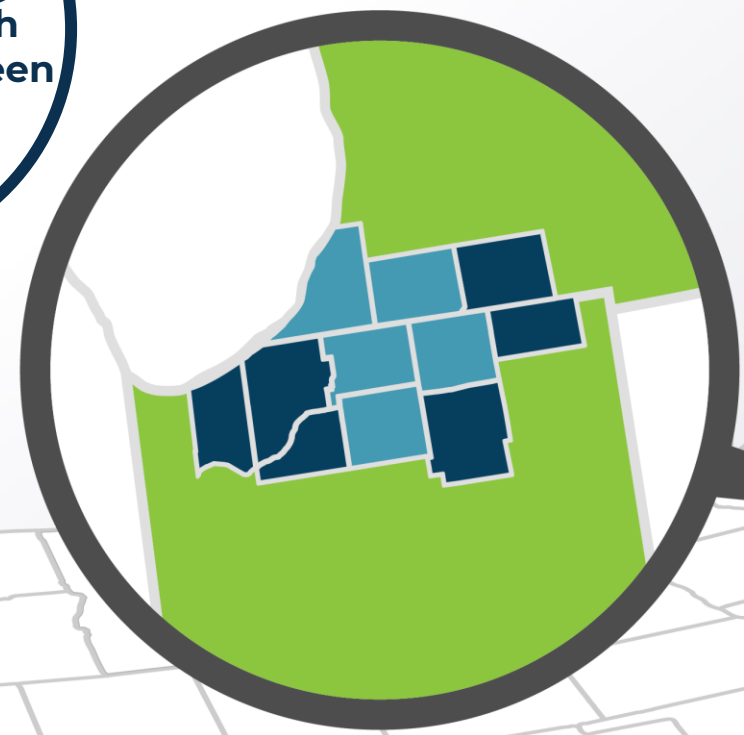
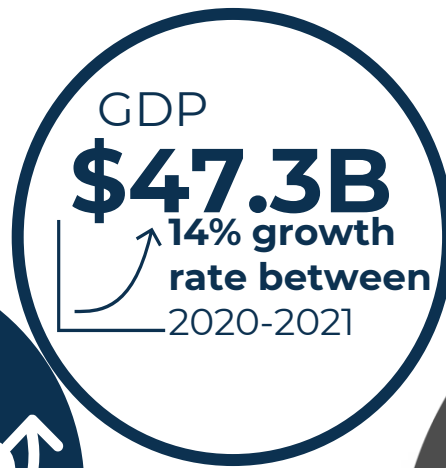


Helping **ENTREPRENEURS**



SNAPSHOT

About the South Bend – Elkhart Region





Attract



Develop



Retain





RECRUITING TOOLS

We+You: Attraction

Student Immersion Experience

Program

This overnight, immersive experience is an opportunity to "sell" college students on the regional employment and internship opportunities available to them by showcasing the quality of life, quality of place, and quality of opportunity that exists here!

- 66 Students Attended over two immersions
 - Undergraduate + Graduate Students searching for an internship in STEM
- Sponsors include:
 - 1st Source, Aanalytics, enFocus, Grand Design RV, ITAMCO, TireRack, and Universal Bearings

LIVE.

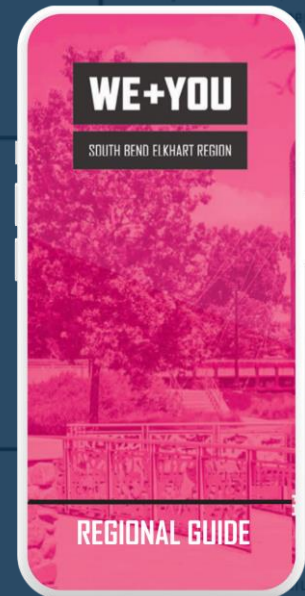
Recruiting Toolkit

Materials

At the heart of our region, you'll find safe, family-friendly communities influenced by world-class academic institutions, expanding economies, and forward-thinking individuals. With boundless opportunities to work, live, and explore, one trip is all it takes to see why the South Bend-Elkhart region is the perfect place to call home—for a weekend, or a lifetime.

Includes tips for:

- Getting around, education, work, and exploring the region



WHY WE LOVE CASS COUNTY

Home to several parks, lakes, and ways to enjoy the outdoors, including stargazing and scenic hiking, skiing, kayaking, fishing, and more. Discover scenic routes.

Fun Fact: Dr. T.K. Lowless Cass County International Dark Sky Park is a great place to camp out and admire the stars.

Music, Food, and Fun: Every weekend in the region head to the Cass County Fair for entertainment, rides, delicious food, and fun for the whole family.

WHY WE LOVE ELKHART COUNTY

From peaceful farmlands to vibrant downtowns, Elkhart County offers a little bit of everything. Enjoy funky music festivals, riverside performances, and more.

Experience it all in your own backyard. Discover the beauty of Elkhart County and the surrounding area.

Elkhart County is a great place to live, work, and play. Discover the beauty of Elkhart County and the surrounding area.

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RECRUITING TOOLS

Student Immersion Experience





REMOTE WORKER STRATEGY

For every \$1 invested, \$18.95 were generated in new annual economic output.

\$5,380,968

Total New Annual Economic Output Generated

\$284,000

(Community) Investment

\$3,130,631

Total New Annual Consumer Spending

\$565,629

Total New Annual State and Local Tax Revenue

58 New Households

109 New Residents

+9 Committed Movers

25 States

14 Offers Pending



What stands out in Elkhart is the people's passion for community and building each other up. I love how down to earth people are: when people talk about their local businesses here, they ask genuinely about what value it can add to the community and it's not solely driven by transactional maximizing for business profits...I'm thrilled that this is my new home, and I look forward to putting down my roots here and growing something beautiful.

Alisa Khieu: San Jose, California >>> Elkhart, Indiana



TALENT DEVELOPMENT



320

REGIONAL
INTERNSHIPS
SINCE INCEPTION



3,935

CREDENTIALS AND
CERTIFICATIONS
ACROSS LIFT NETWORK
SINCE INCEPTION



794

330 EMPLOYEES IN TRAINING
464 COMPLETED TRAINING
AND RECEIVED STACKABLE
CREDENTIALS OR
CERTIFICATES



TELLING OUR STORY

Elkhart’s Tolson Center is the South Bend – Elkhart Region’s First Completed READI Project

Per Capita Income Grows in South Bend – Elkhart Region, Outpaces National Rate

South Bend – Elkhart Regional Partnership’s “Rally the Region” Shares Stories of the Region, READI Grant Updates

Founder Factory ’23 Celebrates Region’s Entrepreneurs



PAUL ANTHONY

OpStart

“I'd love South Bend to be an ecosystem where people can work on interesting things that have a social component to them and that make the world a better place. And I think that would be a really great way to match what the community's ethos is in general. This is a very passionate kind of collective community.”



**ROOTED &
REACHING**



Rachel Mospan


Rachel Mospan Design

“Those three hours just felt uplifting. I would share something that to me feels small and someone in the class would be like, ‘Yes! That’s awesome!’ Having people see in you what you’re not seeing because you’re in your own cloud was powerful for me. Hearing about other people’s wins was also inspiring for me, so having that community at a set time when I didn’t have to be thinking about how I should best use these three hours. I already know this is how I’m going to use these hours and I’m going to get something out of it and it’s going to be great and I’m going to, you know, hear what I need to hear at exactly the time I need to hear it. It was a very nice appointment to have each week with myself and my business and peers.”

hustle **SBE**



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