

The Indy Partnership

Rob Albright

Director of Corporate Development
The Indy Partnership

*“Site Selection”
Top 10 Economic Development
Organization for 2008*



Who Are We?

The Indy Partnership Mission: Attract New Jobs and Capital Investment to the Indianapolis Region



- Partner with local economic development organizations in 10-county Indianapolis Region
- Sales and marketing arm for central Indiana
- Privately funded not-for-profit
- Work closely with the state and local governments
- Named one of the Top 10 Economic Development Groups in the nation by *Site Selection* magazine (2009)

How Does It All Fit Together?

Product Improvement



"Big Picture" Strategic
Priorities:
Investment • Regional
Growth



Bio Crossroads
Central Indiana Life Science Network



TECHPOINT
CONNECT. ADVANCE. SUCCEED.

CONEXUS
INDIANA



Product Promotion



indyPARTNERSHIP

Regional Sales and
Marketing

Site visits

Project management

Product Sales



Local Partners (LEDOs):
Site location and local
incentives



Indiana Economic
Development
Corporation: Statewide
Incentives



Focus on Regional Strengths

- Targeted efforts in key business sectors
 - Advanced Manufacturing
 - Alternative and Renewable Energy
 - Information Technology
 - Life Sciences
 - Logistics and Distribution
 - Motorsports



Business Attraction Outreach

- **Market, promote and increase “brand awareness” of Indianapolis region to businesses considering expansion or relocation**
 - **Personal outreach to qualified prospects and site consultants in 12 U.S. cities and in Europe/China**
 - **Direct email marketing campaign to 15,000 business leaders across the country**



- **Publish Regional Guide with IBI**
- **National and international trade show presence**



Research and Data Support

- Primary point of contact for corporate and consultant inquiries
- Launched world-class website in early 2009
 - 90% of site selection due diligence occurs online before we are contacted
 - Design of website based on market research – give prospects actionable data that they need
 - GIS-based demographic data
- Custom research to attract new business
 - Leading-edge labor availability studies with Monster.com



Site Selection: “the new Indy Partnership website is one of the best economic development websites we’ve ever seen.”

2008 Regional Results

>12,965 new jobs

>\$500 million in new direct payroll

>\$2.3 billion in new capital investment

New jobs mean:
increased bank deposits, home starts, construction projects, material and equipment sales, customers, suppliers, business partners and tax receipts

2008 Economic Impact

Total Impact (Direct and Indirect)

- 22,000 jobs
- \$806 million new wages
- \$1.926 billion new economic output

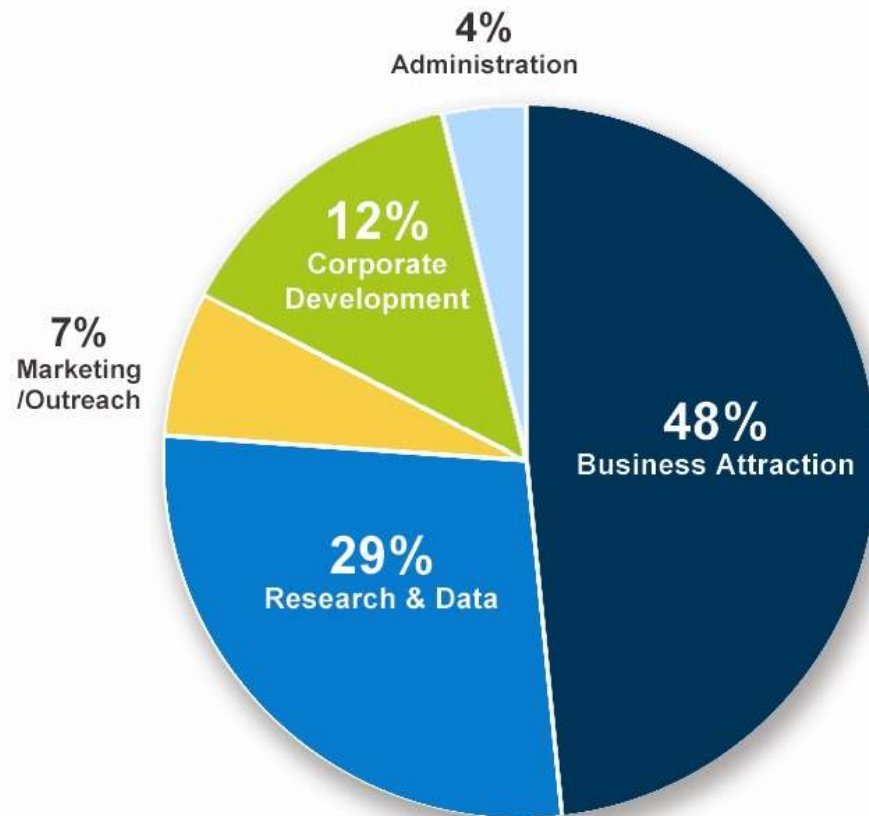
Notes and Assumptions: New wages assumes an average annual salary of \$42,000.

Bank deposits assumes \$2,500 cash deposits per new employee.

Economic output was calculated by Resource Development Group using *IMPLAN* modeling with an assumption that all jobs were added in professional business services.

2009 Budget Allocation

- Total 2009 budget: \$2.3 million



Revenue Sources:

Private investors -- \$ 1,745,000

LEDOs -- \$ 185,000

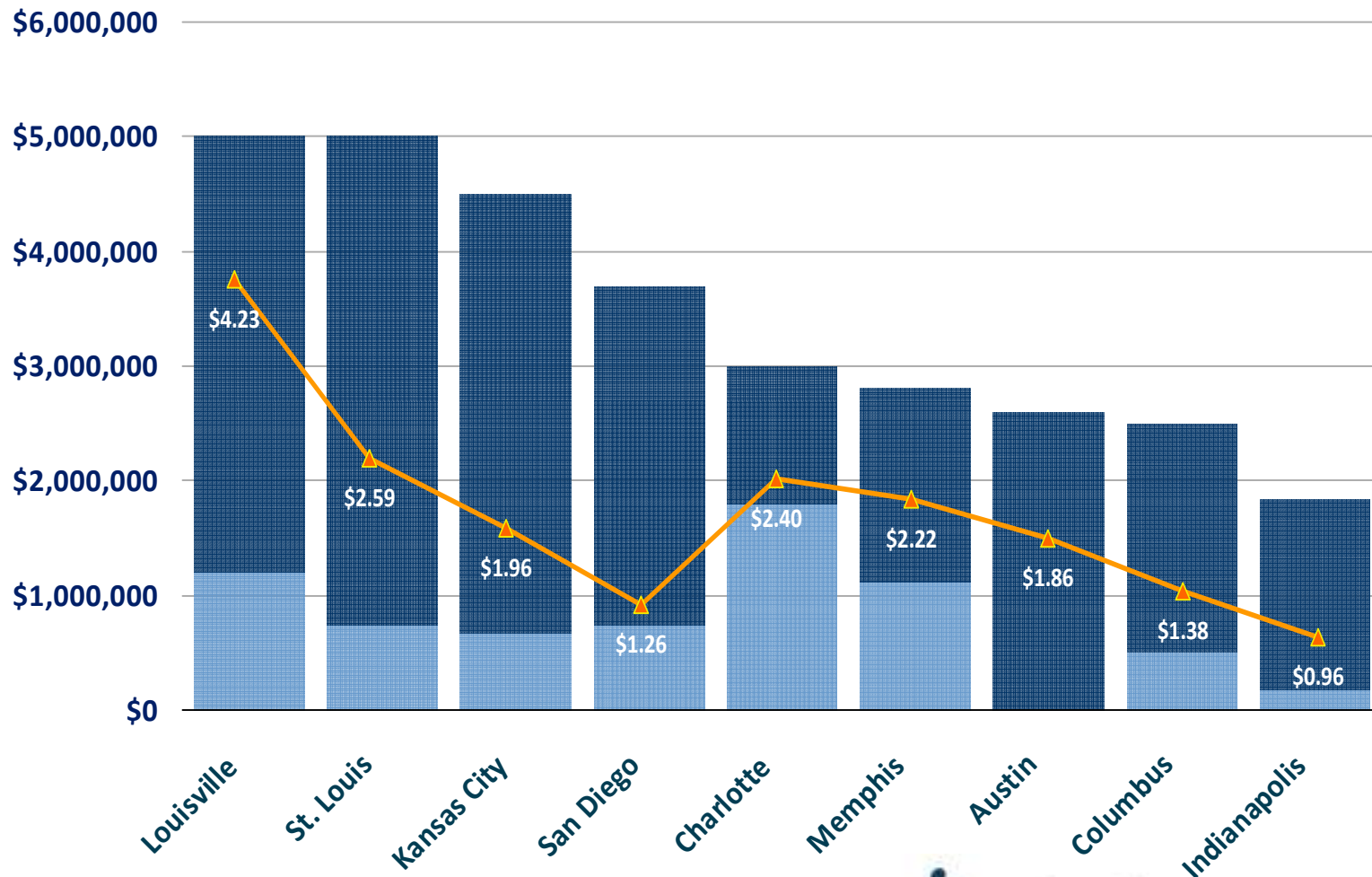
Foundations \$ 370,000

TOTAL REVENUES \$ 2,300,000

Why Invest in Indy Partnership?

- ❑ No other organization in central Indiana is doing what we do to attract new business to the region
- ❑ We have a proven track record of success and results
- ❑ We are privately funded – no direct government support
- ❑ A vibrant and vital economy helps local businesses attract and retain key employees; creates new market opportunities for goods and services; and supports a diverse tax base.
- ❑ We cannot maintain our competitive position relative to other regions without increasing our funding

Peer Market Funding and Sources Comparison Calendar Year 2008



 Per Capita E.D. Spending
 Public Investment  Private Investment



Investor Participation

Communication

BDAG's

Web Presence

Special Events

Monthly Newsletter

Alternative Energy

Regional Magazine

Advanced
Manufacturing

Web Announcements

Life Sciences

Increased Training,
Visibility, and Awareness
through LEDO i.e. IPIC –
workforce development

Logistics/ Distribution
International

Each investor will receive a link to their own page on the IP website separated by business cluster. Page can include media, text, and click-throughs to any provided link.

The Indy Partnership will host events throughout the year, specifically for investors to participate in regional success stories and network with investors, local officials, and companies new to the Indianapolis Region.

Proportionate Investment Formula

Revenues/Deposit Share (Millions \$)	Proportionate Investment
\$2B>	\$175,000
\$1B to \$1.9B	\$110,000
\$500 to \$999	\$75,000
\$250 to \$499	\$50,000
\$100 to \$249	\$35,000
\$50 to \$99	\$25,000
\$25 to \$49	\$15,000
\$11 to \$24	\$10,000
\$6 to \$10	\$5,000
<\$6	\$3,000

The Indy Partnership appreciates your support.

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