

1. BUSINESS DEVELOPMENT & MARKETING: Promote robust and sustainable growth by engaging in a proactive, economic development program that supports business retention, expansion, creation, and attraction.

1.1. More closely align and coordinate regional economic development efforts.	
1.1.1. Adopt a code of ethics similar to the code implemented by the Northeast Indiana Regional Partnership and its LEDO Council.	Completed
1.1.2. Establish a clear set of regional protocols and procedures for sharing investment leads, submitting proposals, and working with prospects.	Have a set of agreed upon guidelines to move forward with
1.2. Design a regional economic development brand that emphasizes and reflects the attractive qualities in the region.	
1.2.1. Engage creative marketing and branding specialists in the region to help create a regional brand.	In Progress - Have new folder and marketing pieces. Regional Brand will have to grow a little more organically
1.3. Enhance the economic development tools and incentives available to the region.	
1.3.1. Capitalize on the Opportunity Zone designations in the region.	In Progress - Have OZ map. Kay spoke at OZ conference. Projects happening in East Chicago, Michigan City and Valparaiso. Working to try to find funds to market to.
1.3.2. Work with the state legislature, other regional	Presented to Public Policy Committee. would like to put it on our agenda for 2021 session however with
1.3.3. Develop creative incentives designed to attract and retain talent.	Working on Veterans Initiative with the IEDA to continue to add them to our talent pool. Workin on legislation in 2021 session to attract workers
1.4. Aggressively market and promote Northwest Indiana as a destination for new investment and employment.	
1.4.1. Coordinate a business attraction and marketing campaign with LEDOs.	The 2019 plan was a great success. 24 Trips, 400 Business, Site Sectors and Developers met. 2020 23 trips planned and a few in market events, COVID happened swithcing us to virtual, still had great success around program, working to improve vitrual/in person for 2021.
1.4.2. Generate editorial content in targeted regional publications (Indiana and Chicago) that spotlights activities and successes in Northwest Indiana.	Doing quarterly newsletter talking about sucesses in NWI, Had sucess with Crain's Chicago Business on 2020 Marketing. Will build upon that for 2021 with Site Selector Magazine, also with marketing platform from We Create
1.5. Cultivate relationships and networks with business executives for the recruitment of new businesses to Northwest Indiana, especially in target clusters and sectors.	
1.5.1. Compile and maintain resource information for each target market cluster and key subsectors.	In progress - Stephen working with University and EconDev Partners to compile target market data - supply chain profiles, national business locations, NWI workforce correlation, etc. First draft has been provided by CWI.
1.5.2. Join and participate in selected trade or industry associations for the priority target sectors.	Created a list, have done nothing with it yet.
1.5.3. Attend selected conferences and trade shows to build relationships with business executives.	Did shows in 2019 found executives hard to reach. May try to do with a consutant partner in the future

1.5.4. Conduct domestic call trips/marketing missions to meet with company executives in regions where each target industry concentration is the highest.	2020 planed for us to meet with 6 companies headquarters in Japan, hoping to be able to do this in fall of 2021
1.5.5. Cultivate business contacts through existing Northwest Indiana companies in target industries to recruit new expansion projects.	In progress - LEDOs have been tasked with contacting local businesses for purpose of providing targeting feedback as well as participating in recruitment activities.
1.6. Build awareness of the region among site selection consultants and commercial brokers.	
1.6.1. Call on site consultants in targeted metropolitan areas, particularly Chicago.	In progress - Continual NWI Forum activity.
1.6.2. Compile a detailed package of promotional materials aimed at real estate brokers, describing the attractive environment in Northwest Indiana for business relocation.	Marketing Folder and internal sheets complete
1.6.3. Continue maintaining and updating information typically of interest to commercial and industrial site selectors on the NWIF website.	In progress. Continual NWI Forum activity.
1.6.4. Periodically host events and familiarization tours in Northwest Indiana that showcase specific assets, such as available land and buildings or new projects.	Had some great events in 2019 had planed on 3 for 2020, Select Chicago, Cubs/Sox Experience, and CIP Indiana- COVID went virutal, Will work toward inperson events in 2021
1.7. Increase collaborative business retention and expansion (BRE) efforts across the region.	
1.7.1. Where appropriate, LEDOs should engage the NWIF to assist in BRE support and visits with companies within the region's target industry clusters.	Have reinvested in software to organize the BRE efforts and training went well. Looking forward to results from visits. Still working to get everyone participating
1.7.2. LEDOs and chambers of commerce should commit to sharing BRE efforts, successes, and metrics through an annual regional business report.	Program to kick off in August with Erica leading the charge
1.7.3. Forge stronger relationships with off-site leadership of major employers operating in the region. On an annual basis, invite these individuals to a hospitality function in conjunction with a regional or community event.	Working on a meeting with US Steel in Pittsburg before the year is over. Meeting with Kuraray-Monosol, Hitachi-Sullair, Mitsubishi Life Sciences, Itochu-Enprotech and Okaya-Okaya on Japan trip
1.7.4. Coordinate incentives and infrastructure needs of specific employers with local/state officials and utilities.	on going
1.7.5. Identify and incorporate additional outreach partners within the region for increased collaboration, resource sharing, and reach.	on going
1.8. Educate public officials and the public about Northwest Indiana's economic issues and the importance of economic development.	
1.8.1. Organize an annual Northwest Indiana economic summit that raises awareness of key regional economic development activities, successes over the past year, and future endeavors.	Ignite summit happening annually. Did ED Bootcamp in February and March 2020

1.8.2. Develop an "elevator pitch" with key messages to use when promoting the region.	In progress
1.8.3. Create a one-page profile promoting the region's positive business aspects to be used by LEDOs, public officials, and business leaders for internal and external word-of-mouth marketing.	Done moving it to new marketing format
1.8.4 Work with LEDO's, local chambers, cities and other business organizations to identify local business success stories	Raeann is working with Northwest Indiana Business Quarterly to share these stories.
1.8.5. Maintain an agreed-upon set of regional economic indicators and then use multiple communication channels in the region to promote those under the theme of ongoing collaborative economic development efforts.	in progress- Tony Sindone and Micha Pollak are working on this along with the dashboard for continuall report out
1.9. Expand and leverage tourism to support industry and talent attraction.	
1.9.1. Establish a conference and meeting strategy linked to target sector opportunities.	2019 plan was a success, 2020 should be wonderful as well.
1.9.2. Work to secure the development of a new convention center in Lake County.	several sites still in the running for consideration- it's a slow moving process
1.9.3. Leverage tourism assets to distribute business marketing messages.	
1.9.4. Pursue federal and foundation grants to support the region's tourism infrastructure needs.	Working on federal dollars to reinforce the shoreline
1.10. Establish an economic development district (EDD) to serve as a facilitator of regional initiatives and a conduit for additional funding sources in Lake, Porter, and LaPorte Counties.	
1.10.1. Regional partners should support and assist NIRPC in its efforts to receive EDD designation.	EDD Designation Received!
1.10.2. Work with the EDA to schedule an EDA-hosted regional economic development plan summit in the region.	Summit was held on May 1st. It went well and others will follow.
1.10.3. NIRPC should work with the Kankakee-Iroquois Regional Planning Commission (K-IRPC) on identifying and pursuing economic development projects that would positively affect all seven counties in the region.	

	In process
	Complete
	Stalled