Greater LAFAYETTE COMMERCE

FERIN (

WIDER IMPACT.



Rachel Hazaray Chair of the Board of Directors, Greater Lafavette Commerce



Scott Walker President and CEO, Greater Lafayette Commerce

LETTER TO MEMBERS & INVESTORS

Dear Greater Lafayette Commerce members and investors,

We have always believed that our region was poised for greatness, and the theme of our 2023 annual report, "Bigger Thinking. Wider Impact," encapsulates Greater Lafayette Commerce's willingness to push the envelope to make Greater Lafayette a great place to work, play and belong.

From supporting local businesses to attracting new investments, developing our workforce and enhancing our community's quality of life, Greater Lafavette Commerce continues to be a pivotal force in shaping the future of Greater Lafayette.

With recent capital investments and expansions from companies such as Inari, Evonik, Toyota Tsusho, Huston Electric and Rea Magnet Wire, we were able to announce the creation of over 350 new jobs this year, with more to come.

We've continued to carefully cultivate a wide array of programming and events that keep our membership informed about crucial topics, facilitate meaningful connections and increase the visibility and traffic of our hardworking member businesses.

At the same time, we've bolstered our efforts to connect with Greater Lafayette's Latino business community by adding a Latino Business Liaison to the team. The addition of this role to Greater Lafavette Commerce signifies our commitment to supporting the needs of all who call Greater Lafavette home.

Through a series of projects and partnerships, we've built upon our efforts to attract new talent to the region. We've increased the number of students graduating high school workforce-ready. We've supported and advocated for state and federal policies necessary to support a thriving economy. And we've helped thousands of people better their lives because of these efforts.

Greater Lafayette Commerce has made a difference - and it's due to the work and investment of the community. But our work is not done. We ask you to remember our journey to where we are today and continue thinking bigger with us so that we can have an even wider impact.

Thank you for your support and for sharing in our vision of a Greater Lafayette with boundless potential.

Very sincerely yours,

Rachel Hazarav Chair of the Board of Directors, Greater Lafayette Commerce

Scott Walker President and CEO. Greater Lafayette Commerce



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Rachel Hazaray Subaru of Indiana Automotive



Dan Campion Caterpillar



Roberto Gallardo Purdue University



Caterpillar

GREATER LAFAVETTE COMMEN

2023 GREATER LAFAYETTE COMMERCE ANNUAL REPORT BIGGER THINKING. WIDER IMPACT.



Jody Hamilton Tipmont/Wintek



Bob Smith Old National Bank



GENERAL COUNSEI

Jim Olds Stuart & Branigin



Tom Murtaugh Tippecanoe County Commissioner



Kim Allen Purdue Research Foundation



Dr. Aaron Baute Ivy Tech Community College of Indiana



Dr. Mung Chiang Purdue University



John Christodoulakis Christos Hospitality Group



Lisa Decker Franciscan St. Elizabeth Health



Mayor John R. Dennis City of West Lafayette



Janet Fox



Gary Lehman Oerlikon Fairfield Manufacturina (retired)



Daniel Fricker

Dave Martin



Stacy Grove @properties - The Russell Company



Stuart Gutwein Gutwein Law



Joe Hart Kirby Risk Corporation



Jeanna Knepper Wahash





Jordan Wysong GE Aviation



Whittaker Inn



Elizabeth Whittaker



Mayor Tony Roswarski City of Lafayette









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Premier Auto Detailing



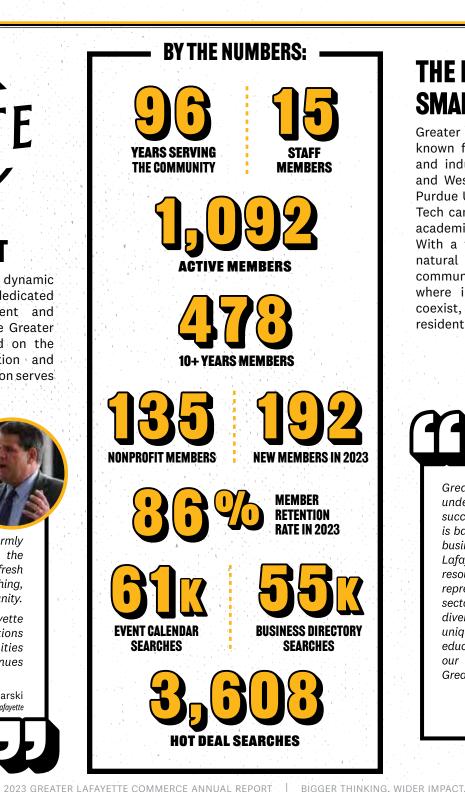
WHAT WE'RE ALL ABOUT

Greater Lafayette Commerce is a dynamic and forward-thinking organization dedicated to promoting economic development and enhancing the business climate in the Greater Lafayette region of Indiana. Founded on the principles of collaboration, innovation and community engagement, our organization serves as a catalyst for growth and progress.

Greater Lafavette Commerce has a genuine passion for Greater Lafayette. They collaborate freely, celebrate their members' success and warmly welcome new companies and talent to the Greater Lafavette region, catalyzing fresh economic growth. Their work is far-reaching, touching every part of our thriving community.

Your investment empowers Greater Lafavette Commerce to bolster the connections between our businesses and communities and ensure that Greater Lafayette continues to thrive and evolve.

> Mavor Tony Roswarski City of Lafayette



THE MIDWEST'S SMARTEST WORKING REGION

Greater Lafayette is a vibrant and diverse region known for its rich blend of culture, education and industry. Home to the cities of Lafavette and West Lafavette, as well as the prestigious Purdue University and Indiana's third-largest Ivy Tech campus, the area offers a unique fusion of academic excellence and economic opportunity. With a thriving business community, beautiful natural landscapes and a strong sense of community pride, Greater Lafavette is a place where innovation and tradition harmoniously coexist, making it an attractive destination for residents, businesses and visitors alike.

Greater Lafayette Commerce understands that the success of Greater Lafavette is based upon the success of the businesses that live in it. As Greater

Lafayette's trusted economic development resource. Greater Lafavette Commerce represents the interests of public and private sectors while forging connections with the diverse communities that make our region unique. Their tireless efforts in engaging. educating and promoting cooperation within our region underscore their dedication to Greater Lafayette's prosperity.

> Mayor John R. Dennis City of West Lafayette

TALENT ATTRACTION

attracted new people to Greater Lafayette through strategic recruitment tools, partnerships with industry and the Greater Lafayette Marketing Coalition.

collaborated with the Workforce 2030 Council to demonstrate viable careers in key industries, such as manufacturing, construction and healthcare.

OUALITY OF LIFE

and efforts.

REPORT

2023 ANR

STRATEGIC PLAN

As per our 2017 strategic plan, we've...

NORKFORCE DEVELOPMENT

demonstrated the vitality of the Greater Lafayette area through farmers markets, the annual Greater Lafayette Christmas parade, the diversity roundtable and other community events

BUSINESS SUCCESS

provided professional development opportunities for business owners and their teams.

kept the business community engaged with state and federal legislators.

created local connections through distinctly designed programs and events that inform, engage and enthuse attendees.

ECONOMIC DEVELOPMENT

worked with regional partners to attract new employers to the Greater Lafayette region.

assisted existing employers with expansion plans and employee retention, as well as state and local relationships.



GL MEDIAN HOUSEHOLD INCOME INCREASED FROM ^{\$}52,858 то ^{\$}55,192





LEGISLATIVE UPDATE MEETINGS WERE HELD DURING THE 2023 INDIANA LEGISLATIVE SESSION

ATTENDEES HAD A Direct dialogue with INDIANA STATE LEGISLATORS

WASHINGTON D.C. FLY-IN

This May, Greater Lafayette Commerce hosted its first Washington DC fly-in since 2020. In total, 22 Greater Lafayette Commerce members participated in the trip, including industry partners, our federal government committee, board members and elected officials.

The visit included meetings with:

- Senator Mike Braun
- Senator Todd Young
- Congressman Jim Baird
- U.S. Chamber of Commerce
- National Association of Home Builders
- U.S. Small Business Administration
- Barnes & Thornburg LLP
- Greater Lafayette's own Brian Lamb at C-SPAN

The fly-in allowed us to relay issues important to Greater Lafayette to our federal delegation, such as:

- Transportation and rail safety
- Housing
- Immigration
- Workforce development
- Early childhood development
- Childcare
- Small business initiatives
- The CHIPS Act



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TAX ABATEMENTS

Powerful tools utilized by Greater Lafayette, tax abatements help spur economic growth and attract investment to the region. Greater Lafayette Commerce acts as the liaison between local units of government and industry to land new investments and assist with compliance over the life of the tax abatement.

JURISDICTION	TOTAL CAPITAL Investment	ACTIVE Abatements
TIPPECANOE County	\$30,873,555	19
CITY OF Lafayette	\$1,918,644,700	67
CITY OF West lafayette	\$235,425,000	7
TOWN OF Shadeland	\$192,000,000	2

BUSINESS EXPANSIONS

COMPANY	CAPITAL Investment	PROJECTED Job Creation
EVONIK	\$192 MILLION	80
INARI	\$19.5 MILLION	140
REA MAGNET WIRE	\$58 MILLION	71
TOYOTA TSUSHO	\$15 MILLION	50
HUSTON Electric	\$2.125 MILLION	15
HAGGERTY Point	\$7.76 MILLION	TBD

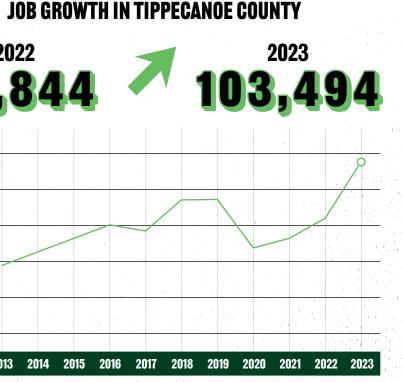
2022 95,000 95,000 90,000 85,000 80,000 2013 2

> Greater Lag environmen ensures tha Your suppor to continue that bind o



ENJ

ECONOMIC DEVELOPM



Greater Lafayette Commerce's dedication to creating an environment where businesses and nonprofits can flourish ensures that our community remains vibrant and inclusive. Your support of Greater Lafayette Commerce empowers them to continue driving economic growth, strengthening the ties that bind our businesses and communities and shaping a Greater Lafayette that is a beacon of opportunity and success.

> – Tracy Brown President of the Tippecanoe County Commissioners

OTA CITY STUDENT EXCHANGE

For the first time since 2018, Greater Lafayette welcomed visitors from Ota City, Gunma Prefecture, Japan through the Ota Student Exchange Program coordinated by Greater Lafayette Commerce. The biennial exchange is designed to strengthen the bond between Greater Lafayette and Ota City – the home of Subaru. From its inception in 1998, students from Ota City have been coming to Greater Lafayette, while students from Greater Lafayette have been visiting Ota City since 2012. Engaging in a diverse array of educational and cultural activities, participants gain valuable insights into Japanese and American society.





BIG DREAMS. BOLD ACTION. CAREER+ ECOSYSTEM

Greater Lafayette Commerce is partnering with area schools, Skyepack, Ivy Tech and regional employers in an ecosystem that helps students "connect the dots" between their education and a career. By aligning education standards with high-demand skills, Career+ develops work-ready students prepared for area highwage, in-demand careers. And, it gives them the opportunity to pursue higher levels of debt-free education through employer and state-funded tuition programs. For more information, please visit careerpluspathways.org.

CAREER+ IMPACT FOR 2022-2023 SCHOOL YEAR

"I wasn't doing well in school, but my Career Advisor invited me to a tour at SAAB. It was awesome. I got my act together and now I'm enrolled at Greater Lafayette Career Academy next year." Sophomore student at Career⁺ school '22-'23

STUDENTS PARTICIPATED IN

HOURS STUDENTS PARTICIPATE

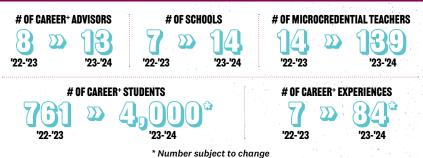
STUDENTS EARNED BADGES FOR DEMONSTRATING MASTERY OF IN CAREER-CONNECTED LEARNING THE SOFT SKILLS LOCAL EMPLOYERS VALUE

STUDENTS COMPLETED

MICROCREDENTIALS PREPARING

THEM FOR THE WORKPLACE

CAREER⁺ CURRENT IMPACT



WORKFORCE 2030 COUNCIL

Consisting of industry and higher education partners along with leaders from the region's K-12 school systems, the Workforce 2030 Council works to address workforce challenges. The council partners with us to develop regional programs that serve students in 9 counties including Benton, Carroll Cass, Clinton, Fountain, Montgomery, Tippecanoe, Warren and White.

CODERDOJO

A volunteer-led coding and robotics club, CoderDojo is free to students between the ages of 7-17 who live in the Greater Lafayette region.



Quality



ROBOTICS IN MANUFACTURING CAMP

A day camp for K-8 students over summer break, Robotics in Manufacturing Camp offers a variety of activities including 3D printing, coding, building circuits, programming robotics and more.













PMENT

ELO

KFORCE DEV

0 M



MMERSING TOMORROW'S WORKFORCE IN TODAY'S MANUFACTURING.

Taking place the first week in October, Manufacturing Week is among many career awareness programs powered by Greater Lafavette Commerce. Spanning across the nine-county region, the program provides K-12 students with the opportunity to learn more about high-tech advanced manufacturing and logistics careers available to them in their own backyard. Manufacturing Week is free and open to all public, private and home-school students in Greater Lafayette.





SMALL BUSINESS

BLUE FOX HEATING & COOLING January FRECKLES GRAPHICS February THE MITCHELL AGENCY March **PREMIER AUTO DETAILING** April TRISH'S RED BIRD CAFÉ Mav **ACCENT CONSULTING** June THE NATIONAL GROUP July EXPRESS EMPLOYMENT PROFE August **RAT PAK VENUE & MOBILE DJS** September **BENNETT'S GREENHOUSES** October

October ESSENTIALLY AQUA November











ANNIVERSARY CELEBRATIONS

MERLE NORMAN COSMETICS & BOUTIQUE 25th Anniversary TWIN CITY ELECTRIC 55th Anniversary TURNING POINTE ACADEMY FOR THE PERFORMING ARTS 10th Anniversary ABSTRACT TECHNOLOGY GROUP 15th Anniversary APS WORKFORCE MANAGEMENT 30th Anniversary









HOME OUTLE

MAD MUSHROOM

CERESET - LAFAYETTE







GRAND OPENINGS

Anvil 38 - Phase 2 **Heritage Custom Painting** Net Par Mad Mushroom - New Location Wabash Center, Inc.* **Love's Travel Stops & Country Stores** Flying High Tea, LLC Essentially Aqua - New Location **Miracles Fitness Mast Services of Lafayette Priority Estimating Services, LLC Country Financial** Indiana Center for Recovery Westminster Village - New Location **Gothra Family Companies / Quick Pantry** Paramount School of Excellence ExecutiveCutz. LLC The Lobby Vintage Vault **Mattress Superstore*** Wabash - New Facility NAMI - The Living Room - New Program **Midwest Landscape Industries** The Luna Flats **Horizon America Staffing*** Mental Health America Crisis Center - New Location Home Outlet Hearing Solutions of Indiana - New Location Panda Express - New Location **Cereset - Lafayette Community State Bank Cornerstone Caregiving** Nom Nom Tacos & Tequila - New Location Bauer Family Resources - New Location **Fiber Global**







* Grand Re-Opening



Greater Lafayette's Quarterly Development Series consists of four unique luncheons that deliver timely and important messages to Greater Lafayette Commerce members.



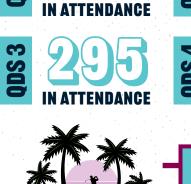






Lafayette greater.





GOLF OUTING

The oldest golf outing in Greater Lafayette!





STATISTICS OF THE





A group focused on helping businesses raise their visibility, build referral networks and grow.









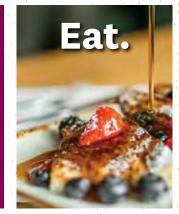




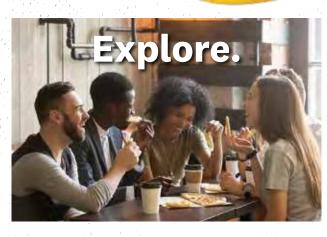
Rise & Shine, our premier networking event is all about celebrating the amazing people, small businesses, organizations and events that make Greater













MULTI-COURSE MEALS @ FIXED BES

ALOOKAT 2023





ONLY DEALS

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PROGRAMMING & EVENTS



A VERY MERRY MAIN STREET CHRISTMAS PARADE

Every year, our lighted Christmas parade ushers in the holiday season. With brightly decorated floats, marching bands and the warm glow of thousands of twinkling lights, it's a beloved tradition in Greater Lafayette.



entrepreneurs.





LATINO BUSINESS INITIATIVES

This year, we made a significant addition to our team by welcoming Jesus Correa as our Latino Business Liaison. Greater Lafayette Commerce recognized the need to connect with and support the thriving Latino Business Community in our area, and Jesus's appointment is a pivotal step in this direction. With his expertise and passion, we are better equipped to engage and serve the Latino business owners in our community, fostering a more inclusive and dynamic economic landscape for Greater Lafayette.







Our largest membership event of the year!

LOCAL FOOD And Beverage Providers



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EVENTS

07

DING

The historic Lafayette Farmer's Market in downtown Lafayette is not just a place to shop; it's a place to connect with neighbors, experience the richness of our community and support local





Greater Lafayette Young Professionals engages young professionals between the ages of 21 and 39 through a variety of professional development, community involvement and networking opportunities

PURDUE UNIVERSITY

PURDUE FARMER'S MARKET

The Purdue Farmer's Market, located in the heart of Purdue's campus, is a place where students, faculty and locals come together to appreciate farm-fresh produce, artisan products and mouth-watering lunches.



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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.

Congratulations to our **2023 GOLDEN APPLE WINNERS!**



BEL SALAZAR MASOODI – EDGELEA ELEMENTARY SCHOOL





ATHENA AWARD

The ATHENA Leadership Award presented to an individual who demonstrates the qualities embodied in the ATHENA Leadership Model. The award recipient must meet specific criteria related to leadership, mentorship and community service.





new talent.



DUALITY OF LIFE

GREATER LAFAYETTE, IND

Greater Lafayette Commerce carries on the legacy initiated by the Greater Lafayette Marketing Coalition. Through its various initiatives and collaborative efforts, Greater Lafayette Commerce is dedicated to expanding the pool of skilled professionals. It achieves this by retaining and attracting a talented workforce and showcasing a high standard of living and robust economy. Greater Lafayette Commerce maintains its role as an impetus for economic growth by drawing in corporate investments. The projects successfully executed contribute to fostering a positive image of Greater Lafayette, not only within the local community but also on a broader scale. For additional details, please visit greaterlafayetteind.com.



Anewe

NOTEWORTHY PROJECTS RECRUITMENT TOOLKIT

Comprehensive resources tailored for employers. including recruitment and welcome guides. to facilitate the attraction and integration of

REAL PEOPLE. REAL STORIES.

This ongoing video project highlights the daily lives of ordinary residents of Greater Lafavette. Known as "Real People. Real Stories," this initiative captures the reasons behind residents' decisions to relocate to the area, continue residing here or opt to raise their families in this vibrant community.



COMMUNITY ATTRACTION CAMPAIGN: WORK.PLAY. BELONG.

Nulogic Marketing remains our preferred agency for devising and implementing an enduring digital marketing and advertising campaign focused on community awareness.

GREATER LAFAYETTE MAGAZINE

Greater Lafayette Magazine has been in circulation since January 2020 and serves as the leading qualityof-life and business trade publication for the area. The quarterly publication captures the spirit and vitality of the Greater Lafayette Region. Check out the stories at greaterlafayetteind.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.



SCOTT WALKER President & CEO

MICHELLE BRANTLEY Marketing & Communications

PAUL MOSES Economic & Workforce Developme

KARA WEBB Norkforce Development Director

AMY SUNDELL Member Services Consultant

JOAN MATSON ogistics Director

BRITTANY MATTHEWS ents Director

SHELBY WHITE Content Marketing Specialis

ANDREW EDMONDS **Graphic Designer**

KIRSTEN RHINE Member Services Engagement Coordinator

COLLIN HUFFINES Economic Development Manage

MEGAN KYGER Talent Attraction Manager

JULIE BARRY Grant Administrate

JESUS CORREA

DOUG ELLENBERGER Wabash Valley Lean Net























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TEAM

MEET

Thank you to our

THANK YOU TO OUR 2023 SPONSORS AND INVESTORS!

Abstract Technology Group 10 Accent Consulting 10,15 American Structurepoint APL Cargo Inc 14 Arni's Restaurants² Bower Real Estate Group Keller Williams Realty 10 **Builders Association of** Greater Lafayette, Inc 2 Butler Fairman & Seufert Caterpillar Inc 15 CenterPoint Energy Centier Bank 4,10,14,15,16 Central Supply Company² City of Lafayette ³ City of West Lafayette 2,3 CitvBus-GLPTC 11,14,15,16 Coldwell Banker Shook² Comcast Business Class 10,11,15 Creasy Springs Health Campus Dana Lafayette Manufacturing Co 2,10,13,15 DeFOUW Automotive 10,14,15 Duke Energy 4,13,14,15,16 East End Grill 10 EPIC Insurance Midwest ¹⁰ Evonik Corporation 14,13,15 Farmers & Merchants Bank Fiber Global Inc. 13,15 First Farmers Bank & Trust 6,10,11,14,1 First Merchants Bank 6,14,15 Franciscan Health 10,14,15 Friendly Market 18 Geenex Solar LLC² GLGraphix 11 Gutwein Law 14 Habitat for Humanity 10 Hearing Solutions of Indiana 10,15 Henriott Group, Inc. 11,14,15 Highway Safety Services 1 Homewood Suites 10

Horizon Bank 10,14,15 Huston Electric Inc 2,10 Huth Thompson LLP 4,10,14,15 HWC Engineering 14 Industrial Federal Credit Union ¹⁰ Industrial Plating Inc 13,15 INOK Investments LLC² IU Health Arnett 4,10,14,15,16 Ivy Tech Community College 1,4,10,11,13,14,15 JS Held ¹⁰ Keller Williams² Kentland Bank¹⁰ Kettelhut Construction Inc 2,7,10,14,15 Kirby Risk Corporation 10,13,14,15 Koorsen Fire & Security 11 Lafayette Catholic School System Lafayette Ford-Lincoln-Audi-VW-Buick-GMC-Cadillac-Mercedes Benz² I UFA 6 M. P. Baker Electric Inc 10 McGohan Brabender 10,14 Meridian Title Corporation 10 Metronet 10 Midwest Landscape Industries 10,14,15 Neuhoff Media Lafayette LLC ³ North Central Health Services 1 Old National Bank 4,10,11,12,14 Painting With A Twist ¹⁰ Phoenix Paramedics Solutions² Primient⁴ Purdue Federal Credit Union 4,6,10,14,15 Purdue Research Foundation 3,15 Purdue University 3,11,14,15 Purdue University -College of Education ' Raeco Realty 15 Ravus Radiology 10 Redwood Lafayette 10 Reiling Teder & Schrier, LLC² SAAB 2,10,13,14,15,16 SDI Innovations 2,4,10,13,15

7 Career & Technical Education Awards - 4.27.23

8 Farmer's Market - 5.6.23

^o Golf Outing - 6.5.23

ⁿ Business Expo - 9.13.23

Washington DC Trip - 5.9.23

Security Federal Savings Bank ¹⁴ Select Physical Therapy 10 Star City Broadcasting² Starr Associates, LLC 14 State Bank 10,14,15 State Farm Insurance Companies 47 Stuart & Branigin LLP 3,4,11,15 Subaru of Indiana Automotive Inc. 8,13,15 Sweet Revolution Bake Shop LLC¹ Tate & Lyle 13 TBIRD Design Services Corp 14 The Century at Purdue Research Park ¹⁰ The National Group 10 The Union Club Hotel 10,11 Thrivent 10 Tipmont/Wintek 4,10,11,13,14,15 Tippecanoe Building and Construction Trades Council 10,11,1 **Tippecanoe County** Commissioners PAC² Tippecanoe County Government 2.3 **Titan Construction &** Engineering Services 2,10 Tonn and Blank Construction LLC 10,14 TopShelf Wood Packaging 15 Trash Kans¹⁰ Trinitas Ventures 5,9,13,15 Twin City Dodge Chrvsler Jeep Ram Fiat 10,11,15 United Way of Greater Lafayette² Unity Healthcare, LLC 10,14,15 Valley Oaks Health 14,15 Visit Lafayette - West Lafayette 3,8,15,16 VS Engineering 2,10 Wabash 1,10,13,14,15 Wabash Valley Power Alliance 13,15

Greater Lafayette Young Professionals Sponsors - 1.1.23 Quarterly Development Series 1 - 2.6.23

- Greater Lafayette Restaurant Week 2.20.23
- Golden Apple Awards 2.21.23
- Legislative Update Series 3.10.23
- Small Business Success Platform 3.23.23

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¹² Small Business of the Month - 9.27.23 Next Generation Workforce Programs - 10.1.23

- M Quarterly Development Series 4 10.31.23
- ¹⁵ Annual Celebration 11.15.23

¹⁶ Christmas Parade - 12.2.23

WLFI-TV Inc 10

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