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# INDIANA'S GREAT SOUTHWEST

the new frontier for talent and business



## Indiana's Great Southwest travels to Germany

Evansville Mayor Lloyd Winnecke and Greg Wathen were in Osnabruck, Germany and the Lower Saxony region promoting Indiana's Great Southwest to prospective companies from May 15 through 22. The Coalition sponsored trade mission capitalized upon Evansville celebrating its 25th year as a sister city with Osnabruck as part of the annual Maiwoche or May Fest, which attracts over 600,000 people to the city. Osnabruck invites sister or twin city representatives from each of their twin cities in China, Russia, Austria, France, Great Britain, Netherlands, Turkey and Eastern Germany for a cultural and education exchange tied into the annual festival.

From Monday through Thursday, the team met with German companies throughout the Lower Saxony region that had expressed an interest in investing in the U.S. as well as Indiana.

Mayor Winnecke also hosted dinner for several University of Southern Indiana students currently studying at the University of Osnabruck through a mutual educational exchange program between the universities. Establishing links to German companies along with strengthening cultural and educational bonds helps Southwest Indiana build talent and open trade opportunities.



Repurposing an iconic structure for a new home

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### Economic Indicators

**Economic Indicator-**  
% of BA Degrees & Higher

#### *Within Indiana*

Indy-Carmel - 28.4%

Evansville - 21%

Ft. Wayne - 23.2%

S. Bend-Mishawaka - 23.1%

#### *Peer Communities*

Chattanooga, TN - 21.6%

Davenport-Moline, IA - 23.8%

Peoria, IL - 24.9%

Spartanburg, SC - 19.5%

Source: Powered by STATS Indiana with data from BEA, BLS & the U.S. Census Bureau

On May 5th, SS&C Technologies cut the ribbon on its new Evansville location in the renovated Sterling Brewery on Fulton Avenue. Staff had been housed at several downtown locations including the tech incubator, Innovation Pointe. The new Sterling Square location will bring all team members together at one conveniently located site. SS&C currently employs 211 workers and according to Indiana Governor Mike Pence, "have the space to grow to 500 employees."

(L-R) Chris Kinnett/Growth Alliance, Kyle Fields/SS&C, Gov. Mike Pence/State of Indiana, Bill Stone/SS&C.

## Diversity as an economic engine

What does it mean to be a diverse economy? Though Southwest Indiana has a strong advanced manufacturing sector, it is blessed with other flourishing sectors such as logistics, finance, healthcare and life science. Business diversification helped Southwest Indiana's regional economy outperform most of the country during the 2008 recession as the region escaped the drastic economic downturn endured by most U. S. cities.

**When it comes to talent diversity, we know what diversity looks like; but, how do we attract it?**

A report compiled by [McKinsey & Company](#) claims that companies that are in the top quartile for diversity financially outperform those in the bottom quartile; 15% more likely to outperform in gender-diverse companies; and, 35% more likely to outperform in ethnically diverse companies.

*"While correlation does not equal causation (greater gender and ethnic diversity in corporate leadership doesn't automatically translate into more profit), the correlation does indicate that when companies commit themselves to diverse leadership, they are more successful."*

- Why diversity matters, McKinsey & Company (Jan. 2015).

More than the bottom line, the report goes on to say that more diverse companies do better at winning top talent and have higher employee satisfaction. Attracting and retaining top talent is priority one these days not just for the Coalition but for the State of Indiana as well.

Diversity initiatives in the region have been created through the Southwest Indiana Chamber's [Diverse Business Alliance](#), which provides a platform to "enhance and promote a high-quality diversified supplier network and connect DBEs, MBEs, WBEs and Veteran-Owned Small Businesses (VOSB) with business and industry." A new program by the University of Evansville, [Scholars for Syria](#), provides events promoting awareness of Syrian students in hopes of breaking down stereotypes and opening doors for dialogue and opportunity; and, offers a portal for area companies interested in engaging these students for future internships or jobs. Through the Regional Cities initiative and working with the Diverse Business Alliance, the Southwest Indiana Regional Development Authority will include stronger diversity language in its formal agreements with future project partners to ensure diversity is top of mind as the region moves forward.

### New Program Designed for Historic Preservation

In April the Indiana Office of Community and Rural Affairs (OCRA) introduced its new Historic Renovation Grant Program (HRGP). The program focuses on the external rehabilitation of historic properties in non-entitlement and / or designated Main Street communities for the purposes of furthering the potential of those facilities for economic benefit.

Ownership of the buildings

### BUSINESS FOCUS:



Recognized as one of the World's Most Ethical Companies for the fifth consecutive year, Old National Bancorp (NASDAQ: ONB) is the largest financial services holding company headquartered in Indiana. With \$11.9 billion in

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Have questions about local road funding legislation? Want to apply for the local matching fund grant program? Need help starting an asset management plan? Attend an INDOT-hosted Information Session.

INDOT Vincennes District Office 3650 South U.S. 41, Vincennes, IN 47591

Morning Session 10-11:30 a.m.  
Afternoon Session 1:00-2:30 p.m. (EST)

can be in the form of individuals, partnerships, firms, associations, joint ventures, limited liability companies, corporations or non-profit affordable housing organizations. Funding for external repairs of the buildings can range between \$10,000 and \$100,000. Maximum funding per project is based upon 35% of the eligible cost. For example, if the total project cost is \$100,000, the building could be eligible to receive a \$35,000 grant.

If there are historic buildings in your community that are in need of renovation, please have the owners contact [Carol Hagedorn](#) or [Karen Conia](#) at 812-423-2020 for an initial analysis regarding program eligibility and requirements.

assets, Old National ranks among the top 100 banking companies in the U.S. Since its founding in Evansville in 1834, Old National has focused on community banking by building long-term, highly valued partnerships with clients in its primary footprint of Indiana, Western Kentucky, Louisville, Central and Western Michigan and Wisconsin.

Old National provides extensive services in retail and commercial banking, wealth management, investments and brokerage. Visit [oldnational.com](http://oldnational.com) for information about Old National's commitment to community partnerships and strong financial position.

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