



Evansville, Indiana

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BACKGROUND

Since 2007, the Economic Development Coalition of Southwest Indiana (EDCSI) has provided economic development services to Gibson, Posey, Vanderburgh, and Warrick counties. In its role as the regional economic development agency, the EDCSI assists site selectors and business owners with site location, business expansion, and business retention needs in the four-county region. The EDCSI also serves as the regional planning organization for the Evansville metropolitan area, housing the most successful grant procurement team in Indiana.

RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS

In mid-2011, the EDCSI commissioned Garner Economics to independently assess the region's strengths, weaknesses, opportunities, and threats while developing a regional strategic plan. In his report, *A Blueprint for Success: A Master Plan for Economic Redevelopment*, Garner concluded that Southwest Indiana needed to focus on several fundamental issues of economic transition as well as important internal and external preparative steps before it can realize its fullest potential as a dynamic, regional economic center.

Garner also recommended that avenues be explored to generate additional funding for the EDCSI and RDG was retained to conduct a feasibility study and subsequently a hybrid funding campaign using RDG's campaign management processes and a loaned executive from Old National Bank. This allowed the EDCSI to leverage the loaned executive's existing relationships while working within the parameters of RDG's proven campaign methodology.

The hybrid campaign strategy was a resounding success and readily accepted in the marketplace. Through a series of executive briefing style meetings and individual solicitation calls, RDG assisted the EDCSI in generating \$2.6 million from the private sector for 2013 – 2017.

LEGACY

The hybrid campaign assisted the EDCSI in building capacity from a funding standpoint while also allowing it to gain new relationships in the business community. One of the additional goals of the campaign was to increase community engagement and with the addition of 42 new investors along with a robust investor relations program the EDCSI is already positioning itself for future funding initiatives.