

## Taking Our Story to New York

*Matt Hall*

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This past week I had the privilege to represent the South Central Indiana Economic Development Group ([www.southcentralindiana.com](http://www.southcentralindiana.com)) during the State of Indiana's marketing trip to New York City. The SCIEDG is a regional partnership made up of economic development professionals from ten counties in south central Indiana, Duke Energy, Hoosier Energy and the River Ridge Commerce Center all committed to the growth and prosperity of "South Central Indiana, USA" – a region of over 365,000 people located in the Midwest. By pulling together and synchronizing our talents, amenities and resources, we are able to market our region to a much larger audience. Our participation in the state's marketing trip furthers our mission to attract new commerce and create new Hoosier jobs in south central Indiana and enriches One Southern Indiana's economic development efforts, as well.

Along with Indiana Governor Mike Pence, state Secretary of Commerce Victor Smith, and a delegation of Hoosier business leaders, utility executives and other economic development professionals, I was able to take our "product" to the front door of a number of location advisors, developers and company executives in the New York metropolitan area. For me, selling our region is exciting work because we have such a great story to tell. We all know the advantages of Indiana's business environment – from our low workers' compensation rates and cost of living to our favorable tax climate and ease of doing business. But we need to share our story externally if we want outside businesses to know why we are a great choice for locating projects here. This is why these job-hunting missions are so important to our region's economic success.

Without a doubt, the south central Indiana story was well-received and the Indiana advantages became clear to the New Yorkers we visited with. I'm confident the awareness and, most importantly, the interest in our area has been significantly elevated as a result of this trip. I'm looking forward to hosting companies and location advisors on future site and community visits to our area so they can witness first-hand what we already know – ***South Central Indiana is a great place to live, work, and play!***