



2023 Mid-America Competitiveness Conference

November 29th – December 1st

Indianapolis Marriott Downtown



Don't miss this tremendous opportunity to learn from experts who touch projects! You are sure to gain tips and knowledge from this year's presenters and panelists in the areas of site selection, development, utilities, marketing, workforce, and more!

[CLICK HERE](https://www.midamericaedc.org/events-and-programs/competitiveness-conference) to register online today!

Conference sponsorship opportunities are available at
[https://www.midamericaedc.org/events-and-programs/competitiveness-conference!](https://www.midamericaedc.org/events-and-programs/competitiveness-conference)

Schedule of Events

Wednesday, November 29th

- 11:30 to 5:30 pm** **Conference Registration/Check-In**
Location: Indiana Ballroom Foyer, 1st Floor
- 9:30 to 11:00 am** **Mid-America EDC Board of Directors Meeting**
Location: Tennessee Meeting Room, 1st Floor
- 11:30 to 5:30 pm** **Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 1:00 to 1:15 pm** **Competitiveness Conference Welcome/Opening Remarks**
- 1:15 to 2:15 pm** ***Current FDI Trends and What Your Community Needs to Attract International Companies***
Presenters: Philip Marschall, Manager-Location Strategies & GIS, Evergreen Advisors & Matthias Beier, President, Transatlantic Business & Investment Council (TBIC)
Part one of this session will give an overview of current FDI trends in the US: what are booming source countries and industries in rural vs metro areas? How have FDI numbers developed recently and what future trends, driven by global conflicts and supply chain challenges, seem to crystallize? In part two of the session, we will have a look at key assets of a community that attract international companies: how does the local leadership impact site selection decisions? How to best market workforce development efforts, site layouts and incentives internationally (and inter-culturally)? Through Q&A, hands-on examples and success stories, the audience will be able to gather key take-aways for upcoming FDI projects and international FDI recruitment.
Location: Indiana Ballroom, 1st Floor
- 2:30 to 5:30 pm** **Offsite Tours/Excursions**
Sign up for your choice of three local tour options (space is limited for each). Transportation to/from each tour location will be provided. All tours will return to the Marriott no later than 5:30 p.m.
- 1. Bottleworks District Tour**
This 60-minute tour features Bottleworks Hotel and orients guests within the larger Bottleworks District. The tour group will examine interior and exterior architectural details, while hearing stories of the site's many lives, from the headquarters of a Hoosier Coca-Cola Bottling empire, to its remarkable restoration and adaptive reuse as a luxury boutique hotel. Featured interior spaces include the lobby, main staircase, and hallways outside the historic company offices (now events spaces). The tour route may also include a look inside historic office spaces, as well as a hotel room (subject to availability).

2. Carmel, Indiana Development Tour

Come join us as we tour one of Indiana's fastest-growing communities, Carmel, IN. In the 1970's, the small sleepy farm town of about 7,000 people and has since grown to close to 100,000 today. We will tour the City's Arts District and main commercial corridor to discover carefully planned development.

3. The Children's Museum of Indianapolis

It's not just for kids! The Children's Museum of Indianapolis is a world-class institution and a key asset for the future prosperity of the city of Indianapolis. Register to attend this tour and experience a unique asset to the city - driving economic growth, fostering innovation, and engaging the future workforce. This tour will include a brief overview for tour attendees, followed by time to explore the museum on your own, before boarding the bus at 5:00 p.m. for return to the Marriott.

Economic Engine: *Museums are no longer only places of wonderment. Cultural institutions have the power to drive economic impact as well. The Children's Museum brings over 1 million annual visitors from across the nation and world to downtown Indianapolis. It is the state's top cultural tourist destination. This results in a significant boost to the local economy: creating jobs and increasing revenue for businesses.*

Innovation Hub: *Visitors keep returning to the Museum for its industry-leading learning experiences. Its exhibits and programs combine real historical and scientific objects with hands-on learning and immersive environments. This approach not only nurtures the imaginations of young minds, but fosters skills needed for the workforce of the future.*

Community Engagement: *Equitable access to the Museum and its resources represents a pillar of our work. By investing in surrounding neighborhoods, the Museum models how cultural institutions can become economic beacons, deepening social bonds and developing a more vibrant community ecosystem.*

8:00 to 11:00 pm

Networking and Karaoke!

Location: TBA (onsite at the Marriott)

Join us after dinner for music, laughter, and pure entertainment! Take an opportunity to network with your midwest colleagues and put your talent on display with some karaoke fun! (Singing is not required, but we are sure you'll at least want to stop by to check out the many talented Mid-America EDC amateur singers!)

Location: Tennessee Ballroom, 1st Floor

 **Epic Karaoke**

Thursday, November 30th

- 7:30 to 8:30 am** **Breakfast**
Location: Indiana Ballroom, 1st Floor
- 7:30 to 5:30 pm** **Conference Registration/Check-In**
Location: Indiana Ballroom Foyer, 1st Floor
- 7:30 to 5:30 pm** **Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 8:15 to 9:15 am** **Indy's Sports Strategy – An Economic Vitality Vision**
Presenter: Patrick Talty, Indiana Sports Corp President
Since 1979, Indiana Sports Corp has been driving economic impact through attracting major sporting events to its communities. Over 44 years, their work has brought more than \$4 billion in economic impact to the city through over 500 national and international events. With the 2012 Super Bowl, eight NCAA Men's Final Fours (including the entirety of the 2021 March Madness tournament), and the 2022 College Football Playoff National Championship on their resume, they now look to the future – including the NBA All-Star Weekend this February and the U.S. Olympic Swimming Trials in June of 2024. But with the competition growing, they need to keep being innovative in their approach to keep advancing that momentum. Hear from Indiana Sports Corp President Patrick Talty on his experience and his vision for the next 25 years for sports as an economic driver for their city and state.
Location: Indiana Ballroom, 1st Floor
- 9:15 to 9:30 am** **Networking Break/Visit Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 9:30 to 10:15 am** **Redeveloping Buick City**
Presenter: Tyler Rossmassler, Executive Director, Flint & Genesee Economic Alliance
Flint, Michigan is a place many people have heard of, but few people really know. In the Twentieth Century the auto industry created great wealth in Flint. However, by the turn of the century the industry had experienced decades of decline. A symbol of that rise and fall was a 400-acre site known as "Buick City" on the city's north side. At its peak, 25,000 people worked at Buick City -- everything from raw materials coming in on trains to finished Buicks rolling off the line happened there. But by the time GM went bankrupt everything had shut down – all the jobs lost and the city felt it. For nearly two decades the site sat vacant. Then in 2022 a buyer emerged with a proposal to redevelop the site. This is the story of that effort to redevelop the site and the lessons learned in the process.
Location: Indiana Ballroom, 1st Floor
- 10:15 to 10:30 am** **Networking Break/Visit Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor

10:30 to 11:15 am **CONCURRENT SESSIONS**

1. Electricity 101, presented by members of the Indiana Power Partnership

In this session, you will learn about the different types of electric companies and how they function differently. We will give a lesson on the basics of where the electricity comes from and how it gets to your homes and businesses. And lastly, we will give examples of how our companies can assist you with your work.

Location: Indiana Ballroom, 1st Floor

2. Preserving Our Past, Building Our Future: Revitalizing Communities Through Historic Preservation

Historic preservation is not merely about safeguarding the past; it's also a strategic economic investment for communities. The rehabilitation of historic buildings creates high-wage, labor-intensive jobs; returns properties to the tax rolls; and sparks investment in the surrounding area. Marsh Davis, president of Indiana Landmarks--the nation's largest private, statewide historic preservation group--uses local properties to demonstrate preservation's role in revitalizing communities, providing affordable housing, and creating strong, vibrant downtowns and neighborhoods that extend far beyond nostalgia.

Location: Michigan/Texas Meeting Room, 1st Floor

3. Economic Victories: The Packers Mentor-Protégé Playbook for Economic Growth

Join Anna Steinfest for a dynamic look into the transformative Packers Mentor-Protégé Program. Discover how this initiative is turbocharging Wisconsin's economy by forging vital connections between established powerhouses and rising stars in business. This program is a driving force for economic growth, job creation, and community enrichment. Anna Steinfest will unveil its journey since 2010 and reveal its pivotal role in propelling Wisconsin's small-business sector to new heights. Uncover inspiring success stories that spotlight the program's impact on diverse entrepreneurs. The program empowers protégés to unlock their full growth potential by facilitating mentorship and collaboration.

Location: Florida/Illinois Meeting Room, 1st Floor

11:15 to 11:30 am **Networking Break/Visit Vendor Displays**

Location: Indiana Ballroom Foyer, 1st Floor

11:30 to 12:30 pm **Innovative Workforce Solutions for Communities**

-Panelists: Madeline J. Iseli, Senior Vice President for Advancement and Regional Strategy, Sinclair College; Tom Isaacs, Superintendent, Warren County Educational Service Center; Brandy Wethington Perrill, Executive Director, Made@Plainfield

-Moderator: Paul Brehm, Economic Development Director Deerfield Township, Ohio
Finding and retaining labor is a challenge facing communities across the country. Join us for a panel discussion of innovation workforce solutions featuring representatives from two of our member communities. You will hear how they are bringing together people from the private and public sectors to create sustainable programs that address this urgent need.

Location: Indiana Ballroom, 1st Floor

- 12:30 to 2:00 pm** **Networking Luncheon/Annual Awards Program**
Join us to congratulate our 2023 Economic Development Award Winners!
Location: Indiana Ballroom, 1st Floor
- 2:15 to 3:00 pm** **Midwest Industrial Real Estate Update**
Michael Weishaar, Cushman & Wakefield, Indianapolis, is an expert in industrial sales and leasing, market information analysis, landlord and tenant representation and investment and owner/occupier sales. He will provide an update on industrial real estate trends in today's ever changing market.
Location: Indiana Ballroom, 1st Floor
- 3:00 to 3:15 pm** **Networking Break/Visit Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 3:15 to 4:15 pm** **Housing – Next Level Strategies for Talent Retention and Attraction**
-Panelists: Clarence Hulse, Director, Economic Development Corporation Michigan City, Indiana; Rob Cleveland, President & CEO, Cornerstone Alliance; Sean Rupp, President, Industrial Development, Rupp Enterprises, Inc.; Keith Gillenwater, President & CEO, Grow Wabash County
-Moderator: Alan Tio, CEO, Kosciusko Economic Development Corporation
For many communities, housing or the lack thereof has become the obstacle for economic growth. Economic Developers are now force to look at new this new and unique area and have to come up with creative, diverse and distinct strategies that match their geographic location. This session will feature examples of how communities are meeting this challenge head on – sharing both success stories on various housing options in their quest to retain and attract talent for their businesses, reversing population decline and enhancing placemaking opportunities.
Location: Indiana Ballroom, 1st Floor
- 4:15 to 4:30 pm** **Networking Break/Visit Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 4:30 to 5:30 pm** **Stories from the Road**
-Panelists: Jacob Everett, Founder, Corsa Strategies; Mark Jenkins, Senior Vice President, Kite Realty; Brittany Mann, Co-Founder, Business Growth Consultants, LLC; Devin Hillsdon-Smith, Director, Cushman & Wakefield
-Moderator: Jason Kester, Regional Development Director, Ohio Valley Office, Agracel
Experienced real estate and development professionals discuss what has worked, what hasn't, and current and future trends in today's turbulent real estate market.
Location: Indiana Ballroom, 1st Floor
- 6:30 to 9:30 pm** **Annual Consultant Social/Networking Event (Invitation Only)**
An exclusive, invitation-only event for our 2023 gold and platinum sponsors and this year's consultants and presenters!
Location: NCAA Hall of Champions Museum

Friday, December 1st

- 8:00 to 11:00 am** **Conference Registration**
Location: Indiana Ballroom Foyer, 1st Floor
- 8:00 to 11:00 am** **Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 8:00 to 8:30 am** **Networking Breakfast**
Network with your colleagues and hear about Mid-America EDC's two 2024 Conferences that are in the planning stages!
Location: Indiana Ballroom, 1st Floor
- 8:30 to 8:45 am** **Mid-America EDC Annual Business Meeting**
Presenters: Horton Hobbs, Mid-America EDC President & Matt Marshall, Mid-America EDC 1st Vice President/President-Elect
Location: Indiana Ballroom, 1st Floor
- 8:45 to 9:45 am** **Site Selection Trends 2023-2024**
Presenter: Nate Green, Managing Director, Economic Development, Montrose Group
Come hear a discussion on how trends in corporate site selection are dramatically changing the way we do economic development across the Midwest!
Location: Indiana Ballroom, 1st Floor
- 9:45 to 10:00 am** **Networking Break/Visit Vendor Displays**
Location: Indiana Ballroom Foyer, 1st Floor
- 10:00 to 11:00 am** **Support the Workforce of Today and the Future by Addressing Child Care**
Panelists: Erin Emerson, Perry County EDC, Indiana; Dawson Brunswick, President, Columbus Area Chamber of Commerce, Nebraska; Justin Horvath, President/CEO, Shiawassee Economic Development Partnership, Michigan; Olivia Warner, President of Indiana Signworks
Moderator: Amanda Lopez, President, Transform Consulting Group
While community and business leaders struggle with finding and retaining the workforce they need to meet today's demands, they are also challenged with growing the talent they need for the workforce in the future. Having sufficient access to high-quality child care can be a solution that supports the workforce of today and the future. One of the negative impacts of COVID-19 has been on the disruption to the supply of child care in many communities. Learn from a panel of business and community leaders who will highlight innovative efforts they have implemented to support their workforce goals by addressing child care needs. Amanda Lopez is a passionate entrepreneur, speaker, and consultant in the nonprofit, government, and education sectors and will moderate the panel discussion.
Location: Indiana Ballroom, 1st Floor
- 11:00 am** **Conference Closing remarks from President-Elect Matt Marshall**

2023 Competitiveness Conference Registration

Register online via check OR credit card online by November 20th at
<https://maedc5.wildapricot.org/event-5416970>

REGISTRATION FEES:

Mid-America EDC Member

Full Conference (Weds-Fri) - \$800

Two Days (Weds-Thurs or Thurs-Fri) - \$650

One Day (Weds or Fri) - \$250

Thursday Only - \$325

Non-Member

Full Conference (Weds-Fri) - \$1000

Two Days (Weds-Thurs or Thurs-Fri) - \$850

One Day (Weds or Fri) - \$350

Thursday Only - \$425

Current Member Renewal Package – \$1100 – For your convenience!

Renew your Mid-America EDC membership now for 2024 now with your full conference registration (available with online registration only).

New Member Package – \$1050 (exclusive offer to NEW Mid-America EDC members)

New member package includes registration for the Full Conference and a discounted Mid-America EDC membership now through 12/31/2024!

Policies:

- Please register online by November 20th. Your registration is available until sold out (please select up to one.)
- Refund requests must be submitted by November 20th.
- Registrations with payment pending will be responsible for full payment if cancellation is received after November 20th.
- Please be sure to indicate in your registration form any special dietary needs and/or ADA requirements.
- If you are an established **Platinum or Gold Sponsor** receiving a complimentary registration as a sponsorship benefit, you may register online. Your main sponsorship contact will be sent an email with a Registration Code. Once you have the code you can register online by selecting one of the registration options listed as "SPONSOR". After you have selected your desired "SPONSOR" registration option, you will then be asked for the registration code. Once you enter the code you, will then enter your registration information and click next. You will then be asked to review and confirm your information, if everything is correct select "Confirm" and your registration will be submitted without any payment due.
- Scholarship recipients will receive an email with information regarding registration.



The 2023 Mid-America Competitiveness Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CED).

Conference Hotel Information



This year's host site for the Mid-America Competitiveness Conference is The Indianapolis Marriott Downtown, located at 350 West Maryland Street, Indianapolis, IN 46225.

How to reserve your hotel room at the Marriott:

Visit <https://book.passkey.com/go/MidAmericaEcoDevelopment> to reserve your hotel room online at Mid-America EDC's online reservation website. A block of hotel rooms for the nights of November 28, 29, 30, and December 1 will be held **until November 12th**. The discounted room rate is \$179 per night for standard rooms.

Parking Options:

- Onsite valet parking is available at the rate of \$57 per day.
- Onsite self-parking is available at the rate of \$52 per day. Please note that attendees that reserve in the Mid-America EDC room block receive a 10% daily discount on self-parking.
- Additional downtown parking options are available at <https://downtownindy.org/explore/parking>.