

SEE YOU IN
TERRE HAUTE

COMMUNITY PLAN



**CITY OF TERRE HAUTE & VIGO COUNTY
COMMUNITY PLAN**

JANUARY 2025



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ACKNOWLEDGEMENTS ● ● ● ● ● ● ● ● ● ●

Dear Friends:

On behalf of the Board of Directors of the Wabash Valley Community Foundation, I am pleased to share the updated “See You in Terre Haute Community Plan.” In partnership with the City of Terre Haute, Vigo County, and the Terre Haute Chamber of Commerce. Utilizing the services of RJL Solutions, the Community Foundation funded this important update through Lilly Endowment Inc.’s Giving Indiana Funds for Tomorrow (GIFT) VIII initiative.

Originally launched in 2018, the See You in Terre Haute Community Plan was designed to tackle two key challenges: halting population decline and reversing the trend of decreasing per capita personal income. As we now update this plan, we recognize how Vigo County has changed, particularly in the wake of the COVID-19 pandemic, which delayed some of our original efforts. In response, we’ve reaffirmed our commitment to addressing these challenges with renewed energy and alignment with today’s realities.

Our journey to update the plan began with the input of many local voices. Through a comprehensive survey, community forums, and interviews with key stakeholders, we listened to your feedback and carefully analyzed data on population trends, economic development, and health indicators. This process has helped us develop a clear picture of where we are and where we want to go. As Yogi Berra wisely said, “If you don’t know where you are going, you might wind up someplace else.”

With this guiding thought in mind, we’ve worked together to craft a refreshed vision that is both responsive to our community’s current needs and optimistic about the future. This updated plan builds on the strengths of the original while integrating new insights to create a dynamic roadmap for growth and resilience.

This plan is not just a document—it is a blueprint for our future. It reflects the collective hopes and dreams of our community and will serve as the foundation for the exciting developments ahead. By focusing on the opportunities for growth and development that lie before us, we remain committed to creating a stronger, more vibrant Vigo County.

Thank you for your continued support, and for the part you play in shaping the future of Terre Haute and Vigo County. **Together, we will continue to build a brighter tomorrow.**

Warm regards,



Beth Tevlin
President & CEO
Wabash Valley Community Foundation



ACKNOWLEDGEMENTS

GIFT VIII PLANNING INITIATIVE

- Lilly Endowment, Inc.

WABASH VALLEY COMMUNITY FOUNDATION BOARD OF DIRECTORS

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- Steve Holman, Union Health
- Chris Switzer, Vigo County

VIGO COUNTY COMMISSIONERS

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TERRE HAUTE CITY COUNCIL - 2024

- George Azar – At-Large
- Curtis Debaun IV – At-Large
- Tammy Boland – At-Large
- Kandace G. Hinton – District 1
- Amanda Thompson – District 2
- Cheryl Loudermilk – District 3
- Todd Nation – District 4
- James P. Chalos – District 5
- Anthony J. Dinkel – District 6

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- Marie Theisz
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- Sara Smith, Vice Chair/Advocacy Co-chair, Sycamore Engineering, Inc.
- David Templeton, Immediate Past Chair, Glas-Col

ACKNOWLEDGEMENTS

TERRE HAUTE CHAMBER OF COMMERCE BOARD OF DIRECTORS - 2024

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- Lea Anne Crooks, Ivy Tech Community College
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- Karen Dyer, Terre Haute CVB
- David Fuson, Fuson Automotive
- Dan Gmelich, Old National Bank
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- Brandon Halleck, Chances And Services for Youth
- Terry Hogan, Morgan Stanley
- Chris Himsel, Vigo County School Corp.
- Ron Hodge, Valley Group Wealth Management
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- Ryan Keller, Thrive West Central
- Craig Maschino, Terre Haute Regional Airport
- Janie Myers, Myers Surgical Associates, LLC
- Meredith Osburn, Wabash Valley Goodwill
- Brennan Randolph, Saint Mary-of-the-Woods College
- Courtney Richey-Chipol, West Central IN Small Business Development Center
- Brandon Sakbun, Mayor, City of Terre Haute

- Casey Schroeppel, Elanco
- Sam Shanks, ISU Federal Credit Union
- Chris Switzer, Vigo County Commissioners
- Andy Volkl, Saturn Petcare
- Steve Witt, Terre Haute EDC

FORUM LOCATIONS

- Ivy Tech Community College - Terre Haute
- Wabash Valley Community Foundation

MESSAGE FROM THE CHAMBER ● ● ● ● ● ● ● ● ● ●

Dear Community Members,

We are thrilled to introduce the updated See You in Terre Haute Community Plan! This comprehensive roadmap reflects our shared vision for the future of Terre Haute and Vigo County. Whether you're a new member of our community or a familiar face, thank you for joining us on this exciting journey of growth and transformation. Your dedication to making Vigo County a better place inspires us every day.

The updated plan represents a collaborative effort shaped by thorough research and meaningful community engagement. By reviewing past plans, gathering valuable input, and aligning our priorities for a post-COVID world, we've laid a strong foundation for a thriving future. Together, we've identified new opportunities, strengthened partnerships, and refined our goals to meet the evolving needs of our community.

At the heart of the plan are five key pillars: **Infrastructure, Economic Development, Education and Workforce Development, Health, Wellness & Recreation, and Community Image and Identity**. These focus areas will guide our actions as we work toward reversing population decline and increasing per capita personal income. While some objectives are within reach in the near term, others will require persistence, long-term vision, and thoughtful planning. This plan is not just a static document—it's a living blueprint that will adapt and evolve as we measure our progress and celebrate our milestones.

This plan builds upon the solid foundation laid six years ago and reinforces our commitment to investing in what matters most—**our people**. It's a testament to the strength, resilience, and ambition of Vigo County.

To everyone who contributed—business leaders, government officials, and community members alike—we extend our deepest gratitude. Your insights, collaboration, and passion have made this vision a reality.

The future of Terre Haute and Vigo County is bright, and we're excited to continue this journey together. **Let's make it happen—See You in Terre Haute!**

Sincerely,



Kristin Craig
Executive Director
Terre Haute Chamber of Commerce

MESSAGE TO THE COMMUNITY ● ● ● ● ● ● ● ● ● ●

Dear Community Member,

Terre Haute has always been a community rich in history and brimming with potential. The unique resources and opportunities we share have laid a strong foundation for progress, reflected in the vision, pillars, and strategies outlined in this updated Community Plan.

Through thoughtful analysis and collaboration, we identified five key pillars that are critical to our growth: **Infrastructure, Economic Development, Education and Workforce Development, Community Image and Identity, and Health, Wellness, and Recreation.** Addressing these areas will allow us to close existing gaps and build a vibrant, resilient, and welcoming community for both current residents and future generations.

This updated Community Plan is a celebration of our shared efforts, and we are eager to hear your questions, insights, and ideas. It is designed to be a living, collaborative document—a guide for community leaders, engaged citizens, and stakeholders at all levels to work together. By leveraging resources from local, state, and federal partners, we can turn this vision into a reality. Our success will depend on a united commitment to progress.

Terre Haute and Vigo County have already achieved incredible milestones, but the journey is far from over. Driving meaningful change requires the collaboration of businesses, non-profits, community leaders, and residents like you. Together, we have the power to shape a brighter future and make our community an even better place to live, work, and thrive.

We invite you to join us on this exciting path forward. Get involved, share your voice, and be part of the transformation.

As we grow and evolve, we'll **See You in Terre Haute!**



Mayor Brandon Sakbun
City of Terre Haute



Steve Holman
CEO, Union Health



Chris Switzer
President, Vigo County Commissioners

PURPOSE

A Collective Vision Forward

The See You In Terre Haute Community Plan provides a collective vision and long-term plan to develop a thriving and prosperous city, county and region in Terre Haute, Vigo County and West Central Indiana. The Terre Haute Chamber of Commerce, City of Terre Haute and Vigo County, along with key stakeholders in every sector, **are working every day to advance the major goals of the plan, halting population decline and reversing the trend of declining per capita personal income.**



COMMUNITY PLAN ACCOMPLISHMENTS

A LEGACY OF PROGRESS

Since the launch of the See You in Terre Haute Community Plan in 2019, Terre Haute and Vigo County have achieved remarkable progress. Through the collaborative efforts of businesses, government agencies, and non-profits, the community has taken meaningful steps toward the ambitious goals of halting population decline and increasing per capita income. These accomplishments showcase the power of partnership and shared vision in driving meaningful change.

This section highlights key achievements-milestones from the past five years that demonstrate our community's resilience, innovation, and commitment to building a brighter future. These successes are a testament to what we can accomplish together and serve as a foundation for continued growth and celebration.

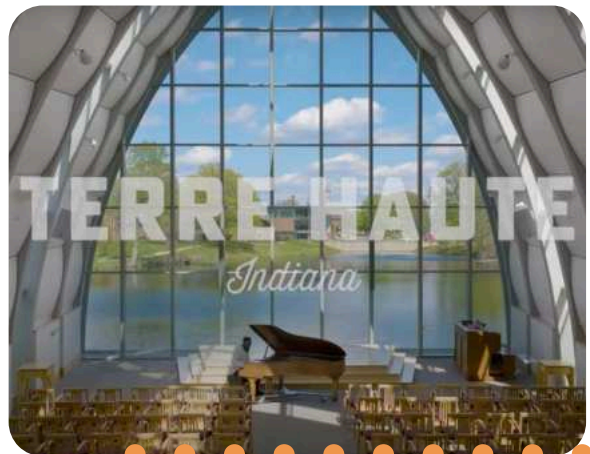
PRIORITIZING POPULATION GROWTH AND PER CAPITA INCOME

The See You In Terre Haute Community Plan concentrated Terre Haute leaders, regardless of party affiliation and position, to prioritize growing population and per capita income. A community cannot solve its issues if it first does not recognize them. Through presentations, conversations, and data, the Community Plan has aligned all elected officials toward the game goals. While this may sound like a small feat, Terre Haute is now more focused than ever before.

GOOD DAYS ARE HERE IN TERRE HAUTE

We're proud to celebrate Terre Haute! In August 2023, the Good Days Are Here in Terre Haute video was launched as part of the Community Plan's Talent Attraction and Retention initiative. This inspiring production highlights the many assets that make our community unique, from thriving local businesses to vibrant cultural and recreational opportunities, showcasing why Terre Haute is a great place to live, work, and grow.

Watch it here!



COMMUNITY PILLAR: TOURISM

Establishing the 1% Food and Beverage Tax: A Key Milestone

One of the earliest successes of the See You in Terre Haute 2025 Community Plan was the community-wide effort to establish a 1% Food and Beverage Tax. Recognizing its potential as a valuable funding source, the community came together to support this initiative, which enables counties to levy an additional tax on prepared food and beverages. This tax applies to food and beverages sold in establishments like restaurants, bars, and other food service providers.

The revenue generated by this tax is earmarked for projects that enhance the community's appeal and drive economic growth. Specifically, funds are designated to support the development and operation of the Convention Center, promote tourism-related initiatives, and fund arts and cultural activities. The Vigo County Capital Improvement Board is responsible for managing the funds, ensuring they are used effectively to benefit the community and advance the goals outlined in the plan.

Developing the Terre Haute Convention Center: A Community Achievement

Following the approval of the Vigo County Food and Beverage Tax, the Vigo County Capital Improvement Board took a significant step toward realizing a key vision of the See You in Terre Haute 2025 Community Plan—the development of the Terre Haute Convention Center. Groundbreaking for the Convention Center took place in June 2020 in the heart of Downtown Terre Haute, and the facility officially opened its doors in March 2022.

Since its opening, the Convention Center has become a vital asset to the community, providing a versatile space for banquets, conventions, meetings, and a wide range of events. This state-of-the-art facility has elevated the region's ability to attract visitors and host gatherings, contributing to the economic growth and vibrancy of Vigo County.

The Queen of Terre Haute Casino: A Catalyst for Economic Growth and Entertainment

The Queen of Terre Haute Casino is a transformative addition to Vigo County, offering new economic opportunities and entertainment options to the region. The journey toward bringing a casino to Terre Haute began in 2019 when Indiana passed legislation granting the city a casino license to stimulate local tourism and economic development. Following a competitive bidding process, Churchill Downs Inc. secured the license in 2021.

Construction of the \$260 million facility commenced in 2022, and the casino officially opened its doors in 2024. The Queen of Terre Haute Casino features a state-of-the-art gaming floor with hundreds of slot machines and table games, complemented by diverse dining options, entertainment spaces, and an attached hotel. This premier destination has quickly positioned itself as a significant driver of tourism and a key contributor to local revenue.

Beyond entertainment, the casino plays an essential role in community development by allocating a portion of its earnings to support local initiatives. This commitment enhances Terre Haute's broader economic revitalization.



COMMUNITY PILLAR: ECONOMIC DEVELOPMENT

West Central Indiana Business Hub: A Regional Resource for Growth

Established in 2020, the West Central Indiana Business Hub serves as a comprehensive, regional resource for business development—a true one-stop shop for entrepreneurs and businesses in the West Central Indiana region. This collaborative initiative brings together expertise and services from over a dozen organizational partners, all dedicated to fostering growth and prosperity for local businesses.

Initially launched as an online platform, The Hub demonstrated remarkable success during the pandemic, inspiring the creation of a physical location. In 2023, the West Central Indiana Business Hub officially opened its doors in the historic Hulman Building, thanks to funding from READI and ARPA initiatives. This centralized location now houses the Terre Haute Chamber of Commerce, Station Coworking, Terre Haute MPO, Terre Haute Economic Development Corporation, West Central Indiana Partnership, and WorkOne, creating a synergistic environment for collaboration and innovation.

The Station was developed as a dynamic coworking space within the Hub. Designed to support remote workers, entrepreneurs, chefs, and the broader community, The Station provides a flexible and creative space for individuals and businesses to thrive. Together, the Hub and its partners are redefining how West Central Indiana supports and nurtures business success.



ENTEK Breaks Ground on \$1.5 Billion Vigo County Facility

In September 2023, ENTEK began construction on its state-of-the-art \$1.5 billion lithium battery separator production facility in Vigo County. This transformative investment is set to create up to 642 high-wage jobs by the end of 2027, significantly contributing to economic growth and population expansion in the region. This facility positions Vigo County as a key player in the advanced manufacturing and clean energy sectors, driving innovation and opportunity for years to come.



Empowering Underserved Businesses: Intentional Outreach Network (ION)

In late 2021, the West Central Indiana Small Business Development Center (ISBDC) and the Terre Haute Chamber of Commerce were awarded a \$1 million grant from the U.S. Small Business Administration's Community Navigator Pilot Program. This grant facilitated the creation of the Intentional Outreach Network (ION) to enhance services for underserved businesses across a seven-county region.

The ION initiative aims to ensure that SBA resources are accessible to entrepreneurs in rural areas, as well as to businesses owned by veterans, members of the LGBTQIA+ community, and Black entrepreneurs. The grant enabled the hiring of dedicated business advisors and outreach representatives to provide tailored support for businesses impacted by COVID-19.

Through this initiative, the West Central Indiana SBDC and its partners can deliver critical COVID-19 recovery resources and foundational business services to underserved areas, strengthening the region's entrepreneurial ecosystem and fostering equitable economic growth.

COMMUNITY PILLAR: INFRASTRUCTURE

Homes for the Future Program: Building Sustainable Housing in West Central Indiana

The Homes for the Future Program is a groundbreaking pilot initiative designed to incentivize homebuilders and developers to construct new, age-friendly homes in West Central Indiana. With \$1.8 million in funding from the Wabash River Regional Development Authority, this program represents a strategic investment in sustainable housing to meet the region's growing needs.

Launched collaboratively by Thrive West Central, City of Terre Haute and Vigo County, the program aligns with a broader housing strategy focused on high-quality construction and increased production. As part of this initiative, several targeted programs have been introduced, including the **Professional Builders Program, Small Builders Program, Blight and Rehabilitation Program, and Non-Profit Builder Program.**

Through a competitive funding proposal process, selected homebuilders and developers may receive up to \$245,000 per home to cover eligible infrastructure costs upon completion. This initiative emphasizes the creation of market-rate homes to accommodate West Central Indiana's expanding workforce and population, addressing a critical need for high-quality, affordable housing.

The Homes for the Future Program exemplifies a forward-thinking approach to regional development, ensuring that West Central Indiana continues to grow as a vibrant and sustainable community for generations to come.

Community Crossings: Investing in Infrastructure for Economic Growth

Community Crossings is a collaborative initiative between INDOT and Hoosier communities—urban and rural alike—designed to invest in infrastructure projects that drive economic development, create jobs, and enhance local transportation networks. The City of Terre Haute and Vigo County have successfully leveraged these funds to pave critical road projects, improving connectivity and supporting long-term growth throughout the region.



United Way Launches Wabash Valley Neighbors Helping Neighbors Program

The United Way's Strong Neighborhoods Council has officially introduced the Wabash Valley Neighbors Helping Neighbors Program, a community-driven initiative connecting residents with small home repair needs to skilled volunteers ready to help. Homeowners can easily submit repair requests through the program's user-friendly website at wvnhn.org. These projects are typically manageable tasks that can be completed by individuals or groups without requiring advanced tools or specialized skills.

Thanks to a grant from CenterPoint Energy, the United Way created a dedicated program coordinator position to foster partnerships with local neighborhood organizations, further strengthening the program's impact. Wabash Valley Neighbors Helping Neighbors embodies the spirit of community support, empowering residents and volunteers to work together to enhance the quality of life in the Wabash Valley.

COMMUNITY PILLAR: TALENT ATTRACTION AND RETENTION

Wabash Valley Goodwill to Open the Region's First Excel Center in Terre Haute

Wabash Valley Goodwill received legislative approval to establish a Goodwill Excel Center in Terre Haute, and it officially opened on August 8, 2024. This innovative, tuition-free adult charter high school will offer students the opportunity to earn both high school diplomas and industry-recognized certifications, equipping them with the skills needed to advance their careers. As the first of its kind in West Central Indiana, the Excel Center represents a significant step forward in providing accessible, high-quality education for adults in the region.



Rose-Hulman Institute of Technology Breaks Ground on Innovation Grove

In October 2024, Rose-Hulman Institute of Technology celebrated the groundbreaking of Innovation Grove, a cutting-edge entrepreneurial ecosystem designed to foster innovation and experiential learning. This transformative development will include the relocation of Rose-Hulman Ventures and introduce new amenities to provide students with expanded internship opportunities and hands-on experiences, equipping them with the skills to excel in a rapidly evolving world.

The long-term vision for Innovation Grove is supported by a blend of private philanthropic contributions and public funding. Key supporters include the U.S. Department of Commerce's Economic Development Administration (EDA), Indiana's Regional Economic Acceleration and Development Initiative (READI), and allocations from the Vigo County Council and Terre Haute City Council's American Rescue Plan Act (ARPA) resources. This collaborative investment underscores the community's commitment to advancing education, innovation, and economic development in West Central Indiana.



Grow Up in West Central Indiana: A Collaborative Child Care Strategic Plan

Indiana State University, Ivy Tech Community College-Terre Haute, and West Central Indiana Partnership have joined forces to launch Grow Up in West Central Indiana, a regional child care strategic plan designed to create a safe, stimulating, and supportive environment where every child can thrive. This initiative aims to drive organic growth in the region by supporting workforce development, increasing population retention, and expanding opportunities.

By leveraging innovative programming, educational resources, and strong collaborative partnerships, Grow Up in West Central Indiana seeks to foster holistic development for children while laying the foundation for accessible, high-quality child care. This strategic effort represents a long-term commitment to meeting the needs of families and strengthening the communities of West Central Indiana and beyond.



COMMUNITY PILLAR: HEALTH AND WELLNESS

Expanding Health Initiatives: The Growth of the VCSC Coordinated Health Program

Launched in February 2022, the VCSC Coordinated Health Program began under the leadership of Annie Noble, its inaugural director, with a mission to bring impactful health initiatives to the community. Early efforts focused on raising awareness about the dangers of sugary drinks, providing education on eating disorders, and pursuing grant opportunities to drive meaningful changes within local schools.

Since its inception, the program has grown significantly, now boasting a team of four dedicated employees and offering a diverse array of health-focused programs. This expansion reflects a continued commitment to improving student health and well-being across the Vigo County School Corporation.

Mental Health Roundtables: Advancing Services and Workforce in Vigo County

The Mental Health Roundtables bring together mental health leaders from across Vigo County to collaborate on enhancing mental health services and strengthening the workforce in the region. Two dedicated subcommittees focus on key areas: the K-12 education system and workforce development. These groups address grant opportunities, shared resources, and legislative advocacy to create meaningful improvements in the mental health landscape of Vigo County. Through this collaborative effort, the Roundtables aim to foster a stronger, more supportive mental health infrastructure for the community.

COMMUNITY PILLAR: QUALITY OF LIFE

Developing the Riverfront Master Plan: A Vision for Vigo County's Future

Inspired by the See You in Terre Haute Community Plan, a collaborative group of partners—RiverSCAPE, Vigo County, the City of Terre Haute, and Thrive West Central—has initiated the development of a comprehensive Riverfront Master Plan. This visionary effort aims to transform the riverfront into a dynamic asset that enhances quality of life and bolsters tourism in the region.

The Riverfront Master Plan represents a long-term commitment to revitalizing the area, with an eye toward creating actionable projects that can be integrated into future community initiatives. By reimagining the riverfront, this plan seeks to position Vigo County as a vibrant and attractive destination for residents and visitors alike.

Expanding Connectivity: The Riley Spur Trail Project

The Vigo County Commissioners have successfully completed the first phase of the Riley Spur Trail, made possible by a \$652,247 grant from the County's ARPA funds. This initial phase established a 1.61-mile trail linking Louisville Road to Lama Road, marking a significant step forward in enhancing local recreation and connectivity.

Building on this success, Vigo County and the City of Terre Haute are moving ahead with the second phase of the trail, supported by a \$1.9 million grant from the Indiana Department of Natural Resources' Next Level Trails Round 3. Once completed, this multi-use trail system will extend 7 miles, connecting the Town of Riley to prominent Terre Haute destinations such as Rea Park. This ambitious project is set to improve accessibility, promote outdoor recreation, and enhance quality of life for the entire community.



Crossroads Trails App: Your Guide to Exploring West Central Indiana

Launched in 2021, the Crossroads Trails app was designed to help residents and visitors navigate the extensive network of trails and outdoor amenities across West Central Indiana. Featuring user-friendly mapping tools and amenity layers, the app is an invaluable resource for trail users of all experience levels.

Key features include information on parks, current and planned trails, trailheads, water access points, and restrooms. Looking ahead, Thrive plans to enhance the app by collaborating with users to include additional details such as trail-friendly businesses, other local amenities, and various trail types. With its innovative features and future updates, the Crossroads Trails app is set to become the go-to companion for outdoor enthusiasts in the region.

REGIONAL ECONOMIC ACCELERATION AND DEVELOPMENT INITIATIVE (READI)

The Indiana Regional Economic Acceleration and Development Initiative (READI), spearheaded by the Indiana Economic Development Corporation, is dedicated to driving the growth and prosperity of the Hoosier State. By building on the momentum of the Indiana Regional Cities Initiative and the 21st Century Talent Initiative, READI inspires neighboring communities across the state to collaborate and create visionary plans for their future. The goal: to attract, develop, and retain top talent in Indiana, ensuring a vibrant and competitive economy.

In response to this ambitious initiative, Vigo County partnered with the Wabash River Regional Development Authority (RDA), representing a collective region alongside its neighboring counties—Clay, Parke, Sullivan, and Vermillion.

READI 1.0: A Catalyst for Growth

Launched in 2021, READI 1.0 was a transformative initiative aimed at accelerating regional economic growth through innovative collaboration among local governments, businesses, and community organizations. With a \$500 million state investment, READI 1.0 empowered regions to enhance quality of life, spur innovation, and build talent-driven economies. The program funded projects across key areas like infrastructure, workforce development, entrepreneurship, and community revitalization, laying the groundwork for sustainable economic progress.

In 2021, Vigo County submitted several strategic projects to the RDA for inclusion in its regional plan presented to the Indiana Economic Development Corporation (IEDC). The collaborative efforts resulted in a successful \$20 million award for the Wabash River Regional Development Authority (Wabash River RDA), a portion of which went to projects directly benefiting Vigo County. Thanks to the comprehensive See You in Terre Haute Community Plan, fourteen projects were implemented, each aligning with the key pillars of the plan and driving significant local impact.

TERRE HAUTE-VIGO COUNTY: READI 1.0 AWARD LIST

- City of Terre Haute Rea Park - \$50,000
- Courtyard + Residence Inn and Parking Garage - \$4,300,000
- Ivy Tech Community College-Terre Haute - \$1,000,000
- Indiana State University Early Learning Center - \$1,000,000
- Homes for the Future Pilot Program (Regional Impact) - \$1,800,000
- Rose-Hulman Ventures Movement - \$1,500,000
- SMWC Equine Event Center - \$1,500,000
- Sports Complex & East Side Aquatic Center - \$50,000
- Swope Art Museum - \$150,000
- Terre Haute Children's Museum Outdoor Space - \$50,000
- The Mill - \$200,000
- Turn to the River - \$150,000
- West Central IN Business Hub - \$500,000
- West Terre Haute Clinic & Pharmacy - \$100,000



READI 2.0: Building on Success

Continuing the momentum, READI 2.0 is a bold extension of the state's vision for regional collaboration and economic acceleration. By encouraging communities to develop long-term, strategic plans, READI 2.0 focuses on enhancing quality of life, attracting talent, and fostering business investment. The initiative is fueling progress with state funding directed toward transformative projects in housing, infrastructure, workforce development, and placemaking.

The Wabash River RDA has been awarded \$10 million in READI 2.0 funding and is currently working in close collaboration with the IEDC to determine the next wave of impactful projects that will drive growth and opportunity in West Central Indiana.

AMERICAN RESCUE PLAN ACT (ARPA)

The American Rescue Plan Act (ARPA) of 2021 provided relief funds to state, local and tribal governments that had been negatively impacted by the coronavirus pandemic. These funds could be used by governments to respond to the public health and economic emergency, provide premium pay to essential workers, replace revenue lost due to the pandemic, and make necessary investments in water, sewer and broadband infrastructure. Eligible units of government were allocated ARPA funds based on a methodology created and implemented by the U.S. Treasury.

Collectively, our community received \$56.7 million in ARPA funds for use in COVID-19 recovery efforts. The City of Terre Haute received \$35,936,890, and Vigo County received \$20,790,877 in funding through the American Rescue Plan Act. When the final rule for the program was released in 2022, Vigo County and the City of Terre Haute began a collaborative process to evaluate potential uses of the funds and create individual plans of action, which were presented respectively to the City and County Councils. Upon approval of the overall plans, individual project stakeholders were invited to present to the Council(s) to request an appropriation of ARPA funds for their project.

The dedication and hard work of our County Commissioners, Mayor, and City and County Councils continue to ensure the effective use of the ARPA funds. Their commitment to thoughtful decision-making and strategic planning has been instrumental in directing these resources where they can make the greatest impact on our community. Their leadership and collaboration have set the stage for maximizing the potential of these funds for the benefit of our residents and future generations.

To view the City of Terre Haute and Vigo County's ARPA projects, visit <https://www.arpathvc.com/>.

The dedication and hard work of our County Commissioners, Mayor, and City and County Councils continue to ensure the effective use of the ARPA funds.



Nonprofit Grant Program



Boys and Girls Club



Happiness Bag Groundbreaking



LOOKING AHEAD

SEE YOU IN TERRE HAUTE

VISION

Since the launch of the See You in Terre Haute Community Plan, Terre Haute–Vigo County continues to build on the foundation laid during a pivotal time in its history. Citizens, youth, community, and government leaders remain united in their efforts to shape the community’s future. **Today, Terre Haute–Vigo County stands as a vibrant destination, committed to serving its residents, leveraging diverse resources, and welcoming future visitors.** With a focus on the community’s greatest asset – its people – Terre Haute–Vigo County is driving sustained growth across all sectors. This plan seeks to build on past successes, further diversifying the community by increasing population and raising the average per capita income.

FUTURE

The Terre Haute – Vigo County See You in Terre Haute Community Plan continues to align the public and private sectors in order to address the hardships of the community in resource alignment, new programs and strategic funding sources, all while advancing Terre Haute–Vigo County’s growth opportunities around tourism and business development. The additional tax base created through tourism and business development directly impacts the community’s ability to advance timely quality of life initiatives important for retention and attraction of the population and job growth.

MISSION

To foster a united and vibrant Terre Haute-Vigo County by empowering our citizens, enhancing our resources, and welcoming new growth. We are dedicated to creating a diverse, thriving community that supports economic development, enriches the quality of life for all residents, and continues to be a destination of choice for future generations. Through collaboration and innovation, we strive to increase population and elevate per capita income, ensuring sustained prosperity for our community.

Success Indicators ●●●●●●●●●●



Drive Population Growth

- Increase population by **1% by 2030**



Elevate Per Capita Income Towards State Average

- Terre Haute - Vigo County’s average per capita income is 80% of the state average of \$48,802.
- By **2035**, move the average per capita income to **85%** of the state’s per capita income level.



HOW TO USE THIS DOCUMENT

This Community Plan is a public management tool for Terre Haute–Vigo County to help make informed decisions for the future. This plan is all-inclusive and meant for use by any citizen, organization, or business. While this plan is full of information that will guide future-based decisions, it also addresses the opportunities for the community, citizens, businesses, non-profit organizations and future visitors. This plan began with public participation to provide city and county leaders with information about what the community needs and desires.

The plan includes a five-year timeline to accomplish all priorities and opportunities detailed within this document. When reviewing development plans, preparing budgets or setting priorities, this document should be used to help guide the work of local elected and appointed officials, examples include:

- ▶ **Assist** the Mayor, Terre Haute City Council, Vigo County Commissioners, Vigo County Council, Terre Haute Chamber of Commerce, Terre Haute Economic Development Corporation, Terre Haute Redevelopment, the Terre Haute Convention and Visitors Bureau and the Vigo County Capital Improvement Board when considering development opportunities for the future.
- ▶ **Provide strategies** on how to strengthen and enhance the community in areas of economic development, health and wellness, infrastructure, quality of life, talent attraction/retention, and tourism.
- ▶ **Provide guidance** for grant opportunities, advocacy and more.
- ▶ **Enhance opportunities** and areas of growth for businesses, non-profit organizations and volunteer groups.
- ▶ **Provide alignment** of all resources within the community under each of the main pillars.

This plan is all-inclusive and meant for use by any citizen, organization, or business.

To facilitate decision making for all entities involved, this document is organized with the following:

▶ **Community Plan Flowchart**

The flow chart outlines the hierarchical structure of roles and responsibilities within the Community Plan. At the top, the *Steering Committee* leads overall strategy and decision-making, with guidance from the *Community Plan Task Force*. Each Task Force will oversee the identified strategies with the Plan and assist with coordination of resources and sharing information to continue moving initiatives forward. As projects develop, *Special Project Groups* will be formed as needed within each task force to tackle specific projects as they relate to the Community Plan. Lastly, the *Community Champions* are stakeholders in the community that will promote, educate, and champion Community Planning efforts.

▶ **Community Snapshot**

This section provides an overview of the past and current state of the city and county including population, age, median household income and employment data.

▶ **Community Pillars**

This section is separated into five community pillars that detail the current resources within that pillar and recommended priority actions that aim to achieve the goals of the community. These priorities serve as a response to the plan's six community pillars and provide a foundation for future objectives and strategies. Each priority item will include a recommended timeframe for completion. Additionally, an outline of opportunities within each pillar and additional action items are outlined, which will be addressed by the designated task force. Each task force will distinguish measurable metrics for evaluating success for the action items and priority action items in each pillar. These community pillars are reflective of the community vision statement, priorities, and state of the community.

COMMUNITY PLAN FLOWCHART

COMMUNITY PLAN STEERING COMMITTEE

*Comprised of key municipal leaders and Task Force Chairs.
Meets semi-annually.*

TASK FORCE

- Task Forces must have a working group that meets quarterly at a minimum. Does not necessarily have to be a brand-new group that the Chamber facilitates.
- Must host an update event (at least annually) for the community to show progress of that pillar.

ECONOMIC DEVELOPMENT

*Lead Organization |
Chair:
EDC, Terre Haute
Chamber, and
Wabash River RDA*

INFRASTRUCTURE

*Lead Organization |
Chair: Thrive West
Central, City of Terre
Haute, and Vigo
County*

COMMUNITY IDENTITY AND IMAGE

*Lead Organization |
Chair:
Terre Haute CVB and
West Central Indiana
Partnership*

EDUCATION AND WORKFORCE DEVELOPMENT

*Lead Organization |
Chair:
VCSC & Higher Education,
and Work One*

HEALTH, WELLNESS, AND RECREATION

*Lead
Organization |
Chair:
TBD*

Special Project Groups

*Special project groups
formed when needed*

Special Project Groups

*Special project groups
formed when needed*

Special Project Groups

*Special project groups
formed when needed*

Special Project Groups

*Special project groups
formed when needed*

Special Project Groups

*Special project groups
formed when needed*

Community Champions

Community Champions are engaged stakeholders who receive email updates, attend pillar update events, and are available to contribute to special project groups as needed.

COMMUNITY SNAPSHOT

INTRODUCTION

Located in West Central Indiana, Vigo County is a vibrant community that blends historical charm with modern opportunities. Home to the City of Terre Haute, the county serves as a regional hub for education, healthcare, commerce, and culture. Positioned near the Illinois border and along major transportation routes, Vigo County offers residents and businesses accessibility and connectivity to the broader Midwest.

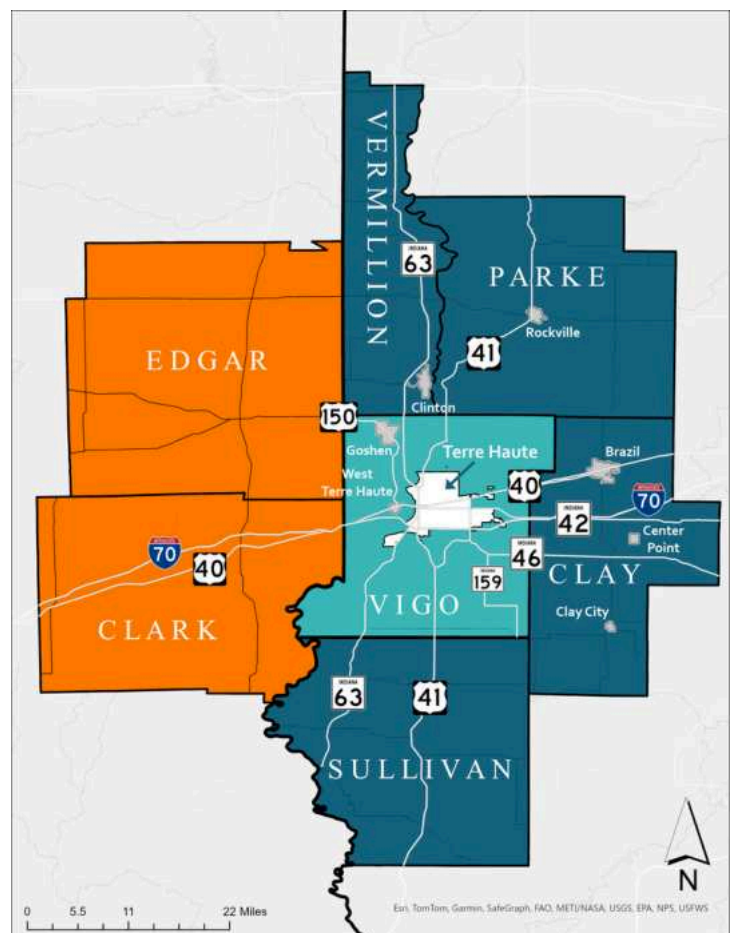
Vigo County boasts a diverse population, characterized by a mix of long-time residents and new arrivals drawn by its educational institutions, including Indiana State University, Ivy Tech Community College, Rose-Hulman Institute of Technology, and Saint Mary-of-the-Woods College. These institutions contribute to a steady influx of students, professionals, and young families, shaping the county's dynamic and evolving demographic landscape.

With a rich heritage rooted in agriculture, manufacturing, and education, Vigo County continues to adapt to economic and societal changes. This demographic snapshot provides an overview of key indicators such as population trends, age distribution, income levels, educational attainment, and employment sectors. These insights highlight the county's strengths, opportunities, and areas for growth as it positions itself for a vibrant and sustainable future.

Population

The population of Vigo County is approximately 105,556 (Esri 2024) and is projected to decline, slightly, to 104,990 by 2030. The City of Terre Haute serves as the county seat and boasts a population of 58,391 (Esri 2024). West Central Indiana is identified as a five-county region that encompasses the counties of Clay, Parke, Sullivan, Vermillion, and Vigo and holds a total population of 184,007.

Figure 1



Vigo County holds approximately 62% of the total regional population.

Table 1

County	Clay	Parke	Sullivan	Vermillion	Vigo	Region
Population	26,318	16,262	20,572	15,299	105,556	184,007

Source: 2024 Esri, TomTom, US Census

When the population of Terre Haute is broken down by race, 78.6% of the citizens are White alone, 10.6% are Black or African American alone, 4.1% are Hispanic or Latino alone, and 1.7% are Asian alone. 6.5% of Terre Haute residents are two or more races. Similarly, the county's population is comprised as follows: 83.6% of citizens are White alone, 6.7% are Black or African American alone, 3.3% are Hispanic or Latino alone, 2.0% are Asian alone, and 6.5% are two or more races.

Table 2

Population	Terre Haute	Vigo County
<i>White Alone</i>	78.6%	83.6%
<i>Black or African American Alone</i>	10.6%	6.7%
<i>Hispanic or Latino Alone</i>	4.1%	3.3%
<i>Asian Alone</i>	1.7%	2.0%
<i>Two or More Races</i>	6.5%	5.7%

Source: 2024 Esri, TomTom, US Census

The county's population is distributed across six key age groups, with 5.4% nine years old or less, 13.0% aged 10-19, 9.8% aged 20-24, 25.2% adults aged 25-44, 33.3% older adults, and 7.8% adults over 75. The city's population closely mirrors these proportions, with 5.5% nine years old or less, 13.5% aged 10-19, 12.3% aged 20-24, 26.1% adults aged 25-44, 30.2% older adults, and 7.0% adults over 75. While the overall distribution is similar, the county has a slightly higher percentage of older adults and seniors but a slightly lower proportion of college-aged individuals compared to the city. When viewed collectively, the data does not indicate any significant shifts in population distribution between age groups, such as a sharp increase in senior citizens or a decrease in young families.

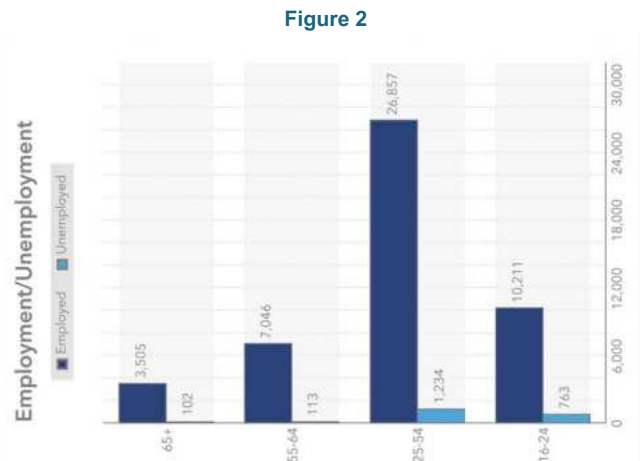
Table 3

Population Projections: Vigo County						
	Preschool	School Age	College Age	Young Adult	Older Adult	Senior Citizens (65+)
2030	5.51%	18.3%	11.01%	25.13%	20.9%	19.15%
2040	5.49%	18.17%	10.5%	25.02%	21.52%	19.29%
2050	4.47%	18.37%	10.35%	24.3%	22.46%	19.04%

Civilian Labor Force Profile

Vigo County, Indiana, showcases a dynamic civilian labor force that reflects its diverse economy and community structure. According to data from the U.S. Census Bureau, the workforce is broadly classified into three occupational categories: blue-collar, white-collar, and service-based roles. White-collar professions dominate the landscape, accounting for 54.7% of the labor force. These roles are primarily concentrated in fields such as education, healthcare, professional services, and administrative functions, underscoring the county's focus on skilled employment opportunities. Blue-collar jobs, which make up 24.6% of the labor force, are a vital part of the local economy, driven by manufacturing, construction, and logistics. Service occupations, encompassing 20.7% of the workforce, contribute significantly to retail, hospitality, and personal care industries.

According to the United States Federal Reserve, the county's unemployment population stood at approximately 4% in 2024. Reflecting a manageable but persistent challenge in matching job seekers with available opportunities. Efforts to address this issue are evident in local workforce development programs, which aim to equip residents with the skills needed for in-demand roles. The median age of 37.6 suggests a relatively young workforce with a mix of early-career professionals and experienced workers, contributing to a balanced and adaptable labor pool.



Economic indicators further highlight the community's financial profile. Vigo County's median household income is \$53,716, reflecting moderate earning potential across diverse occupations. Meanwhile, the median disposable income of \$44,531 provides insight into the earnings of residents post-taxes, a factor critical to sustaining local businesses and services. This economic framework supports a stable yet evolving community, where opportunities for financial growth remain a priority.

Overall, Vigo County's labor force is marked by its occupational diversity and resilience. While white-collar roles lead the employment landscape, blue-collar and service sectors continue to play integral roles in shaping the county's economy. The community's focus on workforce development and the steady engagement of a youthful population create a promising outlook for sustained economic growth and vitality.

Economic Development Profile

Vigo County, Indiana, boasts a robust and diverse economic development profile, driven by a well-balanced labor force and a wide range of thriving industries. With a total labor force of 57,741 people and 3,839 businesses, the county demonstrates a strong foundation for economic growth and stability. Key industries dominate the employment landscape, led by healthcare, which employs 15.6% of the workforce. Manufacturing follows closely at 14.2%, showcasing the county's industrial strength, while retail trade and educational services account for 13.9% and 12.0% of the labor force, respectively. This mix of sectors highlights Vigo County's capacity to support both traditional and knowledge-based economies.

The county's workforce benefits significantly from a short average commute time, with 82.6% of employees traveling less than 30 minutes to their jobs. Notably, 43.7% of workers enjoy commutes between 10 and 19 minutes, reflecting the convenience of living and working within the same community. This accessibility fosters work-life balance and reduces transportation costs, making the county an attractive place for both employees and businesses. Additionally, 4.1% of employees walk to work, further emphasizing the compact and interconnected nature of the county's urban and suburban areas.

Vigo County's economic structure is supported by a diverse range of businesses, from small enterprises to larger corporations, that fuel job creation and innovation. Healthcare remains a cornerstone of the local economy, supported by a network of hospitals, clinics, and specialized providers. Manufacturing, a historic economic driver, continues to thrive with advancements in technology and sustainable practices. Retail trade and educational services contribute not only to employment but also to the community's quality of life, offering essential goods, services, and educational opportunities.

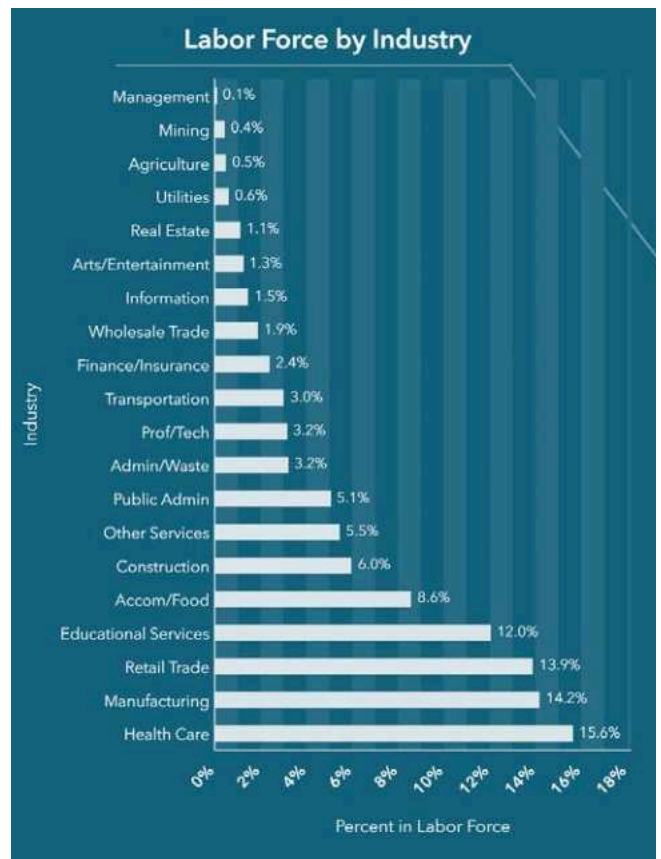
The combination of industry diversity, a manageable labor force size, and efficient commute times positions Vigo County as a region with significant economic potential. Its commitment to fostering a balanced mix of industries, alongside accessible employment opportunities, creates a sustainable environment for growth. Moving forward, the county's focus on leveraging these strengths while addressing challenges such as workforce training and infrastructure development will be critical in maintaining its economic momentum.

Employment Overview

Vigo County, Indiana, presents a multifaceted employment profile shaped by its economic and educational landscape. With a per capita income of \$29,078 and a median household income of \$53,716, the county offers a moderate earning potential reflective of its diverse job market. The median net worth of \$108,022 further indicates a stable economic foundation for many residents, with opportunities for financial growth and asset accumulation.

The educational attainment of Vigo County's workforce is a key factor influencing employment trends and economic opportunities. While 8.8% of the population lacks a high school diploma, the majority of residents have completed at least some level of post-secondary education. Approximately 25.9% hold a high school diploma as their highest qualification, and 30.5% have pursued some college or attained an associate's degree. Furthermore, 27.7% have achieved a bachelor's, graduate, or professional degree, underscoring the county's emphasis on higher education. This educational profile positions Vigo County to support both skilled labor markets and professional industries.

Figure 3



Employment in Vigo County is diverse, with major contributions from sectors like healthcare, manufacturing, retail trade, and education. The strong representation of residents with higher education degrees aligns well with the county's need for skilled professionals in healthcare and education, two of its leading industries. Manufacturing and retail trade also play significant roles, providing a mix of blue-collar and service-oriented jobs that cater to a broad spectrum of the workforce.

Income levels and educational attainment also shape the county's labor market dynamics. Workers with higher educational qualifications often command higher incomes, contributing to household stability and consumer spending power. This, in turn, drives demand for goods and services within the community. For individuals without a high school diploma, targeted workforce development programs and training initiatives are crucial to improving employability and earning potential.

The economic stability of Vigo County is further supported by its residents' ability to accumulate wealth over time, as indicated by the median net worth of \$108,022. This financial security provides a foundation for long-term investments in housing, education, and local businesses, fostering economic resilience. However, disparities in educational attainment and income highlight the importance of policies and programs aimed at reducing inequities and expanding access to quality education and employment opportunities.

Overall, Vigo County's employment landscape is defined by its economic diversity, educational achievements, and a commitment to growth. By continuing to invest in workforce development and supporting its key industries, the county is well-positioned to enhance its economic vitality and provide a high quality of life for its residents.

Property values in Vigo County offer a broad spectrum of options, with median home prices varying significantly based on size. One-bedroom homes are priced at a median of \$67,000, while larger properties with five or more bedrooms have a median price of \$315,000. The cost of living, encompassing essentials such as childcare and transportation, reflects the economic conditions of the region.

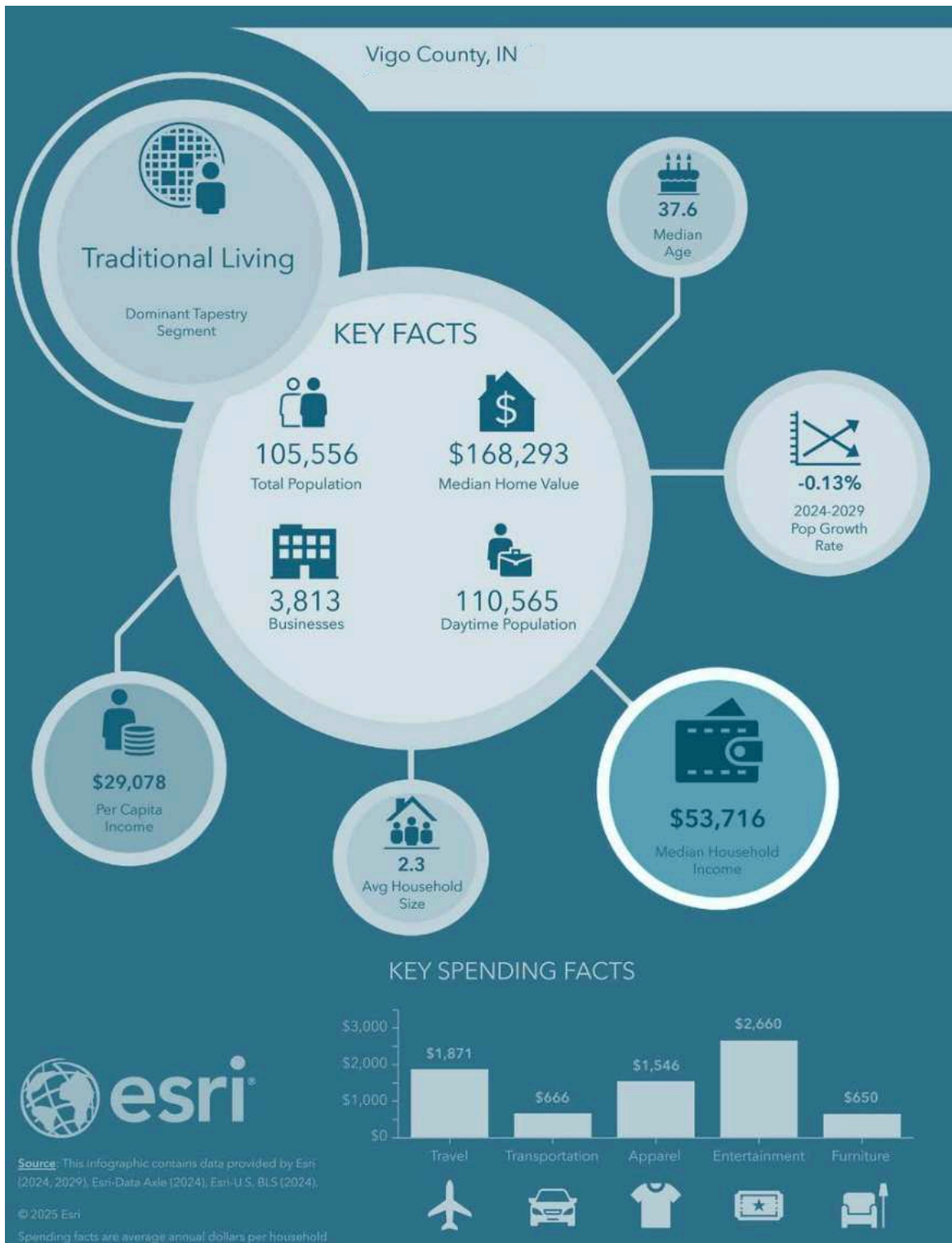
According to the Massachusetts Institute of Technology's (MIT) Living Wage Calculator, a family with two working adults and one child requires an annual income of \$56,013 to maintain a comfortable standard of living in Vigo County. In Terre Haute, the cost of living is higher, with the required income rising to \$77,891.

Figure 4



While Vigo County’s median household income approaches the living wage threshold, Terre Haute experiences a notable gap. The city’s median household income falls short of the required living wage by more than \$30,000, highlighting economic disparities within the region. These figures underscore the importance of addressing income disparities and supporting measures that enhance affordability and financial stability for families across the area.

Figure 5



COMMUNITY PILLARS

INTRODUCTION

The Terre Haute-Vigo County Community Plan is built upon a foundation of strategic pillars designed to guide progress and enhance the community's quality of life. Each pillar reflects a commitment to addressing the diverse needs of the community while fostering growth, resilience, and innovation. The strategies and actions outlined within these pillars provide a roadmap for achieving the community's vision for a brighter future.

- ▶ **Economic Development** - Focused on fostering business growth, attracting investment, and creating job opportunities. This pillar leverages Terre Haute and Vigo County assets to stimulate a thriving and sustainable economy. Strategies include supporting entrepreneurship, and creating policies that encourage business retention and expansion.
- ▶ **Infrastructure** - Essential for the community's growth and connectivity, this pillar prioritizes investments in transportation, housing, utilities, broadband, and public spaces. Infrastructure strategies aim to build a safe, efficient, and resilient foundation that supports community and economic development while addressing current and future needs.
- ▶ **Community Image and Identity** - Celebrating the unique characteristics of Terre Haute-Vigo County, this pillar seeks to enhance the community's brand and foster pride among residents. Strategies include promoting cultural and historical assets, enhancing the community's tourism efforts, engaging the community in shared goals, and creating a welcoming environment for residents and visitors alike.
- ▶ **Education and Workforce Development** - Recognizing the critical link between education and economic vitality, this pillar focuses on equipping residents and students with the skills and knowledge needed to succeed. Strategies include prioritizing and implementing necessary upgrades to the physical infrastructure, expanding educational and child care opportunities, strengthening partnerships between schools and businesses, and fostering lifelong learning.
- ▶ **Health, Wellness, and Recreation** - Aimed at improving the overall quality of life, this pillar emphasizes access to healthcare, wellness initiatives, and recreational opportunities. Strategies include enhancing public health resources, expanding recreational facilities, and promoting healthy lifestyles for all residents.

By working collaboratively across these pillars, Terre Haute-Vigo County aims to create a comprehensive and actionable community plan that positions the county for long-term success while ensuring a vibrant, inclusive, and connected future for its residents.

ECONOMIC DEVELOPMENT

Terre Haute-Vigo County is committed to fostering a robust and dynamic economy that supports businesses, creates jobs, and enhances the overall quality of life for its residents. The Economic Development pillar focuses on strategic initiatives that drive innovation, attract investment, promote entrepreneurship, ensuring a sustainable and thriving local economy.

This pillar emphasizes leveraging Terre Haute-Vigo County's strengths, such as its strategic location, skilled workforce, and diverse industries, to capitalize on opportunities for growth. By prioritizing business retention, expansion, and attraction, the community aims to create an environment where businesses and individuals can succeed.

Through collaboration with public and private partners, Terre Haute-Vigo County will implement forward-thinking policies and programs that stimulate economic vitality while fostering resilience and inclusivity. This approach ensures that economic development efforts benefit all residents and contribute to a prosperous and sustainable future for the community.

PILLAR STRATEGIES ● ● ● ● ● ● ● ● ● ●

Objective 1.1: Strengthening business support networks to foster collaboration, provide resources, and create an environment that encourages entrepreneurship and economic growth.

- **Strategy 1.1.1:** Create a business incubator program to support start-ups and small businesses with affordable rent, mentoring, and resources in Downtown spaces. [<https://www.greenbaywi.gov/1013/Pop-Up-Shops>]
- **Strategy 1.1.2:** Create a mentorship program to pair small businesses with existing businesses within their industries to support their growth and foster collaboration.
- **Strategy 1.1.3:** Support The Station Coworking as a hub for entrepreneurs and collaboration.

Objective 1.2: Collaborate with community partners to enhance awareness and accessibility of existing business incentive programs, such as loans, grants, and technical assistance initiatives (e.g. Spark Revolving Loan Fund, WVCF Seed Grant, Accelerate West Central Indiana Economic Development, West Central-ISBDC, Chamber of Commerce, and UWWV).

- **Strategy 1.2.1:** Create a mode of communication for all available programs to be housed.
- **Strategy 1.2.2:** Encourage minority, veteran, and women owned businesses to acquire state certification to better compete for state and local contracts.
- **Strategy 1.2.3:** Advocate for business program/resource continuation and expansion.

Objective 1.3: Increase the economic resilience and prosperity of Terre Haute-Vigo County through targeted strategies that foster business growth, job creation, workforce development, and quality of life improvements.

Objective 1.4: Develop a comprehensive economic development strategic plan that promotes controlled and sustainable growth

- **Strategy 1.4.1:** Identify potential areas/location for a future industrial park within the county to further economic development opportunities in the manufacturing, technology and research and development sectors.
- **Strategy 1.4.2:** Conduct an inventory of opportunity sites and underutilized properties for redevelopment, prioritizing properties supported by existing infrastructure and services to encourage efficient and sustainable growth. <https://www.rebardev.com/the-barlow-case-study>

Objective 1.5: Establish Downtown Terre Haute as a destination for unique shopping, dining, and entertainment within the region, to attract residents and boost tourism.

- **Strategy 1.5.1:** Work with local businesses, artists, non-profits, and property owners to “activate” underutilized spaces, including upper floors of downtown buildings (2nd, 3rd and 4th floors), alleys, vacant storefronts and parking lots, with pop-up events, food trucks, art shows, and other creative uses.
- **Strategy 1.5.2:** Promote a diverse mix of retail, service, office, entertainment and residential uses in Downtown Terre Haute to maximize use of land, enhance local character, and improve pedestrian atmosphere.
- **Strategy 1.5.3:** Preserve historic downtown Terre Haute, encouraging the adaptive reuse of historic structures for commercial and residential development.
- **Strategy 1.5.4:** Encourage investors to consider development opportunities along the Wabash River, as outlined in the Wabash River Master Plan.

Objective 1.6: Maintain our defense assets such as the 181st Intelligence Wing.

- **Strategy 1.6.1:** Establish West Central Defense Network as a strong advocate for the 181st Intelligence Wing.
- **Strategy 1.6.2:** Create economic development support systems for defense-related opportunities, particularly in conjunction with the Terre Haute Regional Airport.

Objective 1.7: Gather information and share progress on the implementation of Economic Development objectives in Terre Haute - Vigo County.

- **Strategy 1.7.1:** Host Economic Development Update to inform key stakeholders on progress made in pillar and future planning efforts.
- **Strategy 1.7.2:** Promote and share progress via the Community Plan marketing channels.



INFRASTRUCTURE

Infrastructure forms the backbone of a thriving community, enabling growth, connectivity, and sustainability. For Vigo County, the Infrastructure pillar focuses on developing and maintaining the physical and digital systems that support daily life, economic growth, and future development.

This pillar emphasizes investment in transportation networks, housing, utilities, broadband access, and public spaces to create a resilient and accessible environment for residents, businesses, and visitors. It also prioritizes infrastructure upgrades that enhance safety, efficiency, and environmental sustainability while fostering opportunities for growth and development.

By aligning with community goals and planning for long-term needs, Vigo County aims to ensure its infrastructure meets the demands of today while preparing for the challenges and opportunities of tomorrow. This strategic focus will support economic vitality, improve quality of life, and position Vigo County as a model for innovation and progress in regional infrastructure planning.

PILLAR STRATEGIES ● ● ● ● ● ● ● ● ● ●

Objective 2.1: Promote an integrated and balanced transportation network that accommodates multiple modes of transportation (e.g. motorists, bicyclists, pedestrians and transit) to improve safety and reliability.

- **Strategy 2.1.1:** Develop a Complete Streets policy to ensure that pedestrian and bicycle access is safe, convenient, and well-separated from vehicular traffic.
- **Strategy 2.1.2:** Improve safety, accessibility, and connectivity between existing neighborhoods and key destinations with improved pedestrian facilities, including sidewalks.
- **Strategy 2.1.3:** Develop a county-wide trails master plan that defines various bicycle/pedestrian facilities, recommended widths, safety measures, and locations for future facilities.

Objective 2.2: Develop an Access Management Plan that incorporates adequate driveway widths for vehicle stacking, ensures limited access drives on arterial and collector streets, and integrates shared driveways for multiple commercial uses.

Objective 2.3: Ensure that the community is adequately serviced by water, wastewater, and stormwater infrastructure.

Objective 2.4: Work with local property owners to identify and secure potential sites for the “Homes for the Future” initiative, prioritizing locations that are well-served by existing utilities and infrastructure to support sustainable and accessible housing development.

Objective 2.5: Work with the MPO, in collaboration with surrounding counties, to ensure future transportation projects are effectively coordinated.

Objective 2.6: Advocate for the addition of a third lane on I-70 between IN/IL state line and Indianapolis.

Objective 2.7: Gather information and share progress on the implementation of Infrastructure objectives in Terre Haute-Vigo County.

- **Strategy 2.7.1:** Host Infrastructure Update to inform key stakeholders on progress made in pillar and future planning efforts.
- **Strategy 2.7.2:** Promote and share progress via the Community Plan marketing channels.

Objective 3.2: Utilize streetscape and surrounding improvements to enhance the overall appearance of key corridors and related commercial districts.

- **Strategy 3.2.1:** Utilize community gateways and signage to create a positive, first impression to visitors.
- **Strategy 3.2.2:** Design and install gateway features including signage, landscaping, lighting and streetscaping elements at key points of entry into the County and City.
- **Strategy 3.2.3:** Preserve green space in high-traffic zones and intensive activity areas such as building entrances and service/loading zones to soften the visual impact and enhance the pedestrian experience.
- **Strategy 3.2.4:** Design and implement high-quality landscaping features, including buffer yards, street frontages, and areas around building foundations.

Objective 3.3: Develop architectural and design standards to encourage high-quality design and construction for new development. The standards should not dictate building design, but rather assist the City and County in encouraging and guiding high-quality design and construction for new developments

Objective 3.4: Enhance the community image by promoting the See You In Terre Haute community brand that reflects the community's unique character, culture and strengths.

- **Strategy 3.4.1:** Execute a branding and marketing campaign in conjunction with the THCVB to enhance the City and County image within the region and serve as a central component of business recruitment and tourism efforts.

Objective 3.5: Strengthen communication with the community by utilizing diverse channels to share information effectively and foster collaboration with local organizations, creating a unified approach to address community needs and opportunities.

- **Strategy 3.5.1:** Build a cohesive narrative for the community leaders and stakeholders to follow.
- **Strategy 3.5.2:** Host City and County update presentations to align messaging.

Objective 3.6: Strengthen connections with local student populations at colleges and universities.

- **Strategy 3.6.1:** Host community events, student-focused festivals, or themed markets, to provide engaging recreational and cultural experiences that foster a sense of belonging among the community.

Objective 3.7: Promote neighborhood revitalization by developing unique identities that celebrate their unique history, architecture, and cultural elements through branding initiatives (e.g. custom signage, murals, and community-driven storytelling projects).

- **Strategy 3.7.1:** Host neighborhood-specific markets, festivals, or cultural events to showcase the community's unique identity and draw visitors while supporting local commerce.

Objective 3.8: Gather information and share progress on the implementation of Community Image and Identity objectives in Terre Haute-Vigo County.

- **Strategy 3.8.1:** Host Tourism Update to inform key stakeholders on progress made in pillar and future planning efforts.
- **Strategy 3.8.2:** Promote and share progress via the Community Plan marketing channels.

EDUCATION AND WORKFORCE DEVELOPMENT

Education and workforce development are cornerstones of a thriving and sustainable community. In Vigo County, these focus areas are essential to driving economic growth, enhancing quality of life, and preparing residents for the demands of an evolving job market. With a rich educational ecosystem that includes the Vigo County School Corporation, Indiana State University, Ivy Tech Community College, Rose-Hulman Institute of Technology, and Saint Mary-of-the-Woods College, Vigo County is uniquely positioned to cultivate talent and innovation across a wide range of industries from early childhood education to workforce development and beyond. This comprehensive approach fosters growth and adaptability, ensuring a strong foundation for future economic and community success.

However, the community faces challenges in aligning educational outcomes with workforce needs, addressing skills gaps, and reversing trends in population decline. By investing in workforce readiness, career pathways, and lifelong learning opportunities, Vigo County can better equip its residents with the tools they need to succeed in high-demand fields.

This focus area in the community plan highlights key objectives to strengthen partnerships between educators, employers, and policymakers, ensuring a seamless pipeline from classroom to career. From enhancing K-12 education to expanding technical training and upskilling initiatives, these efforts aim to create a competitive workforce that attracts businesses and fosters long-term economic resilience. Together, the education and workforce development pillar will play a pivotal role in building a brighter future for Vigo County.

PILLAR STRATEGIES ● ● ● ● ● ● ● ● ● ●

Objective 4.1: Evaluate the condition of existing VCSC school facilities, prioritizing and implementing necessary upgrades to the physical infrastructure.

- **Strategy 4.1.1:** Develop and promote a program connecting community members in a year-long dialogue with school officials, taking participants “behind the scenes” of VCSC to learn about the operations and management of the community’s school system. Sessions should focus on specific areas of operations – from pre-school to graduation, transportation, buildings and finances.
(Example: <https://www.brownsburg.k12.in.us/communication/vision-bcsc>)
- **Strategy 4.1.2:** Host public forums, school tours, and informational sessions to educate parents, teachers, students, and residents about the importance of infrastructure improvements and their impact on education quality, to build support for future referenda.

Objective 4.2: Increase the availability of quality early childhood education programs by promoting and investing the Grow Up in West Central Child Care Strategic Plan.

Objective 4.3: Collect and analyze data from economic development organizations (e.g. THRIVE and THEDC) and labor market studies to understand industry-specific workforce challenges.

Objective 4.4: Partner with local businesses, educational institutions, industries, and government agencies to identify skill gaps and create programs focused on attracting and retaining talent in high-demand sectors.

- **Strategy 4.4.1:** Partner with local educational institutions (e.g. Ivy Tech, Rose-Hulman, Indiana State University, and Saint-Mary-of-the-Woods-College) to design and implement certification programs, apprenticeships, and workshops that align with identified skill needs.
- **Strategy 4.4.2:** Host a regional Employment & Opportunity Expo to connect employers to jobseekers.

Objective 4.5: Unite education leaders, business owners, community organizations, and policymakers in aligning educational programs with workforce needs, securing resources, and evaluating workforce development initiatives.

- **Strategy 4.5.1:** Host Manufacturing Council in conjunction with the Terre Haute Chamber of Commerce and Western IN Workforce Development Board.

Objective 4.6: Develop a workforce and leadership pipeline through the West Central Indiana Talent Network that meets the needs of employers and communities.

- **Strategy 4.6.1:** Reimagine the Wabash Valley Leadership Institute as the West Central Indiana Leadership Academy.
- **Strategy 4.6.2:** Host the Connect IN West Central Indiana program which provides a community onboarding experience for new residents.
- **Strategy 4.6.3:** Offer a Civic Engagement Series that will build a bench of quality residents who have a desire to run for local office.
- **Strategy 4.6.4:** Host the Intern Experience IN West Central Indiana to introduce interns to Terre Haute and West Central Indiana.

Objective 4.7: Gather information and share progress on the implementation of Education and Workforce objectives in Terre Haute-Vigo County.

- **Strategy 4.7.1:** Host Education and Workforce Development Update to inform key stakeholders on progress made in pillar and future planning efforts.
- **Strategy 4.7.2:** Promote and share progress via the Community Plan marketing channels.

HEALTH, WELLNESS, AND RECREATION

Vigo County, Indiana, is a community deeply committed to fostering health and wellness for its residents. Nestled in the heart of west-central Indiana, the county serves as a regional hub for healthcare services, offering a range of resources to meet the diverse needs of its population. Home to major healthcare providers such as Union Health and Terre Haute Regional Hospital, Vigo County provides access to quality care and specialized services for the surrounding communities.

Health and wellness in Vigo County are shaped by a mix of strengths and challenges. While the area boasts a strong healthcare infrastructure, innovative community health initiatives, and partnerships with local organizations, it also faces hurdles such as chronic disease prevalence and disparities in access to care. Efforts to address these challenges include promoting preventative care, expanding mental health services, and improving public health infrastructure.

Utilizing the County Health Rankings & Roadmaps (CHR&R), a community can determine how it fares with its surrounding counties and the state by understanding its Health Outcomes and Health Factors. Health Outcomes tell us how long people live on average within and community and how much physical and mental health people experience in a community while they are alive, while Health Factors represents the things we can improve to live longer and healthier lives. Vigo County is ranked 63rd (2023) out of Indiana’s 92 counties in Health Outcomes and ranked 78th in Health Factors, which is an improvement over the past five years (Table 4).

Vigo County	2019	2020	2021	2022	2023
Health Outcomes	83	75	67	69	63
Health Factors	82	85	84	85	78

Table 4

In Vigo County, 23.6% of adults 18 years of age and older use tobacco products or smoke, 3.4% higher than the state of Indiana’s Tobacco Smoking Rate. These statistics overlap with e-cigarette and vaping statistics. Smoke and vape shops are prevalent across Vigo County and litter countless commercial blocks within the city of Terre Haute. On Wabash Avenue alone, there are eight individual vape/smoke shops.

In the State of Indiana, 11.7% of Hoosiers 12 years and older have reported marijuana use. 1.5% of Hoosiers 12 years and older reported misusing prescription pain relievers like opioids. 0.3% of Hoosiers 26 years and older have reported using heroin. 1.5% of Hoosiers reported using cocaine and 1.0% of Hoosiers reporting using methamphetamine (2023, FSSA Drug Facts Sheet). Vigo

County drug use is represented by the total number of individual drug arrests. 5,289 individuals were arrested on drug or alcohol related charges in Vigo County in 2024 alone (2024, Substance Use Disorder Council Impact Dashboard).

PILLAR STRATEGIES ● ● ● ● ● ● ● ● ● ●

Objective 5.1: Continue the trend of improving the County Health Ranking

- **Strategy 5.1.1:** Decrease the prevalence of vaping and smoking in Vigo County by 5.6%, reducing it from the current rate of 23.6% to the target of 18%.
- **Strategy 5.1.2:** Expand access to substance abuse treatment centers and supportive housing, while creating partnerships with local organizations to provide wraparound services that address both the immediate and long-term needs of individuals seeking recovery.
- **Strategy 5.1.3:** Promote healthy eating and regular physical activity to address obesity among youth and adults, fostering improved overall well-being across the community.

Objective 5.2: Enhance community well-being by increasing participation and access to indoor and outdoor recreation opportunities for individuals of all ages.

- **Strategy 5.2.1:** Increase access to riverfront amenities at Fairbanks Park.

Objective 5.3: Expand education and awareness initiatives related to substance abuse and mental health disorders to promote understanding, reduce stigma, and increase access to resources and support.

Objective 5.4: Gather information and share progress on the implementation objectives in Terre Haute-Vigo County.

- **Strategy 5.4.1:** Host Health, Wellness, and Recreation Update to inform key stakeholders on progress made in pillar and future planning efforts.
- **Strategy 5.4.2:** Promote and share progress via the Community Plan marketing channels.



METHODOLOGY

DATA COLLECTION

The development of this plan was informed by a comprehensive data collection process, incorporating a variety of community engagement initiatives. The methods employed ensured that diverse perspectives were captured, resulting in a plan that reflects the priorities and aspirations of the entire community.

▶ **Community-Wide Survey**

A community-wide survey was distributed through multiple channels, including digital platforms, email lists, and local organizations. The survey garnered significant participation, collecting both quantitative and qualitative data from residents. Responses provided valuable insights into the community's priorities, challenges, and aspirations. Targeted outreach efforts successfully engaged underrepresented populations, ensuring a diverse range of perspectives.

▶ **Public Community Forums**

Three public community forums were held in accessible locations in the community, drawing strong attendance from residents. Participants engaged in structured discussions facilitated by moderators, where they shared their ideas and concerns. Interactive activities, such as prioritization exercises and visual mapping sessions, allowed participants to express their vision for the community. Key themes and actionable recommendations emerged from these forums, contributing directly to the plan's development.

Forum Locations:

- Forum #1: Ivy Tech Community College – 8000 Education Dr, Terre Haute, IN 47802
- Forum #2 and #3: Wabash Valley Community Foundation- 200 S 8th St, Terre Haute, IN 47807

▶ **Community Stakeholder Forums**

Three stakeholder forums brought together representatives from key sectors, including education, healthcare, business, and non-profit organizations. These sessions provided a platform for stakeholders to discuss sector-specific challenges, share data and success stories, and propose collaborative strategies. The input gathered highlighted opportunities for cross-sector partnerships and the leveraging of local resources.

Forum Location: Wabash Valley Community Foundation

▶ **Minority-Owned Business Forum**

A forum specifically for minority-owned businesses was convened, offering a focused discussion on the unique challenges and opportunities faced by these enterprises. Business owners participated in a facilitated discussion, identifying key areas for support and growth. The insights from this session highlighted actionable strategies to foster a more inclusive and thriving business environment.

Forum Location: Wabash Valley Community Foundation

▶ **Chamber of Commerce Board of Directors Meeting**

The Chamber of Commerce Board of Directors provided valuable input during a dedicated meeting. Discussions focused on economic development, workforce needs, and investment priorities. Business leaders shared data-driven insights and outlined potential resources and partnerships to advance community goals. Their contributions informed several economic strategies included in the plan.

Forum Location: The Hub

▶ **Community Pillar Focus Conversations**

Three in-depth focus conversations centered on critical community pillars—education, workforce development, and quality of life. These sessions included small, diverse groups of community leaders and subject-matter experts, who engaged in detailed discussions about specific challenges and opportunities. Each conversation yielded actionable strategies and innovative ideas for strengthening these foundational areas of the community.

Focus Group Location: Wabash Valley Community Foundation

DATA ANALYSIS

Data collected from the survey, forums, and meetings were compiled, coded, and analyzed to identify recurring themes, priorities, and innovative ideas. Quantitative data were analyzed statistically to provide measurable trends, while qualitative data underwent thematic analysis to capture the depth of community sentiment. The integration of these findings ensured a balanced and comprehensive understanding of the community's needs.

REPORTING AND INTEGRATION

Findings from each initiative were synthesized into a cohesive report, highlighting key insights and actionable recommendations. This report served as the foundation for the plan, ensuring it reflects the diverse voices and priorities of the community. The inclusive and participatory process not only strengthened the plan but also fostered a sense of ownership and collective vision among stakeholders.



CONCLUSION



Vigo County, Indiana, stands as a vital regional center within West Central Indiana, playing a significant role in the area's demographics, economy, and social landscape. While the county population is expected to decline, Vigo County continues to be a key player in the region, housing most of the population within its borders.

The demographic data reveals a diverse community, particularly in Terre Haute, where racial and ethnic diversity is more pronounced than the county. Economically, while the county exhibits stronger median and mean household incomes than Terre Haute, the city faces challenges with higher poverty rates and a notable income gap relative to living costs.

Health and well-being in Vigo County present a mixed picture. The county has shown improvements in health rankings, however, persistent issues such as food insecurity and limited access to healthy foods continue to affect the community, particularly in densely populated areas like downtown Terre Haute.

The county's housing market offers a range of options; though living costs pose significant challenges for many residents especially in Terre Haute. Additionally, the need for quality child care remains high with existing facilities meeting only part of the demand, particularly in Terre Haute.

Addressing economic and social disparities, enhancing access to essential services such as healthcare and child care, and continuing to improve health outcomes will be critical for ensuring a vibrant future for both Vigo County and its central city, Terre Haute. These efforts will be key in strengthening the County's role as a cornerstone of the West Central Indiana region.

APPENDICES

REFERENCES



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OFFICIAL BRAND USAGE



The "See You in Terre Haute Community Plan" logo is the official brand of the Community Plan and must be used on all materials related to the plan. This ensures consistency and reinforces the identity of the plan. The logo should remain unaltered in color, design, and proportions, and its use is reserved exclusively for initiatives directly tied to the Community Plan.

Official Logo:



COMMUNITY ENGAGEMENT

The planning process for the Vigo County GIFT VIII - See You In Terre Haute Community Plan update including an intensive public engagement and data collection phase with the following engagement activities taking place within the community:

Community Wide Survey

4 Public Input Sessions

3 Stakeholder Sessions

Chamber Board of Directors Roundtable

Minority-Owned Business and Community Leader Roundtable

Chamber Census Survey

Pillar Strategies Stakeholder Meeting

- Education and Workforce
- Economic Development, Infrastructure, and Community Image and Identity
- Health, Wellness, and Recreation

During the in-person engagement sessions, participants were asked to engage in various different activities. These activities included mapping opportunity and challenge areas within the community, identifying statements within the current See You In Terre Haute 2025 Community Plan, and answering open ended questions that helped the planning team identify community strengths, weaknesses, opportunities, and threats.



Mapping Activity

During the public forums for community members, attendees were invited to participate in a mapping activity. Attendees were given red stickers that represented challenge areas and green stickers that represented opportunities areas. In addition, sticky notes were provided for attendees to write down specific information for why they placed a sticker in this spot. Maps were provided to separate Terre Haute - Vigo County into five areas: 46 Corridor, Downtown, West Terre Haute, Southside, and Northside.



Statement Activity

During the public forums for community members, attendees were invited to participate in a identify statements within the current Community Plan that they believe are most important for Terre Haute-Vigo County's success. The board asked attendees to place a specified number of dots on the board in the community statement that best aligned with their priority areas.

Economic Development

Read the following ECONOMIC DEVELOPMENT statements. Using dot stickers, select the TOP 4 statements you believe are most important for Vigo County's success.

Statement	Vote Here	Statement	Vote Here
Focus on attracting and supporting development around the Terre Haute Regional Airport.	7 votes	Focus on partnerships with local industries and higher education institutions to expand workforce development options and fuel career advancement.	16 votes
Acquire development or underutilized properties to take an active role in economic redevelopment.	11 votes	Encourage and support entrepreneurship by providing resources (business incubators, mentorship programs, and funding) for local business expansion and startups.	13 votes
Utilize placemaking and quality of life projects as a tool for resident and business attraction (parks, trails, entertainment, restaurants, etc.).	19 votes	Invest in education and training programs to develop a skilled workforce that meets the needs of local industries, attracting business and fostering growth.	18 votes
Reinvigorate the City of Terre Haute's façade improvement grant program to local businesses beautify their properties (new signage, landscaping, façade enhancements, etc.).	21 votes	Use Tax Increment Financing (TIF) and other available resources to support child care workforce attraction, and increase access to and affordability of high quality child care.	14 votes
Use tax abatement, Tax Increment Financing (TIF), and other tools to support business retention and attraction.	1 vote	Redevelop vacant or underutilized properties to revitalize neighborhoods, attract investment, and stimulate the local economy.	29 votes
Minimize the community's role in economic development and let market forces drive the process.	0 votes	Develop and promote tourism initiatives to attract visitors, generate revenue, and create job opportunities in sectors such as hospitality, recreation, and cultural heritage.	25 votes

Health, Wellness + Recreation

Read the following HEALTH, WELLNESS + RECREATION statements. Using dot stickers, select the TOP 3 statements you believe are most important for Vigo County's success.

Statement	Vote Here
Improve access to healthcare services by establishing clinics, mobile health units, or telemedicine programs in underserved areas.	17 votes
Acquire development or underutilized properties to take an active role in economic redevelopment.	21 votes
Expand the bicycle and pedestrian trail network.	24 votes
Identify and fill sidewalk gaps to improve pedestrian connectivity and safety.	17 votes
Expand public transportation options to increase accessibility to healthcare, particularly for underserved neighborhoods.	19 votes
Partner with schools of health and sciences to facilitate programs to increase accessibility to health care services for all residents, especially the uninsured and underserved.	24 votes

Infrastructure

Read the following INFRASTRUCTURE statements. Using dot stickers, select the TOP 4 statements you believe are most important for Vigo County's success.

Statement	Vote Here	Statement	Vote Here
Add third interchange to I-70 on the east side of Vigo County.	6 votes	Increase safety and minimize traffic congestion at intersections (traffic signals, added turn lanes, conversion to roundabouts).	6 votes
Enhance east/west transportation corridors.	8 votes	Improve broadband service accessibility and speeds.	14 votes
Improve crosswalks, curb ramps, and pedestrian signals along major roadway.	19 votes	Improve drainage and stormwater infrastructure to mitigate flooding.	8 votes
Enhance north/south transportation corridors.	7 votes	Expand upon I-70 corridor improvements to promote safety and efficiency.	9 votes
Prioritize maintenance of existing streets (resurfacing, filling potholes, pavement markings, etc.).	20 votes	Develop and implement an access management strategy to limit the number of access drives along major roadway corridors.	3 votes
Improve streetscapes (lighting, trees, signage, furnishings) along major corridors.	32 votes	Update zoning and land use policies to improve design standards (landscaping, buildings, setbacks, parking circulation, and roadway improvements, etc).	25 votes

Quality Of Life

Read the following QUALITY OF LIFE statements. Using dot stickers, select the TOP 4 statements you believe are most important for Vigo County's success.

Statement	Vote Here	Statement	Vote Here
Increase the amount of land dedicated to parks, recreation and open spaces.	5 votes	Apply for grant funding that extends bike and pedestrian networks to the north side of Terre Haute.	15 votes
Support local arts and cultural programs that bring public art to Vigo County.	12 votes	Buy-out and remove existing structures within flood hazard areas.	4 votes
Ensure historic buildings are sufficiently protected and preserved.	18 votes	Invest in lighting, cameras, and other infrastructure to improve safety in public spaces.	4 votes
Develop neighborhood strategies encouraging residents to engage in local clean-up efforts, improve curb appeal and landscaping, and take pride in their own properties and homes.	19 votes	Increase code enforcement efforts to clean up properties and elevate curb appeal.	27 votes
Collaborate with private land and housing owners to market the availability of housing options through development or building restoration.	9 votes	Support initiatives to increase accessibility and expand access to high-quality child care.	26 votes
Provide homeowners with incentives to improve household conditions that range from basic repairs to energy saving up grade s .	14 votes	Develop attractive gateways into Terre Haute and Vigo County, particularly from I-70.	25 votes

Talent Attraction + Retention

Read the following TALENT ATTRACTION + RETENTION statements. Using dot stickers, select the TOP 3 statements you believe are most important for Vigo County's success.

Statement	Vote Here	Statement	Vote Here
Create quality of life amenities and services that will attract and retain young professionals to this community.	35 votes	Engage with industry partners, workforce development boards, and economic development agencies to identify skill needs and develop strategies to address them.	11 votes
Partner with local businesses to identify talent needs, provide internship opportunities, and create pathways for career growth and advancement within the community.	16 votes	Collaborate with educational institutions, vocational schools, and community colleges to develop curriculum, offer training programs, and create pathways for workforce development that lead to higher-paying jobs.	18 votes
Partner with local educational institutions and training centers to provide opportunities for skill development, lifelong learning, and career advancement.	18 votes	Offer education and training programs tailored to the needs of the workforce, focusing on developing in-demand skills and competencies relevant to current or emerging job opportunities.	17 votes
Offer tax incentives, grants, or other financial incentives to businesses that provide job opportunities and contribute to the local economy, encouraging them to establish or expand operations in the community.	8 votes	Expand access to and affordability of child care (daycare centers, preschools, after-school programs) through subsidized programs or vouchers to help offset child care costs.	27 votes

