

CORE METRICS

<p>POPULATION</p> <p>DEN - 2.89M COL - 2.07M IND - 2.03M NAS - 1.87M</p> <p>INDY TREND: UP PEER RANK: 3 ↔</p> <p><small>2019, US Census Bureau, ACS 5-Year</small></p>	<p>TOTAL JOBS</p> <p>DEN - 1.51M COL - 1.06M IND - 1.06M NAS - 999K</p> <p>INDY TREND: UP PEER RANK: 3 ↔</p> <p><small>2019, Bureau of Labor Statistics, OES</small></p>	<p>AVERAGE ANNUAL WAGE</p> <p>DEN - \$62K COL - \$52K IND - \$51K NAS - \$50K</p> <p>INDY TREND: UP PEER RANK: 3 ↔</p> <p><small>2019, Bureau of Labor Statistics, OES</small></p>	<p>MEDIAN HOUSEHOLD INCOME</p> <p>DEN - \$80K NAS - \$66K COL - \$65K IND - \$62K</p> <p>INDY TREND: UP PEER RANK: 4 ↔</p> <p><small>2019, US Census Bureau, ACS 5-Year</small></p>	<p>UNEMPLOYMENT RATE</p> <p>NAS - 2.6% DEN - 2.7% IND - 3.0% COL - 3.6%</p> <p>INDY TREND: UP PEER RANK: 3 ↑</p> <p><small>2019, Bureau of Labor Statistics, LAUS</small></p>	<p>TOTAL LABOR FORCE</p> <p>DEN - 1.68M COL - 1.10M NAS - 1.09M IND - 1.07M</p> <p>INDY TREND: UP PEER RANK: 4 ↓</p> <p><small>2019, Bureau of Labor Statistics, LAUS</small></p>
<p>INDIVIDUALS BELOW POVERTY</p> <p>DEN - 7.9% NAS - 10.0% IND - 10.5% COL - 11.5%</p> <p>INDY TREND: DOWN PEER RANK: 3 ↔</p> <p><small>2019, US Census Bureau, ACS</small></p>	<p>FAMILY SUSTAINING WAGE</p> <p>NAS - 38.7% COL - 36.1% IND - 32.9% DEN - 31.1%</p> <p>INDY TREND: UP PEER RANK: 3 ↓</p> <p><small>2019, Bureau of Labor Statistics, OES</small></p>	<p>GROSS REGIONAL PRODUCT</p> <p>DEN - \$227B IND - \$145B NAS - \$139B COL - \$134B</p> <p>INDY TREND: UP PEER RANK: 2 ↔</p> <p><small>2019, US Bureau of Economic Analysis</small></p>	<p>KEY</p> <p>Indy Trend denotes the metric's current trajectory of the Indianapolis region.</p> <p>Peer Rank compares Indy data with Columbus, Denver, and Nashville.</p> <p>Arrows represent our region's five year trend.</p>		

EDUCATED & TALENTED WORKERS



<p>POPULATION WITH BA OR HIGHER</p> <p>DEN - 43.8% COL - 36.7% NAS - 36.2% IND - 34.7%</p> <p>INDY TREND: UP PEER RANK: 4 ↔</p> <p><small>2019, US Census Bureau, ACS 5-Year</small></p>	<p>ANNUAL NET MIGRATION</p> <p>DEN - 20.5K NAS - 20.4K IND - 12.6K COL - 7.8k</p> <p>INDY TREND: DOWN PEER RANK: 3 ↔</p> <p><small>2019, US Census Bureau, ACS 5-Year</small></p>	<p>HIGH SCHOOL GRADUATES</p> <p>COL - 91.5% DEN - 91.2% NAS - 90.0% IND - 89.7%</p> <p>INDY TREND: UP PEER RANK: 4 ↔</p> <p><small>2019, US Census Bureau, ACS 5-Year</small></p>	<p>JOBS IN ADVANCED INDUSTRIES</p> <p>DEN - 17.0% IND - 16.4% COL - 15.3% NAS - 14.9%</p> <p>INDY TREND: UP PEER RANK: 2 ↔</p> <p><small>2019, Brookings & US Census Bureau</small></p>	<p>KEY WINS</p> <ul style="list-style-type: none"> On-My-Way Pre-K Talent Summit Indyfluence, Two Degrees Business Leaders United (BLU) <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Skilled workforce needs Second jobs & career advancement
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Last updated:
Jan. 2021

INNOVATIVE & ENTERPRISING BUSINESS



PRIVATE SECTOR EMPLOYMENT

DEN - 1.3M
IND - 901K
COL - 883K
NAS - 880K

INDY TREND: UP
PEER RANK: 2 ↔

2019, US Bureau of Labor Statistics

BUSINESSES W/ LESS THAN 50 EMPLOYEES

DEN - 94.5%
NAS - 93.1%
IND - 92.9%
COL - 92.4%

INDY TREND: DOWN
PEER RANK: 3 ↔

2018, US Census Bureau

VENTURE CAPITAL

DEN - \$1,465B
NAS - \$791M
COL - \$575M
IND - \$323M

INDY TREND: UP
PEER RANK: 4 ↓

2019, National Venture Capital Assoc.

COMPANIES WITH FDI

366

REPRESENTING 30 COUNTRIES

2020, Indy Partnership

EXPORT VALUE

IND - \$11.1B
NAS - \$7.9B
COL - \$7.3B
DEN - \$4.5B

INDY TREND: UP
PEER RANK: 1 ↑

2019, US International Trade Admin.

EXPORT SUPPORTED JOBS

DEN - 96K
IND - 84K
NAS - 70K
COL - 70K

INDY TREND: UP
PEER RANK: 2 ↔

2017, Brookings

KEY WINS

- CDFI status for BOI
- COVID response
- Inclusive Incentives Policy
- Anchor Institution Strategy
- Global programming

OPPORTUNITIES

- Innovation growth beyond tech sector
- Expand local procurement from anchor institutions

ATTRACTIVE & CONNECTED PLACES



NONSTOP FLIGHTS

50

2019, Indianapolis Airport Authority

INDYGO MONTHLY RIDERSHIP

770K

2019, IndyGo

AIR CARGO IN METRIC TONS

1.01M

2019, Indianapolis Airport Authority

KEY WINS

- IndyGo Red Line & mass transit expansion
- First transatlantic flight
- I-65/I-70 North Split engagement

OPPORTUNITIES

- Transit connectivity to suburbs
- Promotion of suburban great places
- Elevate authentic history of neighborhoods & their residents

VIBRANT & INVITING IMAGE



VISITORS

29M

2017, Visit Indy Rockport Report

HOTEL OCCUPANCY

64%

2018, Visit Indy Rockport Report

TOURISM INDUSTRY

\$5.4B

2017, Visit Indy Rockport Report

KEY WINS

- Securing \$2.8M Lilly Endowment Grant for Project Amplify
- Passing bias crimes policy
- Indy Music Strategy and Create Indy

OPPORTUNITIES

- Raise Indy's profile to distinguish it from Indiana & Midwest
- Highlight local talent as promotional tool
- Address racial equity, economic mobility



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