



**Henry County Healthy Communities  
Annual Meeting  
Friday January 13, 2012**

**“Place Matters”**

Bob Grewe, AICP, President/CEO  
New Castle-Henry County Economic Development Corporation



## Economic Development 101

- Recruit New Business
- Expand Existing Business
- Grow New Businesses



## New-Castle Henry County EDC Initiatives

- Shell Building
- I-70 & St. Rd. 3
- Marketing (website, tradeshow, etc.)
- Purdue Manufacturing Extension Center
- Enterprise Loan Fund



## Fastest Growing Jobs and Industries

- Medical
- Technical
- Scientific
- Management
- Computer-Data Systems
- Software Publishers
- Artists, Writers, Performers
- Research and Development



## Value of “Place”

The future of communities in Indiana and elsewhere depends on their abilities to attract and retain knowledge-based workers, entrepreneurs and growing industries. Central to attracting these important commodities is the concept of **PLACE**. To be successful communities must effectively develop and leverage their key human, natural, cultural and structural assets and nurture them through enacting effective public policy.



## Value of “Place”

“turning a place from one that you can’t wait to get through into one that you never want to leave.”

*“I like this better.”*

## Place Matters! (continued)



- The following types of rural/small town placemaking activities can make a place very attractive to knowledge workers and other local residents:
  - Improving food, entertainment, and nightlife options in the small town downtowns;
  - Increasing intensity of use and residential density in small towns and villages;
  - Expanding a waterfront walk and bicycle system, and promoting and contributing to an integrated regional bicycle trail system with excellent bicycle connections between towns, parks, scenic spots, and natural attractions;
  - Expanding and highlighting natural amenities for scenic viewing, birdwatching, fishing, hunting extreme sports, outdoor hiking, horseback riding, ATVs; and
  - Improving and expanding the regional transportation hub (air, bus, train, harbor).
- These and other placemaking initiatives will all help the region be more competitive in attracting and retaining knowledge workers and the base population.





# Value of Trails

Creates Positive Image of  
Community

Fosters healthy lifestyle and healthy  
employees...good for bottom line





# Health Issues Associated with Sedentary Lifestyle (Mark Fenton)

- Youth Nature Deficit Disorder
- Obesity Epidemic
- Increase in childhood diabetes
- Physical inactivity and poor nutrition are driving increases in healthcare costs
- We need “active communities”



# “Active Transportation Systems”

- Provide connectivity between “places”
- Provides “destinations”
- Increased property values
- 
- Multiple Tourism Values
- 
- Trail Oriented Development
- 
- Spirituality?



# Cost of Not Investing in Trails?

## Thank you!

