RESIDENTS' ACADEMY

Jane Kupersmith
Director, Economic & Sustainable Development

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Economic & Sustainable Development

Susan Coates, Office Admin
Shawn Miya, AD Sustainability
De de la Rosa, AD Small Biz
Me, Director
Anna Dragovich, Capital Projects Manager
Nick Blandford, CCC Grant Manager
Jeff Jackson, Transportation Demand Manager

Not pictured:
Holly Warren, AD Arts
Chaz Mottinger, Special Projects Manager
Jolie Perry, Sustainability Program Coordinator

Economic & Sustainable Development

Bloomington Economic Development Commission

Bloomington Commission on Sustainability

Bloomington Arts Commission

Bloomington Urban Enterprise Association

Economic & Sustainable Development

Economic Development Vision:

For Bloomington to be a prosperous, inclusive innovation and cultural magnet, where businesses can grow and thrive, all residents can access economic opportunity, and our natural world and resources are protected, treasured, and celebrated.

Economic & Sustainable Development Mission Statement:

To cultivate a resilient community built on shared prosperity, inclusive economic opportunity, environmental stewardship, and a thriving arts and culture ecosystem. ESD works to improve quality of life for all residents through dedicated service and collaboration.

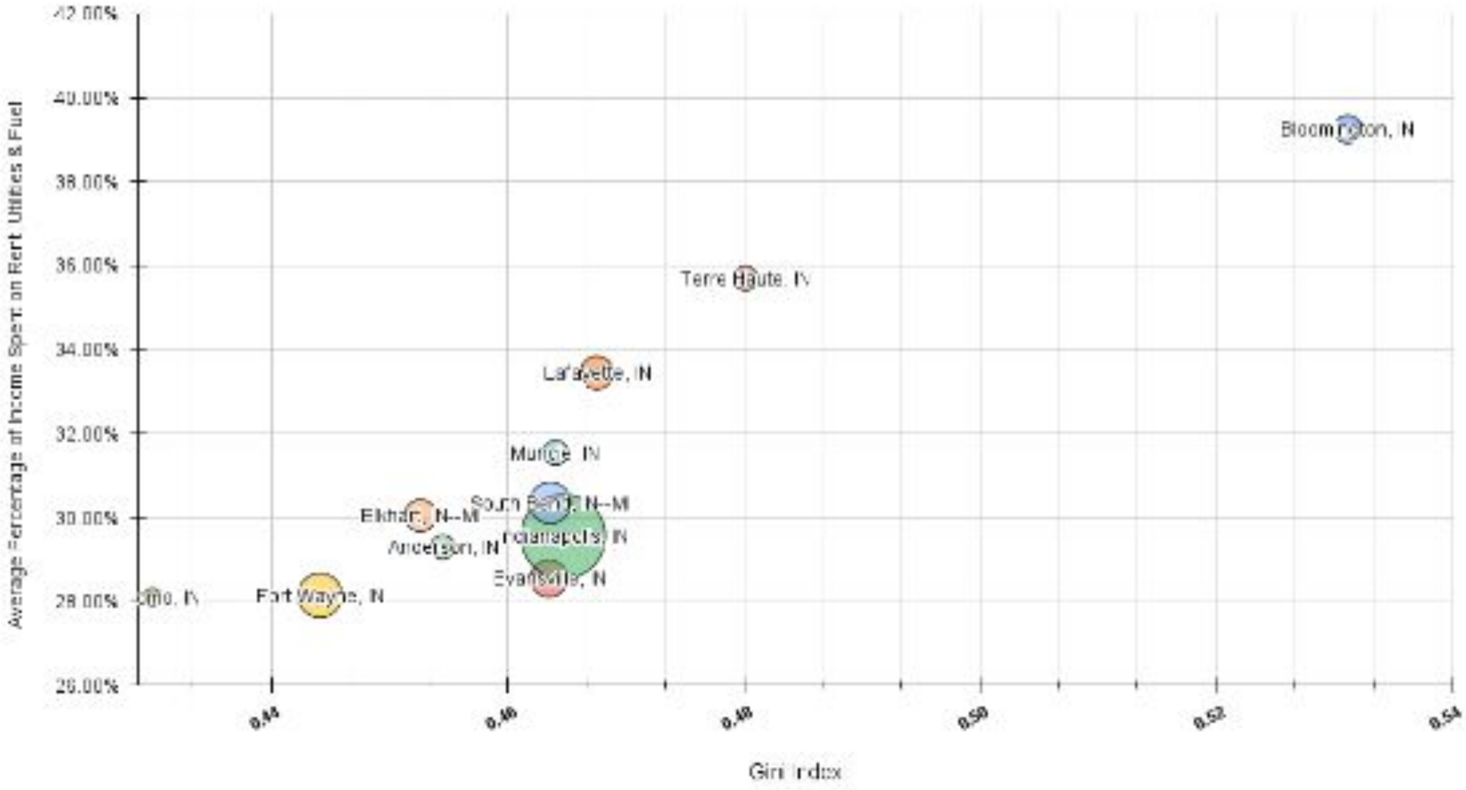
Economic Development Goals

- **Grow the Workforce Population**
  Create conditions that will attract young professionals with in-demand skills to move here, in order to support the workforce needs of businesses in desired sectors.

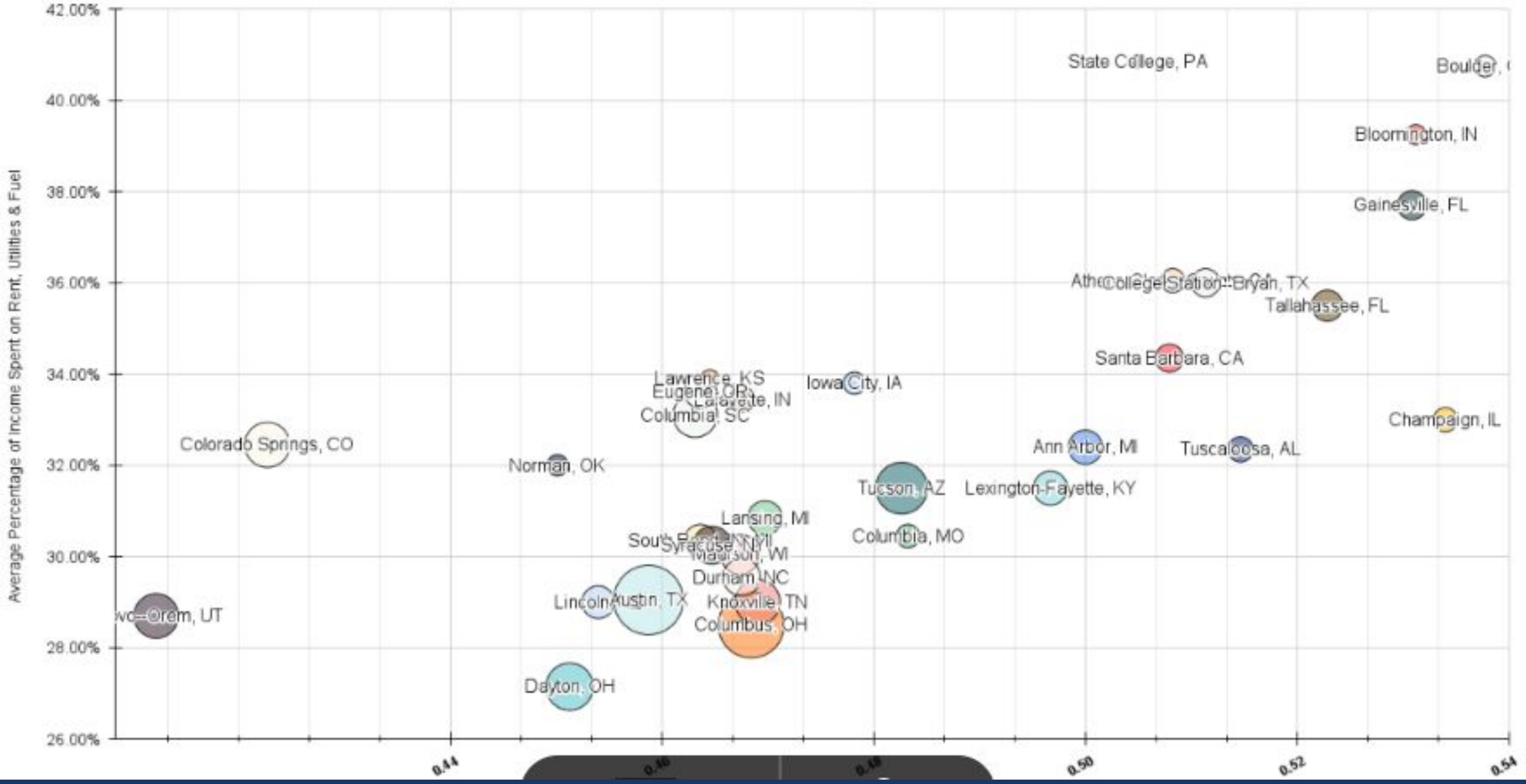
- **Grow Wages**
  Target businesses in high-wage growth sectors to make Bloomington more competitive.

- **Reinforce Economic Base**
  Build upon sector strengths to ensure a resilient economy with a variety of workforce opportunities.

Gini Index, Median Gross Rent, and Population of Indiana Cities (2021 & 2022)



Gini Index, Median Gross Rent, and Population of College Towns (2021 & 2022)



The Why

- Our population is shrinking and aging.
- Bloomington's wages are low for Indiana and low for the US while our cost of living is extremely high.
- We want to invest in our strengths and build stable, sustainable growth.
  - Biopharma / medical device manufacturing
  - Tech (defense tech, AI, med tech, gov tech)
  - Higher ed

The How

- Increase housing stock
- Increase childcare
- Build quality of place
  - Arts economy
  - Small business development
- Attract resources to do all of the above
- Send resources out into the community


Nick's

Climate Resilience / Mitigation

- Climate Action Plan implementation
- Stay Cool Bloomington
- E-bike Vouchers
- Bloomington Green Home Improvement
- Solar Energy Efficiency and Lighting porgram

https://experience.arcgis.com/experience/cff893f3822a41b4baf6e956a8a875f8/page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What else is Economic Development ?

- Capturing state and federal resources and bringing them to Bloomington
    - Bond financing! Abatements!
    - Real Estate incentives
        - Opportunity Zones
        - New Markets Tax Credits
        - CDFI Investments
    - Employment incentives

THANK YOU.

Questions?

CITY OF BLOOMINGTON
ECONOMIC AND SUSTAINABLE DEVELOPMENT

citybloomington