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**The area's phenomenal,
anything that we ever
want is right around us.
It's just a nice little town.**

*-Doug Waltz, Amazon Engineer, about
his family's move to Greensburg*



PROFILE OF A REMOTE WORKER

Remote workers are full-time employees with the ability to work from home, from co-working space, coffee shops...anywhere.

- Male and Female
- Ages 25-64 (more mobile without school-aged children)
- College Grad+
- Average Household Income Range: \$100k+
- Industries: Tech Professionals, Information Economy Participants, Entrepreneurs, "Creative Class"
- Aspirations: Balance, Self-Improvement, Meaningful Connections and Experiences



MakeMyMove

MakeMyMove is the country's first and only platform for communities to recruit new residents. Founded by the team that built Angie's List, MakeMyMove.com is an online marketplace that connects move-ready talent with the states, cities and towns that are competing for new residents.

750K+

Unique Visits

50K+

Registered Users

140+

Communities

WE HELP COMMUNITIES COMPETE FOR TALENT

- Quantify the economic value remote workers add to the local community
- Recommend a funding strategy
- Define a value proposition and craft messaging for an attractive incentive program
- Create an online presence at MakeMyMove.com
- Identify a targeted audience and execute media campaign
- Qualify applicants and deliver new residents

FEATURED IN:



Forbes
Bloomberg

THE WALL STREET JOURNAL.



**BUSINESS
INSIDER**

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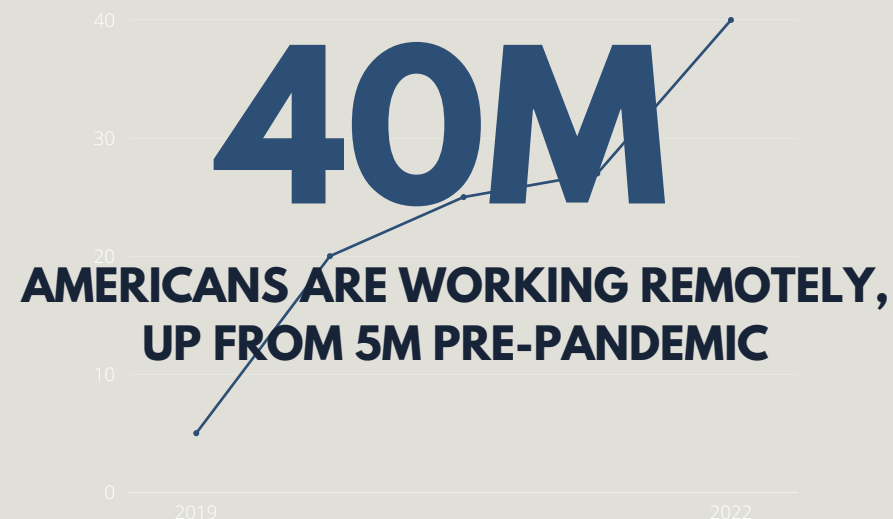
RACE FOR TALENT

How Indiana Can Win

MONDAY, MAY 23RD, 2022
INDIANAPOLIS, IN



THE OPPORTUNITY



THEY'RE MOVING

A recent national survey of remote workers by Upwork showed that **19M remote workers plan to move in the next 36 months.***

FOR QUALITY OF LIFE

Those likely to move report a desire for a **better quality of life (38%)**, to be closer to family (30%), for larger living space (27%), and for lower cost of living (23%).**

& THEY'RE RECRUITABLE

Half (50%) say that an incentive to cover moving expenses could **sway their relocation destination.*****

*Upwork, "The New Geography of Remote Work", 2022

**Development Counsellors International, 2022

***MakeMyMove Remote Worker Survey, 2021

THE LEGISLATION

For decades, job-driven population growth has been monopolized by big cities and tech hubs, leaving much of Middle America hemorrhaging talent, limiting services and losing amenities.

With new freedom to work anywhere, 25% of the American workforce is able to make unhindered decisions about where to live. **Cities can and must compete to recruit and retain talent.** SEA 361 gives Indiana communities an advantage in the competition for new residents.

THIS LANDMARK LEGISLATION

- Enables local communities to directly incentivize out-of-state workers to relocate to Indiana, and
- Provides an aggressive, Home-Rule-based approach for local governments to attract the talent they need.

FOR ALL COMMUNITIES

- Whether the community is experiencing growing, stagnate or a declining population.
- Needs a greater residential population, workers for traditional brick and mortar business, or both

HOW IT WORKS

SEA 361 gives Executives - Mayors, Town Council Presidents, County Commissioners - authority to use funds to incentivize out-of-state talent, including remote workers, to move to Indiana.

FUNDS AVAILABLE FOR USE

- Funds appropriated during the annual budget process
- Funds reallocated from other programs
- Grants and donations
- Reallocated TIF

GOES INTO EFFECT JULY 1, 2022.



THE ECONOMICS

HOW VALUABLE ARE REMOTE WORKERS?

Upon relocation, remote workers immediately contribute an:

- Incremental taxpayer
- Incremental consumer
- Addition to local talent pool

West Lafayette, Indiana*

21	\$123,395	
Movers	Average Salary	
\$103,414	\$10,934	0.71
Annual Economic Contribution per Mover	Annual State & Local Tax Contribution per Mover	Local Job Created per Mover

\$2,401,308	14.91
Total New Annual Economic Output - Year 1	Local Jobs Created in Total

\$13,405,017
Net Present Value (7 years)

*Determined utilizing the financial model developed by the IU Public Policy Institute.