

THE MANUFACTURING TRIANGLE

# Anderson, Muncie, and New Castle

EXECUTIVE SUMMARY: ECONOMIC VISION AND MANUFACTURING STRATEGIC PLAN



These Midwest manufacturing-built cities cannot rebuild alone.

► *Over the last two decades, these three cities in East Central Indiana lost 40,000 jobs.*

Now Anderson, Muncie and New Castle are joining forces to rebuild and reposition the region's manufacturing economy for growth and reinvestment. These three cities are the population centers within a 3-county region of nearly 300,000 people in East-Central Indiana. With its rich history of manufacturing billions of dollars worth of products for the automotive, appliance, consumer and other markets, this area is quite literally The Manufacturing Triangle.

With funding from the U.S. EDA as part of the Investing in Manufacturing Communities Partnership, Anderson, Muncie, and New Castle have come together to develop this assets-based Economic Vision and Manufacturing Strategic Plan.

This Plan is focused on **Five Project Objectives**:

1. Focus investment and effort on **catalytic projects**
2. Position the Region for **State and Federal investment**
3. **Align individual efforts around a vision** that helps fuel pride, energy, and return on investment
4. **Enhance Region building** and collaboration for efficiency
5. **Reposition the Region** in the future marketplace

► *The Result: An Economic Vision focused on strategic investments in people, place, and economy:*

## Economic Vision

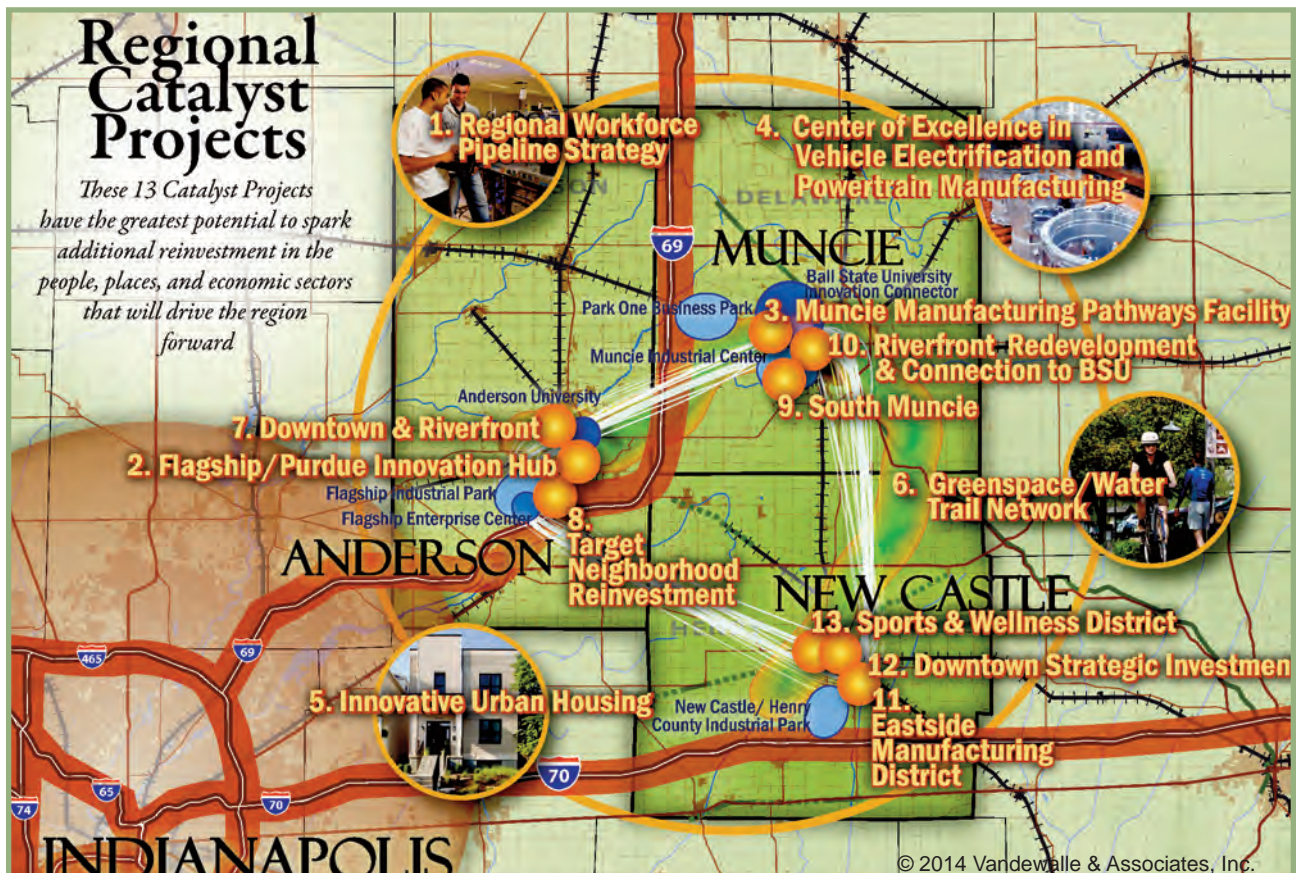
- *An integrated engineering, design, and advanced manufacturing region with a renowned workforce pathway system...*
- *...a Center of Excellence in vehicle electrification, and powertrain manufacturing..*
- *...a retooled and revitalized tri-city community recharged with a health and wellness mindset.*

To download the complete Plan, go to: [www.ecirpd.org/investing-in-manufacturing-communities-partnership/](http://www.ecirpd.org/investing-in-manufacturing-communities-partnership/)

# Catalyst Projects

The Strategic Plan focuses on 13 Catalyst Projects that have the **greatest potential to spark additional reinvestment** in the people, places, and economic sectors that will drive The Manufacturing Triangle forward.

- **Regional Workforce Pipeline Strategy:** this process brought together a variety of partners committed to retooling education and workforce pathway system through further strategic planning and focus on catalyst projects including the Flagship-Purdue Innovation Hub and a Muncie Manufacturing Pathways Facility.
- **City Re-building Projects:** key projects are identified in each of the three cities that offer the potential to spark additional reinvestment including downtowns, neighborhoods, employment centers, infrastructure, and brownfield redevelopment sites. In addition to city-specific projects, a regional catalyst project is to support innovative design of affordable and energy efficient urban housing solutions.
- **Vehicle Electrification and Power Train Center of Excellence:** focuses on this economic cluster opportunity that positions the region in the global economy.
- **Regional Greenspace / Water Trail Network:** illustrates an opportunity to build the regional greenspace / water trail network system and uncovered excitement by regional stakeholders for further planning and funding recruitment.



## Collaborating for Impact

If successfully executed, this Strategic Plan should serve as the first key milestone for a long-term regional collaboration. The Catalyst Projects Action Plan identifies specific next steps, project leads and partners, cost estimates, and funding targets. The Strategic Plan will be implemented by a Regional Council that convenes public and private partners for maximum impact.