47 SMART. CONNECTED. COMMUNITIES.
IN NORTHERN INDIANA & SOUTHWEST MICHIGAN

- South Bend
- Mishawaka
- Plymouth
- Nappanee
- Elkhart
- Goshen
TALENT ATTRACTION & RETENTION
TRANSFORM NET MIGRATION TO A POSITIVE IN-MIGRATION
- Places to Be
- Telling our Story
- People to Know

EDUCATION & WORKFORCE
RAISE THE POST-SECONDARY ATTAINMENT LEVELS FROM 30 TO 50 PERCENT
- Pathways Systems Framework
- Social Capital
- Financial Support

DIVERSITY & INCLUSION
IMPROVE THE REGION'S NATIONAL RANK OF MINORITY INCOME DISPARITY TO THE 80 PERCENTILE
- Business Ownership
- Visibility
- Leadership

INDUSTRY GROWTH
GROW JOBS IN HIGHER PAY TRADED INDUSTRY CLUSTERS POSITIVE IN-MIGRATION
- Higher Wage Clusters
- Adopt New Technologies
- Infrastructure

ENTREPRENEURSHIP
ESTABLISH 200 HIGH POTENTIAL STARTUPS
- Business Accelerator
- Networking
- Education
- Mentorship

INCLUSION
Decrease the Racial Wealth Gap in the South Bend - Elkhart Region

Industry Engagement
Engage and educate employers to support inclusive practices.

Entrepreneurship
Provide more access to capital, contracts, contacts, and information to new and emerging businesses of any size.

Talent Development & Recruitment
Identify, develop, and encourage high potential and high performing individuals from diverse backgrounds to accelerate career paths.

Skills and Expertise
Employment
Procurement
Competitive Suppliers

2020 Diversity & Inclusion Initiative Areas of Focus
Hustle SBE

11 Companies Participating in Inaugural Cohort