

MAYORS INSTITUTE



BALL STATE
UNIVERSITY

Indiana Communities Institute



Accelerate
Indiana
Municipalities

October 2–3, 2023 Bottleworks Hotel, Indianapolis

Mayors Institute is a high-level learning experience, designed exclusively for mayors. The Institute is a partnership between Aim and the Indiana Communities Institute (ICI) at Ball State University that's helped to make the program better than ever before.

By participating in the Institute, mayors will gain practical tools that can be applied to the real-life challenges public officials face on a daily basis. During this day and a half program guest speakers and Aim staff will present an agenda of highly substantive sessions that will lead mayors through unique leadership and problem-solving exercises with their colleagues from across the state. Featuring many opportunities for the sharing of innovative, effective strategies to run city government, Mayors Institute sessions are timely, relevant, and essential.

Aim and Ball State will host Mayors Institute, October 2-3, in Indianapolis. All Hoosier mayors are invited to participate in the Mayors Institute to achieve certification in this exciting city leadership program.

Participation and Recognition in City Leadership

All Indiana mayors are strongly encouraged to attend at least two Mayors Institute sessions each year. Aim and ICI will award mayors a Certificate of Achievement in three levels. Achievement will be measured by participation and attendance at the Mayors Institute sessions. Additionally, mayors that have reached Indiana City Leadership Ambassador status are eligible for an advanced level: Indiana City Leadership Executive. For more information on Mayors Institute Certificates of Achievement, visit aimindiana.org/mayors-institute.

Accelerate Indiana Municipalities (Aim)

Ever since the 1890s, Aim, formerly the Indiana Association of Cities and Towns, has been an advocate for Indiana municipalities. Aim is the official voice of municipal government in Indiana, with more than 460 cities and towns as members. Our purpose is to foster, promote and advocate for the success of Hoosier municipalities as laboratories of innovation, hubs of talent and the engines driving our state's economy.

Ball State University Indiana Communities Institute

ICI addresses the modern challenges of economic development through community-based strategies for sustainable growth. Although their efforts focus on strengthening communities throughout Indiana, this strategy serves as a model for university economic development efforts across the nation. The research-policy-practice framework allows ICI to tap into talent and resources from research and outreach units across campus. ICI's partnerships lead to informed, effective projects and strategies that bring development efforts into the 21st century.

AGENDA - MONDAY, OCTOBER 2

9:00 a.m.	Registration & Breakfast
9:30 a.m.	Welcome & Introductions
9:45 a.m.	Workshop: Comprehensive Community Wealth Approach Synergies with Measuring Return on Quality of Life Projects
11:30 a.m.	Workshop: Examining Uses of Tax Increment Finance
12:30 p.m.	Awards Presentation
12:45 p.m.	Lunch and Legislative Discussion
1:30 p.m.	Mayors Idea Exchange
2:45 p.m.	Workshop: Tourism: A Major Spark Plug to your Municipality's Economic Engine
4:00 p.m.	Workshop: Building Partnerships as a Method for Preserving Historic Properties and Reducing Blight
6:30 p.m.	Dinner & Networking Bottleworks Hotel, Pemberton Suite

AGENDA - TUESDAY, OCTOBER 3

8:30 a.m.	Breakfast
9:30 a.m.	Workshop: The Lilly Endowment's College and Community Collaboration Initiative
10:45 a.m.	Workshop: Housing & Community Regeneration
11:45 a.m.	Adjourn

OCTOBER WORKSHOPS

Comprehensive Community Wealth Approach Synergies with Measuring Return on Quality of Life Projects

ROI on Quality of Life Projects? While the research is clearer every day on the importance of quality of life investments in our communities, elected officials face the challenge of demonstrating fiscal prudence to their residents. When traditional ROI doesn't quite fit the bill, how can we measure and communicate the impacts projects have on our communities? David Terrell and Mike Hicks talk through the Comprehensive Community Wealth Approach as a way to have these conversations.

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Examining Uses of Tax Increment Finance

Sometimes there is a fine line between can it be done and should it be done. In the government space, leaders sometimes need to dig deeper and think more strategically about how to navigate allowable uses of revenue streams to avoid confusion and unnecessary time and expense. This is increasingly important when considering how best to utilize revenues from TIF. Participants will get a detailed overview of allowable uses and where certain expenditures could jeopardize the future of this valuable incentive.

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Lunch and Legislative Discussion

This roundtable discussion, facilitated by Aim CEO Matt Greller and Government Affairs Director Jenna Bentley, will focus on the 2024 legislative session. The team will review news from various task forces and study committees, discuss feedback from a pre-event questionnaire regarding potential city-focused legislative initiatives, and field your questions and concerns.

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Mayors Idea Exchange

This Mayors Idea Exchange is an inspiring overview of a program born in Evansville and later adopted by the city of Princeton. Cops Connecting with Kids provides an avenue for law enforcement officers in their respective communities to build relationships with officers while giving them the magic of experiencing Walt Disney World.

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Tourism: A Major Spark Plug to your Municipality's Economic Engine

One of the primary objectives of tourism is to promote economic development by generating income and employment opportunities for local residents and businesses. When visitors come to your community's destinations, they spend money on good and services, which contribute to your local econ-

omy and tax collection. Learn how tourism in your community contributes to your quality of life and supports municipal services.

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Building Partnerships as a Method for Preserving Historic Properties and Reducing Blight

Preserving historic structures, when possible, helps maintain quality of place and allows communities to distinguish themselves from one another. Choosing preservation can sometimes be a daunting task but building key partnerships can pave the way to incredible results. This discussion will cover the benefits of preservation as a means of reducing or eliminating blight.

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The Lilly Endowment's College and Community Collaboration Initiative

Earlier this year, Lilly Endowment, Inc. launched their College and Community Collaboration initiative. This program offers Indiana-based universities and colleges to apply for grants to help them plan and implement projects with their community partners, designed to enhance the quality of life and place of their surroundings. Participants will learn more about this program and how it has been embraced by Huntington University, the City of Huntington, Huntington County, Northeast Indiana Regional Partnership, and other stakeholders. Speakers will review how their collaboration produced plans they hope will garner up to \$25 million for implementation from the Endowment.

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Housing & Community Regeneration

University of Notre Dame School of Architecture's new initiative on Housing and Community Regeneration provides assistance to municipalities and non-profit institutions in Rust Belt cities in the form of design studies and research relating to economic development and the improvement of the built environment. The work of this "Think and Do Tank" seeks to offer concrete solutions that address critical issues of our time by creating human-scale walkable communities; activating abandoned, vacant, and underutilized properties; providing housing solutions; addressing inequities resulting from a legacy of housing and transportation policy; and mitigating the impact of climate change through sustainable development patterns of growth. This presentation will share recent work conducted as part of this initiative as well as seeking to facilitate a discussion with members of the Mayor's Institute regarding needs of communities throughout the State of Indiana.

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HOTEL INFORMATION

Bottleworks Hotel
 850 Massachusetts Avenue
 Indianapolis, IN 46204
 317-556-1234

Group Name: Aim Mayors Institute October 2023
Aim Rate: \$199 plus tax
Online Reservations: tinyurl.com/MI-October23

Please contact Bottleworks Hotel directly for hotel reservations and request the Aim hotel block. Reservations must be made by **September 8, 2023**, to receive the group rate. Aim is not responsible for hotel reservations or cancellations.

THANK YOU TO OUR OCTOBER SPONSORS!



EVENT LOCATION

Bottleworks Hotel
 850 Massachusetts Avenue
 Indianapolis, IN 46204

Valet parking is available at Bottleworks Hotel. Parking garage and surface lot parking is also available.

Registration	How to Register	
Fee: \$219	Online: aimindiana.org/mayors-institutue	Mail: Aim 125 W Market Street, Suite 100 Indianapolis, IN 46204
Deadline: September 26	Fax: (317) 237-6206	

REGISTRATION FORM

Name		
City		
Address		
City	State	ZIP
Phone		
Email <i>(Required!)</i>		
Special Needs and Dietary Restrictions		

Method of Payment <i>(Circle One)</i>		Fee: \$219
Check	Mastercard	AmEx
Visa	Discover	
Check Number <i>(Payable to Aim)</i>		
Card Number		
Expiration Date	Verification Code	
Name of Cardholder		
Billing Address		
City	State	ZIP
Cardholder Signature		