

LEAP Strategic Communications Plan

Update May 24, 2024

- This is a fluid, iterative document that will develop as time goes on
- Social content will mirror themes throughout each month with consistent feed through new LEAP, IEDC and IFA social accounts
- Tactics will be deployed in partnership with key stakeholders as appropriate, i.e., utilities, developers, local officials, etc.

TIMING	INITIAL INTERASTUDY RESULTS AVAILABLE	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JAN. 2024
PROJECT FOCUS		WATER	WATER + LILLY PROGRESS	INFRASTRUCTURE	BUSINESS DEVELOPMENT	2024 PROJECT FORECAST
ADDRESSING CONCERNS		• Post FAQ, fact sheet, and INTERA exec summary on IEDC's LEAP website • Send an initial water study press release. Include a quote from J. Wittman*	• Send a 1-minute video release about strategic economic investments recorded with Lilly partner to highlight their progress • Post raw water study data available on LEAP website	• Share updates via LEAP social accounts and partner social accounts and LEAP website on current and incoming road construction in the area and power updates such as substation plans++ • Gov. Holcomb announces IFA to manage project	• IFA leadership send follow up messaging on progress of study	• Sec. of Commerce Rosenberg to do a new year forecast media sit down of what has been done to date and what 2024 project updates look like
TARGET AUDIENCE		MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS
DRIVING AWARENESS		• Post FAQ, key messages, and INTERA exec summary on LEAP website • Share exec summary and FAQ with invested outlets, i.e., Bob Segall, Indy Star, IBJ, IIB, local Terre Haute outlets • Media interviews with invested outlets	• Launch quarterly newsletter to inform residents of project updates • Launch LEAP social media channels • IEDC / Intera to host joint media roundtable to share study results, and answer questions*	• Provide documents to local leaders and post on LEAP website showcasing the water utility plan and maps+ • Share video content of project progress in the area (interchange development)*** • Editorial on Indiana's coordinated approach to infrastructure development+ • Gov. Holcomb announces IFA to manage project	• Consistent messaging to media regarding IFA's involvement.	• Provide update via IFA on where the project is now to local + statewide media • Intera and administration to work with IFA to host media roundtable and share Intera study results, and answer questions*
TARGET AUDIENCE		MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS	MEDIA + LOCAL RESIDENTS
PROVIDING EDUCATION		• Presented water study findings at local Lafayette meeting with J. Wittman and J. Cochran	• Send speakers, like J. Wittman and K. Fullbeck or Sec. Rosenberg to chamber group in Lebanon or Lafayette* • Share OpEd (referenced below) with business publications • Share OpEd (referenced below) with local chamber publications (e-newsletters)	• K. Fullbeck + J. Wittman interview with Inside Indiana Business*	• Share handouts with the state's goals and reasoning for target companies in the tech + life sciences sector	• Leadership to speak at chamber group in Lebanon or Lafayette (Lilly or another company at LEAP to go as well if agreeable)**
TARGET AUDIENCE		BUSINESS & COMMUNITY LEADERS	BUSINESS & COMMUNITY LEADERS	BUSINESS & COMMUNITY LEADERS	BUSINESS & COMMUNITY LEADERS	BUSINESS & COMMUNITY LEADERS
BUILDING SUPPORT Community and Business		• Send key messages – with links – to website subpage	• Send quarterly e-newsletter with stats on Lilly investment and excerpts from the economic study** • Send central IN mayors update letter • Send OpEd by third-party validator (Jack Wittman, etc.) to selected print media outlets*	• Sec. of Commerce and IFA leadership to attend and present at council meetings and or committees of elected officials^	• Share handout of infrastructure benefits of LEAP project (roads, broadband, etc.) • IFA leadership send follow up messaging on progress of study	• Send quarterly e-newsletter with updates on local infrastructure and the Lilly plant project including a quote from a Lilly stakeholder. • IFA leadership to manage conversations with business and community leaders
TARGET AUDIENCE Elected Officials		ELECTED OFFICIALS Rep. Sharon Negele (Boone Co.) Rep. Shiela Klinker (W. Lafayette) Rep. Mark Genda (Boone Co.) Rep. Chris Campbell (W. Lafayette) Sen. Spencer Deere (Tippecanoe Co.) Sen. Ron Alting (Tippecanoe Co) Sen. Brian Buchanan (Boone Co.)	ELECTED OFFICIALS Rep. Sharon Negele (Boone Co.) Rep. Shiela Klinker (W. Lafayette) Rep. Mark Genda (Boone Co.) Rep. Chris Campbell (W. Lafayette) Sen. Spencer Deere (Tippecanoe Co.) Sen. Ron Alting (Tippecanoe Co) Sen. Brian Buchanan (Boone Co.)	ELECTED OFFICIALS Rep. Sharon Negele (Boone Co.) Rep. Shiela Klinker (W. Lafayette) Rep. Mark Genda (Boone Co.) Rep. Chris Campbell (W. Lafayette) Sen. Spencer Deere (Tippecanoe Co.) Sen. Ron Alting (Tippecanoe Co) Sen. Brian Buchanan (Boone Co.)	ELECTED OFFICIALS Rep. Sharon Negele (Boone Co.) Rep. Shiela Klinker (W. Lafayette) Rep. Mark Genda (Boone Co.) Rep. Chris Campbell (W. Lafayette) Sen. Spencer Deere (Tippecanoe Co.) Sen. Ron Alting (Tippecanoe Co) Sen. Brian Buchanan (Boone Co.)	ELECTED OFFICIALS Rep. Sharon Negele (Boone Co.) Rep. Shiela Klinker (W. Lafayette) Rep. Mark Genda (Boone Co.) Rep. Chris Campbell (W. Lafayette) Sen. Spencer Deere (Tippecanoe Co.) Sen. Ron Alting (Tippecanoe Co) Sen. Brian Buchanan (Boone Co.)

Key Stakeholders: *Intera **Eli Lilly & Company +Utilities Partner – AES ^Partner with local officials ^^Major BD partner ++INDOT Partner