

Regional Messaging Framework

Purpose

The Regional Messaging Framework provides a consistent foundation for communicating strengths of the Tri-State Development region. It is designed to help communities and organizations connect regional strengths with local stories as they work to attract residents, workforce, businesses, students, and visitors.

Regional Theme / Place

Where time, money, and opportunity come together – people find their place.

Consistently use the same order:

Time - Money – Opportunity – Place

Time and affordability are more tangible items, where opportunity is broader and more personal and where they come together, you find your place.

Your Time

Meaning:

- Manageable pace
- Shorter commutes/Less traffic/stress
- More time for family/community
- Easier access to schools, jobs, outdoors, community involvement

Support Data:

- Commute time (mean travel time to work) 21.9 min (US 26.4 min; Chicago 33.5 min)
- Broadband access - 86.5%

Visuals

- Roads
- Families
- Outdoor recreation

Your Money

Meaning:

- Lower housing costs
- Lower cost of living
- Ability to own property/start business/save money sooner

Support Data:

- Median Home Value - \$133,138

- Median Rent - \$743
- Cost of living - \$43,882 (1 adult)

Visuals:

- Homes
- Businesses
- Main streets

Your Opportunity

Meaning:

- Careers
- Entrepreneurship
- Education/training
- Ability to make an impact quickly

Support Data:

- Self-employment rate - 8.5% (US 5.96%)
- Major industries – Ag, Manufacturing, Healthcare, Education, Retail

Visuals

- Workforce / Industry
- Students
- Councils/boards