



# FairWinds Advisors

2016 IMPACT REPORT

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*Our mission is to provide economic development services that exceed client expectations fostered through long-term relationships built on respect and trust.*

*Adhering to the highest possible standards of professionalism, ethics and integrity, we pride ourselves in benefiting not only client companies, but also the communities where they locate.*

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## Our Impact Plan

FairWinds Advisors recognizes our responsibility to improve economic opportunities for individuals and communities both through our economic development services as well as through our community giving.

Annually, we track and develop impact targets. As we grow and strive for continual improvement, we recognize that our corporate clients need to be shown all options for relocation, expansion and new site developments. Often “brownfield” distressed, revitalizing and rural sites are overlooked for more convenient or “greenfield” sites. We routinely promote distressed, revitalizing and rural areas\* by showing these options and their potential to our clients. Below are our goals and results for 2014, 2015, and 2016 as well as our goals for 2017.

FAIRWINDS ADVISORS	2014 Goal	2014 Actual	2015 Goal	2015 Actual	2016 Goal	2016 Actual	2017 Goal	2017 Actual
<b>Thoughtful Solutions</b>								
Total New Jobs	1500	1635	1800	1916	1950	2720	2200	
Distressed Communities	2	3	4	4	5	2	5	
Revitalized Areas	4	6	6	6	7	4	7	
Rural Areas	1	2	3	1	3	2	3	
Total Capital Investment	\$125M	\$138M	\$150M	\$202M	\$215M	\$85M	\$215M	
<b>Giving Back</b>								
Total Volunteer Hours	175	200.5	250	252	275	280	100	
% Net Profit Donated	2.5%	2.5%	10%	14%	10%	10%	12%	

## Basic Chart Explanation

We saw a very interesting trend with projects in 2016. Seventy-six percent of projects we completed had fewer than 50 employees, though many of these companies were well-funded and made plans to hire more employees than companies in years past. Total capital investment was less, however many projects were leasing rather than buying or building in 2016.

## Thoughtful Solutions

FairWinds Advisors recognizes our responsibility to provide thoughtful economic development solutions and site selection options to our corporate and not-for-profit clients while creating meaningful partnerships with state and local government authorities, communities, organizations and individuals.

We provide sound and well-researched advice and possibilities taking into account the improvement of economic opportunities and human capital for companies as well as communities, organizations and individuals both through our economic development services as well as through our community giving.

## Giving Back

Central to our commitment to community impact and excellence in business, FairWinds Advisors believes in giving back. Each year, we commit and volunteer to a cause for which we are passionate. To support our initiatives FairWinds pledges to donate 10% of net profits.

The cornerstone of economic development rests with the education of our young people and giving boys and girls equal opportunities to make high salaries and achieve great personal satisfaction from work.

### [Economic Empowerment through Local NFP Support / Concerts for a Cause Indy](#)

We are excited to launch a partnership with Indianapolis based Concert for a Cause during the latter part of 2016 and have decided to continue our support during 2017. FairWinds is pleased to announce our sponsorship of and board membership with Concerts for a Cause. This is a 501C3 organization that supports local not-for-profits that have a positive impact on the lives of Hoosier children and families in need.

### [Economic Empowerment through Experience / Wabash College & Butler University](#)

In 2015 FairWinds Advisors and Wabash College developed a partnership to provide an 8-week internship based on experiential learning. We are continuing this opportunity. This internship takes an advanced look at economic development, site selection, incentives and tools as well as presentation and various economic and social impacts and options. State and local government processes, rules and policies are explored as well as community and organization partnerships and general corporate project planning for mutually beneficial outcomes, financial and otherwise.

Students would be hard-pressed to find this kind of hands-on and in-depth experience anywhere else.

\*FairWinds Advisors uses the following **definitions** to delineate distressed, revitalized or urban renewal, rural, greenfield site and brownfield site:

A “**distressed area**” is “a county or equivalent division of local government of a state in which, according to the most recent available data from the United States Bureau of the Census, 40 percent or more of the residents have an annual income that is at or below the poverty level.”

A “**revitalized or urban renewal**” area is “a slum area or a blighted, deteriorated, or deteriorating area in the locality involved which the Secretary approves as appropriate for an urban renewal project. [ . . . ] A project may involve slum clearance and redevelopments rehabilitation and conservation, or a combination of both. It may include acquisition of land, relocation of displaced site occupants, site clearance, installation of site improvements, and rehabilitation of properties and disposition of acquired land for redevelopment in accordance with the Urban Renewal Plan.” ([http://www.huduser.org/portal/glossary/glossary\\_all.html](http://www.huduser.org/portal/glossary/glossary_all.html))

“The US Department of Housing and Urban Development (HUD) defines “**rural**” in three ways: A place having fewer than 2,500 inhabitants; a county or parish with an urban population of 3,000 inhabitants or less; any place with a population not in excess of 20,000 inhabitants and not located in a Metropolitan Statistical Area.”

With certain legal exclusions and additions, the term “**brownfield site**” means real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. (The Brownfields Site definition is found in Public Law 107-118 (H.R. 2869) - “Small Business Liability Relief and Brownfields Revitalization Act” signed into law January 11, 2002.)

A “**greenfield site**” is undeveloped land in a city or rural area either used for agriculture, landscape design, or left to evolve naturally. These areas of land are usually agricultural or amenity properties being considered for urban development. Greenfield land can be unfenced open fields, urban lots or restricted closed properties, kept off limits to the general public by a private or government entity. Rather than building upon greenfield land, a developer may choose to redevelop brownfield, areas that have been developed but left abandoned or underused.