

QUALITY OF PLACE & WORKFORCE ATTRACTION PLAN

DUBOIS COUNTY, INDIANA

DECEMBER 2025



TABLE OF CONTENTS

INTRODUCTION 03

OUR STORY 04

ENGAGEMENT 06

DATA 08

CONTEXT 11

SOLUTIONS 20

CLOSING 26

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INTRODUCTION

As part of an overarching strategy for improving economic and community prosperity in the Indiana Uplands, Regional Opportunity Initiatives (ROI) established a grant opportunity for the 11 counties of our region to help ensure the region is ready for the opportunities ahead.

Ready Communities grants provide communities and organizations with resources to strategically develop programs and projects that build quality of place, grow regional capacity for workforce development and attraction, and improve the attributes and amenities that make the Indiana Uplands a desirable place to live, work, and play.

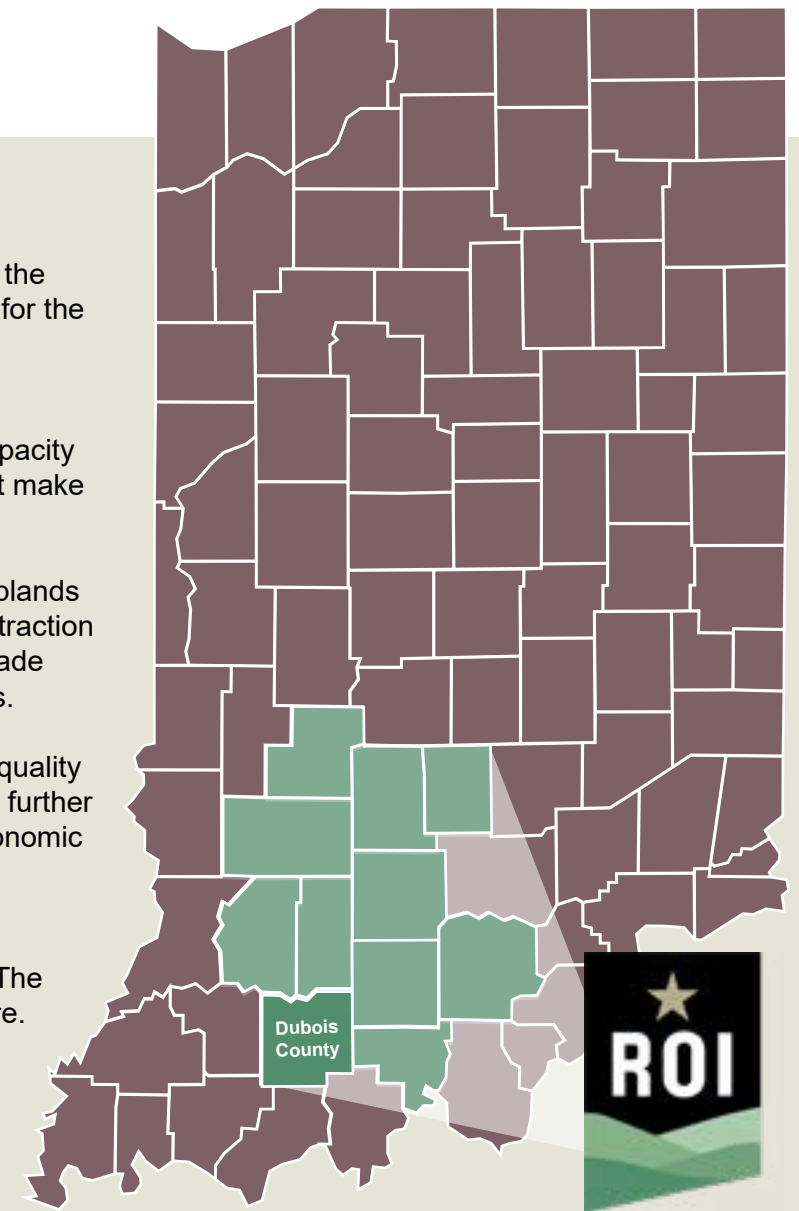
In 2019, the process began with Ready Communities Planning Grants. Each Indiana Uplands county received a \$50,000 planning grant to develop Quality of Place and Workforce Attraction Plans. Following the Ready Communities Planning Grant stage, up to \$3 million was made available for competitive quality of place and workforce attraction implementation grants.

These planning and implementation grants from ROI provided the foundation for many quality of place and workforce attraction initiatives and projects. Uplands counties were able to further utilize their plans to capitalize on funding opportunities through the state's Regional Economic Acceleration and Development Initiative (READI 1.0 and 2.0).

Recognizing the success of these initial planning efforts, ROI sought to reconvene our county partners to update the Quality of Place and Workforce Attraction plans in 2025. The hallmark of these plans is inclusive community input in developing priorities for the future. The consensus built around these priorities provides a roadmap for success.

What Is A Quality of Place and Workforce Attraction Plan?

The Quality of Place and Workforce Attraction Plans provides county and community leaders a strategic plan for, developing and implementing projects and initiatives to build quality of place amenities, strengthen local and regional capacity for workforce attraction and improve residents' quality of life. Together these efforts make the Indiana Uplands a desirable place to live, work and play.



The plan that follows was funded by a grant from the Regional Opportunity Initiatives, Inc. (ROI) and was completed as part of a wholistic strategy for improving economic and community prosperity in the Indiana Uplands counties (Brown, Crawford, Daviess, Dubois, Greene, Lawrence, Martin, Monroe, Orange, Owen and Washington).

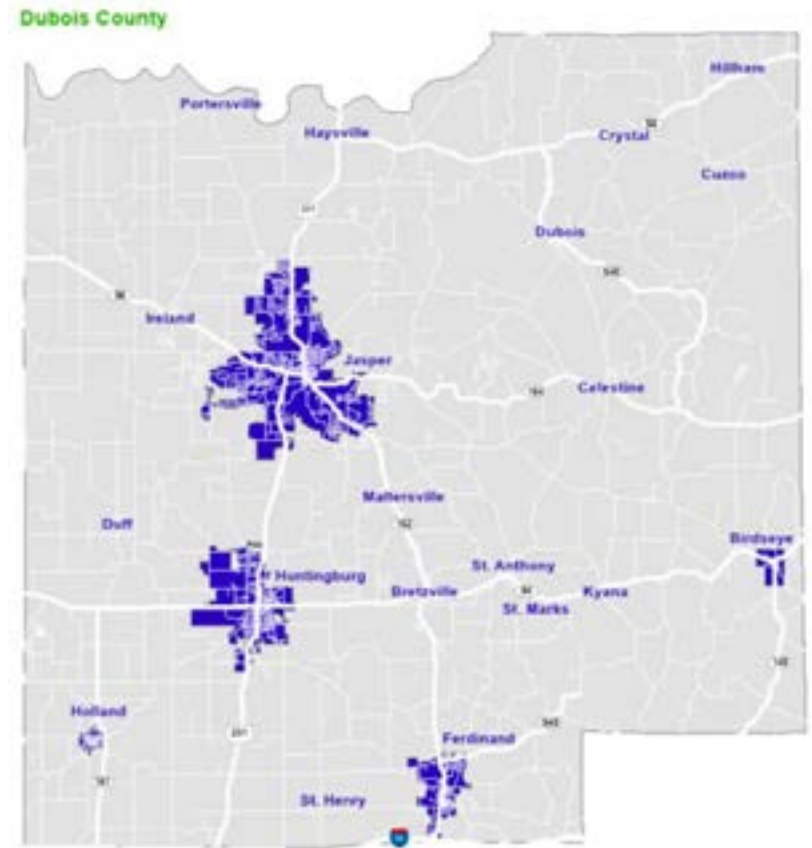
OUR STORY

LOCAL & REGIONAL CONTEXT

Dubois County is located in Southern Indiana with Interstate 64 running along the southern border of the county limits. The county is part of the Indiana Uplands, an 11-county region encompassing Brown, Crawford, Daviess, Dubois, Greene, Lawrence, Martin, Monroe, Orange, Owen and Washington counties. The county is located approximately one hour away from large population centers such as Louisville, Kentucky and Evansville, Indiana and is approximately 30 minutes away from regional destinations such as French Lick, Indiana and Santa Claus, Indiana. The county is approximately 432 square miles, has 12 townships and includes incorporated communities of Jasper, Huntingburg, Birdseye, Ferdinand, and Holland. Dubois County is also a part of the Jasper Micropolitan Statistical Area which also includes Pike County.

HISTORY SNAPSHOT

Prior to its official formation in 1818, Dubois County was inhabited by Indian Tribes. These tribes developed Indian trails, which established a foundation for early settlement and growth. In addition to the Indian Trails, a cleared 10-20-foot path stretching from Illinois to Kentucky, known as Buffalo Trace, was located in the county and served as a principal road for early travelers. The establishment of Buffalo Trace and the Indian Trails - as well as natural features such as the White River and Patoka River, enhanced the growth and development of the county. For example, Portersville (the first seat of Dubois County) was located along Buffalo Trace and the White River. Before the official establishment of Dubois County, the first white settlers arrived in 1801. Portersville, Ireland, and Haysville were the first areas to develop along principal travel routes, with the current County Seat of Jasper developing in the mid-1820's. Other communities in Dubois County that were not along the principal routes developed 20 to 30 years later.



PREVIOUS PLANNING SUMMARY

In 2019, several local leaders took part in the original Quality of Place and Talent Attraction(QPAT) plan. Since it's adoption, many projects have been completed or have moved forward. This plan will start where the 2019 QPAT left, and aims to create more opportunity to move Dubois County forward.

Dubois County has several adopted community partner plans that outline a focus for the future. Prior to developing this plan, it was decided that this effort should not just add to the "to do" list for the county, but review and consolidate that "to do" list through the lens of quality of life and workforce attraction as well as identify next steps. The following summarizes the reviewed plans and outlines the components of the plans that relate to quality of life and workforce attraction.

Dubois County Comprehensive Plan

The Dubois County Comprehensive Plan was adopted in 2009 and is being updated and completed in 2026. However, many of the big ideas expressed in this plan are still valid for today. The vision statement for the plan states, "Dubois County strives to be a great place to live, work and visit by embracing change that fosters economic development opportunities. Preserving historic, natural and rural features that foster tourism and a unique rural living environment are also priorities to the county." The plan provides policy statements for Land Use and Infrastructure as well as objectives for Economic Development, Community, Transportation, Utilities, Environment, Housing, and Recreation.

Dubois County Housing Study

The 2023 housing study defined the County's housing market, quantified local housing demand, and outline a housing strategy and action plan. The strategies in this study included a demand for 1,282 housing units in Jasper, 484 units in Huntingburg, and 80 units in Ferdinand by 2035. Actions and strategies for these included sharing risk, increasing variety of housing, secure and conserve existing housing, and leverage existing and add new lots.

CEDS - Indiana Region 15

The CEDS Plan for Indiana Region 15 covers Dubois County as well as Crawford, Orange, Perry, Spencer and Pike County. During this planning process the committee established four regional economic development goals that focused on helping businesses succeed, enhancing regional connectivity, enhancing quality of life, and attracting tourists and enhancing arts. The following objectives listed in the plan relate to attracting workforce and improving quality of life.

Jasper Comprehensive Plan

The Impact Jasper Comprehensive Plan is a recent planning project (2019), which includes approximately 100 different strategies related to the economy, community, legacy, and livability. The City of Jasper is also undergoing a comprehensive plan that will be complete in 2026, due to the successful completion of approximately 85%+ of the 2019 plan.

Huntingburg Comprehensive Plan

Your Home Your Huntingburg is the 2020 Comprehensive plan for the city, adopted in 2020. This sets a vision through 2030 for Huntingburg and includes the community vision, goals, and a set of strategies that respond to the changing demographics and markets while creating policies to guide the city's future planning and development decisions.

Flourishing Ferdinand Comprehensive Plan

The 20 Flourishing Ferdinand Comprehensive Plan outlines five themes that are the focus and organizing elements of the plan. Each theme has a series of goals that are supported by a collection of recommendations. Recommendations include land use and growth, mobility and public services, housing, and economic growth.

Various Other Plans Identified

- INDOT Long Range Transportation Plan;
- Next Level Roadways Dubois County;
- Safety Mitigation Plan;
- Health Community Action Plan;
- Jasper - Downtown Riverfront Plan;
- Huntingburg Stellar Communities Plan;
- Jasper Community Arts Strategic Plan ;
- Hub 19 Plan via Ready Schools;

and many others either past, present, or ongoing that shape Dubois County's landscape.

ENGAGEMENT

2019 QPAT ENGAGEMENT

The updated plan builds on previous planning efforts while incorporating refreshed community input through a deliberate and inclusive engagement process. This process included a series of QPAT Team working sessions that brought together key representatives from across Dubois County. The team met at major milestones to review existing plans, identify recurring themes, prioritize project ideas, and refine implementation strategies. These sessions helped ensure alignment across organizations and maintained continuity with prior planning work while updating priorities to reflect current needs.

To deepen understanding of community perspectives, five roundtable focus groups were held with the Latino community, major employers, government officials, youth and emerging professionals, and countywide institutions. Participants shared what quality of life means to them, the assets they value, and the gaps that hinder population attraction and workforce readiness. Themes such as housing options, childcare access, cultural inclusion, mobility improvements, entertainment amenities, and workforce development consistently emerged. These conversations provided nuanced insight into lived experiences, workforce barriers, and the community's vision for the future.

A public workshop at Vincennes University Jasper further validated these priorities. Attendees reviewed the draft concepts, identified key focus areas, and offered additional input—including the need for short-term housing options, expanded childcare, improved connectivity, and diversified job opportunities. All feedback was collected and incorporated into the plan, ensuring the final priorities reflect broad, community-driven perspectives and align with the needs of residents, employers, and local leaders.



QPAT Working Session #2



QPAT Working Session #2

2025 QPAT ENGAGEMENT

Drawing on the engagement of the 2019 study, the 2025 QPAT lined up well with other local comprehensive plans such as Ferdinand, Jasper, and the Dubois County Comprehensive Plans. Due to the ongoing and overlapping surveys, this updated plan used the data from the Quality of Place questions from each of those plans.

By doing so, we were able to capture vast and broad data points from all across the county, while also adding a specific focus towards quality of place and the alignment from each plan.

In 2019, the study identified 16 'Big Ideas' and next steps for each. This update accounts for these Big Ideas, consolidates them, and aims to create an updated view for quality of place and talent attraction in Dubois County.

This updated version of the plan identified key areas from responses housing to parks, trails, and more activities to infrastructure and economic diversity. Focusing this plan on quality of place and its relation to talent attraction, four key themes emerged from the comprehensive plan's surveys.

Key Themes

- Improve the Aesthetics and Beautification of Dubois County to Create a Vibrant Place to Live
- Connectivity and Infrastructure Development for Future Growth
- Improve Arts, Culture, Entertainment, and Recreational Activities for All Ages
- Continue to Enhance a Holistic Approach to Education and Workforce Development

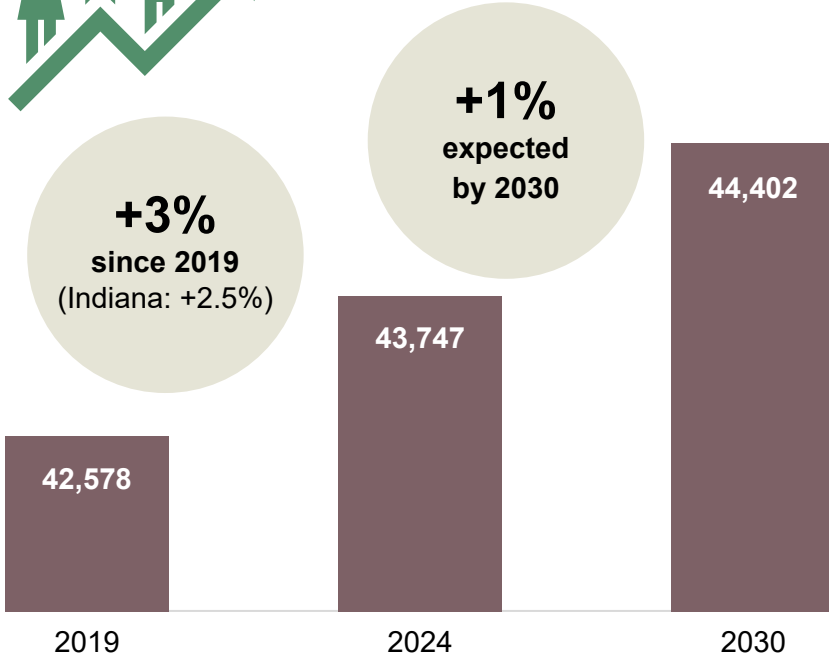


DATA PROFILE



POPULATION CHANGE

Source: Lightcast, 2024



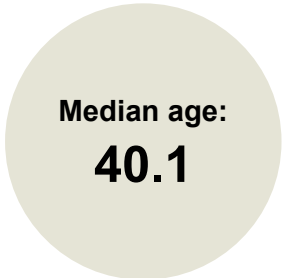
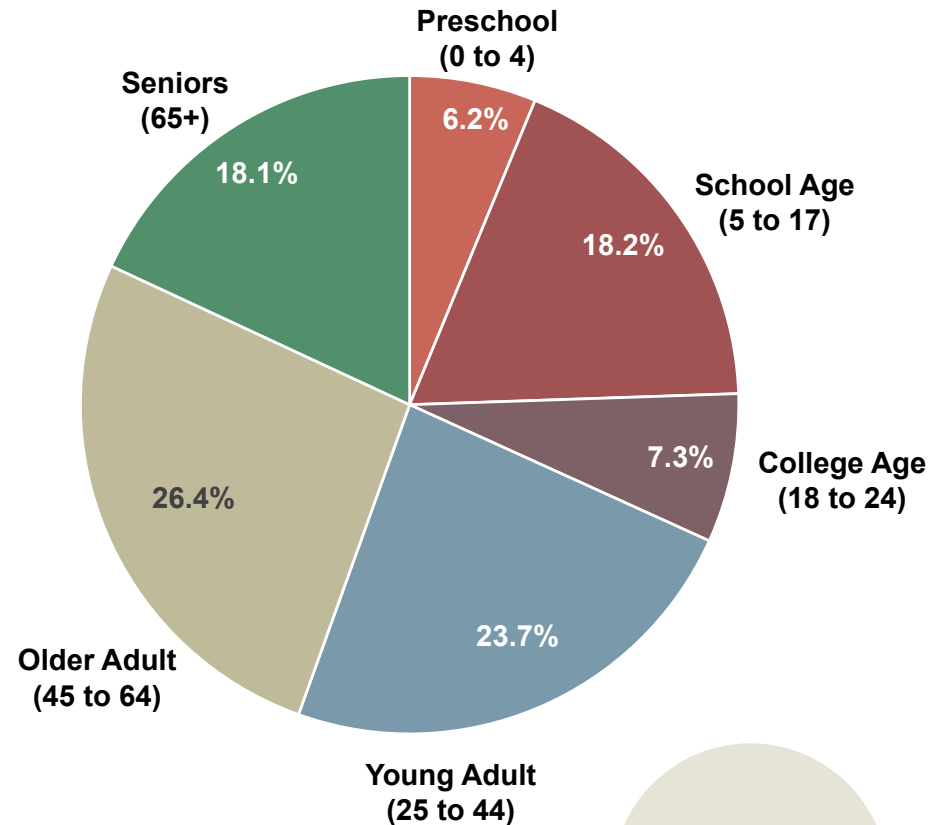
RACE & ETHNICITY

Source: Lightcast, 2024

White	89.2%
Hispanic/Latino	10.5%
African American/Black	0.8%
Asian	0.8%

AGE DISTRIBUTION

Source: U.S. Census Bureau, 2023



(Indiana: Seniors 17.5%; Older Adult 23.9%; Young Adult 25.9%; College Age 9.7%; School Age 17.0%; Preschool Age 5.9%)

MEDIAN HOUSEHOLD INCOME

Source: American Community Survey, 5-year estimates, 2023



\$71,918

(Indiana: \$70,051)

MEDIAN HOME SALE

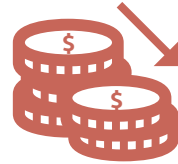
Source: Indiana Association of Realtors, 2025



\$247,000

POVERTY

Source: American Community Survey, 5-year estimates, 2023



13.9%
AMONG CHILDREN

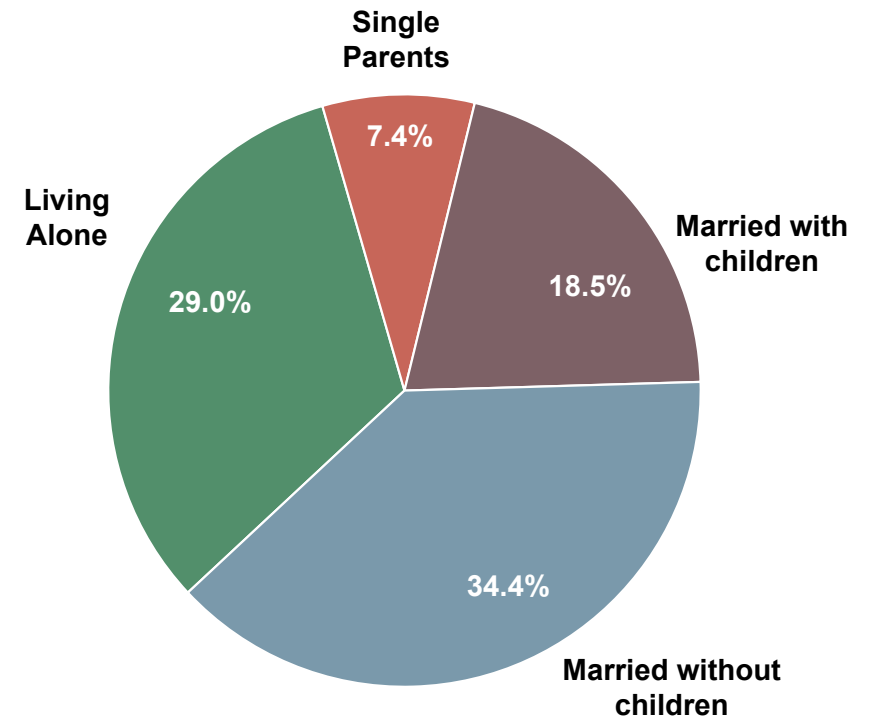
(Indiana: 15.7%)

9.5%
OVERALL

(Indiana: 12.2%)

HOUSEHOLD TYPE

Source: American Community Survey, 5-year estimates, 2023



(Indiana: Single Parents 9.0%, Married with children 17.2%; Married without children 29.4%; Living Alone 29.8%;)

CHILD CARE

Source: Transform Consulting Group, 2024



\$7,925

Average Annual Cost of
Child Care in the County

(Indiana: \$8,590, Source for Indiana data: Early Learning Indiana, 2024)



COMMUTING TRENDS

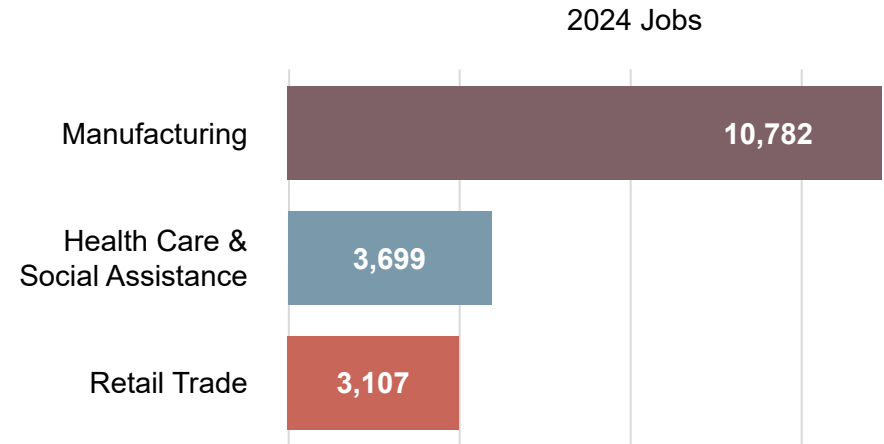
Source: Lightcast, 2024

Top Counties for Inbound Commuters	Top Counties for Outbound Commuters
Spencer	Vanderburgh
Perry	Spencer
Pike	Marion



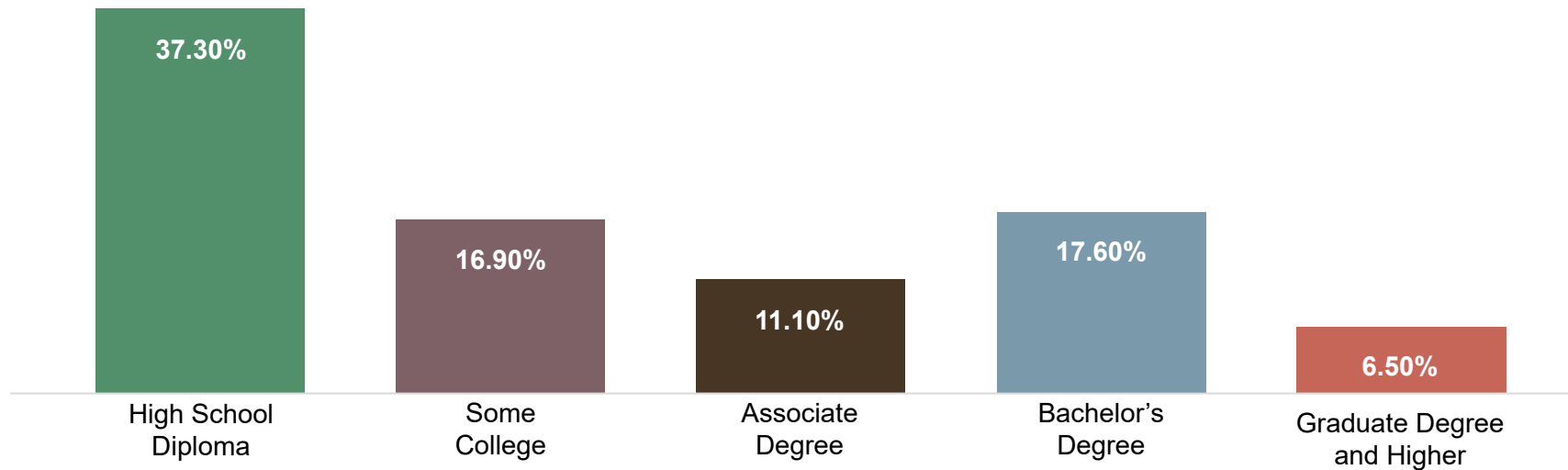
TOP INDUSTRIES

Source: Lightcast, 2024



EDUCATIONAL ATTAINMENT

Source: Lightcast, 2024



CONTEXT

Since the adoption of the 2019 QPAT plan, meaningful progress has been made across several priority areas, particularly in collaboration, project readiness, and implementation momentum. One of the most notable successes has been the increased coordination among local governments, economic development partners, workforce organizations, and community stakeholders. This alignment has allowed projects identified in the 2019 plan to move from concept to execution more efficiently than in previous planning cycles.

Several initiatives outlined in the 2019 plan have been partially or fully implemented. These include targeted infrastructure improvements, expanded business retention and expansion efforts, and continued investment in workforce and talent initiatives. The region has strengthened its ability to support existing employers while positioning itself more competitively for new investment. Progress tracking shows that many projects reached advanced stages of completion, reflecting improved project management and clearer ownership among partner organizations. Success stories include leveraging regional partnerships to advance funding applications, accelerating site readiness efforts, and sustaining momentum on long-term quality-of-life investments that support workforce attraction and retention.

As a result, the overall direction has been refined rather than replaced. The core priorities remain, and the overall direction is the same. Below is an updated 2019 progress report with estimated percentage of completion.



PROGRESS

Big Idea Resources & Partners Matrix		
Big Idea	Potential Next Steps (Projects, Programs, Policies)	% Complete
1 Workforce Housing	Establish county-wide land use control ordinances.	20%
	Land bank vacant or abandoned property to exchange with developers in return for workforce housing.	20%
	Develop short-term housing options for interns or short-term workers interested in working in Dubois County.	25%
2 Population Attraction & Retention	Develop an incentive program to encourage young professionals to move to Dubois County such as a housing assistance or relocation program.	100%
	Support organizations such as Grad Grid to aid in the attraction and retention of talent.	100%
3 Affordable Child Care	Support the expansion of existing high-quality child care facilities to expand their capacity.	25%
	Develop an affordable and high-quality child care program and/or facility supported by partnerships with the Tri-County YMCA and local businesses.	25%

PROGRESS

4	High Speed Internet	Apply for next level connection grant funding to increase high speed internet in the rural areas of the county.	99%
5	Gateway Improvements	Complete and install county-wide wayfinding signage.	90%
		Design and install gateway signs near prominent entry-ways to the county, cities, and towns.	50%
		Create banners that promote Dubois County that can be installed on light posts.	100%
		Improve the US 231 corridor through physical roadway and aesthetic improvements.	0%
		Install aesthetic improvements to and near the Huntingburg Airport.	100%
6	Regional Connectivity	Implement a public transit service connecting residents to jobs, education, and everyday needs.	25%
		Develop a regional multi-use trail connecting Huntingburg, Ireland, Jasper and Ferdinand.	0%
		Expand sidewalks and trail connections within local municipalities.	25%
		Support the RDA's efforts to implement the Mid-States Corridor.	100%
7	Expanded Recreational Facilities & Programming	Construct an indoor recreational facility that has the flexibility to offer a variety of recreational activities.	85%
		Expand the amount of indoor recreational activities and programs for all ages.	50%
		Expand the amount of recreational activities and programs for adults and seniors.	33%
		Support projects identified in various partners plans such as the Dubois County 5-Year Parks and Recreation Master Plan.	N/A

PROGRESS

8	Language Barriers	Offer translation of important documents such as utility bills.	66%
		Provide translation services and educational training for adults several times during the day to accommodate work schedules.	66%
		Encourage employers to hire bilingual human resource employees to reduce the barrier for the Hispanic community to find employment.	100%
9	Promotion of Assets & Tourism Development	Coordinate various marketing efforts that are occurring throughout Dubois County and the region such as the Indiana Uplands.	20%
		Work to leverage regional tourists to travel to Dubois County through billboards and expanded marketing campaign.	100%
		Develop a placemaking project at Patoka Lake.	0%
		Establish a robust website/welcome packet/app that links job opportunities, travel destinations or entertainment options, housing options and information about Dubois County to help market it as a great place to live, work, and play.	25%
		Support downtown revitalization and enhancement efforts.	100%
		Complete the Jasper School House Experience.	100%
10	Small Business Development	Collaborate with partners to provide technical assistance programs for small businesses.	100%
		Help direct small businesses to state programs and local lending institutions that can offer financial assistance.	75%
		Combine technical assistance, financial assistance, space, business resources into one location such as a business incubator to facilitate entrepreneurship.	75%
11	Public Art/ History	Install art installations throughout the county.	33%
		Map historic sites and structures, art installations and other art destinations throughout	50%
		Implement interpretive signage that matches the wayfinding signs to promote and share the History of Dubois County.	50%
		Support projects identified in partners plan such as the Jasper Community Arts Strategic Plan.	100%

PROGRESS

12	Property Improvement	Implement an Owner-Occupied Rehabilitation Program.	100%
		Create county-wide clean-up days.	0%
		Expand county staff to better enforce property maintenance codes.	50%
		Address abandoned and dilapidated property.	20%
13	Drug Prevention & Rehabilitation	Develop a substance abuse rehabilitation and treatment facility.	0%
		Work with public and private partners to expand counseling programs for those suffering from addiction.	33%
14	Attraction of "Middle" Income Jobs	Align target industries and incentive policies with industries that will provide middle income jobs and include commitments to hiring locally.	66%
		Promote from within and upskill existing workforce for employee retention in BRE meetings with existing employers.	80%
		Provide training incentives to encourage employers to up-skill existing workforce.	66%
		Develop an awareness campaign about the importance of automation in remaining competitive.	0%
15	Education	Develop grade level exemplars for graduate profiles.	100%
		Expand the HUB19 website capabilities.	50%
		Create a financial literacy framework and work ethic certification program.	0%
		Change perceptions about local and other relevant career opportunities as part of an awareness campaign.	25%
		Consider re-use of the closed Celestine Elementary School	10%
		Implement a maker space and/or mobile library	100%
16	Large Business/Industry Attraction	Integrate economic resiliency target industries into the economic development strategy and actively pursue employers that increase resiliency	33%
		Target industries that are attractive to young talent, provide occupational diversity, and leverage the educational pipeline.	33%

PRIORITIES

Objective 01

Improve the Aesthetics and Beautification of Dubois County to Create a Vibrant Place to Live

STATEMENT:

Improving the aesthetics and beautification of Dubois County is essential to creating a vibrant, welcoming place to live, work, and visit. Attractive streetscapes, enhanced gateways, public art, and revitalized properties reinforce community pride and strengthen our sense of place. These improvements elevate quality of life, support local businesses, and reflect the county's commitment to growth and inclusivity. By investing in well-designed public spaces and cohesive beautification efforts, Dubois County can better attract residents, families, and talent while ensuring a strong and inspiring environment for future generations.

WHY IS THIS A PRIORITY?

Well-maintained places strengthen community pride, support quality of life, and create a welcoming first impression. Enhancing aesthetics helps Dubois County compete for residents and talent, reinforces local identity, and ensures public spaces reflect the vibrant, future-focused community residents expect.

KEY CONSIDERATIONS:

Strengthening community identity through cohesive design, enhancing major gateways and corridors, and prioritizing the revitalization of aging or underutilized properties. Expanding public art, landscaping, and placemaking elements can reinforce a sense of pride and inclusivity. Coordination across municipalities is essential to ensure consistent standards and shared priorities. Improvements should support walkability, safety, and connectivity while reflecting community values. Finally, beautification must align with broader workforce attraction goals by creating an environment that appeals to residents, families, and prospective talent.

PRIORITIES

Objective 02

Connectivity and Infrastructure Development for Future Growth

STATEMENT:

Strengthening connectivity and modernizing infrastructure are essential to supporting Dubois County's long-term growth and quality of life. Enhancing transportation options, expanding trails and sidewalks, and improving broadband access all contribute to a more connected, accessible, and resilient community. Thoughtful infrastructure investment supports safety, mobility, and economic opportunity while linking residents to jobs, schools, and amenities. By prioritizing coordinated improvements across municipalities, Dubois County can create a foundation that meets current needs and prepares the county for future workforce, housing, and business demands.

WHY IS THIS A PRIORITY?

Ensuring that residents can move safely, access essential services, and engage fully in community life. Modern, reliable systems support economic growth, attract workforce and families, and prepare the county for future demands, strengthening overall quality of life and long-term resilience.

KEY CONSIDERATIONS:

- Ensure safe, efficient mobility through improved roadways and multimodal options.
- Expand sidewalks, trails, and bike routes to enhance community connectivity.
- Coordinate infrastructure planning across municipalities for consistency and impact.
- Support access to jobs, schools, parks, and services through strategic improvements.
- Reinforce infrastructure that supports future housing and workforce needs.
- Invest in resilient, modern systems that position Dubois County for long-term growth.

PRIORITIES

Objective 03

Improve Arts, Culture, Entertainment, and Recreational Activities for All Ages

STATEMENT:

Enhancing arts, culture, entertainment, and recreational activities is essential to creating a vibrant, inclusive Dubois County. Residents consistently value opportunities that bring people together, celebrate local identity, and offer diverse experiences for all ages. Strengthening cultural amenities, expanding recreational options, and supporting creative placemaking enrich daily life, foster community pride, and attract new families and talent. By investing in engaging public spaces, events, and facilities, Dubois County reinforces its commitment to quality of life and builds a dynamic environment where people of all backgrounds feel connected and inspired.

WHY IS THIS A PRIORITY?

These amenities create connection, support mental and physical wellbeing, and reflect the county's identity. Vibrant cultural and recreational options attract families, retain young talent, and strengthen local pride. They also stimulate economic activity, draw visitors, and enhance Dubois County's overall quality of place

KEY CONSIDERATIONS:

- Provide diverse, age-friendly amenities that reflect community interests and cultural identity.
- Expand access to parks, trails, and recreational facilities across the county.
- Support public art and creative placemaking to strengthen sense of place.
- Encourage partnerships among arts organizations, schools, and local institutions.
- Ensure facilities and programs are inclusive, affordable, and welcoming to all residents.
- Promote events and activities that build community connection and attract visitors.

PRIORITIES

Objective 04

Continue to Enhance a Holistic Approach to Education and Workforce Development

STATEMENT:

A strong, future-ready workforce begins with an educational ecosystem that supports residents at every stage of life. By aligning K–12 schools, higher education, industry partners, and community organizations, Dubois County can better prepare individuals for evolving career pathways and emerging economic opportunities. Expanding experiential learning, career awareness, and adult upskilling strengthens workforce resiliency. Addressing childcare availability—an essential component of workforce participation—ensures families can fully engage in education and employment. Together, these efforts help retain talent and advance community wellbeing.

WHY IS THIS A PRIORITY?

A holistic approach to education and workforce development is critical because it ensures residents have the skills, support, and opportunities needed to succeed in a changing economy. Aligning education with industry needs strengthens talent retention, supports local employers, and prepares students for meaningful careers. Addressing childcare gaps further enables families to fully participate in the workforce. Together, these efforts build long-term economic resiliency and enhance overall community wellbeing.

KEY CONSIDERATIONS:

- Strengthen alignment among K–12 schools, higher education, and industry partners.
- Expand career awareness, work-based learning, and hands-on training opportunities.
- Support adult education, reskilling, and upskilling to meet evolving workforce needs.
- Ensure equitable access to high-quality childcare to enable full workforce participation. Promote programs that build soft skills, work ethic, and readiness across all ages. Encourage coordinated communication and collaboration among education, employers, and community organizations.

SOLUTIONS

Beautification efforts are essential to strengthening Dubois County’s identity and creating a vibrant, welcoming environment. Enhancing gateways, key corridors, and downtown lighting will elevate community character and improve first impressions. Strengthening existing tourism assets and protecting natural areas through countywide zoning will support recreation and long-term quality of place. A unified regional brand and cohesive wayfinding will tie these efforts together, promoting Dubois County as a connected, attractive, and forward-looking community.

Objective 01

Improve the Aesthetics and Beautification of Dubois County to Create a Vibrant Place to Live

STRATEGIES AND ACTIONS

1.1 Gateway and Corridor Enhancements

1.1.1 Install cohesive gateway features, lighting, and signage at major county entry points and Mid-States interchanges.

1.1.2 Enhance key corridors—such as 4th Street and the League Stadium area—with upgraded streetscapes, landscaping, and pedestrian amenities.

1.1.3 Develop a countywide wayfinding system that guides residents and visitors to major destinations and activity areas.

1.2 Tourism Asset Enhancement

1.2.1 Improve access, signage, and visitor amenities at the Jasper Train, Patoka Lake, and Ferdinand State Forest.

1.2.2 Strengthen digital promotion of existing attractions through unified messaging and coordinated marketing.

1.2.3 Enhance the visitor experience with interpretive signage, trail connections, and branded storytelling at key tourism sites.

PERFORMANCE MEASURES

1.1.1 Increase the number of improved gateways, corridors, or key nodes completed annually, measured by documented upgrades in lighting, signage, landscaping, or streetscape elements.

1.2.1 Increase year-over-year visitation and engagement at existing tourism assets, measured through ridership counts, park visitation data, event attendance, or digital engagement analytics.

PARTNERS

- Municipalities
- Visit Dubois County
- Dubois Strong
- Dubois County Community Foundation
- Indiana Tourism

STATUS

- 1.1** In Progress - 20%
- 1.2** In Progress - 60%

SOLUTIONS

Beautification efforts are essential to strengthening Dubois County’s identity and creating a vibrant, welcoming environment. Enhancing gateways, key corridors, and downtown lighting will elevate community character and improve first impressions. Strengthening existing tourism assets and protecting natural areas through countywide zoning will support recreation and long-term quality of place. A unified regional brand and cohesive wayfinding will tie these efforts together, promoting Dubois County as a connected, attractive, and forward-looking community.

Objective 01

Improve the Aesthetics and Beautification of Dubois County to Create a Vibrant Place to Live

STRATEGIES AND ACTIONS

1.3 Natural Assets and Zoning

- 1.3.1 Develop and adopt a countywide zoning framework that protects scenic resources and guides responsible growth.
- 1.3.2 Establish conservation-focused zoning overlays for natural areas, recreation corridors, and sensitive landscapes.
- 1.3.3 Create development standards that preserve natural character while supporting sustainable community expansion.

1.4 Branding and Identity.

- 1.4.1 Implement a unified regional brand that is adopted across all municipalities and public-facing agencies.
- 1.4.2 Launch a digital-first branding and marketing strategy to promote attractions, events, and community identity.
- 1.4.3 Standardize signage, color palettes, and design elements for use in public spaces, tourism materials, and wayfinding systems.

PERFORMANCE MEASURES

- 1.3.1 Adopt a countywide zoning framework and track the number of conservation or natural asset protection areas formally designated within the first three years.
- 1.4.1 Achieve consistent branding and wayfinding adoption across all municipalities, measured by the percentage of jurisdictions using unified branding elements in digital platforms and physical signage.

PARTNERS

- Municipalities
- Visit Dubois County
- Dubois Strong
- Dubois County Community Foundation
- Indiana Tourism

STATUS

- 1.3 Not Started - 0%
- 1.4 In Progress - 15%

SOLUTIONS

Enhancing connectivity and infrastructure is essential to supporting Dubois County's long-term growth and quality of life. Expanding an integrated trail network will link parks, neighborhoods, and key destinations, providing both recreational opportunities and practical mobility options. Strengthening connections within and between communities through improved sidewalks, bike lanes, and multimodal routes will create safer, more accessible pathways for all users. Establishing flexible transit connections between the county's three major hubs will further support workforce mobility and regional access.

STRATEGIES AND ACTIONS

2.1 Trail Network Expansion

- 2.1.1 Identify and prioritize trail segments that link parks, neighborhoods, schools, and community destinations.
- 2.1.2 Secure funding and partnerships to design and construct new multi-use trails.
- 2.1.3 Improve signage, crossings, and trail amenities to enhance user experience and safety.

2.2 County-wide Transit Connections

- 2.2.1 Conduct a feasibility study to evaluate transit options connecting the three major hubs.
- 2.2.2 Pilot flexible or on-demand transit services to assess community needs and ridership potential.
- 2.2.3 Coordinate with regional partners to expand access to employment, healthcare, and education.

2.3 Improved Inter- and Intra- city Connectivity

- 2.3.1 Develop a connectivity plan prioritizing sidewalks, bike lanes, and multimodal routes.
- 2.3.2 Upgrade high-traffic corridors to improve pedestrian and cyclist safety.
- 2.3.3 Integrate multimodal improvements into roadway projects to strengthen links between communities.

Objective 02

Connectivity and Infrastructure Development for Future Growth

STATUS

2.1 In Progress - 50% 2.3 In Progress - 30%
2.2 Not Started

TIMELINE

2.1 ST 2.3 MT
2.2 LT

PERFORMANCE MEASURES

- 2.1.1 Increase annual miles of new or improved trail segments that connect parks, neighborhoods, and key destinations
- 2.2.1 Create a framework for county-wide transit
- 2.2.2 Demonstrate year over year growth
- 2.3.1 Expand linear miles of new or upgraded sidewalks, bike lanes, and multi-modal routes each year

PARTNERS

- Municipalities
- INDOT

SOLUTIONS

Enhancing arts, culture, entertainment, and recreation is essential to creating a vibrant and inclusive Dubois County. Expanding public art and cultural storytelling will activate community spaces and highlight local identity. Multicultural and multi-generational events will strengthen belonging, while recreational sports and specialty events broaden entertainment options. Interactive experiences and promotion of existing attractions will enrich the resident and visitor experience, fostering creativity, connection, and a dynamic quality of life for all ages.

STATUS	3.1 In-Progress - 15% 3.2 In-Progress - 66%	3.3 Not Started
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TIMELINE	3.1 MT 3.2 ST	3.3 MT
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PERFORMANCE MEASURES

3.1.1 Increase the number of new public art installations or cultural waypoints completed annually.

3.2.1 Demonstrate year-over-year growth in attendance and participation at multicultural and multi-generational events.

3.3.1 Track an annual increase in recreational sports participation or specialty event attendance.

PARTNERS

- Visit Dubois County
- Industry Partners
- Dubois County Community Foundation
- Parks Department

Improve Arts, Culture,
Entertainment, and
Recreational Activities for All Ages

Objective 03

STRATEGIES AND ACTIONS

3.1 Public Art, Cultural Storytelling & Trail Activation

3.1.1 Install public art, sculptures, and interactive pieces along trails and key public spaces.

3.1.2 Partner with local manufacturers to create art that reflects the community's heritage.

3.1.3 Develop a branded cultural trail featuring waypoints and storytelling elements.

3.2 Multicultural & Multi-Generational Events

3.2.1 Expand multicultural festivals and create new inclusive community events.

3.2.2 Support programming that brings together multiple generations and cultures.

3.2.3 Enhance existing events like Strassenfest with additional cultural components.

3.3 Recreation, Sports & Specialty Event Promotion

3.3.1 Promote recreational sports and expand opportunities for community participation.

3.3.2 Attract and support specialty events such as Jamin' in Jasper and Christkindlmarkt.

3.3.3 Utilize the mobile stage to increase entertainment offerings across the county.

3.4 Creative Experiences & Local Attraction Enhancement.

3.4.1 Develop interactive experiences and mementos at key destinations.

3.4.2 Increase promotion of existing entertainment amenities and local attractions.

3.4.3 Support new creative experiences that enhance resident and visitor engagement.

SOLUTIONS

Enhancing education and workforce development requires a holistic approach that supports residents from early childhood through adulthood. Expanding childcare capacity and strengthening the early education workforce are essential to enabling full workforce participation and supporting families. A coordinated countywide talent pipeline will align schools, employers, and training partners to prepare residents for future opportunities. Leveraging regional developments, including growth connected to Crane, will help attract new talent and broaden the county's economic reach.

STRATEGIES AND ACTIONS

4.1 Childcare Capacity, Quality & Workforce Support

- 4.1.1 Expand childcare capacity by supporting new and existing providers in scaling facilities and programs.
- 4.1.2 Strengthen the early childhood education workforce through training, incentives, and career development.
- 4.1.3 Increase community awareness of childcare needs, resources, and the value of early learning.

4.2 Countywide Talent Pipeline & Future Workforce Strategy

- 4.2.1 Develop a countywide talent pipeline plan aligned with current and future employer needs.
- 4.2.2 Expand work-based learning, career exploration, and certification opportunities for students and adults.
- 4.2.3 Strengthen partnerships between schools, employers, and training institutions to support long-term workforce readiness.

Objective 04

Enhance a Holistic Approach to Education and Workforce Development

STATUS

4.1 In Progress - 66%
4.2 In Progress - 50%

TIMELINE

4.1 LT
4.2 MT

PERFORMANCE MEASURES

- 4.1.1 Increase the number of available licensed childcare slots and certified early childhood educators annually.
- 4.2.1 Demonstrate year-over-year growth in students and adults participating in work-based learning or career pathway programs.

PARTNERS

- Employers
- Smart Start
- Dubois Co. Community Foundation
- Dubois Strong
- ALASI

SOLUTIONS

Enhancing education and workforce development requires a holistic approach that supports residents from early childhood through adulthood. Expanding childcare capacity and strengthening the early education workforce are essential to enabling full workforce participation and supporting families. A coordinated countywide talent pipeline will align schools, employers, and training partners to prepare residents for future opportunities. Leveraging regional developments, including growth connected to Crane, will help attract new talent and broaden the county's economic reach.

STRATEGIES AND ACTIONS

4.3 Regional Workforce & Population Attraction Partnerships

- 4.3.1 Coordinate with regional partners, including Crane, to promote Dubois County as a preferred place to live and work.
- 4.3.2 Align housing, amenities, and workforce initiatives to support population attraction tied to regional job growth.
- 4.3.3 Participate in regional workforce and industry initiatives to expand access to emerging talent pools.

4.4 Community Integration, Cultural Inclusion & Barrier Reduction

- 4.4.1 Expand community integration programs that support newcomers and strengthen cultural inclusion.
- 4.4.2 Provide bilingual and cultural learning opportunities, including Spanish language and cultural exchange programs.
- 4.4.3 Address workforce barriers through coordinated programs focused on skills, transportation, childcare, and resource access.

Objective 04

Enhance a Holistic Approach to Education and Workforce Development

STATUS

4.3 In-Progress - 30%

4.4 In-Progress - 25%

TIMELINE

4.3 ST

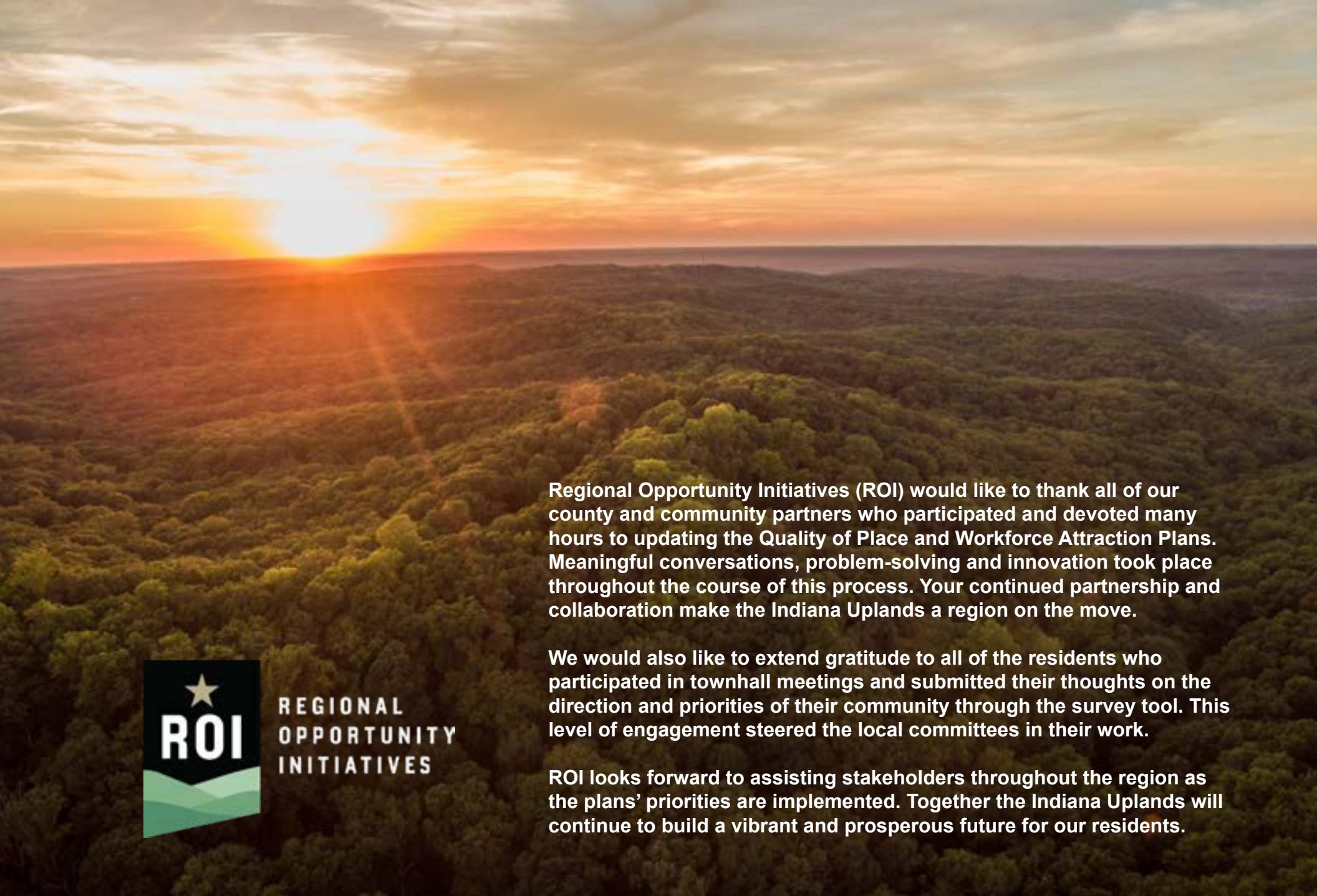
4.4 MT

PERFORMANCE MEASURES

- 4.3.1 Track the number of new residents or workers relocating to Dubois County through regional partnerships and outreach efforts.
- 4.4.1 Increase participation in community integration, cultural inclusion, and barrier-reduction programs each year.

PARTNERS

- Employers
- Smart Start
- Dubois Co. Community Foundation
- Dubois Strong
- ALASI



Regional Opportunity Initiatives (ROI) would like to thank all of our county and community partners who participated and devoted many hours to updating the Quality of Place and Workforce Attraction Plans. Meaningful conversations, problem-solving and innovation took place throughout the course of this process. Your continued partnership and collaboration make the Indiana Uplands a region on the move.

We would also like to extend gratitude to all of the residents who participated in townhall meetings and submitted their thoughts on the direction and priorities of their community through the survey tool. This level of engagement steered the local committees in their work.

ROI looks forward to assisting stakeholders throughout the region as the plans' priorities are implemented. Together the Indiana Uplands will continue to build a vibrant and prosperous future for our residents.

