



MakeMyMove

Progress Report

Investment vs. Impact

For every \$1 invested, \$6.74 were generated in Year 1 alone.

\$425.3K

Total New Annual Economic
Output Generated

\$63.1K

(Community) dollars invested:
fixed plus performance costs less
matching funds distributed

Total New Annual Economic Output

\$53.4K

Total New Annual State and Local
Tax Revenue

Economic Outputs are generated by IMPLAN

Economic Impact Dashboard

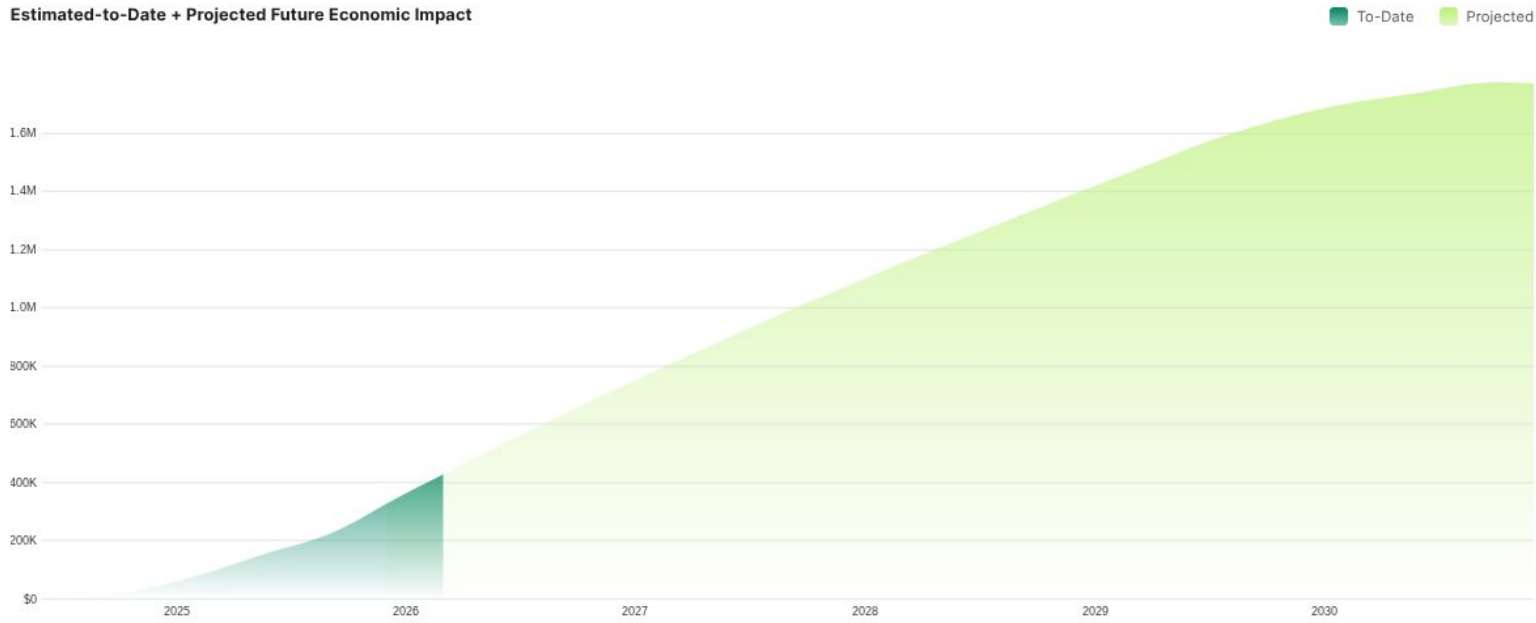
Annual Economic Impact [ⓘ]
\$425.3K

5-Year Economic Impact [ⓘ]
\$1.8M

Annual Tax Contribution [ⓘ]
\$53.4K

Annual Jobs Created [ⓘ]
4.5


Estimated-to-Date + Projected Future Economic Impact



Potential New Residents [ⓘ]
In the Pipeline
215

Potential Economic Value [ⓘ]
In the Pipeline
\$5.0M / YEAR

Potential Value by Candidate Status:



New	\$3,584,626
Pre-Approved	\$1,113,217
Offered	\$222,812
Accepted	\$79,779

Economic Impacts are generated by IMPLAN

Your Movers

**New
Household
s**

7

**New
People**

18

**Committed
Movers**

2

**Offers
Pending**

3

Your Movers

First Name	Last Name	Profession	Household Income	Moved From	Adults	Children	Total People
Michael	Masten	Business Analyst	\$300,000	Golden, CO	4	3	7
Rachel	Borgen	Corporate Trainer	\$60,996	Surprise, AZ	2	0	2
GG	Monai	Remote Insurance Agent	\$50,000	Steger, IL	1	3	4
Ethan	Quam	Construction Application Specialist	\$140,000	South Dakota	2	0	2
Amanda	Ruby	Senior Total Loss Customer Care	\$70,000	Phoenix, AZ	1	0	1
Charles	Sanders	Technical Services Engineer	\$65,000	Goodyear, AZ	1	0	1
Angelica	Northup	Marketing	\$57,000	San Diego, CA	1	0	1

Mover Testimonial

I moved to Avon, IN from San Diego, CA about two months ago with the MakeMyMove program. After years of sunny and 75°, I decided a white Christmas wouldn't be so bad if I got to spend more time with my favorite nieces who live just one town over. But as a dedicated beach goer, what I didn't expect was to fall in love with the Midwest nature. The conveniently located and beautifully maintained park systems in Indiana are truly unlike any I've encountered - I think the only one more impressed than I am is my trusty sidekick, Lucky, who now gets to spend his afternoons chasing squirrels instead of evading city traffic.

Angelica Northup
San Diego, CA → Avon, IN




Marketing- MakeMyMove Marketplace

Commentary

Reach 

Data is refreshed every 24 hours

All Time 



Applications

481

291 Met Your Criteria

Movers who meet your program's eligibility criteria are viewable in your Pipeline.



Likes

1.7K

Program Likes

1.5K

Community Likes

273



Impressions

625.2K

Program Impressions

213.8K

Community Impressions

411.4K

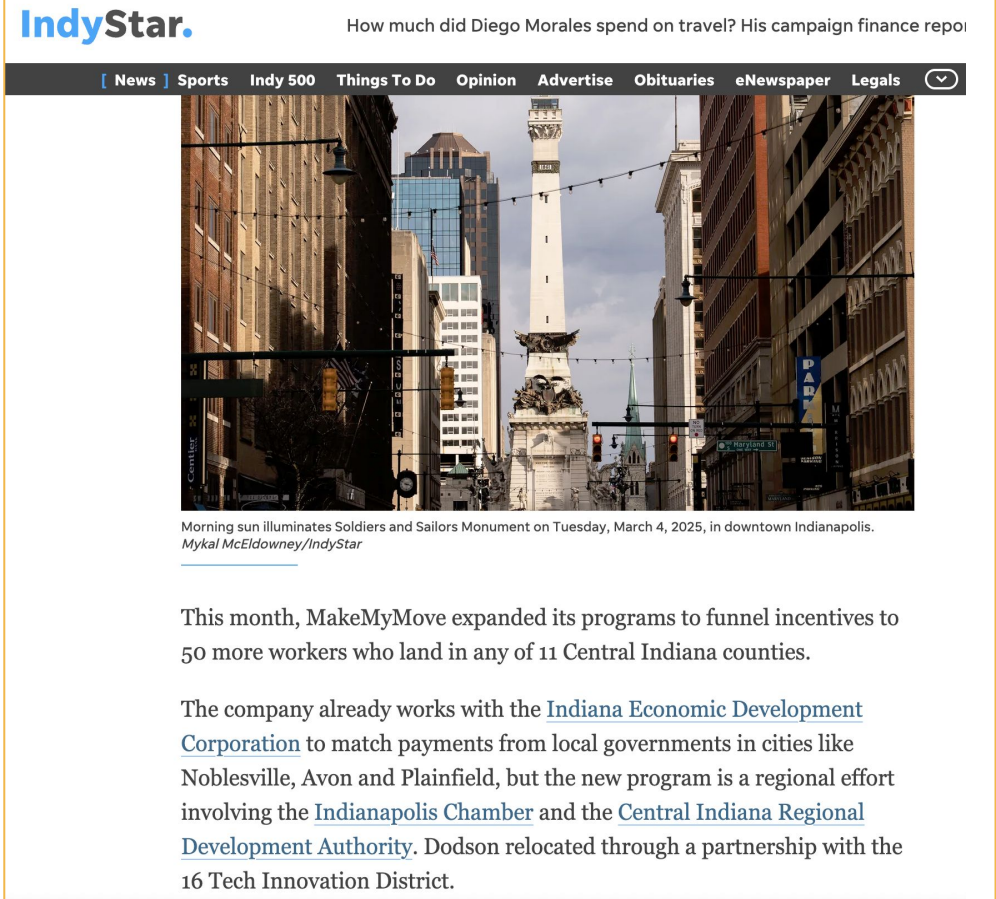
Marketing- Earned Media

Press
Reach

78.8M

Press
Value

\$725K



The screenshot shows a news article on the IndyStar website. The headline is "How much did Diego Morales spend on travel? His campaign finance report". The article includes a photograph of the Soldiers and Sailors Monument in downtown Indianapolis, Indiana, taken on Tuesday, March 4, 2025. The photo shows the monument in the center, surrounded by tall buildings and streetlights. The caption reads: "Morning sun illuminates Soldiers and Sailors Monument on Tuesday, March 4, 2025, in downtown Indianapolis. Mykal McEldowney/IndyStar". The article text below the photo states: "This month, MakeMyMove expanded its programs to funnel incentives to 50 more workers who land in any of 11 Central Indiana counties. The company already works with the [Indiana Economic Development Corporation](#) to match payments from local governments in cities like Noblesville, Avon and Plainfield, but the new program is a regional effort involving the [Indianapolis Chamber](#) and the [Central Indiana Regional Development Authority](#). Dodson relocated through a partnership with the 16 Tech Innovation District."

Avon and Comparable Communities

Metric	Comparative communities	Avon	% variance
% Eligibility Confirmed	29.33%	51.79%	+76%
% Offered	26.97%	51.79%	+92%
% Accepted	8.69%	16.07%	+85%
% Moved	3.43%	4.17%	+21%

*Lead rates calculated for Leads April 1, 2024 - December 31, 2025

What This Data Shows

Applicants who discover Avon through MakeMyMove are moving through the pipeline faster and at higher rates than applicants in comparable communities. This performance demonstrates that MakeMyMove is not just generating interest, but attracting qualified movers who are ready to take action.

How Avon Can Continue to Maximize This Value

- **Increased use of the Recruitment Tool** enables timely, personalized outreach to high-intent applicants, helping sustain strong conversion rates as lead volume grows.
- **Stronger partnerships with local realtors and landlords** help remove housing friction earlier in the process, allowing motivated applicants to move forward more quickly.
- **Strategic enhancements to the incentive package**—particularly family-focused and community-connectedness perks—can keep the offer competitive and compelling, reinforcing Avon's strong funnel performance.

What We're Learning

We've learned a lot since the program started.

Strong local support is critical.

From the program owner to locals to businesses contributing to the incentive, it all adds to the story of your community and the success of the program. The most successful communities are invested, consistent and above all, welcoming.

The importance of an engaged program owner

Having an engaged program owner who actively manages the pipeline and communicates effectively with movers is crucial for a successful program.

Retention, retention, retention.

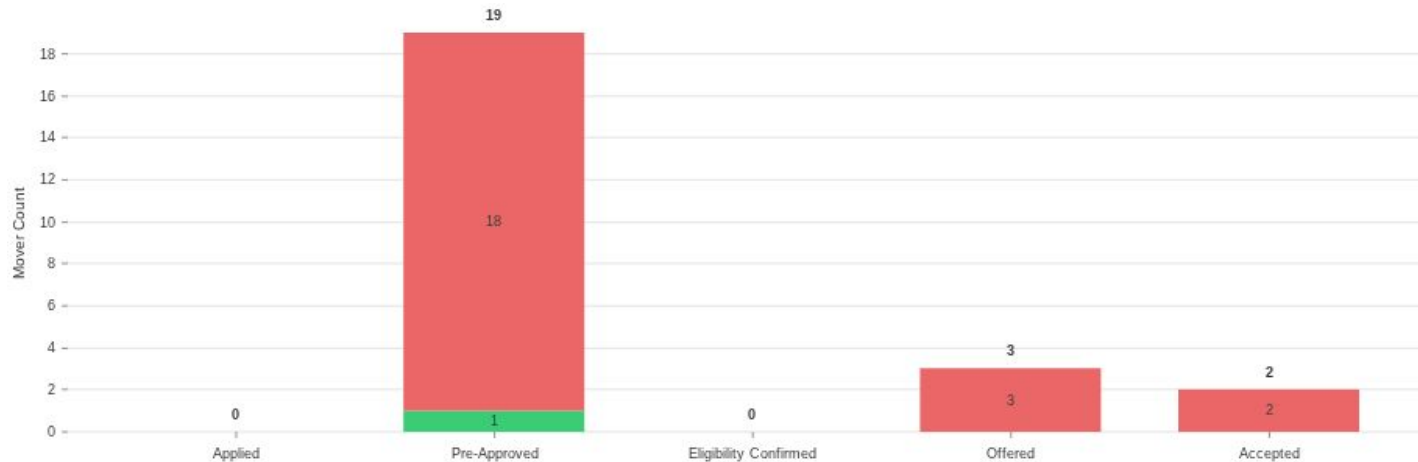
This starts with building the offer. The offer becomes less about 'what you get' and more about 'how you connect.' When a mover arrives, make them feel special! Deliver on what was promised in a timely manner, but how can you turn them into Avon's #1 fan?

Applicants do their research.

Applicants are consulting many sources to learn about their potential new homes - from community Facebook pages, to Reddit threads, and Google. Poor online presence can have an impact on pipeline throughput.

Pipeline Opportunity

There are **24** active applicants in your pipeline. Of those, **5** are late stage candidates and are either being reviewed for an offer, have an offer, or have accepted an offer to join your program. All-time, you have received **481** total applicants.



Those **5** late stage candidates represent...

\$303K

Of New Annual Economic
Impact Opportunity

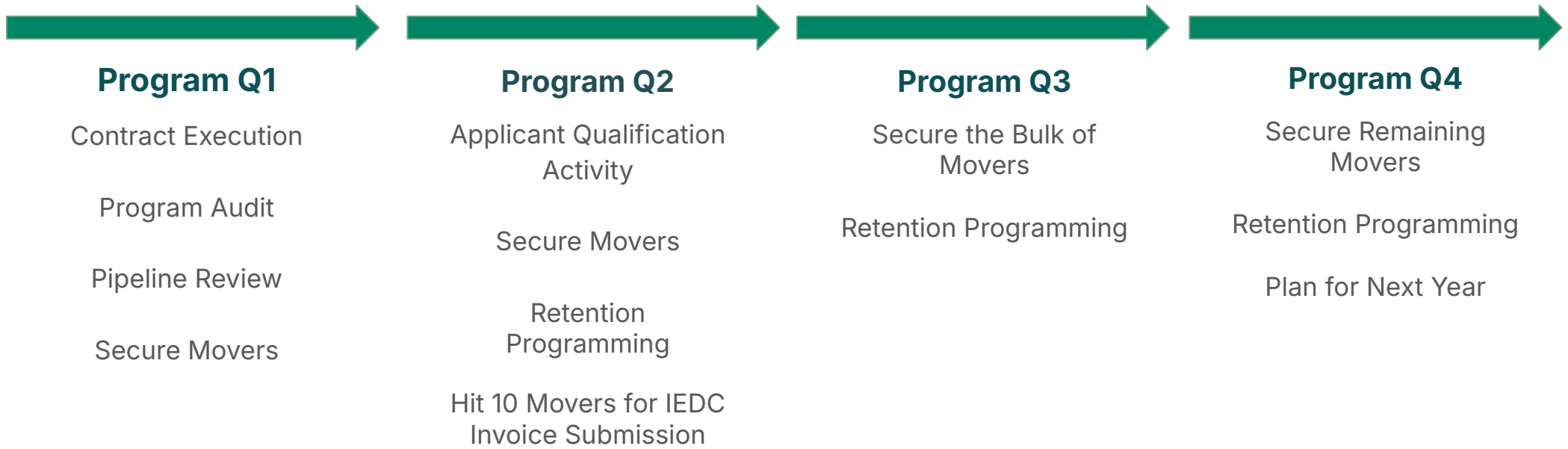
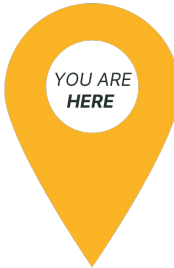
\$93K

Average Household Income

5

Different States

Proposed Timeline



Thank You



THANK YOU

