

The plan is simple.

Show the world the best
of what Terre Haute has to offer

THE HAUTE INITIATIVE is injecting new energy into our community, working to unite public, private & nonprofit entities in the shared interest of celebrating, promoting & growing the greater Terre Haute/Vigo County region. Through the community information site terrehaute.com and signature video series **THE HAUTE**, we spotlight our community's many assets, organizations, resources, people & events, revealing it to be a dynamic, vibrant place in which to live, work, play and conduct business.

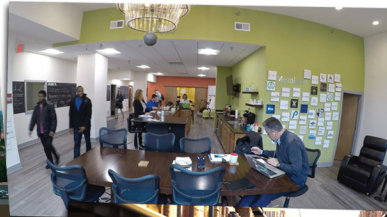
This grassroots project serves as an economic development tool to help spur interest and growth in our community. That vision for growth includes providing tools to help attract new business, industry, investors, developers, entrepreneurs, educators, employers and employees looking for this kind of home.

In order for our community to flourish, thrive & grow, people need to know our strengths. Join us, and help us get the word out.



www.terrehaute.com





THE HAUTE video series
is averaging more than

40,000

views per episode!

<https://www.facebook.com/pg/TheHauteInitiative/videos/>
<https://www.youtube.com/c/TheHauteInitiative>

News of The Haute Initiative's Jan. 2 launch was reported by state, regional & national media outlets, including Inside Indiana Business¹, the Associated Press², U.S. News & World Report³ and USA Today⁴.

¹ <http://www.insideindianabusiness.com/story/37175300/the-haute-initiative-aims-for-perception-busting-unified-front>

² <https://www.apnews.com/53b95cf3ce394c8d98df0c7f19a9ff76>

³ <https://www.usnews.com/news/best-states/indiana/articles/2018-01-06/initiative-revamps-indiana-city-website-to-improve-image>

⁴ <https://www.pressreader.com/usa/usa-today-us-edition/20180110/281698320144024> (State-by-State News Roundup, Indiana)

Producing quality content takes time & resources. You can partner in this community-building effort through a tax-deductible financial contribution to help cover essential operating and production costs.

Supporting partners will be acknowledged on the terrehaute.com home page and in promotional materials. Partners contributing \$1,500 or more will additionally be recognized on one or more episodes of The Haute video series.

"This is fantastic. This type of energy is just what Terre Haute needs!!"

"This is how you change a community's beliefs about itself."

"Very well done, great message and much needed."

"Love to see Terre Haute promoted in a positive manner. Great job."

"Thinking of moving to Terre Haute? Already live here? This is for those who are curious about our town or just want a different perspective of our great community"
— Terre Haute-based realtor

"Every organization that has a website should have a LINK to this. Wonderful job."

"Time for a road trip."
— Indianapolis resident

"...Thank you community partners for making this."

(real quotes from real people)

To support this valuable community initiative, email info@thehaute.org or call (812) 232-4139. The Haute Initiative Inc. is a certified 501(c)3 non-profit