

Star Valley Portfolio Version 31



Come Experience Life in the Valley

About This Portfolio

This portfolio is a communication document used to convey a broader collection of comprehensive plans, programs and projects in the context of the Star Valley long-range strategy.

This is a living document and is iterated as the situation, strategy, and component plans change, or we find better ways to improve communication of the strategy.

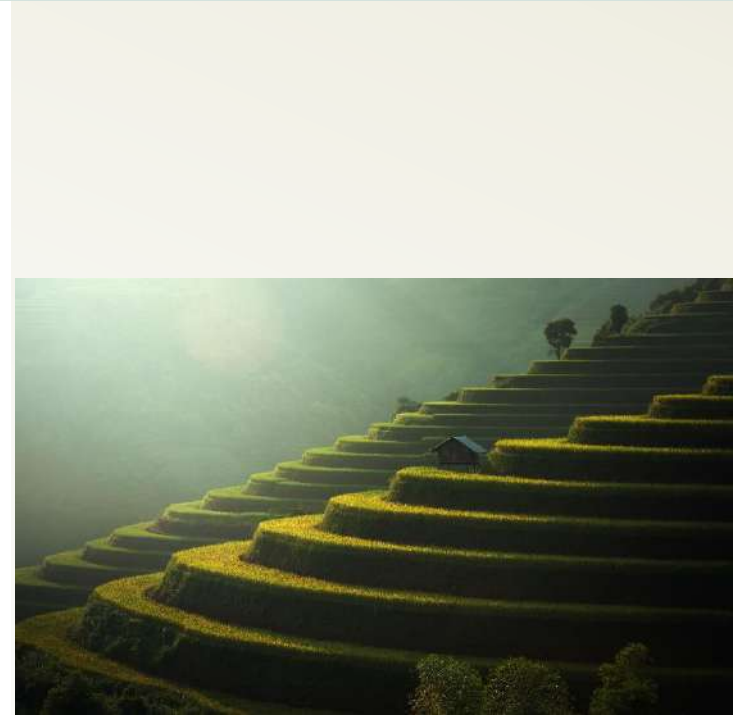


Table of Contents

Star Valley Portfolio

Star Valley Development Plans

READI 1.0 Projects

READI 2.0 Projects

Projects Seeking Other Funding

Healthy Living Program (Proposal)

Borden Institute (Proposal)

Contact Us

Star Valley Development Plans



Star Valley - Mission and Vision



Vision

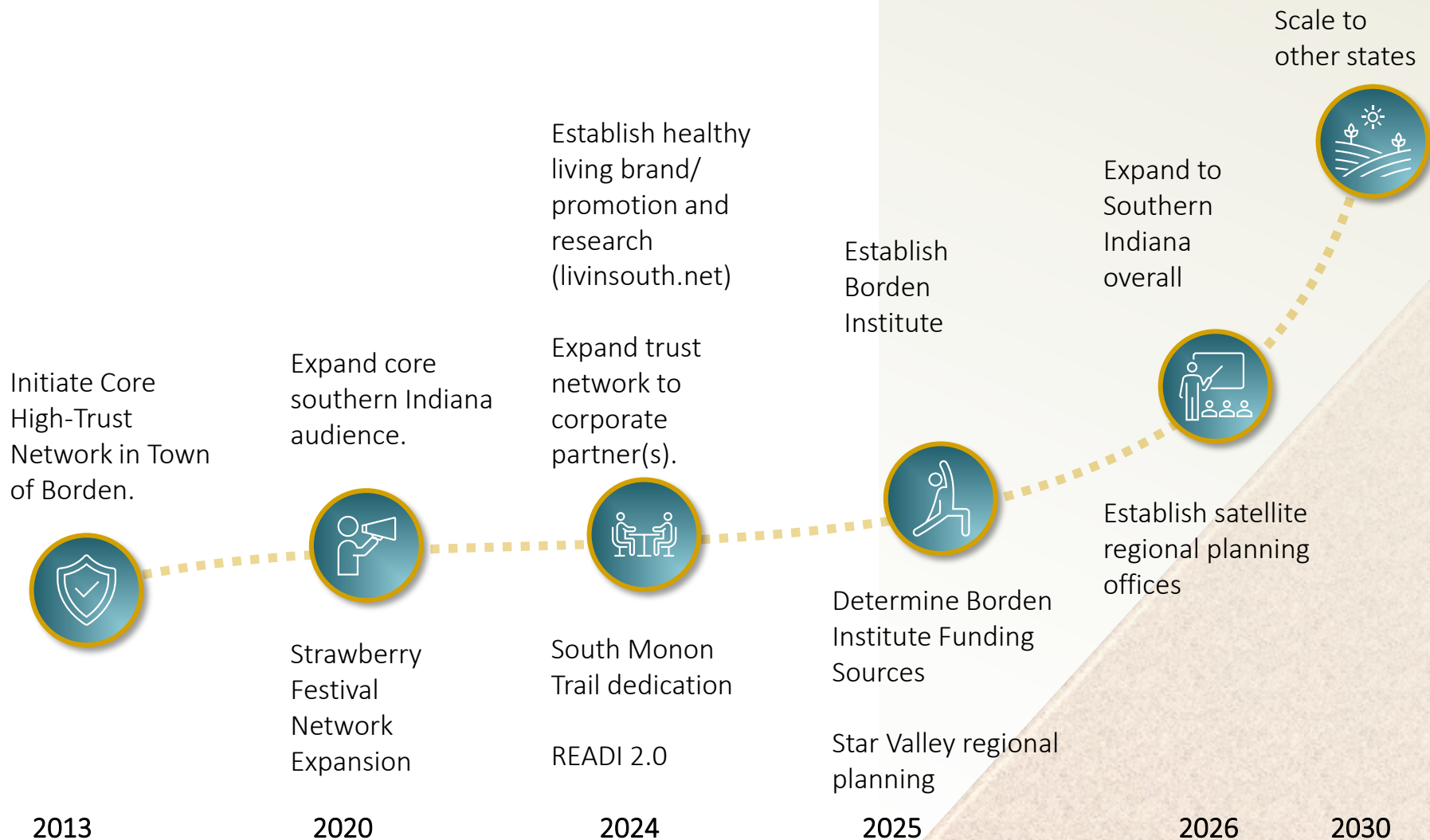
Make Southern Indiana a national model for a community of the future in the context of Artificial Super Intelligence (ASI) by building a robust, sustainable feeling economy based on high trust.



Mission

- Restore the vision of the town of Borden's founder, professor William Borden to re-establish Borden Institute.
- At Borden Institute, use Star Valley tourism and economic development as an initial test bed for life in a feeling economy with a future intent to expand the model across Southern Indiana, the state of Indiana, and the nation.
- Incentivize healthy living in a potentially highly sedentary society. Utilize health expenditure research to fund economic development.

Planning Trajectory



Star Valley SWOT

Strengths

- Strong, experience-based vision and approach.
- Beautiful, pristine countryside.
- Several high-quality attractions in close proximity.
- Strong community leader and citizen support.
- Adjoins Huber Farms and Winery.
- Exceptional volunteer base with broad-based skills in advertising, design, marketing, landscaping, financial consulting, construction, maintenance, etc.
- Strong media relationships.

Opportunities

- Re-establish Borden Institute and create a national model for future economy
- Establish a “Brown County” for southern, Indiana with an educational tourism frame.
- Establish local, sectional, and regional partnerships.
- Establish an educational tourism hub
- Continue expansion until we reach national recognition as a tourism leader.

Weaknesses

- Lacking infrastructure to support growth.
- Geography (hills) can be challenging to develop.
- Zoning currently at a county level.
- Heavy reliance on volunteer base.

Threats

- Unhealthy competition with neighboring communities.
- Breaches in trust.
- Scattered development that doesn't conform to strategy.
- Chain store or housing development that detracts from the ‘urban country’ tourism appeal.
- Local pockets of opposition to expansion.

Key Themes

Retail Shops, Restaurants



Residential Housing



Trails



Lodging



Agri/Educational Tourism



Forestry



Chalets



Research Institute



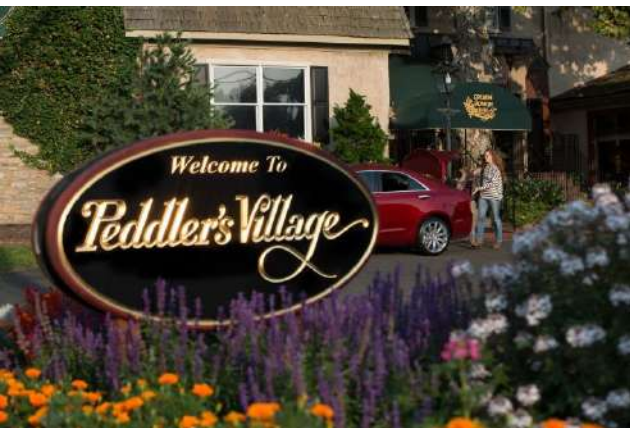
Healthy Living



The Shopping District

The concept of Star Valley Destinations is modeled after Peddler's Village in New Hope, PA. New Hope is remote suburb between Philadelphia, PA and New York City, NY.

The village includes lodging, a variety of dining and shops.



Zone 1

Zone 2

Zone 3

Trails To Henryville >>

Trails to Deam Lake >>

<< To New Pekin

Future Site of Muddy Fork Reservoir

Water Treatment Plant

Wood Township Gardens

Trailhead

Outdoor Museum

Town of Borden Restaurant

Trailhead

Apts.

Borden Community Park

Apts./Shops

Wastewater Treatment Plant

South Monon Trail

Highway 60

Retail Village

Hotel

Borden Institute

Chalets

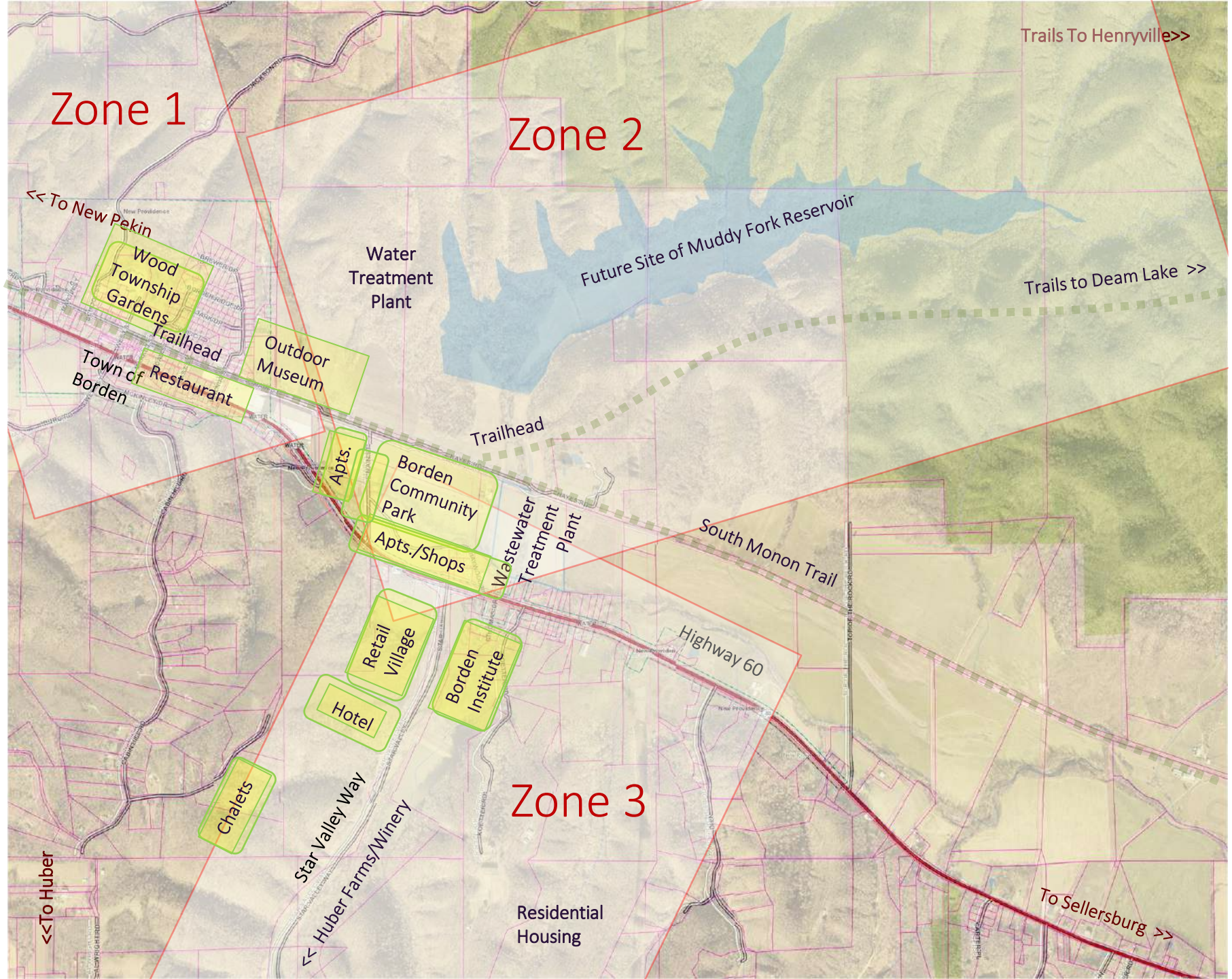
Star Valley Way

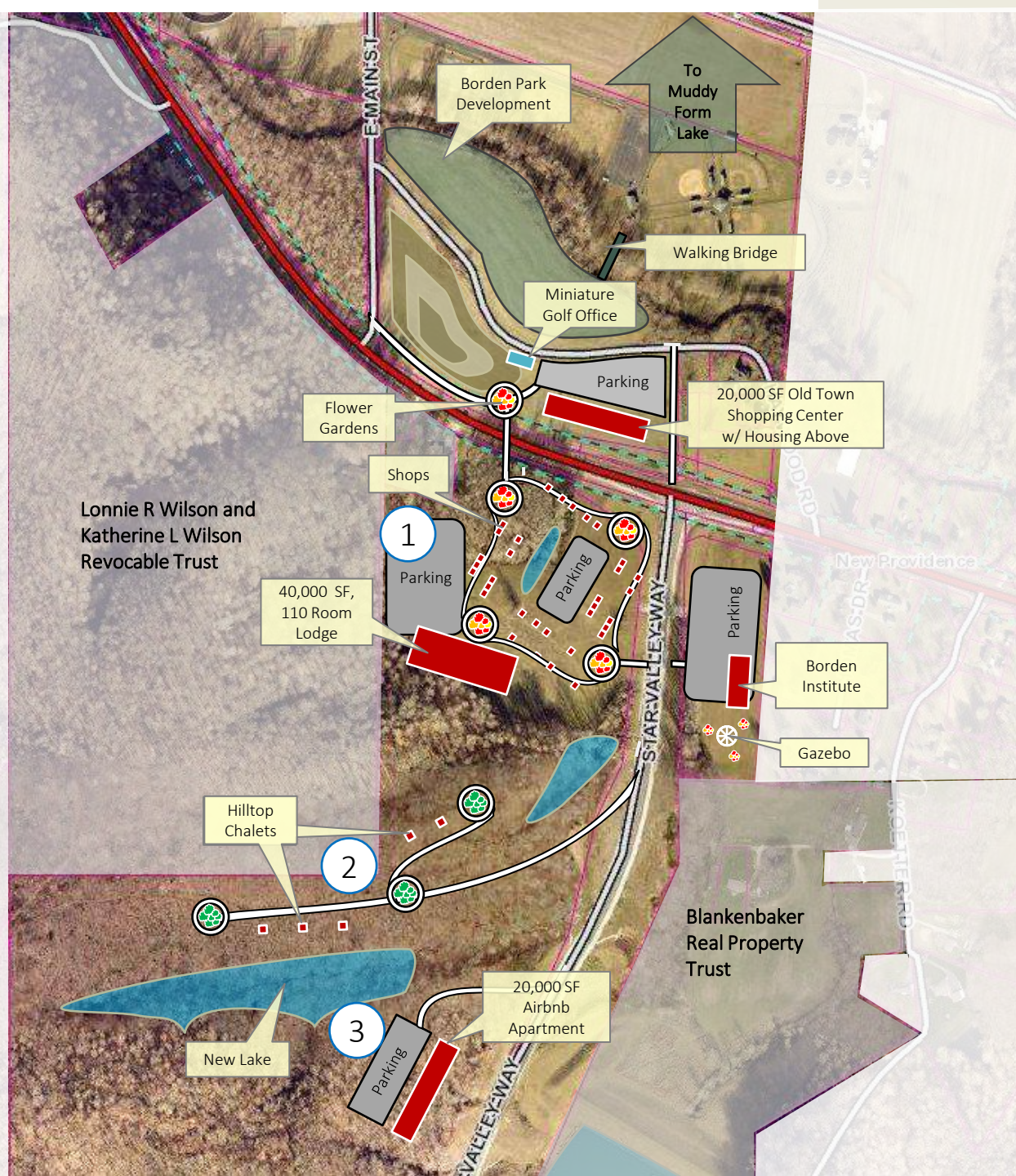
<< Huber Farms/Winery

Residential Housing

<< To Huber

To Sellersburg >>





- 1 Shopping District
- 2 Hilltop Chalets
- 3 New Lake/Airbnb Housing



Cowboy Miniature Golf



Western Mining Town



Signage Consistent with Huber Farms



Multi-color, same color tone across shops

Multiple Water Features



All Retail Shops are a Siding / Stone Combination. Old Colonial Architecture.



Barn Hotel

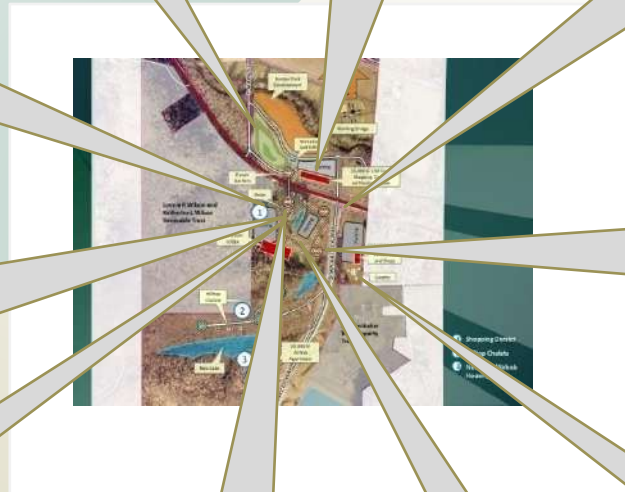


Red Brick Walkways Between Shops



Circular Gardens

Gazebo



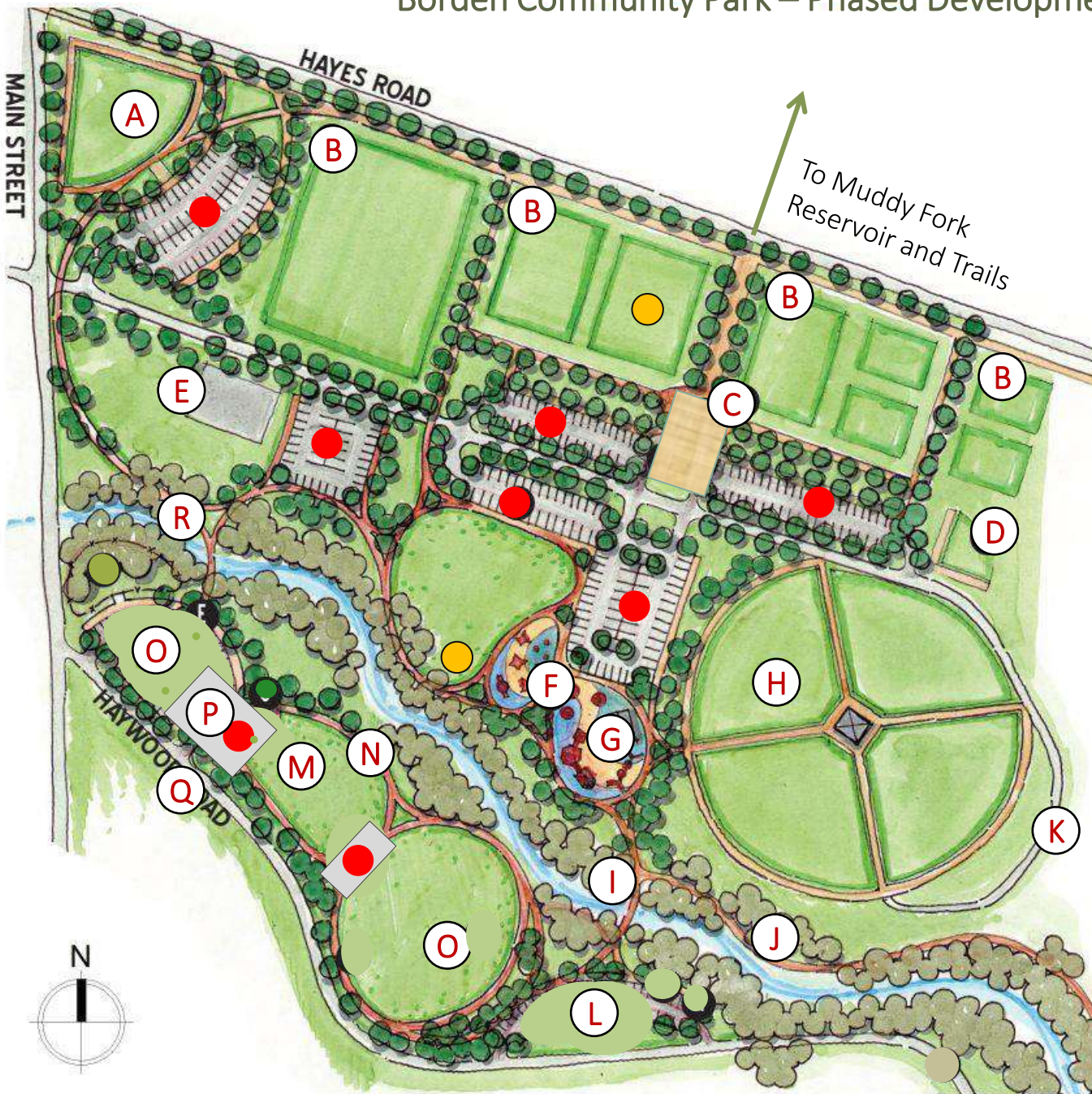
Wood Township Gardens and Trailhead Plan

- A. School Property
- B. Special Needs Playground
- C. Old Country Church
- D. Historic Borden Museum
- E. Rounded Deck
- F. Enchanted Botanical Gardens(LED lights, Chainsaw Art Figures, harmony musical fixtures)
- G. Wedding Gazebo/Trailhead

● Parking



Borden Community Park – Phased Development



- A – Senior Softball Field
- B – Multi-purpose Field
- C – Trailhead and Outdoor Museum
- D – Pollinating Garden
- E – Paint Basketball Court
- F – Sprayground
- G – Playground Update
- H – Baseball Fields
- I – Footbridge
- J – Remote Working Lawn
- K – Tree Farm
- L – Dog Park
- M – Amphitheatre
- N – Walking/Biking Trail
- O – Lawn Event Space
- P – Event Center
- Q – Wetlands Outdoor Museum
- R – Second Footbridge

- 2019 - 2020
- 2020 - 2021
- 2022 - 2024

- Parking
- Stadium Lights

Park Leadership

Borden Community Park Board was created by the Town of Borden in 2000 to oversee park improvements and maintenance.

The Friends of Borden Community Park is a 501c3 formed in 2018 to oversee events, facilities, grants, and in-kind work related to the park.

Borden Community Park is committed to make natural and educational assets available to all citizens in the region.

The overall intent is to create culturally diverse, universally ADA accessible, offerings for both the citizens and visitors of Star Valley.



Events

- The annual **Strawberry Festival** attracts approximately 15,000 people to Borden each spring.
- **Concerts by the Creek** - A monthly concert series held at the Borden Amphitheater in Borden Community Park. Currently draws ~500 people.
- **Spring Bazaar** – Arts & Crafts Show
- **The Borden Sunshine Gang** is the largest and most successful senior gathering in this region.
- The **Highway 60 Yard Sale** is a cross-community partnership to build a 50+ mile yard sales consisting of both family and group sales.
- **Holiday Bazaar** - Arts & Crafts Show
- **Light Up Borden** is our annual Christmas display unveiling. Borden Community Park is decorated with lights and Santa comes to Borden to see the kids.
- **Monthly Fish Fry** – A simple fish fry with entertainment to benefit Friends of Borden Community Park



READI 1.0 Projects



Zone 1

Zone 2

Zone 3

Trails To Henryville >>

Trails to Deam Lake >>

<< To New Pekin

Township Park

Trailhead

Town of Borden

Apts.

Borden Community Park

Apts./Shops

Trailhead

Wastewater Treatment Plant

South M...

Highway 60

Retail Village

Hotel

Borden Institute

Chalets

Star Valley Way

<< Huber Farms/Winery

Residential Housing

To Sellersburg >>

READI 1.0 Projects

1. Star Valley Amphitheater
2. Muddy Fork Reservoir
3. Wastewater Capacity Upgrade

2

1

3

Project 1 - Star Valley Amphitheater

The **Star Valley Amphitheater** was funded as part of READI 1.0 and is under construction (photo at right).

The amphitheater will serve as an outdoor stage for the Strawberry Festival, Concerts by the Creek, and other events held in Borden Community Park.



Project 2 - Muddy Fork Reservoir

- A planned 189-acre recreational lake that will adjoin Borden Community Park.
- Adjoins Clark State Forest, a 24,000-acre state forestry
- Access will be restricted to paid visitors
- A local water source and regional emergency water source.
- Planned amenities like glamping, boating, fishing, fishing tournaments, walking/biking trails, and horseback riding.
- Will include wilderness trails from the Borden Community Park Trailhead through Clark State Forest to Deam Lake and another to Henryville, Indiana.
- Requested permitting assistance and did not submit a funding request.

Site of Muddy Fork Lake and Water Treatment Plant



Muddy Fork Lake Concept



Project 3 - Wastewater Capacity Upgrade

The Town of Borden owns and operates a Class II wastewater treatment plant (WWTP) serving a population of approximately 1,737 people. The WWTP is located just east of Borden Community Park.

This project includes:

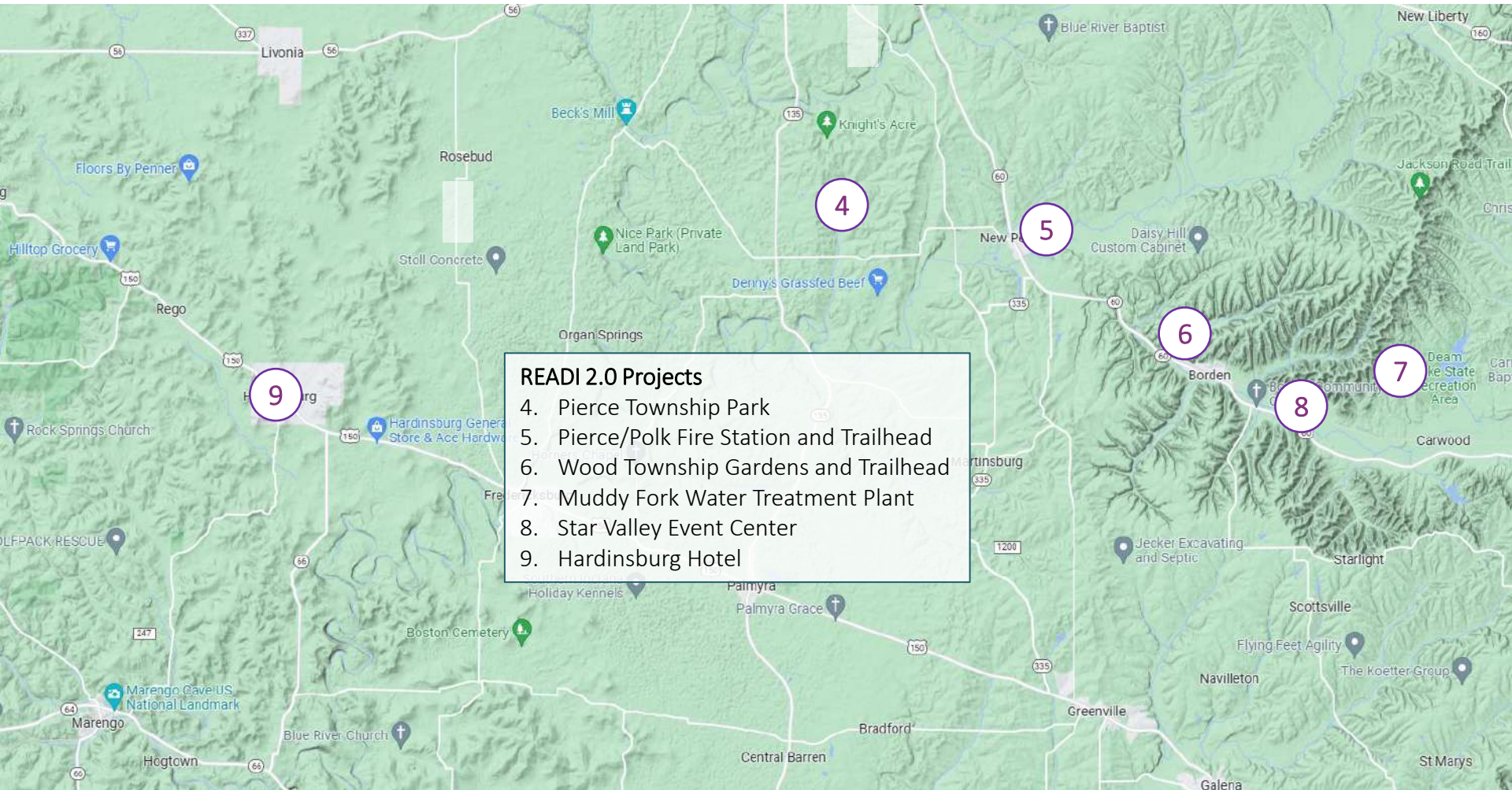
- Necessary plant and line upgrades and repair
- New wastewater treatment lines from Borden, IN to Starlight, IN and from Borden, IN across highway 60.



READI 2.0 Projects



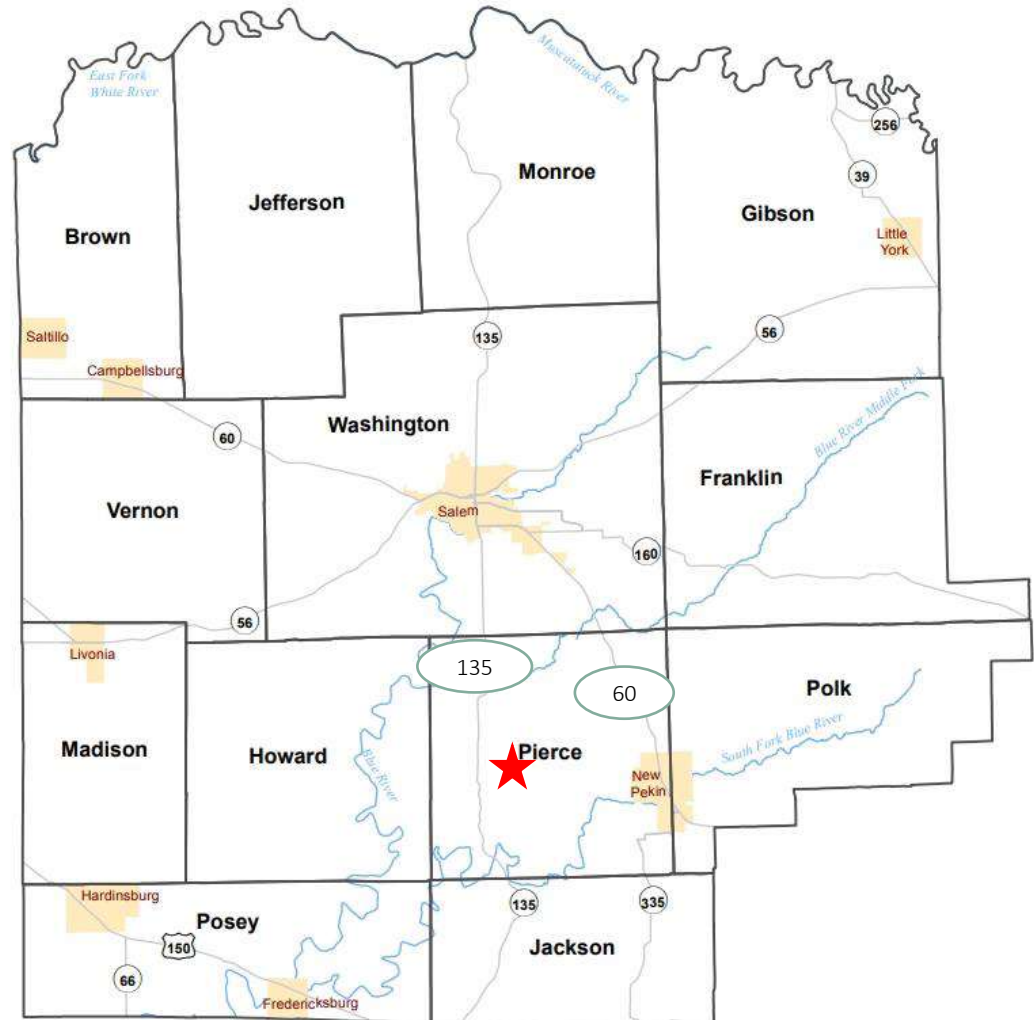
Star Valley Region – READI 2.0 – Project Map



Project 4 – Pierce Township Park

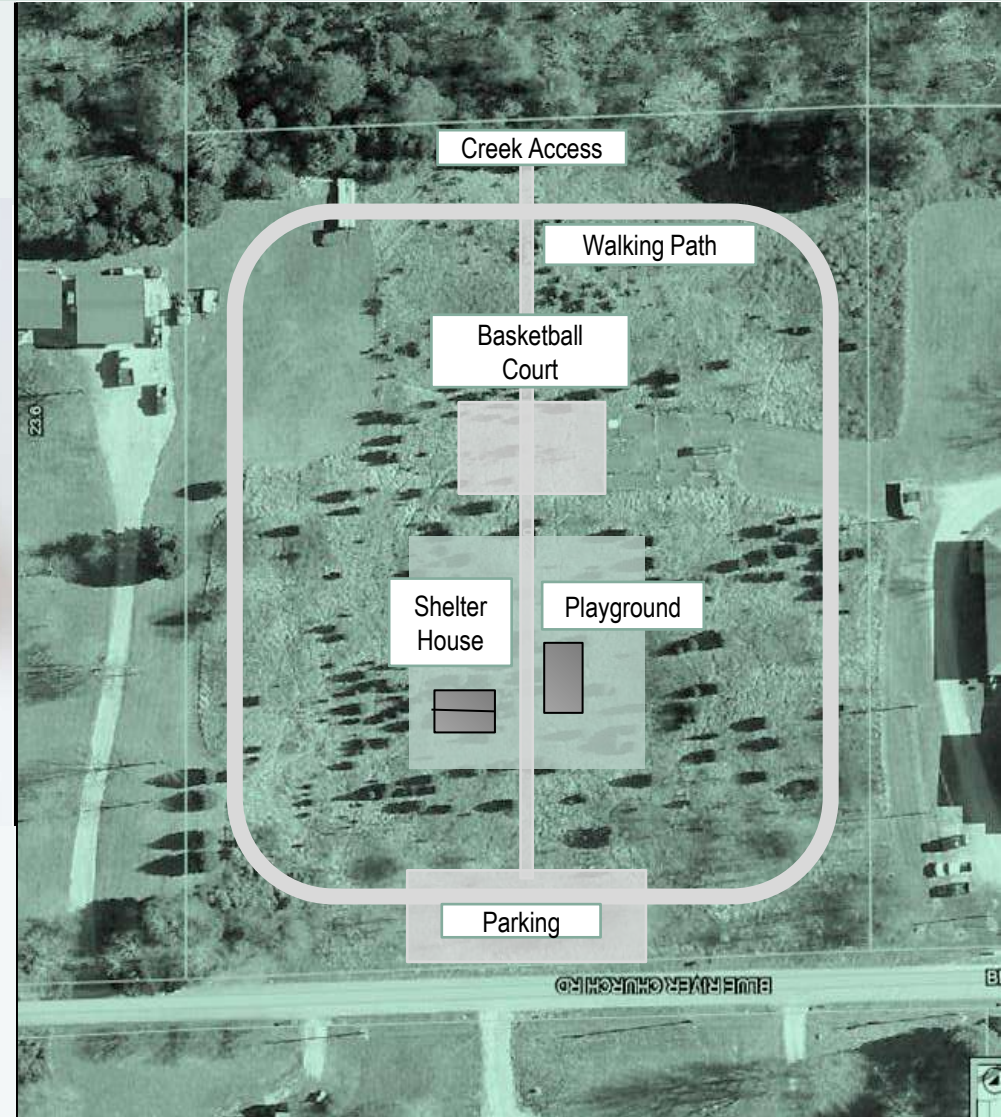
Pierce Township Facts

- Population: 2,839
- 35.6 square miles
- Average age: 39
- Average income: \$66,678
- 1,159 housing units
- Average commute to work: 30 min.



Pierce Township Park – Layout

Regional Farmer's Market



Pierce Township Park – Details

HISTORY / FEATURES

- The Pierce Township Park was once a popular gathering place for Pekin residents. It is located next to the historic Pierce Township School which is now an apartment complex.
- Located in rural Washington county, in a thriving farming community.
- Shelter house, children's playground, basketball courts, creek access, and lawn for a monthly Farmer's Market.
- Intent is to have the park to:
 - Increase quality of life and place
 - Serve as a healthy food basket for our region.

PROGRESS TO DATE

- Land owned by Pierce Township surveyed.
- Used in-kind work to clear, grade and seed the property.
- Working with local farmers to begin to promote Farmer's Market.

Project 5 – Pierce/Polk Fire Station and Trailhead



Pierce/Polk Fire Station and Trailhead - Details

FEATURES

- Move from fire fighting equipment stored in two separate buildings to equipment stored at one location with ample parking. This will substantially lower emergency response time.
- South Monon Trail emergency response command center with ATV trail response.
- A side porch that will serve as a South Monon trailhead with external self-locking restrooms.
- Regional training center for firefighter, paramedic/EMS, and trail safety training.

PROGRESS TO DATE

- Partnership with Polk Township established.
- \$750,000 raised for the project.
- Lot with South Monon trail access has been secured, surveyed, and cleared in downtown Pekin.
- Partnerships with Salem FD and Borden FD established.

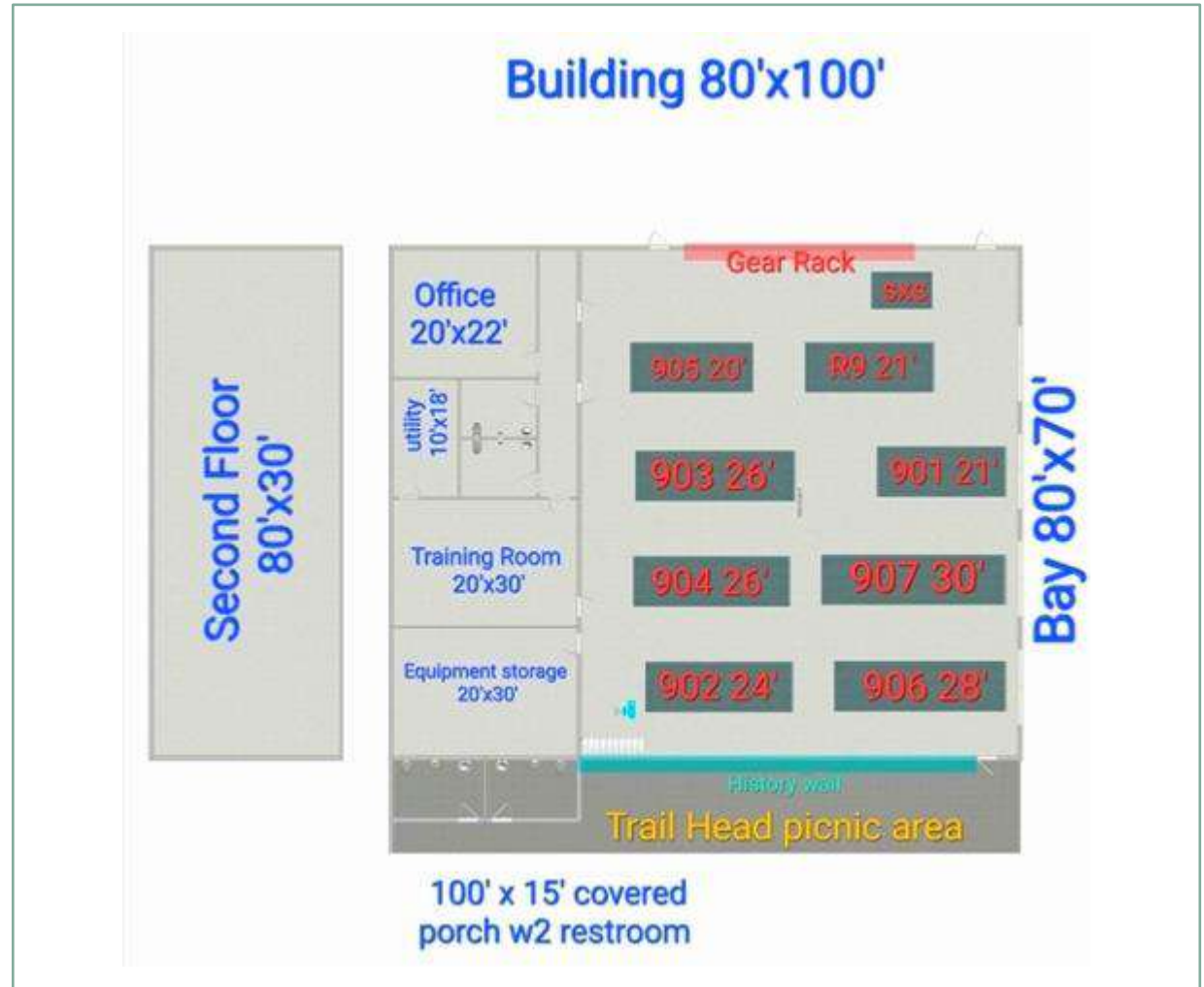
Pierce/Polk Fire Station and Trailhead – Site Map

- Site map



Pierce/Polk Fire Station – Basic Layout

- The first draft conceptual building design.



Project 6 – Wood Township Gardens and Trailhead

- Wood Township has purchased the historic church adjoining the museum parking lot which will be used as a gathering and wedding venue. Wood Township is using the sale of a donated building frame to fund this purchase.
- Plan is to construct a wedding-appropriate gazebo in the Museum courtyard to serve as an outdoor wedding venue and trailhead.
- The museum has ample parking and external, self-locking restrooms are currently being installed.
- We have secured a volunteer arborist/landscaper to design the gardens and grounds surrounding the gazebo, museum, and church to create a cohesive campus look and feel.

Site of Wood Township Gardens



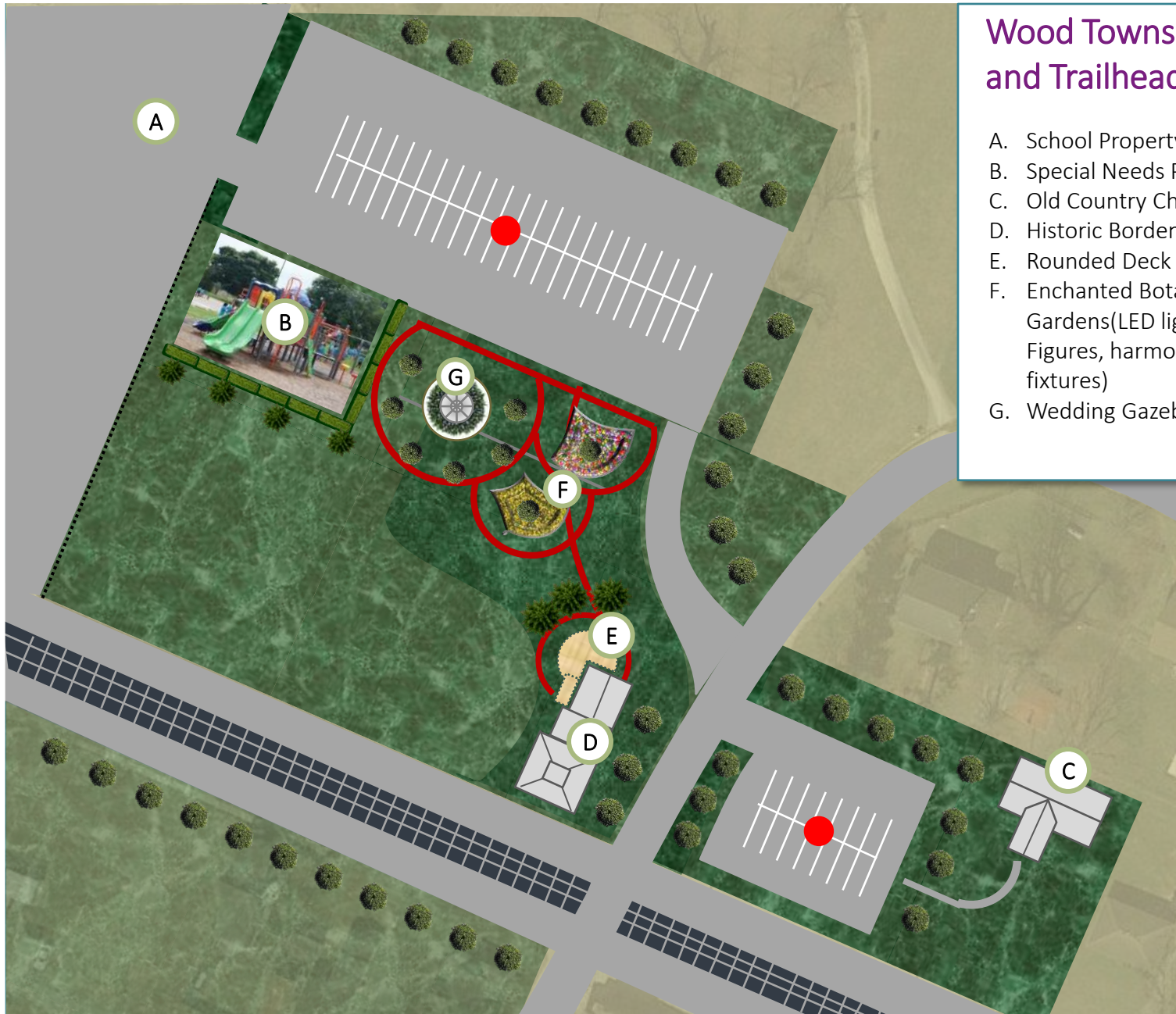
Trailhead Concept



Wood Township Gardens and Trailhead Plan

- A. School Property
- B. Special Needs Playground
- C. Old Country Church
- D. Historic Borden Museum
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- F. Enchanted Botanical Gardens(LED lights, Chainsaw Art Figures, harmony musical fixtures)
- G. Wedding Gazebo/Trailhead

● Parking



Wood Township Gardens – Outdoor Museum

Outdoor Museum

- Displays in the gardens and across the front and back walls, e.g., of the Borden Business Park (permission secured) and stand-alone signs and/or kiosks in the Borden Museum gardens.
- Plan is to use artificial intelligence software to increase the resolution of historic photos so they can be scaled to 4 to 8-foot displays.
- Photos printed on aluminum panels and coated with automotive ceramic clear coat (Cerakote.com).
- Each panel will display a photo with corresponding historical information.



Project 7 - Borden Tri-County Water Treatment Plant

- BTC is a 100 square mile distribution system providing water to four counties.
- BTC currently purchases \$240M gallons from American Water and treats 80M gallons per year.
- By May 1, 2025, American Water re-sale rates will increase a total of 36%.
- Estimated project cost from \$11M to \$30M, depending on the solution chosen.
- New Plant could increase water production from 300,000 gallons to 2.5M Gallons per day.
- Adding an additional facility would allow BTC to hydraulically serve 100% of it's customers.
- BTC has committed \$1.75M to provide infrastructure from the lake to the plant.
- 5 acres of land have been provided by the Muddy Fork Conservancy for the plant.
- Intent is to design the treatment plant as an expandable facility.
- This expansion would set us up to assist neighboring water utilities with water needs they have expressed to BTC.

Note: Any expansion would require additional funding.



Muddy Fork Lake - Status

- Muddy Fork Lake is now on track for permitting to be approved.
- An environmental economist has joined the engineering team and is helping us work through permitting barriers.
- The lake will serve as a residential water source, agricultural water source, and as a recreational lake.
- Use as a residential and agricultural water source will require a water treatment plant.

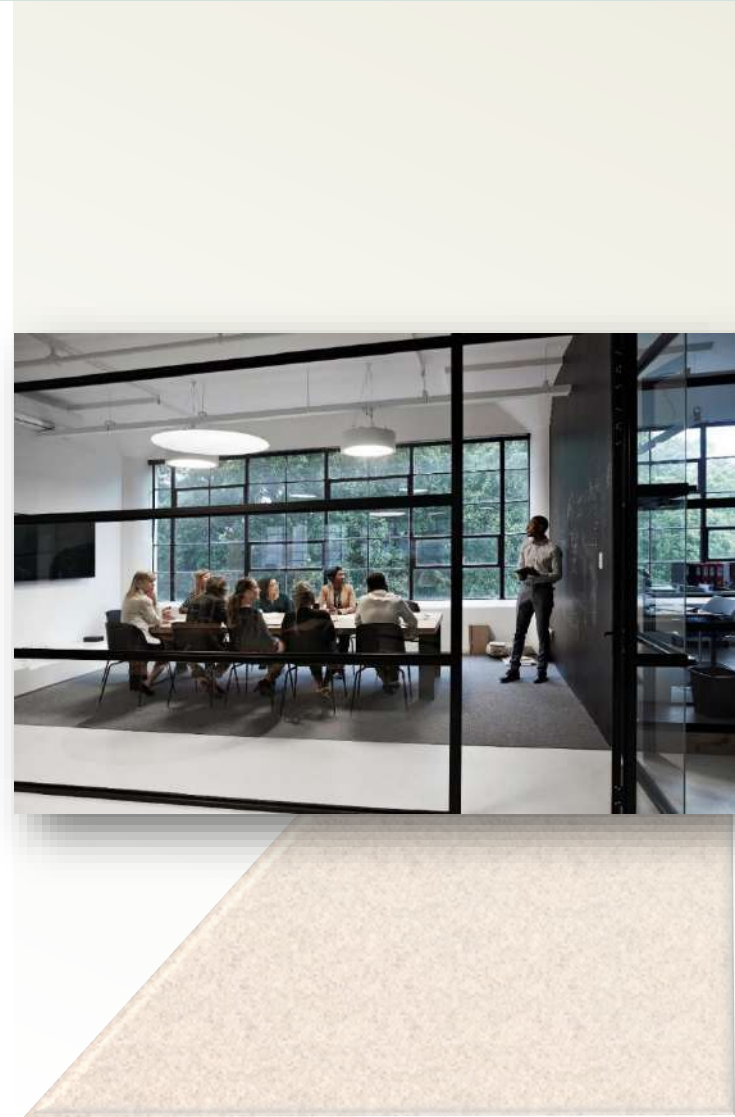
*Future Site of Muddy Fork Lake
and Water Treatment Plant*



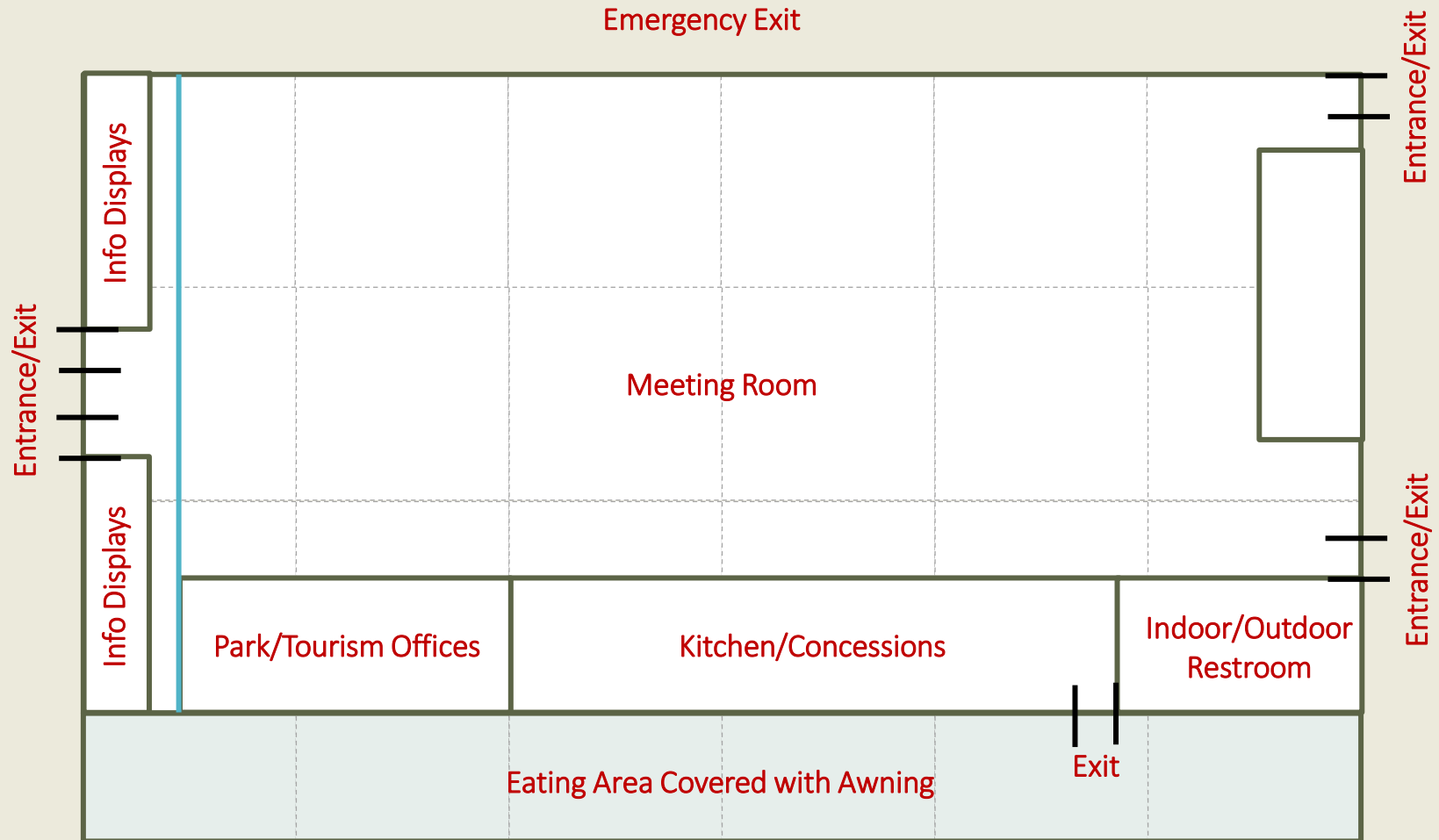
Project 8 – Star Valley Event Center

Event Center Features

- Serve as a visitor welcome center
- Serve as a flexible, multi-purpose, meeting and event space
- Host meetings for local groups like the senior program.
- Provides a kitchen/concessions area for events
- Include restrooms with indoor and outdoor access
- House offices for Friends of the Borden Community Park
- Displays artwork from local artists



Star Valley Event Center – Floor Plan

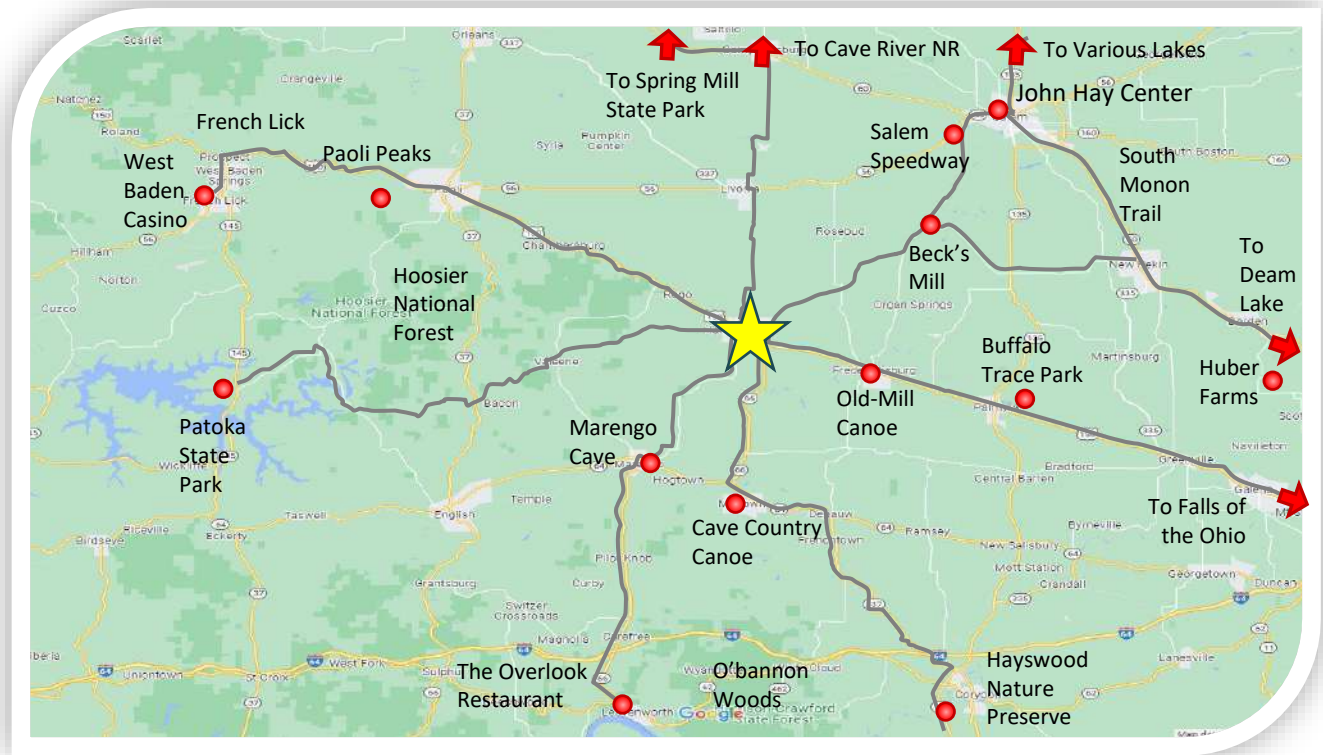


Project 9 – Hardinsburg Hotel (On Hold)

The area around Hardinsburg is highly accessible to tourism-related assets in Southern Indiana.

Most attractions are within 30 minutes of Hardinsburg, which makes this area a prime location for a hotel.

Hardinsburg is also a key access point to trails.

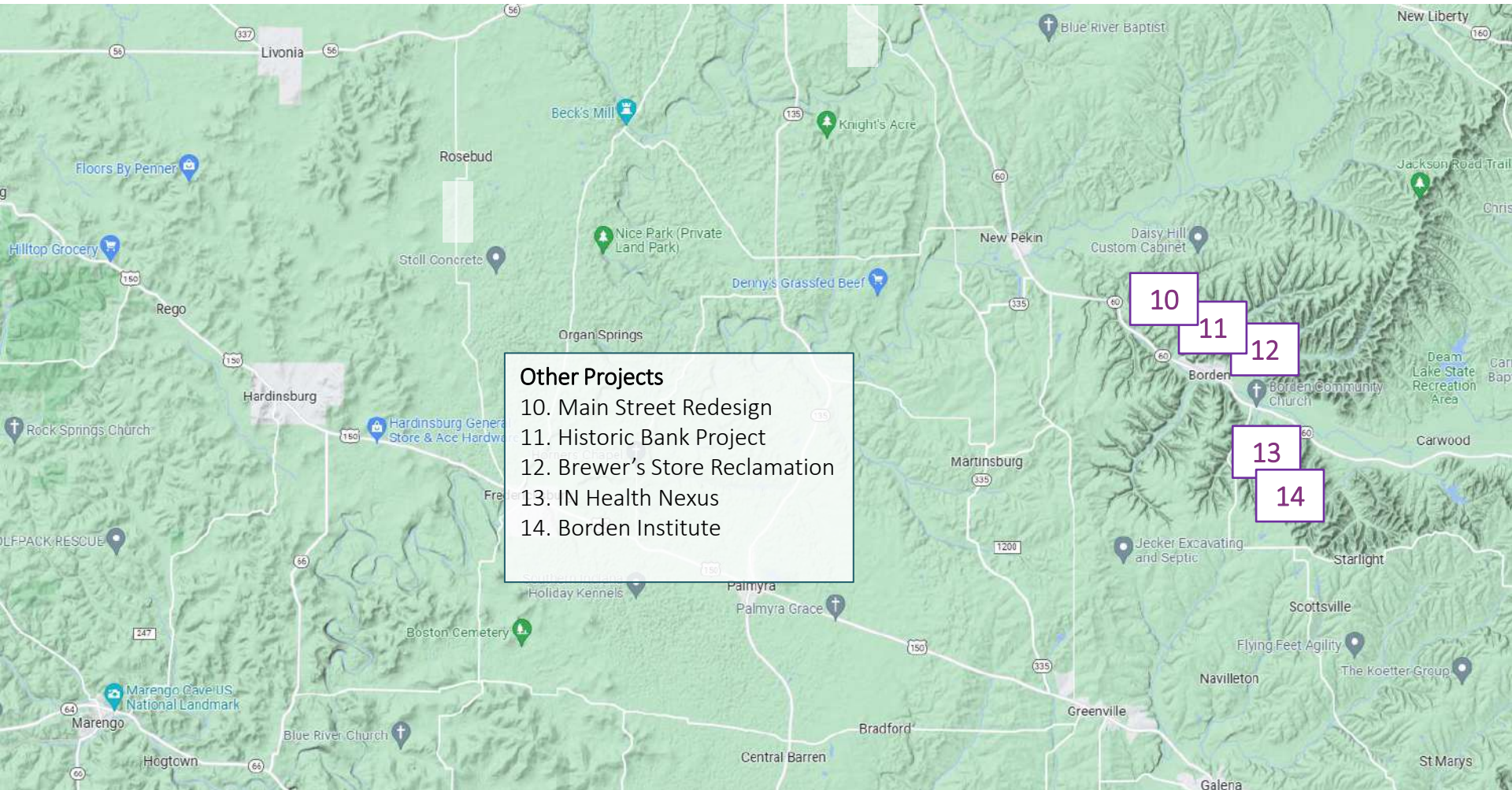


This project is on hold and we are not actively pursuing funding for this implementation.

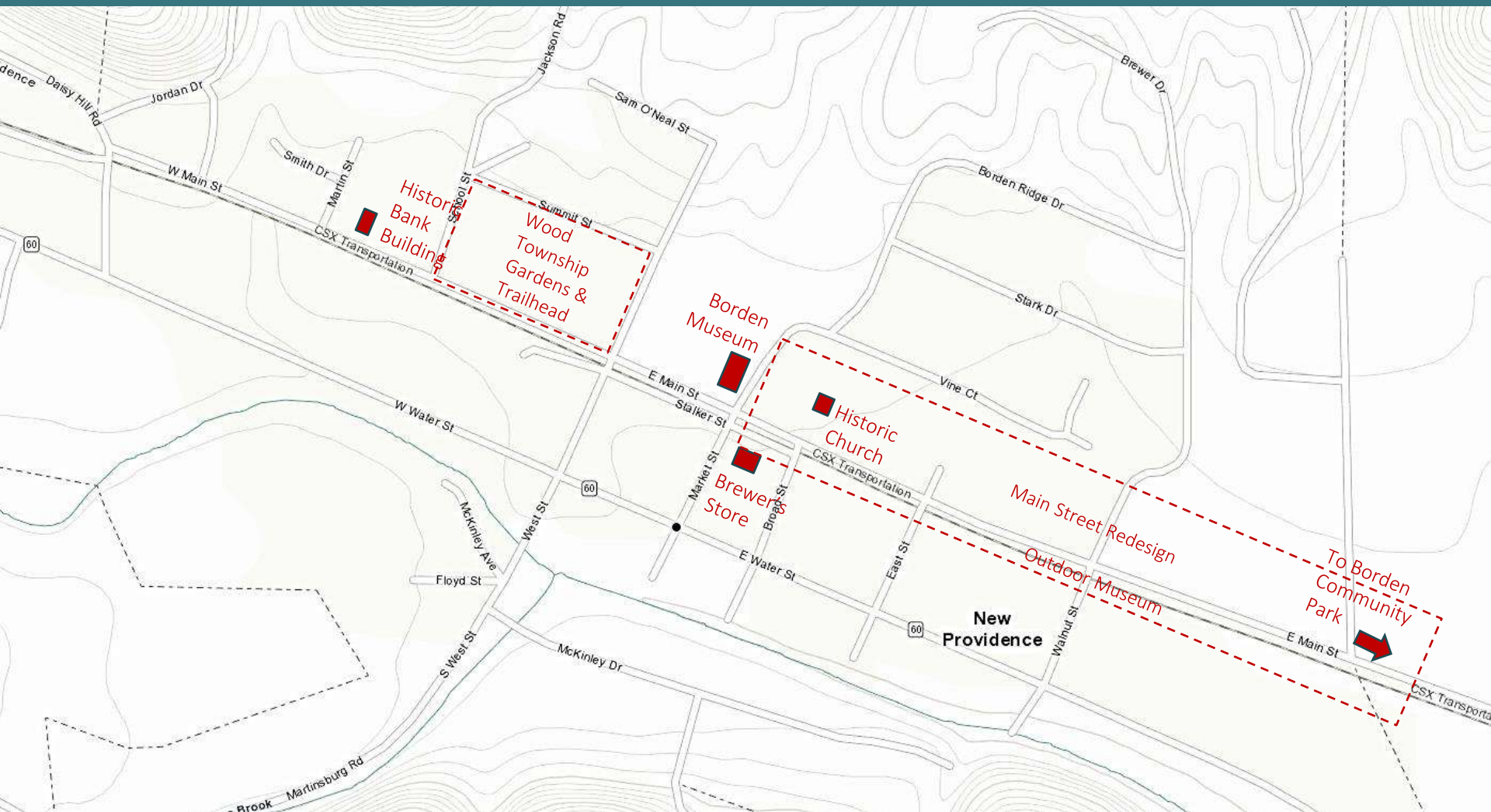
Projects Seeking Other Funding



Star Valley Region – Other Project Map



Project 10 – Borden Mainstreet Redesign



Borden Mainstreet Redesign - Details

The section of Main Street between the Borden Museum and Borden Community park is narrow and as such is a safety hazard.

We are using Community Crossings Matching Grant (CCMG) to redesign Main Street and how it will interact with the South Monon Trail.

In-kind work will be used to help with the trail construction on this project.

The Outdoor Museum will be located near the back wall of the Borden Business Park facility.

Main Street (Current)



Project 11 – Historic Bank Project

The current intent is to use the historic bank building as a multi-purpose building with these main functions:

- Visitor center – providing information on places to go, things to see in and around Borden.
- Rest stop, point of interest on the trail, which passes right in front of the building.
- Art gallery or museum (use of wall space).
- Meeting area to for rental by the Town of Borden.

The building is structurally sound but needs repairs to the roof, floor, and windows.

Historic Bank Building (Current)



Project 12 – Brewer's Store Reclamation

The Brewer's General Store is a history grocery store site in the Town of Borden, Indiana. The site is located on the South Monon Trail across the street from the church that Wood Township recently purchased for wedding events.

This is a proposed mixed-use development with living spaces and restaurant/retail shop. The intent is to have garage doors on the trail side of the building that open to a veranda and courtyard with outdoor umbrella seating adjoining the South Monon trail. We want the building to be an inviting stop for visitors on the trail.

While the building frame is very solid, the building is large and needs significant reconfiguration, updating, and repairs.

The integrated housing is designed to help fund the long-term maintenance of the site.

Brewers Store (Current)



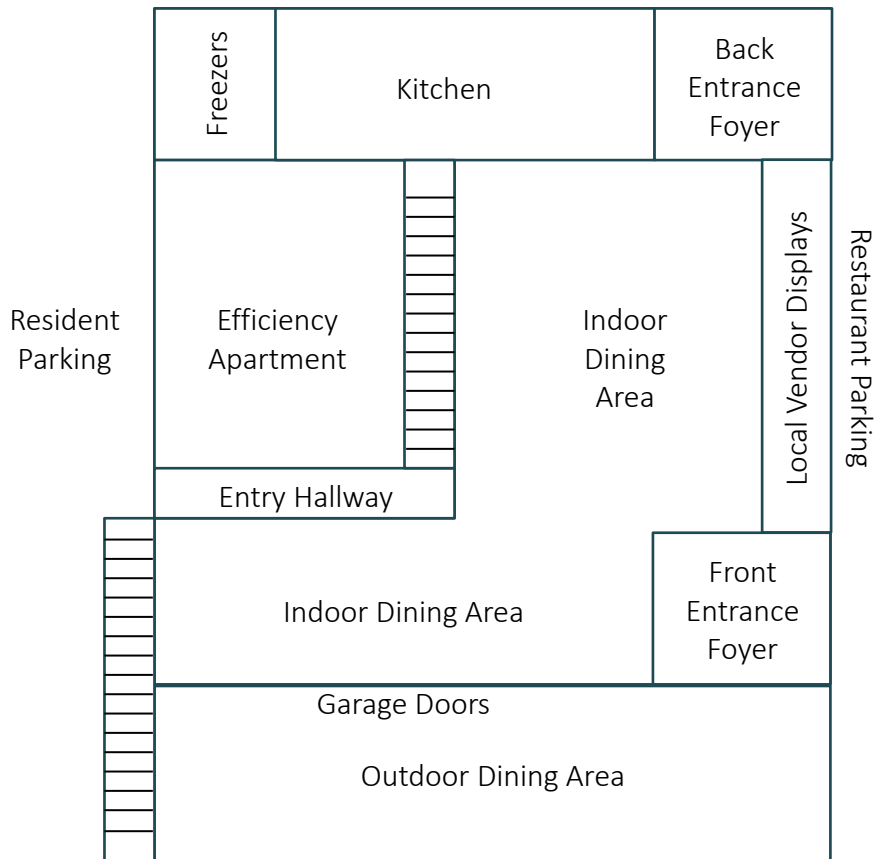
Brewers Store Future Concept



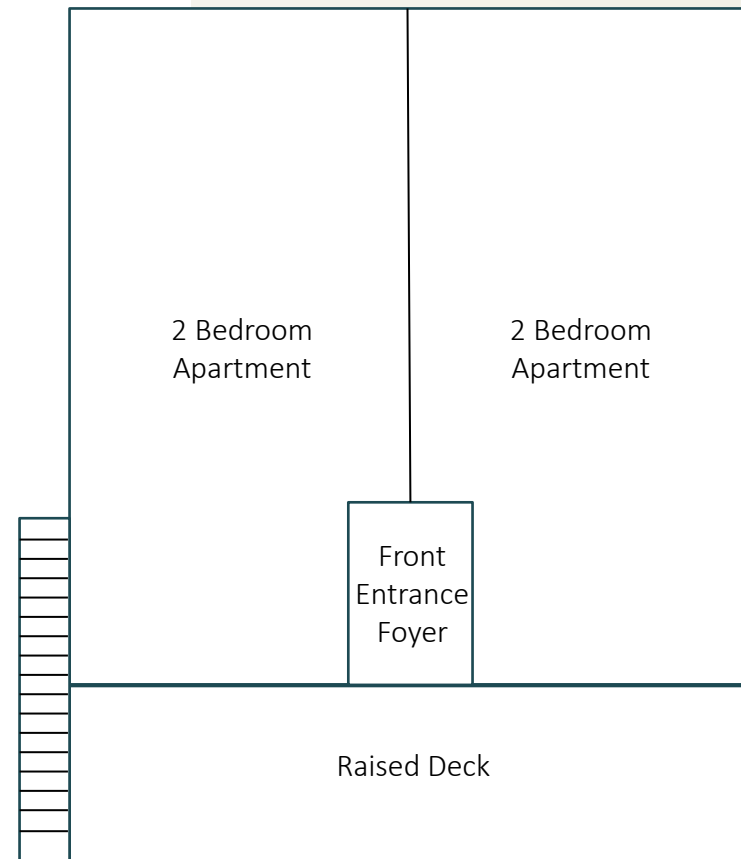
Brewer's Store - Basic Floorplan

First Floor

Restaurant Parking



Second Floor



Healthy Living Program (Proposal)



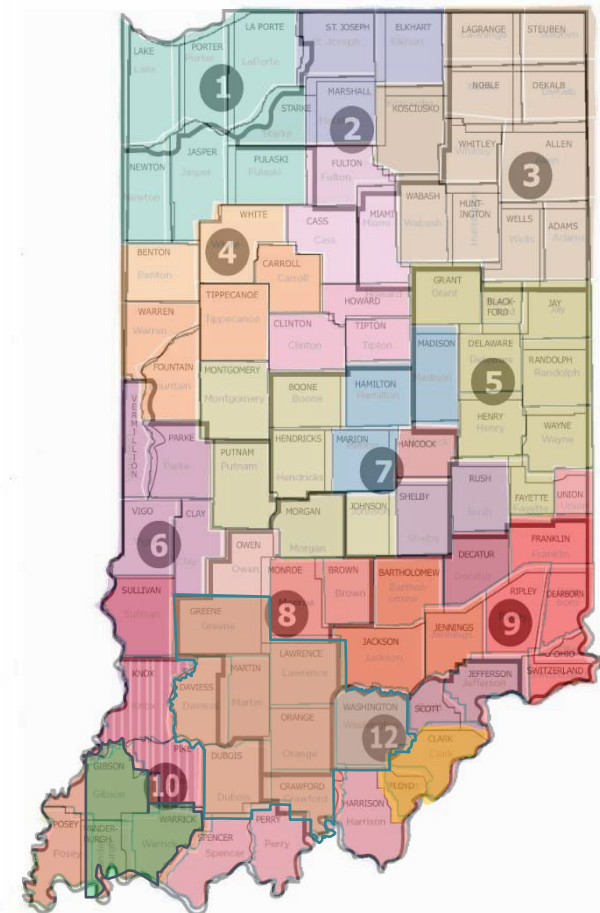
IN HEALTH NEXUS

IN Regional Fragmentation

Indiana has some shared strategy, but regional misalignment across community support organizations.



Regional Boundaries Overlay



IN Regional Alignment

Focus public health, arts, economic development, tourism, and community resources on Medicaid Expenditure Reduction. Align Geographies into three regions, each with a regional office.

Strategic Alignment



5-Year Shared Goal:
Medicaid Expenditure Reduction

Public Health

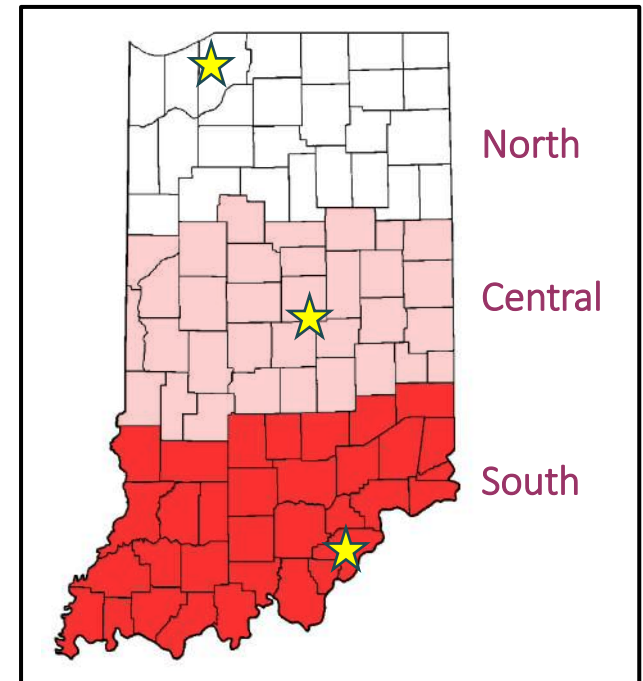
Arts

Economic
Development

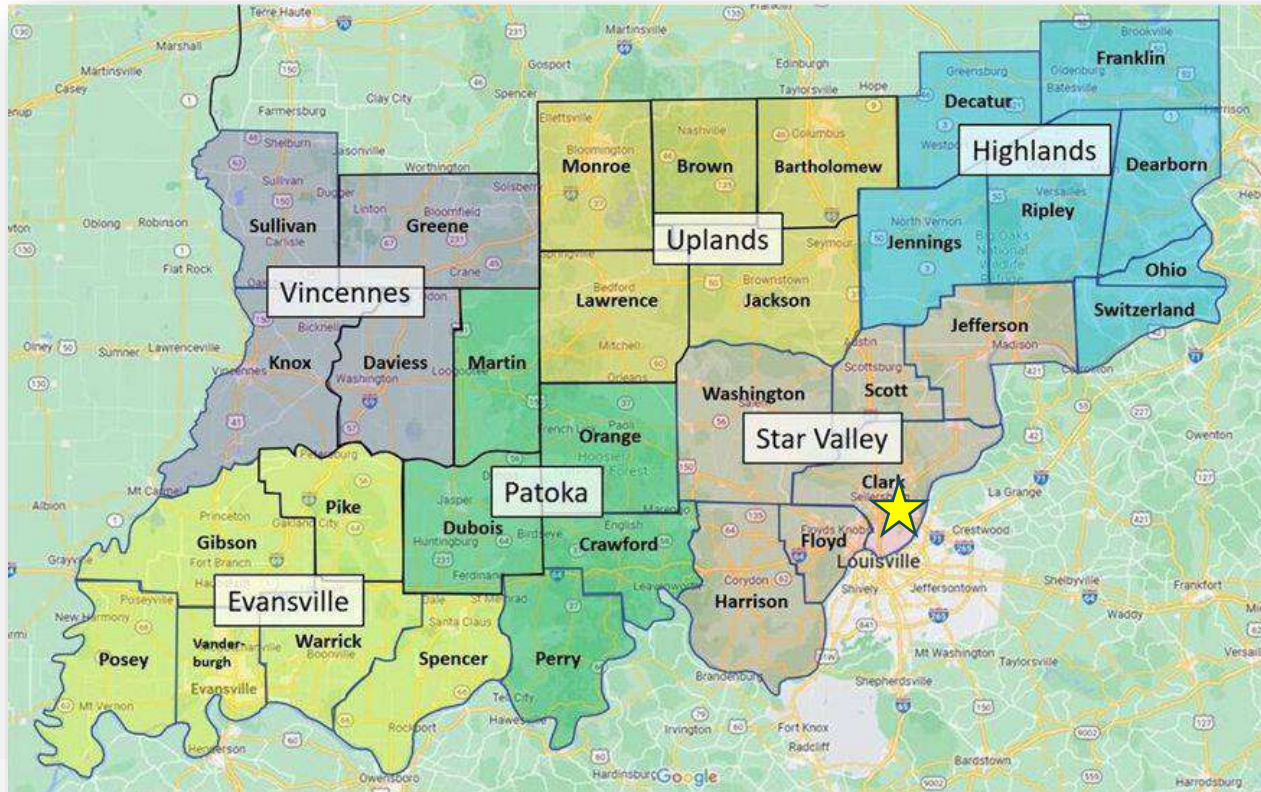
Tourism

Community
Resources

Geographic Alignment



Consolidated Districts – Southern Indiana



Tourism

Economic
Development

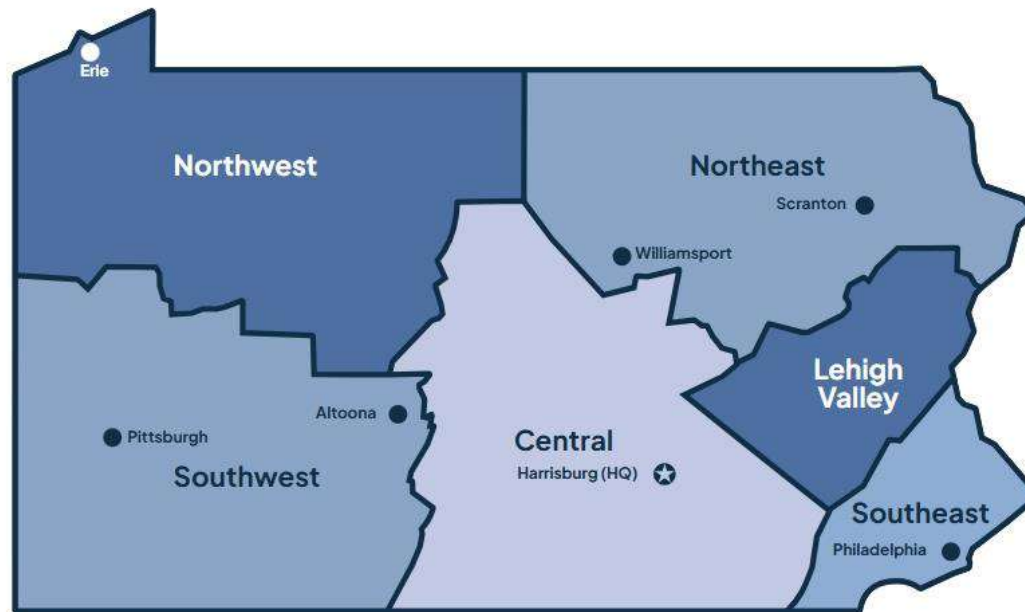
Arts

Healthy
Living

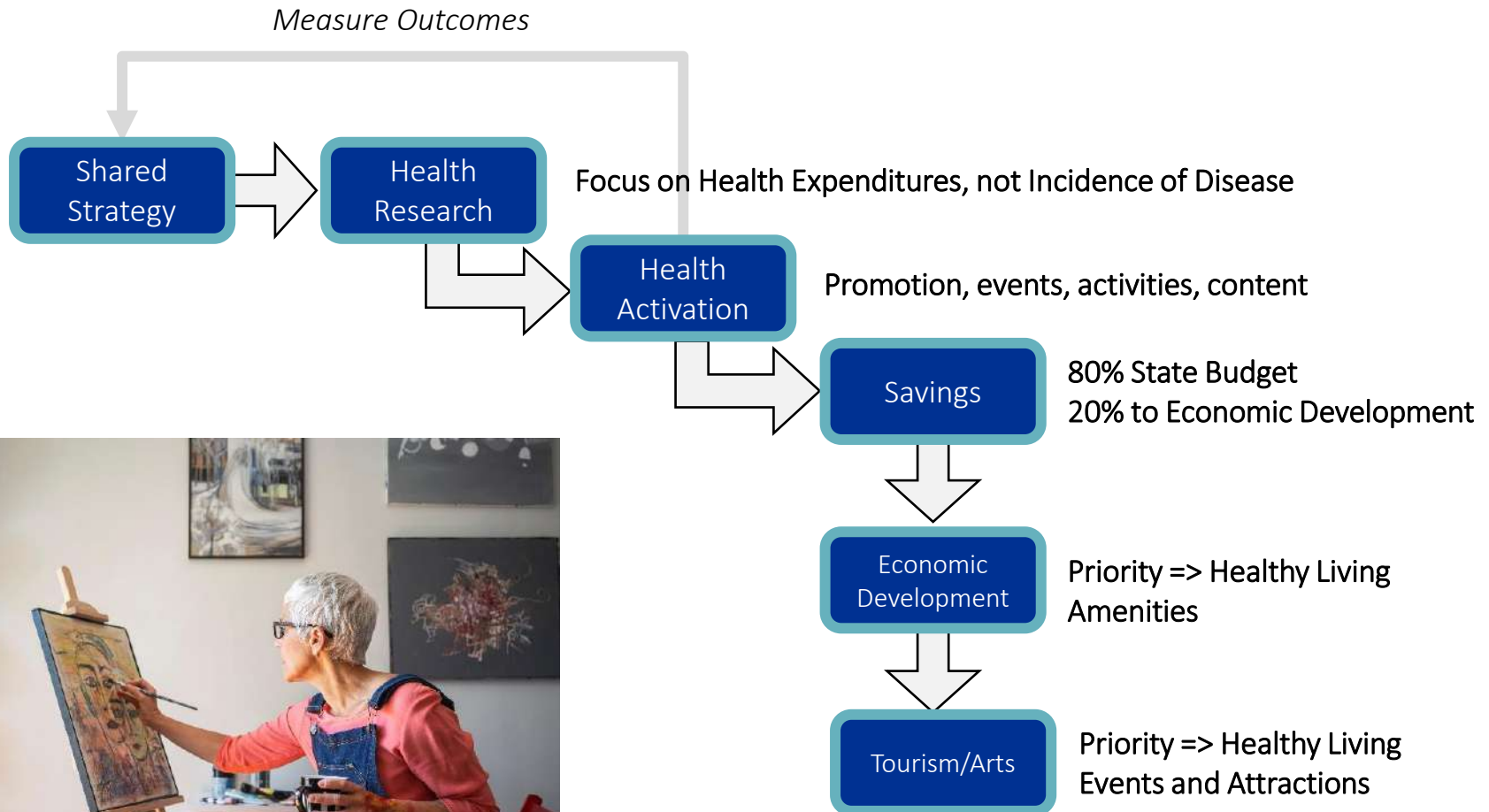
Public
Health

Pennsylvania DCOE

Similarly, Pennsylvania is divided into 5 regions with regional offices in each region. The [Pennsylvania Department of Community and Economic Development \(DCOE\)](#) merges community and economic development and has very high county health rankings.



Health Savings Model



Medicaid Savings Target

General Fund

	Passed FY24	Passed FY25
General Government	935,457,021	1,025,576,221
Public Safety		
Corrections	931,398,882	937,590,189
Other Public Safety	450,623,250	453,513,191
Subtotal: Public Safety	1,382,022,132	1,391,103,380
Conservation and Environment	120,026,947	120,820,902
Economic Development	247,668,518	222,442,273
Transportation	45,000,000	45,000,000
Health and Human Services		
FSSA Administration	19,975,512	19,975,512
Office of Medicaid Policy and Planning	3,903,646,727	4,376,393,188
Mental Health and Addictions	358,154,453	358,154,453
Family Resources	157,114,613	158,175,431
Aging Services	59,283,620	59,283,620
Disability and Rehabilitation Services	57,660,054	55,660,054
Department of Child Services	976,878,288	952,242,447
Public Health	34,864,654	39,782,513
Other Health and Human Services	97,449,395	108,307,135
Subtotal: Health and Human Services	5,665,027,316	6,127,974,353

State Savings Y2 Target
20% x \$4.4B = \$875M

Economic Development
Target
20% x \$875M = \$175M

Health Research

Health quality organizations already sponsored by the federal government, one of which is likely already contracted with Indiana, could provide both up front research and help with backend interventions (e.g., education, awareness)



Geographic Expenditure Focus

Star Valley 2017 Total Medicaid Spending – By Zip Code

In the Star Valley region, the bulk of healthcare costs are concentrated into a few zip codes.

Note: Qsource would look at 2024 data.

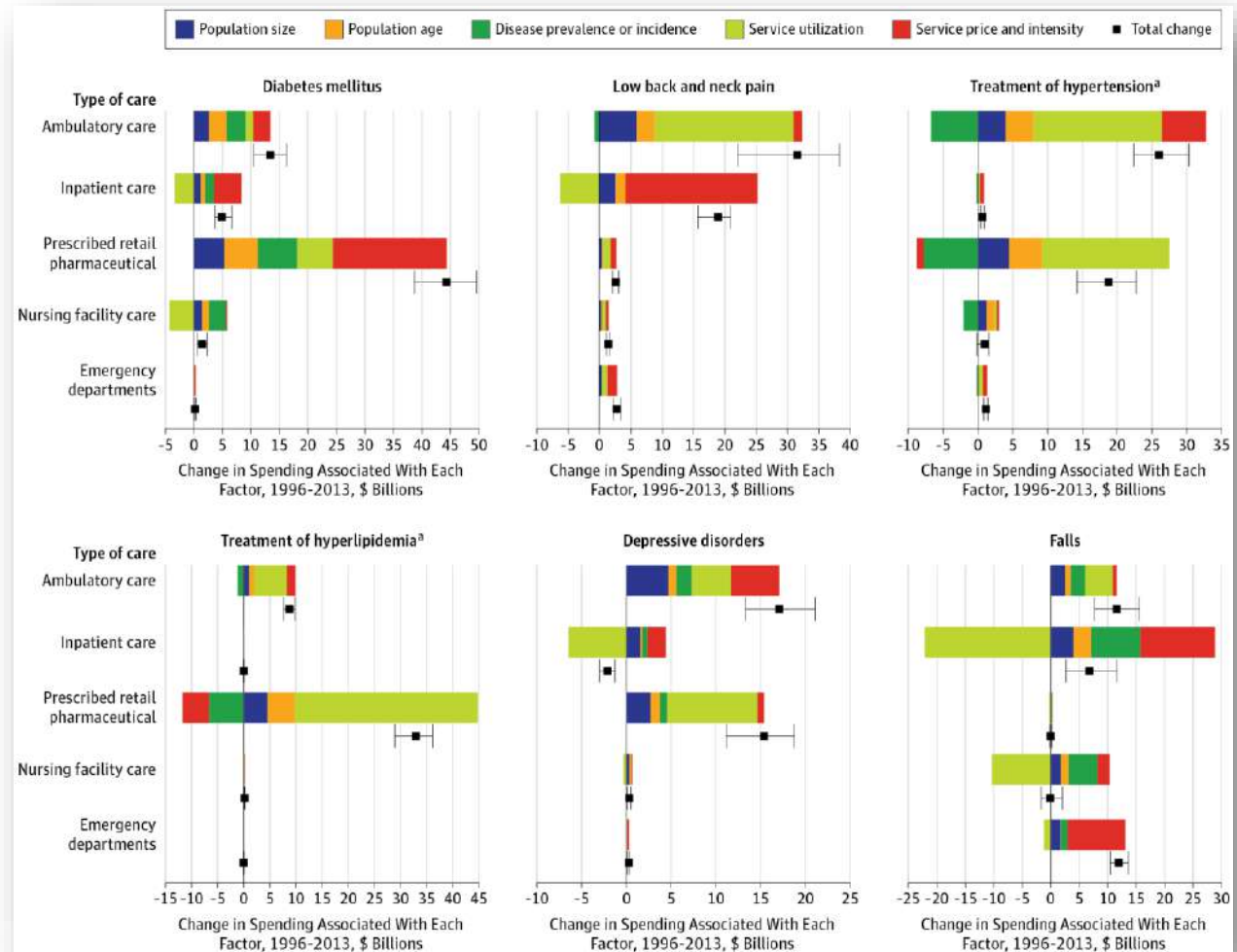
These geographies become the target for cooperative health activation

County	Zip	Zip avg
Floyd	47150	\$ 30,585,845.51
Clark	47130	\$ 25,090,068.62
Clark	47129	\$ 13,887,921.66
Scott	47170	\$ 12,588,697.10
Jefferson	47250	\$ 12,115,353.13
Harrison	47112	\$ 10,555,687.26
Washington	47167	\$ 9,767,813.85
Clark	47111	\$ 6,018,065.88
Scott	47102	\$ 5,401,637.33
Clark	47172	\$ 5,314,616.97
Jefferson	47243	\$ 3,365,749.41
Floyd	47119	\$ 2,576,151.79
Floyd	47122	\$ 2,398,254.01
Washington	47165	\$ 2,219,214.08
Scott	47138	\$ 1,986,166.73
Clark	47126	\$ 1,813,585.73
Harrison	47161	\$ 1,786,495.75
Harrison	47164	\$ 1,778,606.65
Clark	47106	\$ 1,506,847.89
Harrison	47136	\$ 1,050,566.70
Washington	47108	\$ 997,693.47

County	Zip	Zip avg
Clark	47143	\$ 891,639.61
Floyd	47124	\$ 811,851.00
Harrison	47115	\$ 798,442.87
Jefferson	47231	\$ 702,572.88
Jefferson	47230	\$ 693,255.56
Scott	47177	\$ 593,033.02
Clark	47141	\$ 567,644.11
Clark	47163	\$ 563,733.71
Washington	47120	\$ 510,173.74
Harrison	47135	\$ 493,253.95
Harrison	47166	\$ 435,762.79
Harrison	47142	\$ 331,371.80
Floyd	47151	\$ 299,174.49
Clark	47131	\$ 286,581.38
Clark	47147	\$ 266,579.35
Harrison	47110	\$ 258,585.34
Clark	47162	\$ 248,398.52
Jefferson	47224	\$ 133,080.46
Harrison	47160	\$ 85,099.40
Harrison	47114	\$ 75,073.56

Expenditure Drivers

Once high-expenditure zip codes are identified it will be important to conduct research on what is driving expenditure increase (see example at right) in these zip codes. Then interventions can be determined.



Reference:

[Factors Associated With Increases in US Health Care Spending, 1996-2013 | Health Care Economics, Insurance, Payment | JAMA | JAMA Network](#)

Health Activation

Health activation is the use of healthy living interventions to activate the health of individuals and groups.

Again, with a focus on high-expenditure areas.



Health Environment

- Assets
- Economics, housing, food insecurity
- Laws, policies, regulations

Healthy Behaviors

- Prevention/Health screening
- Promotion/activation
- Exercise
- Diet

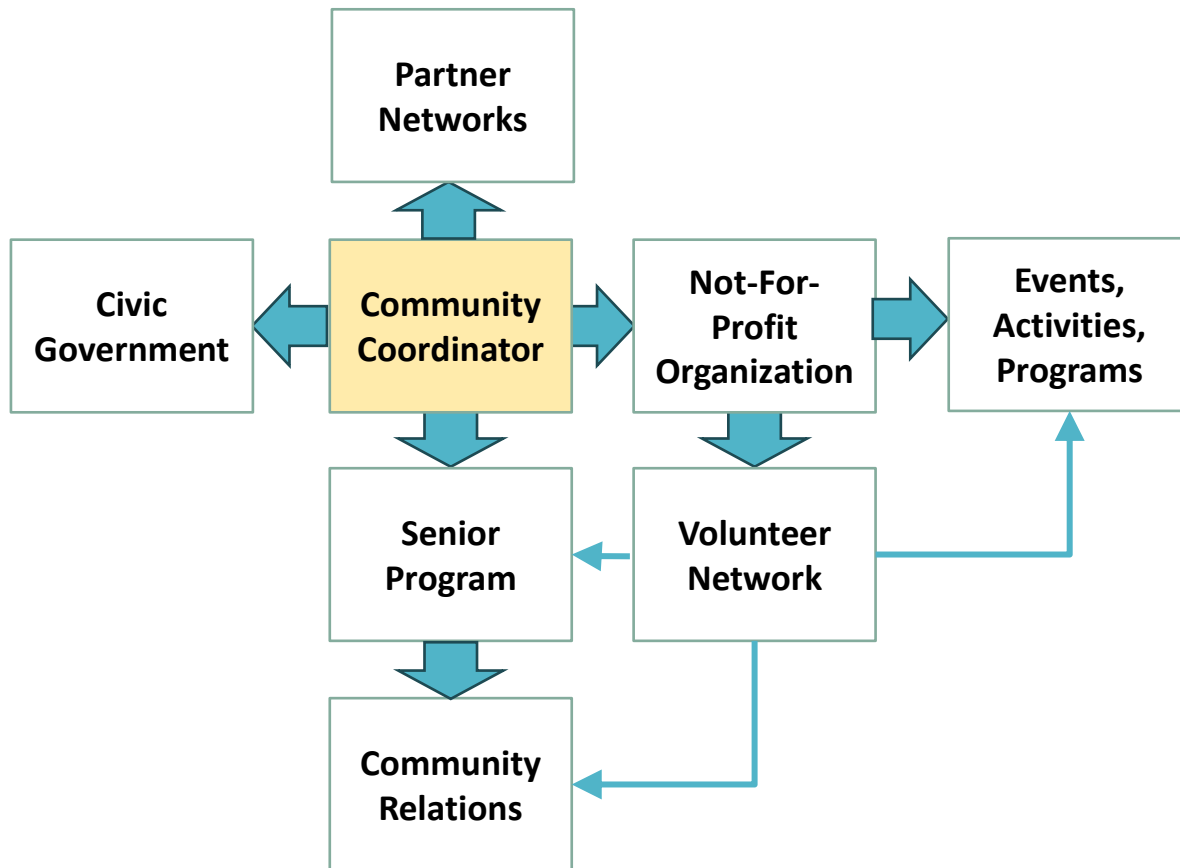
Social Health

- Social needs
- Events/activities
- Social equity
- Social impact
- Healthcare
- Medical Interventions

Health Factors and Outcomes

- Health Factors
- Mental Health Outcomes
- Physical Health Outcomes

Healthy Living Networks



Healthy Living Promotion

livinsouth.com and livinsouth.net is an example draft of a potential healthy living activation portal that could support health activation. This type of resource would be created for each regional office.

LIVIN' SOUTH

HOME

REGIONS

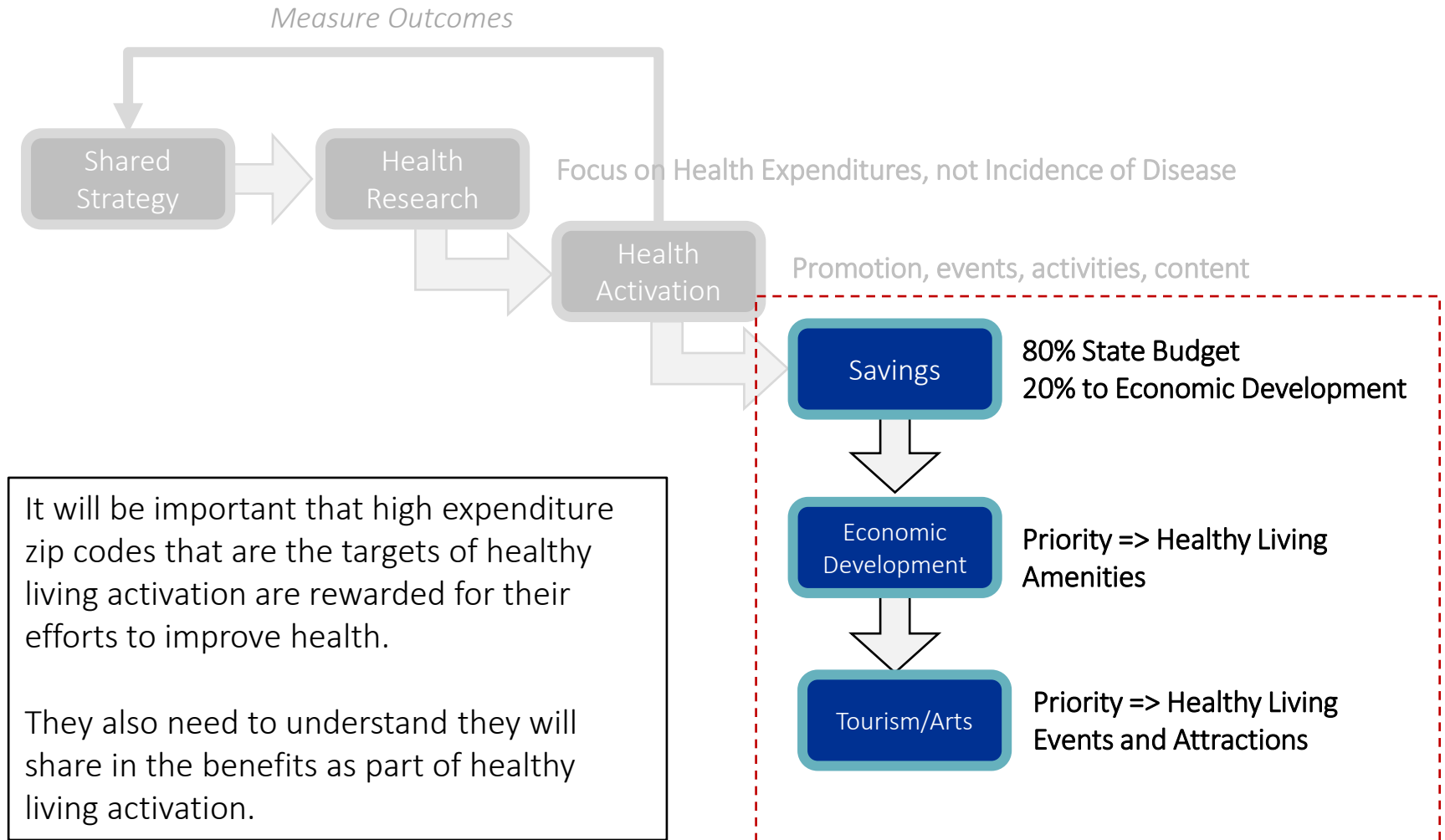
GALLERY

CONTACT

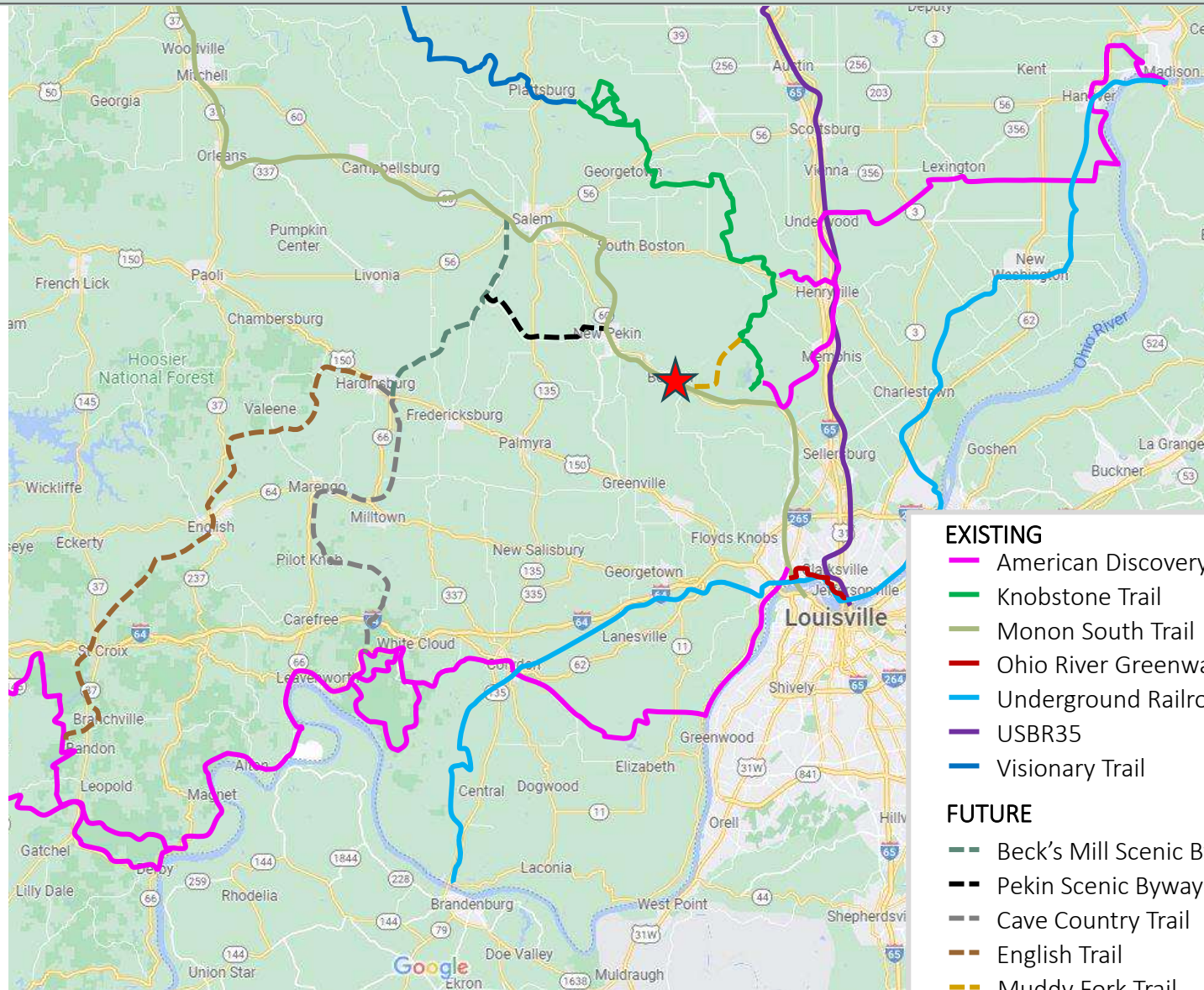
Livin' South

Your Gateway to Southern Indiana Healthy Living

Shared Benefits



Regional Trail Map



Borden Institute



Borden Institute

Borden Institute is a planned not-for-profit organization/think tank that will help prepare society for the advent of **Artificial Super Intelligence (ASI)**. The organization will have three pillars:

Pillar 1



Technology

Pillar 2



Policy

Pillar 3



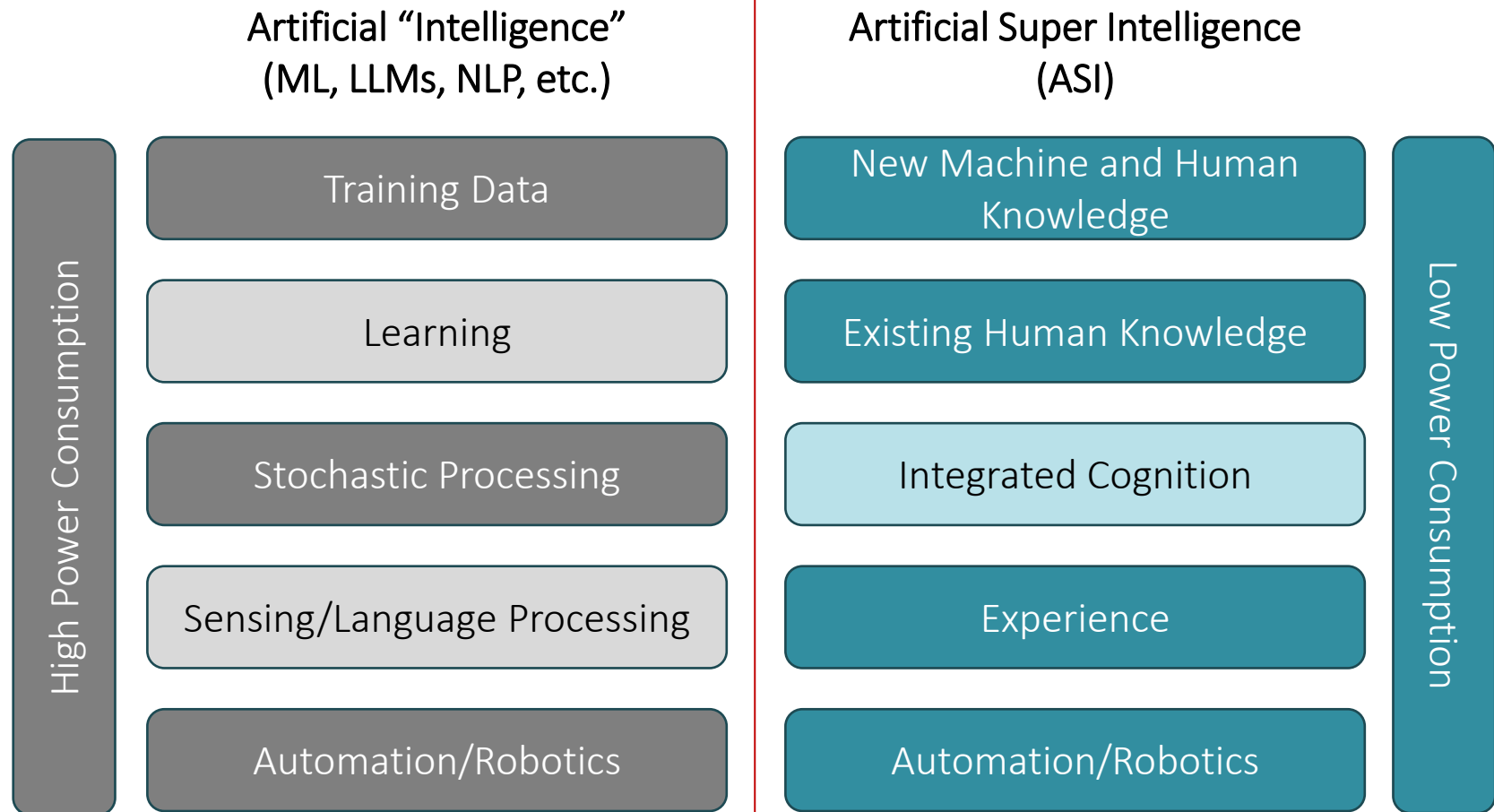
Economy

Pillar 1 – ASI Technology

Artificial “Intelligence” (ML, LLMs, NLP, etc.)	Artificial Super Intelligence (ASI)
Machine model limited to intelligence and learning cycle.	Machine model includes full integration of all cognitive processes.
No capacity to reason.	Integrated reasoning and innovation process.
Inferences driven by patterns and context.	Inferences driven by understanding.
Dependent upon human knowledge and innovation.	Not dependent upon human knowledge and innovation.
Questions asked by users, most probable answer returned by system.	Questions asked and answered logically by system to the limits of storage capacity.
Consumes massive amounts of power to synthesize data. ¹	Low power consumption requirements, like the human brain.
Fueled by competitive capitalism.	Fundamentally changes the economic order.

1 - “After globally consuming an estimated 460 terawatt-hours (TWh) in 2022, data centres’ total electricity consumption could reach more than 1 000 TWh in 2026. This demand is roughly equivalent to the electricity consumption of Japan.” [Electricity 2024 - Analysis and forecast to 2026 \(iea.blob.core.windows.net\)](https://www.iea.blob.core.windows.net/2024-Analysis-and-forecast-to-2026)

Pillar 1 – ASI Technology



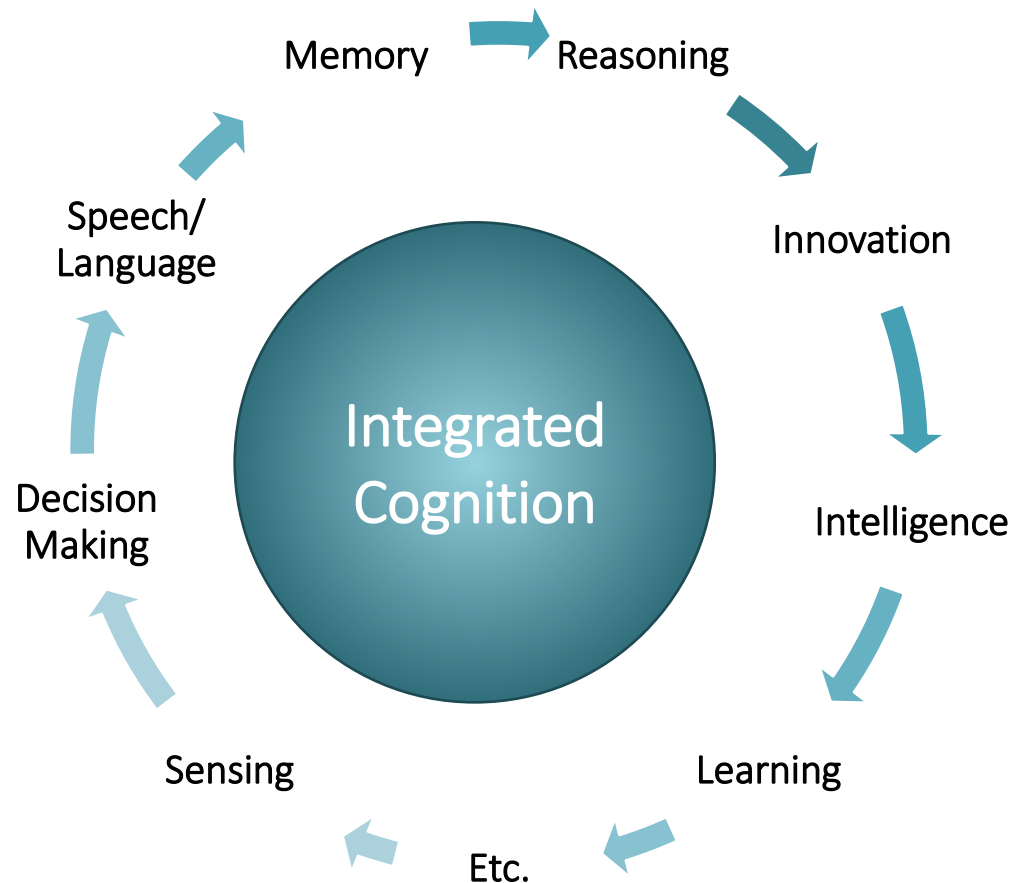
Pillar 1 – ASI Technology – Integrated Cognition

Machine cognition can't be based on learning and intelligence only.

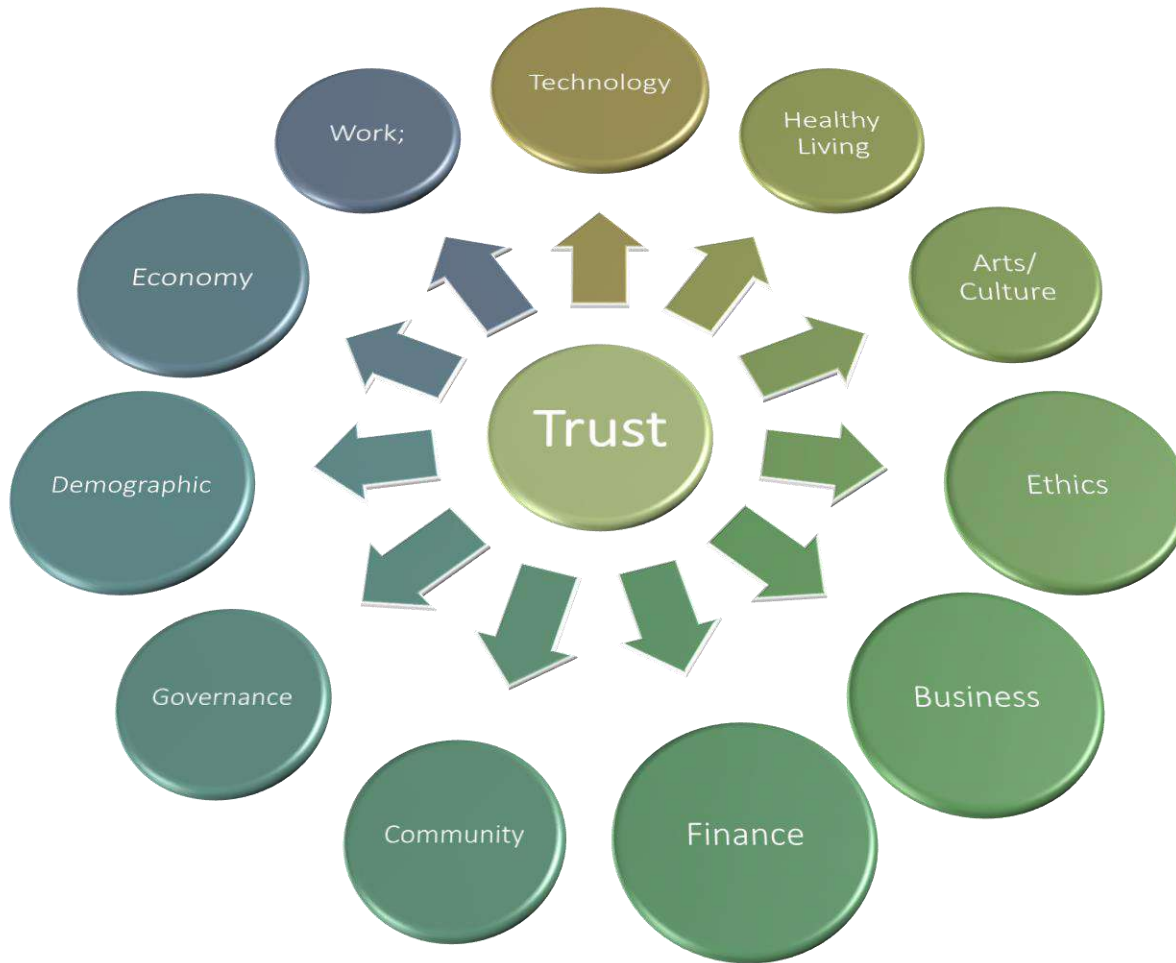
Cognition is an integrated process that primarily rests upon the inter-relationship between innovation (right brain) and reasoning (left brain).

ASI will leverage the same integrated cognitive process that humans use, which will use far less power than current approaches.

Once integrated cognition is achieved, ASI is achieved and Artificial General Intelligence (AGI), or human level intelligence, is irrelevant.



Pillar 2 – ASI Policy

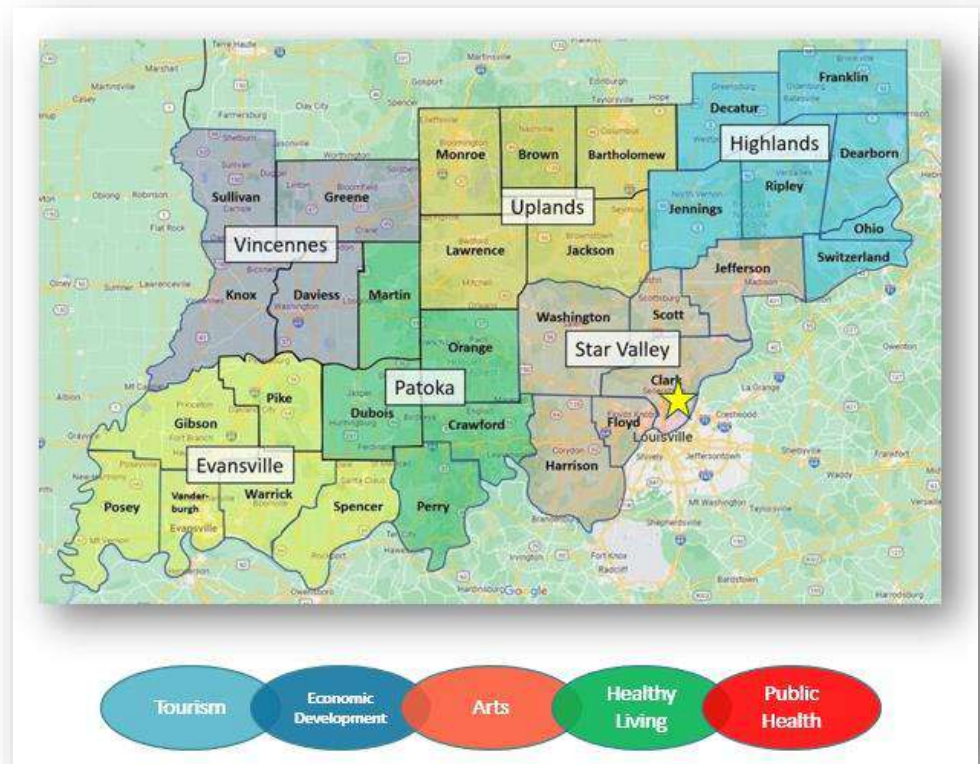
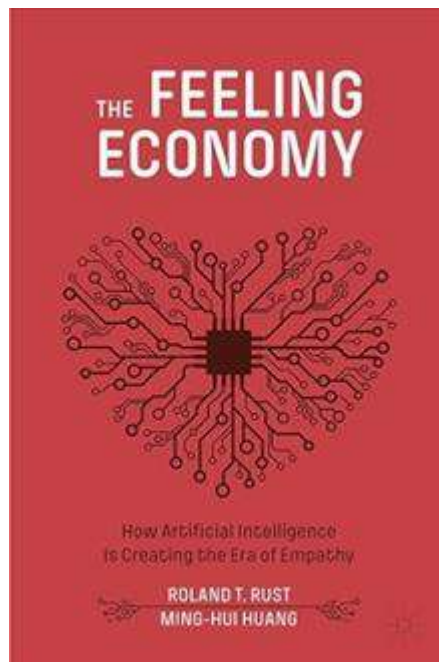


Central ASI Policy Tenants

- Trust must be paramount.
- Trust must be ubiquitous.
- Trust must be closely monitored.
- [Edelman Trust Barometer](#)
- Society is redefined and fully integrated
- Volunteerism is elevated

Pillar 3 – ASI Economy

Our economic model is based on the same integrated model described in healthy living high-trust networks. Capitalism will shift its product focus to tourism, services, arts, etc. ASI will enable a global economic boost so large, that work will become a matter of preference, not need.



Links:

1. [The Feeling Economy](#)
2. [What is the Feeling Economy – and why is it set to boost the service sector?](#)
3. [How The Role Of Humans Will Change In A Post-A.I. World \(chiefexecutive.net\)](#)

Contact Us

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