



### Upcoming Membership Meeting:

Wednesday, February 29, 2012  
11:30 a.m. – 1:30 p.m.  
Northern Illinois University – Rockford Facility  
8500 East State Street, Rockford, IL 61107

Focus topics are updates on projects in the corridor  
and 2012 marketing plans

Please make your reservation for the February 29th membership meeting by responding to  
[lhillis@rockfordil.com](mailto:lhillis@rockfordil.com)

### Welcome to CATALYST!

The I-39 Logistics Corridor Association is pleased to present this issue of CATALYST, the e-newsletter designed to establish "Superior Transportation Infrastructure in the I-39 Logistics Corridor and the Chicago Region". This e-newsletter contains information that helps corridor members stay informed and assisting the association further its goals. We welcome your feedback to the CATALYST and to our group's work, and encourage you to pass this newsletter on to those you may know who may prosper from being a part of the I39 Logistics Corridor Association as well.



Now, more than ever, we must take advantage of the economic development resources available collaborating to continuously grow our region and work together. As we begin a new year, I encourage your renewed participation in our association.

Sincerely,  
Janyce Fadden  
*Executive Director,  
I-39 Logistics Corridor Association*

### I-39 Logistics Corridor Association 2011 Marketing Program Results:

Thank you to our I-39 Logistics Corridor Association members for your continued support! We had great success in 2011 due to your continued partnership; your collaboration and \$500 annual investment afforded us the opportunity to offer you the following value-add:

#### Public Relations

1. Prepared the 2009-2010 investment activity statistics and wrote comprehensive feature story on growth of manufacturing within the corridor.
2. Placed seven major stories about the corridor in various publications including:
  - i. **The I-39 Corridor continues to shine as a beacon for national transportation opportunities.**  
*by Amy Bigley as featured in the February 2011 Heartland Real Estate Business*
  - ii. **I-39 Corridor prepares for industrial sector expansion**

- iii. **Moving Cargo Here, There and Everywhere**  
*by Mark Thomton as featured in the March 15, 2011 Illinois Real Estate Journals*
- iv. **Global forces reshape production**  
*by Chris Linden as featured in the Spring 2011 Northwest Quarterly Magazine*
- v. **I-39 logistics group to court manufactures**  
*as featured in the June 19, 2011 Rockford Register Star*
- vi. **Adding water service is key for I-39 industrial growth Winnebago County, Cherry Valley and New Milford may join forces**  
*by Brian Leaf as featured in the June 19, 2011 Rockford Register Star*
- vii. **I-39 Corridor Attracts International Firms and Manufacturers as Activity Increases**  
*by Kevin Haas as featured in the July 12, 2011 Rockford Register Star*  
*by Mark Thomton as featured in the September 27, 2011 Chicago Industrial Properties*

#### Trade shows and conferences

1. I-39 Executive Director as panelist at the CIP Industrial Summit held April 6, 2011
2. Booth at the AIRE trade Show and Developers Showcase held on September 15th
3. I-39 Executive Director as panelist at the CIP Transportation & Logistics Conference held September 28, 2011
4. Hosted the Tuesday, October 11th AIRE Luncheon at the Rosewood Restaurant in Rosemont

#### Display ad and Directory listings

1. Display advertisement placed in the 3rd quarter issue of the SIOR publication distributed during the October 20 to 22 SIOR Fall World Conference at the Chicago Hyatt Regency.
2. Directory listings:

January/February CIP Intermodal Centers  
 March/April IREJ Economic Development  
 March/April CIP Economic Development  
 May/June IREJ Women in Real Estate  
 July/August MREN Economic Development  
 September/October MREN Women in Real Estate  
 November/December IREJ Economic Development  
 November/December CIP Economic Development  
 November/December MREN Economic Development

### nwi.com Online Article Gives Great Insight on Interstate Corridors

**Our I39 Logistics Corridor Association is being used as a benchmark by Indiana as they develop their toll road association. We are ahead of the curve and your support in 2012 can keep our association strong.**

#### Study: Toll Road is untapped economic resource

##### **Keith Benman (December 2011)**

As featured in nwi.com Online – December 11, 2011

The Indiana Toll Road remains one of the the region's great unexploited resources and is ripe for development if barriers to development can be removed, according to the first stage of a Ball State University study.

The study now is in the hands of a steering committee seeking to form an Indiana Toll Road Economic Development Corridor. The corridor aims to mimic success localities in other states have achieved along busy interstates, said Toll Road Oversight Board Vice Chairman Leigh Morris, a member of the committee.

"It was clear to me when we began this process that people had just ignored this as a huge transportation asset that could fuel development opportunities in our own backyard," Morris said.

Examples of corridors in other states that have proved successful in attracting development are the I-39 Logistics

Corridor in Illinois, which stretches from Janesville, Wis., to Peru/LaSalle in Illinois, and the I-43 Corridor between Beloit and Green Bay in Wisconsin.

"The I-39 corridor wasn't well recognized in the Chicago area until we started marketing it," said Janyce Fadden, I-39 Logistics Corridor Association executive director.

In 2009-10, the last two-year cycle for which data is available, the I-39 Logistics Corridor added 3,230 jobs and booked more than 3.3 million square feet of commercial space, representing a 65 percent increase in value over the previous two years, according to information at the corridor's website.

The I-39 Logistics Corridor Association operates mainly as the marketing arm for localities and their economic development organizations, Fadden said. Economic development deals such as expansions or new companies moving in happen directly between developers, companies and local economic development organizations, she said.

Developing goals and the kind of organization that can best achieve them are next on the to-do list for the Indiana Toll Road Economic Development Corridor steering committee, Morris said. A meeting between developers, businesses, localities and other stakeholders in January will begin that process.

The Ball State study so far has identified more than a dozen opportunities the corridor group should explore. Among specific industries that may want to take advantage of the Toll Road are health care, tourism, technology and education, according to the study. Means of attracting new industries include better marketing of Toll Road assets as well as the creation of tax sharing and regional utility districts.

The study kicked off more than one year ago and grew out of efforts to unlock the economic development potential of the 157-mile road after the state transacted its \$3.8 billion, 75-year lease of it in 2006.

The Ball State study cost \$50,000 and is being paid for with a grant from the Indiana Economic Development Corp. and private parties, Morris said.

Indiana Toll Road Concession Co., the road's private operator, is not directly involved in the Indiana Toll Road Economic Development Corridor effort but supports its goals, ITRCC spokeswoman Amber Ketting said.

"More local points of interest will increase travelers on the Toll Road, which in the end benefits us as well as the businesses themselves," Ketting wrote in an e-mail. "We're happy to be able to provide a safe route for those drivers going to and from the areas, and hope to assist in this development in any way possible."

Read more: [http://www.nwitimes.com/business/local/study-toll-road-is-untapped-economic-resource/article\\_ffacd5e6-e5b9-54de-8424-a6f4a36c32fa.html](http://www.nwitimes.com/business/local/study-toll-road-is-untapped-economic-resource/article_ffacd5e6-e5b9-54de-8424-a6f4a36c32fa.html)

## Membership Benefits and Dues

Participating in the I-39 Logistics Corridor Association offers an array of benefits.

### 2012 Membership Benefits Include the Following:

- Listing of property information on our website, [www.i-39logisticscorridor.com](http://www.i-39logisticscorridor.com)
- Direct marketing advertising exposure (A schedule can be found at [www.i-39logisticscorridor.com/files/marketingsched.pdf](http://www.i-39logisticscorridor.com/files/marketingsched.pdf))
- Opportunity to have banner advertisement(s) featured on the website, [www.i-39logisticscorridor.com](http://www.i-39logisticscorridor.com)
- Participation in our membership meetings
- Receive our newsletter, the I-39 CATALYST
- Opportunity to participate in our annual networking events and display your information at our booth at selected trade shows, including the AIRE tradeshow in September and AIRE luncheon event in October.

If you would like to become a member and are interested in finding out more, please visit [www.i-](http://www.i-39logisticscorridor.com)

[39logisticscorridor.com/membership.html](http://39logisticscorridor.com/membership.html) for more information, including a downloadable membership form.

## Call To Action

### Help the Association gain more members:

Please forward a copy of this newsletter to a colleague that you know that may be interested in being a part of marketing the corridor.



### For More Information Contact:

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