The development of an identity for the Indiana Toll Road Corridor requires the creation of a regional coordinating body. It may be organized on an ad-hoc basis, as an association or as a non-profit corporation. In any event, a service organization is necessary to establish consistency in communicating the assets of the Corridor as well as in marketing and programming activities. In short, this is a classic case of the whole being greater than the sum of its parts.

Examples of the kinds of services that must be performed by such an organization include the development of a marketing plan for the Corridor, effectively creating the Toll Road Corridor as an economic entity and the Toll Road as an economic driver for Indiana. Additional services might include education for Toll Road Corridor stakeholders.

The Ball State project team recognizes a sensitivity that has been expressed throughout the Indiana Toll Road Corridor against the creation of new economic development organizations. To address these legitimate concerns, it is not recommended that the coordinating body for the Indiana Toll Road Economic Development Corridor be an economic development organization per se: it would not be organized to interface directly with site location consultants or business prospects, for example. Instead, it would serve as an image marketing organization, resource bank, and clearinghouse for information about the Indiana Toll Road Corridor. It is, anticipated, however that certain activities will require staff support, more akin to that of an association than an economic development organization.

See http://www.i39logistics.com/ for more details.