

## INDIANA TOLL ROAD ECONOMIC DEVELOPMENT CORRIDOR INITIATIVE

### ABOUT THE PROJECT

This brief is one in a series about opportunities arising from the development of the Indiana Toll Road. Research was conducted by the Center for Business and Economic Research at Ball State University in conjunction with Building Better Communities at Ball State.

### ABOUT THE AUTHORS

#### CENTER FOR BUSINESS & ECONOMIC RESEARCH

The Center for Business and Economic Research is an award-winning economic policy and forecasting research center housed within Ball State University's Miller College of Business. CBER research encompasses health care, public finance, regional economics, transportation and energy sector studies.

#### Center for Business and Economic Research Miller College of Business

Ball State University Muncie, IN 47306  
765-285-5926 • [www.bsu.edu/cber](http://www.bsu.edu/cber)

#### BUILDING BETTER COMMUNITIES

Building Better Communities provides comprehensive services to partners across Indiana by connecting them with Ball State University's expertise and resources. BBC offers practical solutions to local challenges and assists with community, economic, and business development.

#### Building Better Communities

Ball State University Muncie, IN 47306  
765-285-2773 • [www.bsu.edu/bbc](http://www.bsu.edu/bbc)

### SECTOR CORRIDOR SERVICES

### ACTIVITY DIRECTORY OF BUSINESS IN CORRIDOR

## Business Services Inventory

The Indiana Toll Road Corridor provides businesses with an abundant and diverse range of services. A small sample would include available sites and buildings; transportation, distribution, and warehousing operations; railroads, airports, water ports, and highways; contract and temporary labor services; construction contractors; a selection of higher education and skills training institutions; facilities management; information technology; financial services; health care providers; engineering services; and security services. It is anticipated that economic development corporations operating across the Corridor will have access to this information. This would benefit their incumbent service providers and their local economies by providing ready access to service sector information to developers, employers, small businesses, and policy-makers.

Today's internet technology creates the expectation that the availability of business products and services should be easily accessible. Site location consultants, railroads, utility companies, state development agencies, and businesses both large and small want to know the availability of business services. Competition and market forces demand that effective economic development organizations provide not only ombudsman services to these clients, but also detailed information about the nature and breadth of services available to existing and prospective businesses.

An economic development organization can improve its competitive position by providing

timely, detailed and pertinent information to prospects. An online directory such as that outlined here will provide prospective investors with detailed, rich data, and information and knowledge critically important to the prospect versus data compiled by outside third-party sources such as the U.S. government.

To capitalize on this opportunity, the Indiana Toll Road Economic Development Corridor Study Group must seek input from local and regional economic development organizations serving the Corridor, incumbent businesses, and business "brokers" including site location consultants, the IEDC, utilities and railroads for example, to determine the content and format for the presentation of this information.

The information must be presented in a specified format for ease of use; it must be updated periodically and must be promoted and owned from a currency standpoint by economic development organizations serving the Corridor with the aid of county, regional and state economic development and business organizations, railroads, utilities, developers, real estate brokers, and others as deemed necessary. The Toll Road Corridor Study Group should strive to phase in the data gathering and presentation to demonstrate progress early on. Having even a limited set of common business data available early is preferable to having rich data two years hence. As the data expand, they also provides the Study Group with the opportunity to regularly promote the availability of more data sets.