



Landing Iotron: The story of regional collaboration

It takes a region to win a project.

This is the story of Iotron. It is a story of collaboration and hard work. It is a story of how our entire region came together to improve our economy.

In April, the Regional Partnership received a lead from a consultant with whom we had a well-established relationship. He informed us about a Canadian company wanting to expand. Because of the relationship we had started years earlier with the consultant, the Regional Partnership team had the opportunity to meet with the executive team of the Canadian firm. We were able to tell them our story face-to-face and why they should consider our region for their expansion. Soon after this meeting, we were able to issue the lead as a published project: “Project Maple Leaf.”

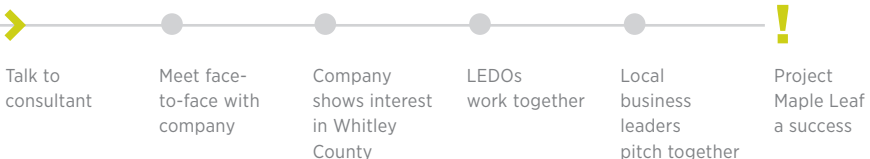
After responses were gathered, the company decided that Whitley County’s Park 30, owned by Northeastern REMC and certified Shovel Ready by the State of Indiana,

was a viable property and would be considered as a finalist location for their expansion. From then on, Whitley County became the heavy lifter for the project and led the way to winning it. But they weren’t alone—it was a regional effort. Whitley County reached out to the team of Northeast Indiana Local Economic Development Organizations (LEDOs) and asked for their help.

The LEDOs, understanding the importance of this project to the entire region, worked in conjunction with Whitley County. In the end, three counties were able to redirect stimulus bonding financing allocation to Whitley County. To further help financing and make the deal attractive to Project Maple Leaf, Whitley County created an economic development revenue bond.

WorkOne Northeast’s ability to screen, test and eventually help hire a skilled workforce for the company played a part in winning the project, as did the offer from the Talent Initiative grant from Lilly Endowment, Inc. to be used

PROJECT TIMELINE





for training new employees. The Indiana Economic Development Corporation also offered other resources in the form of performance-based incentives. Finally, industry cluster research, conducted by the Northeast Indiana Fund, proved the link between Indiana industries' needs and Northeast Indiana's supporting assets to show the strength of the medical device industry in this area.

The strength of our community did not stop with economic development officials. Several local business leaders sent letters of support to the Canadian company. The CEOs of companies throughout the region testified to the fact that Northeast Indiana is the place to do business in the orthopedics industry. And Project Maple Leaf listened.

In the end, Project Maple Leaf—better known as Iotron Industries Canada, Inc., a provider of contract sterilization services in the medical and agribusiness industries—chose Northeast Indiana for

its \$15.3 million expansion because we “enthusiastically supported” their project.

Five years ago, before the Partnership started, this level of collaboration wasn't possible. Now, through shared appreciation of collaboration for successful economic development, the region is able to land jobs and capital investment for Northeast Indiana.

A WORKING COLLABORATION FOR THE GROWTH OF THE REGION

