



# I-39 Logistics Corridor Association

## THE I-39 LOGISTICS CORRIDOR PARTNERS MEMORANDUM OF UNDERSTANDING AND COOPERATION

I-39 Logistics Corridor Association  
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*We*, the undersigned, hereby declare ourselves members of the I-39 Logistics Corridor Partners. Our partnership is committed to regional economic development, believing it to be critical to the long-term economic and social well being of our communities' region-wide. In executing this Memorandum of Understanding (MOU), we formally agree to pursue the strategic goals specified herein and commit \$500 per year toward development and implementation of a corridor marketing effort. The Rockford Area EDC shall be the custodian of the funds. Reports on funds disbursement shall be shared with other investor partners at partnership meetings, or as necessary. Meetings from time to time shall be held in locations represented by partners along the I-39 Corridor and shall occur no less than quarterly.

*Membership* shall consist of economic development and chamber of commerce organizations; private development, construction, and brokerage organizations; utilities; rail, truck, warehouse, manufacturing, logistics airfreight and similar organizations; and any other organization willing to participate and contribute \$500 per year to assist in financing the I-39 Logistics partnership. Funds used for marketing the Corridor shall be budgeted and spent according to the wishes of the entire membership, based upon actions taken at quarterly meetings, or based upon approval via email contact to the member's representative.

*Our* partnership is grounded in a set of common beliefs:

- We believe that together the I-39 corridor partners can significantly increase recognition and awareness of the logistics and distribution assets of the region.
- We believe that by fusing our assets together we will establish greater leverage in order to capture new investments within the region.
- We believe I-39 provides a unique and valuable array of transportation resources and opportunities that will attract warehousing and manufacturing businesses considering a midwestern site location.
- We believe in fostering continued regional economic development through cooperative marketing and other joint activities.
- We believe our member communities; logistics and transportation companies; business park developers and agents; engineering and construction companies; and the citizens of the corridor will be served by the jobs, payroll, and tax base created through the attraction and retention of companies.
- We believe in improved communication as a catalyst for regional trust and cooperation among our organizations, our government and non-profit entities, and our citizens generally.

*Based* on these beliefs, we commit our support to the following strategic goals:

- Immediately retain a marketing expert to assist us in implementing our objectives and beliefs, and to develop an identity and awareness for the corridor and communities.
- Develop a web site for marketing the I-39 Logistics Corridor, with links to economic development and other member web sites.
- Prepare basic marketing materials and promotional literature that publicize the value and benefits of the corridor.

- Publish public relations materials regarding the value of the corridor for the benefit of logistics, real estate, and consultant professionals.
- Educate our citizenry in understanding regional economic development and keep them informed as to the realities of our economic situation.
- Protect and reinforce individual community identities through local action and regional cooperation.
- Identify and utilize regional assets to promote regional economic development, especially such resources as trucking facilities, intermodal facilities, airfreight and passenger facilities, railroad facilities, and other logistics facilities and resources.
- Advocate on behalf of projects that improve the efficiency of logistics businesses in the corridor, such as eliminating congestion from the I-39/I-90 interchange and similar projects.

In order to carry out the objectives and activities of the corridor, we pledge to meet at least quarterly and report progress annually to our respective constituencies during each calendar year.

We hereby pledge our commitment of \$500. Make checks payable to: I-39 Logistics Corridor Association.

Or, please forward an invoice to:

***Organization or Company Partner:***

\_\_\_\_\_

Partner Signature

Date: \_\_\_\_\_

***Mailing Address:***

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

***Please identify the names, phone numbers, and email addresses of the representatives of your company or organization:***

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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