

# I-85 Corridor Alliance

“Innovation, Collaboration, Prosperity”

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# Alvin Toffler: The Third Wave

## Evolution of Economics

1<sup>st</sup> Wave: **Agriculture Economy**

2<sup>nd</sup> Wave: **Manufacturing Economy**

3<sup>rd</sup> Wave: **Information-based Economy**

# Knowledge-Driven, Innovation Economy

Information, ideas, and technology are the driving forces in today's "flat world."

## Requirements:

- ◆ Strong K-12
- ◆ Powerful research universities
- ◆ Community colleges and workforce training
- ◆ Technology and telecommunications infrastructure
- ◆ Connections



# Innovation:

The application of new ideas or products and processes in the pursuit of profits.



<b>Building Knowledge</b>	<b>Encouraging Entrepreneurship</b>	<b>Recruiting Innovation</b>
<ul style="list-style-type: none"> <li>◆ Reform K-12 math and science education.</li> <li>◆ Facilitate research and development partnerships between universities and businesses.</li> <li>◆ Improve the flow of information about technology trends to local businesses.</li> <li>◆ Ensure that all community residents are computer and Internet literate.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Educate for entrepreneurship, in K-12 and beyond.</li> <li>◆ Increase the pool of venture capital for emerging businesses.</li> <li>◆ Create support services, such as incubators, business assistance and mentoring programs.</li> <li>◆ Reduce regulations that hinder new business development.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Prepare infrastructure needed by technology-driven companies - such as advanced telecommunications, laboratory space, and technology parks.</li> <li>◆ Provide tax and other incentives for technology-driven businesses.</li> <li>◆ Offer individualized job training programs for high-technology companies.</li> <li>◆ Act with communities to create a quality of life that is attractive to high-tech workers.</li> </ul>

# I-85 Corridor Alliance

- ◆ A regional partnership of government, civic, business and educational stakeholders dedicated to promoting innovation and collaboration, with the ultimate goal of economic prosperity.
- ◆ **Model:**  
Research Triangle in North Carolina

# Innovation and Collaboration = Economic Prosperity

The Alliance reaches across city, county and political lines to promote value-added development of the region, ultimately creating high quality, high paying jobs, a better quality of life and increased prosperity for all citizens along the corridor.

# I-85 Corridor Region

- ◆ Stakeholders from an eight county region (along Alabama's Interstate 85) are welcome to participate: Chambers, Lee, and Macon, Montgomery, Russell, Bullock, Elmore, and Tallapoosa counties.
  - Primary involvement has come from Chambers, Lee, and Macon Counties.
  - Intent is to focus on these 3 and grow the Alliance outward to the other 5 counties.
  - Auburn University is the hub of the Alliance.

# Objectives / Initiatives

1. Providing a forum among stakeholders, with a goal of creating an overall economic vision for the region (Crossroad).
  - ◆ Innovation and Business Forum
    - Weekend of November 3-4 (Arkansas State game)
    - Attract venture capitalists from across the US, with focus on promoting AU Research Park.
  - ◆ Regional Stakeholder Workshop
  - ◆ Monthly Work Sessions (4th Thursday, 8:00 until 9:30 AM)
  - ◆ Annual Board of Directors meeting

# Objectives / Initiatives

2. Creating development strategies which draw upon the unique assets of the region and its communities.

- ◆ I-85 Corridor Asset Inventory

[www.auburn.edu/edi/i85assetinventory.pdf](http://www.auburn.edu/edi/i85assetinventory.pdf)

3. Creating a brand identity for promoting the region to outside interests.

- ◆ Brochure
- ◆ Website

# Objectives / Initiatives

4. Conducting joint projects of mutual benefit and interest to the region's stakeholders.
  - ◆ **Auburn University Research Park**
    - Stakeholders include Auburn University, local communities, and the State of Alabama.
    - This joint initiative draws on the university's reputation as a major research institution to create new academic, research, and entrepreneurial opportunities, thus promoting economic development within the region and state.
  - ◆ **Joint Manufacturing Minor for Non-Engineers**
    - Southern Union State Community College and AU have created a partnership to launch this program, which responds directly to workforce needs identified by regional industries.
    - A program prototype is under development, and a number of local manufacturers are interested and ready to provide support for the summer internships.

# Objectives / Initiatives

5. Promoting development initiatives of individual stakeholder partners to leverage value for the region.

- ◆ **Auburn-Opelika Robert G. Pitts Airport Expansion**
  - Strategically located in the heart of the Corridor, the Auburn-Opelika Airport is a public use facility that is owned and operated by Auburn University.
  - Expansion plans include extension of runways and construction of new state-of-the art facilities, which will enable the airport to provide a desirable regional link for expanding corporate aviation.

# Objectives / Initiatives

## ♦ Valley: Langdale Mill Project

- A once-vital industry, many historic mills have been closed throughout the region. The City of Valley has purchased Langdale Mill and other facilities and is working to reclaim these historic mills for commercial development.

## ♦ Tuskegee-Exit 38 Gateway Project

- The City of Tuskegee is home to some of America's greatest tourism assets, such as the Tuskegee Institute historic sites and Tuskegee Airmen Museum.
- The City is working to create a visitor gateway at I-85 exit 32 to draw motorists off of the interstate and into the heart of these historic sites, thus maximizing the tourism potential of the area.

"Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle. When the sun comes up, you better start running."

- African proverb

(Friedman, *The World is Flat*)



**“Even if you’re on the right track, you’ll get run over if you just sit there.”**

**- Will Rogers**