



Switzerland County Included in Southeast Indiana Growth Alliance; New Web site promotes SouthEastIndiana.org as the “Affordable Cincinnati Address”

Lawrenceburg, IN, October 5, 2010-A new regional economic development group has formed to promote Southeast Indiana as the “Affordable Cincinnati address”. Just minutes away from the western edge of the Cincinnati metropolitan area, this region includes, Ripley, Franklin, Dearborn, Ohio and Switzerland Counties, as well as the City of Batesville, Indiana.

“Along with maintaining a low cost business environment, Regional partnerships are some of the best tools Indiana has to spur economic growth,” said Mitch Roob, Secretary of Commerce and Chief Executive Officer, of Indiana Economic Development Corporation.

Gary Norman, President of the Southeast Indiana Growth Alliance and Ripley County Economic Development Director, stated “We want to get the message out that this area is primed for corporate and commercial development and a logical and promising location for enterprises of all kinds.”

The Growth Alliance is a unique example of regional cooperation bringing together Economic Development groups in each of the participating counties for a common purpose. The group’s website SOUTHEASTINDIANA.ORG promotes the low cost of doing business and the availability of affordable real estate in southeast Indiana.

Economic Development Organizations in Southeast in Indiana decided to create the Alliance to market the overall region. “We have been working to coordinate our marketing efforts for several years,” said Jon Bond, President of the Switzerland County Economic Development Corporation. “We know we can accomplish more working together than we can individually.”

For example, Indiana’s conservative approach to fiscal management results in a reduced likelihood of tax increases, and lower workers compensation rates equal a lower cost of doing business. Growth Alliance members believe that a business relocating to southeastern Indiana will have all the regional benefits without the costs found in other parts of the Greater Cincinnati area.

For more information about the Southeast Indiana Growth Alliance visit SOUTHEASTINDIANA.ORG or contact Gary Norman at 812-689-4344.

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