

CODE OF ETHICS

NORTHEAST INDIANA REGIONAL PARTNERSHIP

for partners and stakeholders of the
Northeast Indiana Regional Partnership
prepared by the LEDO Council and staff of the Regional Partnership

INTRODUCTION

The Northeast Indiana Regional Partnership (Regional Partnership) is committed to the economic growth of the 11-county Northeast Indiana region. The Regional Partnership brings together the interests of a broad range of private and public groups to promote Northeast Indiana as a single economic entity. The collaboration of such a variety of groups and interests requires that certain standards of conduct must be developed and adhered to for the Regional Partnership to meet its goals of generating new business leads, developing competitive product, and cultivating effective regional leadership for Northeast Indiana. The progress of our work together as a region will be determined by our ability to foster the general creation of prosperity as indicated by increasing employment, per capita income and GDP. This Code of Ethics represents the standards that partners and stakeholders of the Regional Partnership will uphold and encourage in the daily conduct of business.

PREAMBLE

We, the Regional Partnership and members of the LEDO Council, set forth the following principles of behavior and standards of conduct to guide efforts in promoting the long-term economic health of the Northeast Indiana region. We fully realize that no Code of Ethics is of value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professionalism. The Regional Partnership was founded on the respect and trust of its partners and stakeholders. In that spirit, we set forth this Code of Ethics.

- We recognize the commitment of Regional Partnership member communities to think and act regionally. By doing so, the Regional Partnership seeks to (1) eliminate duplication of effort, (2) achieve greater economies of scale, (3) leverage resources to a greater degree, and (4) create a more attractive environment for new business investment.
- We are committed to the promotion of Northeast Indiana as a desirable business location for new and expanding companies. When representing the Regional Partnership, we shall endeavor to sell "Northeast Indiana First" and our individual communities and projects second.
- Our region is committed to competitive communities. While we encourage collaboration on issues of common interest, we also know that communities thrive when they are competitive in the global marketplace. When a prospect considers a location in Northeast Indiana, we encourage communities to represent their community aggressively to win the project.
- We shall honor the confidentiality requested by both our fellow LEDOs and our prospects. Information shared with LEDOs in confidence shall remain in confidence. Transactions are to be driven by the client.
- It is the practice in Northeast Indiana economic development for parties to this Code to share ALL relevant information with the affected LEDO(s) on ANY project involving an intra-region move. This information will be held in the strictest confidence by the affected LEDO(s). Violation of this commitment shall be viewed as the single most serious breach of the LEDO Council and participation in the Regional Partnership.
- At no time shall any LEDO knowingly solicit a fellow LEDO's prospects.
- At no time shall any LEDO advertise or promote its respective area to companies within another LEDO's geographic area. "Selling against" another member community of the Regional Partnership or another Indiana community, or direct solicitation of intrastate relocations, is strongly discouraged.
- We are committed to sharing among our stakeholders and partners as much information as is necessary and prudent on any activity undertaken by or in the name of the Regional Partnership. Our guiding principle shall be that "more information is better than less."
- We acknowledge that LEDOs are responsible for the quality of responses to Regional Partnership prospects, for managing site visits, and for closing leads, with the support of Regional Partnership staff and other ED partners as requested.
- We are committed to locating prospects in the Northeast Indiana region. In the event that our local jurisdictions cannot meet the needs of a particular prospect we shall communicate with our fellow members in an effort to meet the company's needs elsewhere in the Northeast Indiana region.
- We are committed to building and maintaining a strong working relationship with all stakeholders in economic development.

CONFIDENTIALITY OF PROSPECTS

In all instances members of the LEDO Council shall honor the confidentiality of individual prospects. Whenever possible, specific information on particular transactions shall be shared within the realm of the Partnership. In those instances where prospects are dealing with individual communities, information will only be shared by Regional Partnership staff and the LEDO(s) involved.

In instances where a prospect wishes to remain completely confidential with an individual community, the remaining members of the Regional Partnership shall honor that confidentiality and shall in no way attempt to intervene in the relationship. The prospect will remain confidential until the prospect chooses to announce.

Definitions

1. A "LEDO" is a local economic development organization or the professional which directs the organization.
2. A "stakeholder" is a corporation, public entity or individual with a monetary or "in kind" interest in the Regional Partnership.
3. A "partner" is an individual or organization in an active, collaborative working relationship to advance or resolve common interest.
4. A "prospect" is an external client with specific project requirements that is interested in a Northeast Indiana location.