

Client: Greencastle / Putnam County Development Center, Inc.
Project: Life Sciences Industry Analysis
Location: Greencastle, Indiana
Schedule: July 2008

Bingham Economic provided economic development consultation and services to the Greencastle/Putnam County Development Center in connection with the Indiana Health Industry Forum's (IHIF) Asset Mapping and Strategic Planning Project.

The team provided an analysis of Putnam County's opportunities in life sciences related to West Central Indiana and other regions with complementary strengths and gaps.

As part of this analysis, Bingham Economic helped the Development Center define Putnam County's role in future life sciences growth for Indiana. The team provided an explanation of life sciences industry cluster requirements/needs and examined how Putnam County can capitalize on certain clusters.

Recommendations for building the life science capacity in the area included:

- Specific relationships to develop
- Educational opportunities
- A life sciences company prospect list (marketing targets) to include companies that would compliment not only Putnam County, but also the West Central Region and the State of Indiana Bingham Economic then mapped the life sciences assets for Putnam County and its surrounding region using Mind Map software. This format provided the Greencastle/Putnam County Development Center, Inc. with a visual representation of the clusters of strength in the region.

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