



**FOR IMMEDIATE RELEASE**  
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**New City of Mason Interchange at I-71 and Western Row Road to Amplify Growth in Biohealth, Advanced Automation and Aerospace Hub**

*New Interchange Marks a Critical Step in Growing Science and Technology Campus, Establishing a Top Performing Economic Center in Ohio*

MASON, Oh. (Feb. 12) – The City of Mason and transportation officials from the Ohio Department of Transportation (ODOT) and Warren County celebrated the opening of a new \$40 million full-access interchange system at I-71 and Western Row Road, bringing increased visibility to a rapidly growing hub of biohealth, advanced automation and aerospace innovation. Mason has seen more than 4,000 new jobs and \$700 million in investment since 2014. The new ramps will open to the public at 3 p.m. today, four months ahead of schedule and on budget.

“At its core, strong economic development is not just about planning for the opportunity in front of you, but the one coming 15 or 20 years down the road,” said City of Mason Mayor Victor Kidd. “The unprecedented growth we’ve seen in this area with companies like Festo, Myriad Neuroscience (formerly Assurex Health), L3 Space & Sensors, Procter & Gamble Global Health & Beauty and AtriCure has been possible through strong partnerships and thoughtful land use planning that goes back decades.”

ODOT officials managed the interchange construction work, while the Warren County Transportation Improvement District (WCTID) and the City of Mason managed local roadway network improvements to support the new interstate access. Originally opened as a partial interchange in 1972 to accommodate increased traffic to Kings Island, the interchange was first designed for traffic exiting I-71 north and entering I-71 south. Since that time, City officials began driving conversations around the possibility for an advanced manufacturing and engineering hub that a full access interchange could support. The new ramps complete the interchange with both on and off access to and from north and southbound I-71.

“The Western Row Road interchange project was a major infrastructure priority for ODOT, not just because of the improved safety this provides to drivers throughout the area, but because

of the access it has established to the growing regional hub of economic activity in Mason,” said Tammy Campbell, ODOT District 8 Deputy Director.

### *New Interchange Means Enhanced Access, Improved Safety and Better Travel*

Construction of improvements to the Western Row/I-71 interchange and surrounding area began in 2014. The City of Mason managed the widening of Kings Island Drive and the WCTID oversaw the relocation of the Western Row and Columbia Road intersection and the widening of Innovation Way, as well as the addition of the roundabout on Socialville-Fosters Road and the new Duke Boulevard extension. The collaboration between Mason and the WCTID allowed for increased efficiency in managing timelines and leveraging federal, state and local funds, including a grant from the Ohio-Kentucky-Indiana Regional Council of Governments (OKI).

The biggest change for drivers will be the new northbound access to I-71 (traveling from both east and westbound Western Row Road) and the new southbound access both on and off I-71 to and from Innovation Way. It is estimated that employees who live north of the interchange could save as many as four hours each month on their commute when they use the new access ramps.

“Given the significant investment made by our state and federal partners, ensuring our local roadways are ready to support these new travel patterns was very important,” said Warren County Engineer Neil Tunison. “You really can’t do one without the other – local network improvements work hand-in-hand with the improvements on mainline I-71. The county is thrilled to see the completion of this full access interchange and we are proud of our role in providing safer travel for all those who drive through this area.”

### *Planning and Leadership at the Core of Unprecedented Economic Investment in the City of Mason*

Development along the I-71 corridor in Mason between Columbus and Cincinnati has been the culmination of careful planning, combined with steadfast leadership and the advocacy and investment by like-minded business leaders and entrepreneurs. With exceptional access to top talent in industries ranging from biohealth and engineering to software development and healthcare, Mason’s Western Row Exit has quickly become a catalyst for growing the industry sectors important to Ohio.

The City of Mason has always made economic development a top priority, according to Mayor Kidd. The projects below are a demonstration of the type of targeted corporate and technology sector investments accompanied by high paying jobs that Mason has been able to attract in just the past five years.

- In 2014, medical device manufacturer AtriCure, picked this location for its global headquarters and a \$16+ million investment. Three years later, the site thrives with 150 percent more job growth than expected at more than 300 employees.
- In 2015 Procter & Gamble’s Mason campus announced a \$400 million expansion, which will add over 1,000 new jobs to its global Health & Beauty Innovation Center when it opens this year, making it the largest R&D center in P&G’s international portfolio and the largest center of tech and science employees.  
Also in 2015, Mason landed global advanced automation and mechatronics leader Festo, which opened a \$50 million facility and brought 200 jobs to the city.
- In 2017, one of Mason’s fastest growing companies and CincyTech startup, Assurex Health, now Myriad Neuroscience, expanded for the sixth time at the City’s Western Row gateway. Chard Snyder invested in a new \$9 million facility bringing 250 jobs; and the Western & Southern Open, part of the U.S. Open Series, invested more than \$26 million at Mason’s Lindner Family Tennis Center.
- In 2018, the City of Mason opened its third campus of the Mason Tech Elevator at 5412 Courseview Drive along I-71 just south of Kings Mills Road. This location is now home to fast-growing biohealth CincyTech portfolio companies, Genetesis and Clarigent Health and L3’s Innovation Lab.  
Also, Festo announced its \$90 million investment, nearly tripling the building’s footprint along Columbia Road adding 350 additional jobs.

“While the past seven years have given us incredible momentum, we feel in some ways, like we’re just getting started,” said Mason City Manager and Chair of the Warren County Transportation Improvement District Eric Hansen. “The completion of the interchange opens up opportunities with strategic alliances that have been in the planning stages for years.”

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*With a mission to provide easy movement of people and goods from place to place, the Ohio Department of Transportation (ODOT) is responsible for maintaining one of the largest transportation networks in the nation. The District Eight Office of the Ohio Department of Transportation proudly serves the traveling public in Butler, Clermont, Clinton, Greene, Hamilton, Preble, and Warren counties in southwest Ohio.*

**About the City of Mason** – Media contact: Mimi Rasor, 513-910-8385 or [Mimi@rasormarketing.com](mailto:Mimi@rasormarketing.com)

*Mason, Ohio, is an established hub for bioscience innovation and includes a business portfolio of advanced manufacturing, healthcare and technology companies. In the last five years, Mason has recruited more than \$700 million in new investment and brought more than 7,000 jobs to the city, with 80 percent of those in the biohealth space. As the largest city in Warren County and part of the Greater Cincinnati region, Mason's economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these sectors, while also leveraging partnerships to attract foreign direct investment. Mason is nationally recognized for its low cost of living, award-winning schools and its intentional culture of wellness. For more information about the City of Mason, visit [www.imaginemason.org](http://www.imaginemason.org) or [www.whymason.com](http://www.whymason.com).*

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*The Warren County Transportation Improvement District (WCTID) works closely with multiple transportation and funding partners to upgrade local infrastructure. Roadway improvements managed and supported by the WCTID ease congestion, improve safety and support better access to a growing number of industry-leading businesses and world-class tourism destinations. Together with other local, state and federal transportation agencies, the WCTID has invested nearly \$100 million in infrastructure improvements, including work at the I-71 and Western Row Road Interchange, as well as the I-71 and Fields-Ertel/Mason-Montgomery Interchange and multiple local network improvements. Visit [www.imaginewesternrow.com](http://www.imaginewesternrow.com) for more information.*