



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

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Media Release

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INDY PARTNERSHIP TO RECEIVE AWARD AT ECONOMIC DEVELOPMENT CONFERENCE

Indianapolis, IN-based Organization Recognized for its Website

Acknowledging Indy Partnership for its exceptional website, the International Economic Development Council (IEDC) will present an award to the Indianapolis, Indiana-based organization at IEDC's Annual Conference, which is scheduled to take place in Reno, Nevada, October 4-7. Indy Partnership will be noticed for this achievement during an awards ceremony on Tuesday, October 6th.

"Furthering economic development is rarely a simple task in the best of times, and advancing the cause in the midst of a global financial crisis is nothing less than arduous," said Ian Bromley, IEDC chair. "As the consequences of the widespread economic turmoil have taken hold, we have seen our members become even more ardent proponents of economic development, flying in the face of one of the most challenging economic environments we have experienced in our careers. We proudly present this award to Indy Partnership for its superior work during these difficult times."

Competing in the category of General Purpose Website by organizations serving areas with populations exceeding 200,000, www.indypartnership.com was a clear standout. The Indy Partnership website with Indy InSite™ is an advanced interactive economic development tool with GIS mapping that allows both point data and thematic data to be plotted on the same map. The organization believes it was the first dedicated economic development website to offer this technology. While Indy Partnership allows for new research to shift content focus, content is prioritized to highlight those top factors identified by the target audiences as "most important" in the location decision-making process. There is an obvious priority to provide enormous amounts of relevant, timely data, but Indy Partnership's research indicated that non-data content offered excellent opportunities to "tell the story" of the Indianapolis Region in ways that data could not.

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

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