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Business Development Board of Palm Beach County Receives two National Marketing Awards



For the first time in 30 years, the Business Development Board of Palm Beach County (BDB) received two Silver Excellence in Economic Development Awards from the International Economic Development Council (IEDC). The BDB was recognized for its *RightHere. RightNow.* campaign in the category of General Purpose Promotion for communities with populations of greater than 500,000 and for their Economic Development Website in the category of General Purpose Website for communities with populations of greater than 500,000.

The honors were presented at an awards ceremony on Tuesday, October 2, during the IEDC Annual Conference, which was held September 30 – October 3 in Houston, Texas. BDB Senior Vice President, Gary Hines, was present to accept the awards.

Right Here. Right Now. is the tagline of the BDB's marketing campaign developed as part of an initiative to attract corporate headquarters to Palm Beach County. The campaign features prominent Palm Beach County CEOs and headquarters that help exemplify the county's attractive business climate. The campaign is designed to entice CEOs and site selectors to consider Palm Beach County as an ideal location in which to conduct business. An innovative component of the campaign includes a micro-website (microsite) found at HQpbc.com. The site serves to enhance the basic elements of the campaign by providing supplementary information. Traffic is driven to the microsite via a teaser question posed on campaign collateral materials such as videos, tent cards, print ads, and email blasts. In addition to the website address, a prominently placed QR code is featured on the print material so that the microsite can be accessed via a smart phone using a QR scanner.

The BDB's new website was launched in February of 2012 in conjunction with a new branding initiative. In addition to a fresh look and more efficient navigation, the new site incorporates social media elements and a new GIS solution called ZoomProspector. The website, a critical component of

the BDB's marketing effort, serves as the primary information resource to assist site selectors, developers, stakeholders and the inquiring public with economic development facts and data. The new look is consistent with the BDB's commitment to promoting the area in the most innovative and competitive format. The site provides robust economic development information and a comprehensive list of free and confidential services the BDB provides. In addition, it provides readers with current business news and county highlights.

The Business Development Board of Palm Beach County has clearly created innovative and successful strategies to promote economic development in this period of global recovery," said Jay Moon, IEDC chair. "Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Business Development Board of Palm Beach County demonstrates that they are at the forefront of the economic development profession and are using cutting-edge, effective practices that can be replicated in other communities."

"Being recognized by IEDC with these prestigious awards is a meaningful accomplishment for the BDB and the county," said Kelly Smallridge, President and CEO of the Business Development Board. "We were able to develop top notch marketing pieces and compete in the award process due to the support of the Palm Beach County Board of County Commissioners and private sector support."

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

About the International Economic Development Council

The [International Economic Development Council](http://www.iedconline.org) (IEDC) is the world's largest independent non-profit membership and research organization devoted exclusively to the field of economic development. IEDC helps economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,400 members, IEDC provides a diverse range of services including conferences, professional development and certification, publications, research, advisory services, and legislative tracking. Visit www.iedconline.org.

About Business Development Board of Palm Beach County

About the BDB: The Business Development Board of Palm Beach County is the official public/private economic development organization for Palm Beach County and Enterprise Florida. Founded in 1982 as a not-for-profit corporation, our primary purpose is to attract and retain new industry, business investment, high quality jobs and workforce development through corporate relocations, expansions and international trade. During the past five years, the BDB has assisted companies that have created more than 7,900 direct jobs with average salaries greater than \$55,400, resulting in more than \$400 million in capital investment to Palm Beach County and an economic impact that exceeds \$1.8 billion. Additional information can be found at the BDB's Web site, BDB.org.

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