



PRESS RELEASE

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Brenham | Washington County Economic Development Receives Excellence in Economic Development Award from the International Economic Development Council

Brenham | Washington County Economic Development won a Gold Rank for its Economic Development Website, a project in the category of General Purpose Website of the International Economic Development Council (IEDC). The honor was presented today at an awards ceremony during the IEDC Annual Conference, which is currently underway.

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. 35 award categories honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Awards are judged by a diverse panel of economic and community developers from around the world, following a nomination process held earlier this year. Awards in each category are Gold, Silver, and Bronze. IEDC received over 500 submissions from 4 countries.

When asked about the website development, Brenham Director of Economic Development, Susan Cates stated, "The primary goal of the Brenham | Washington County Economic Development website is to provide engaging information that encourages prospective businesses to locate here and existing businesses to stay here. The secondary goal of the website project is to be a ready resource of information about our community for all citizens. The site is easy to navigate for accessing demographics, property, workforce, education infrastructure, location details, transportation assets, incentive opportunities, project updates, and more."

Cates continued, "The critical importance of the secondary goal became apparent during the COVID-19 pandemic as our community successfully utilized our website for a variety of information. One of the key components to ensure that we can restore the vitality of our economy is to provide accurate and up-to-date information. The design and ease of use of our website made that possible."

“The winners of IEDC’s Excellence in Economic Development awards represent the very best of economic development and exemplify the ingenuity, integrity, and leadership that our profession strives for each and every day”, said 2020 IEDC Board Chair and One Columbus CEO Kenny McDonald. “We’re honored to recognize the more than 100 communities whose marketing campaigns, projects and partnerships have measurably improved regional quality of life.”

In response to receiving this recognition, Cates emphasized that it was a true team effort and recognized the efforts of Bella Media, EDSuite, and economic development intern at the time of development, Caylee Rocka. Cates said, “We are honored that our efforts to present the best of Brenham | Washington County have been recognized with IEDC Gold!”

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban and local to international, IEDC’s members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions. Learn more at iedconline.org.

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