

FOR IMMEDIATE RELEASE:

## **Switzerland County Economic Development Corporation Receives Excellence in Economic Development Award from the International Economic Development Council**

Vevay, IN – The Switzerland County Economic Development Corporation has received a Silver Excellence in Economic Development Award for its *Strength of Community* promotional video, a project in the category of Video/Multimedia Promotion from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, October 2, during the IEDC Annual Conference, which was held September 29 – October 3, in Atlanta, Georgia.

The video was developed to showcase the character and nature of Switzerland County and highlight the area from a quality of life and a quality of place perspective. Like other economic development marketing videos, it was targeted to prospective businesses, but it was also targeted to a potential workforce as well as existing and former residents. The purpose of the video was to introduce the community and to remind those already familiar with Switzerland County what they love about it. The video also had the goal of showcasing the intangible assets of the area, as well as amenities resulting from substantial public investment and creatively bringing out the personality of the community in ways that traditional site-focused videos could not.

“This was our first marketing video” said corporation chair Rhonda Griffin. “We wanted something that could be used with more than one audience.” In addition to being used for marketing, the video has been shown prior to movie showings at the Hoosier Theater and tourists have been able to view it when visiting the county. It can also be viewed on SCEDC’s website at [www.switzerlandusa.com](http://www.switzerlandusa.com).

“This year our judges reviewed some extraordinary projects that advanced both communities and businesses. We congratulate all the award winners, and thank everyone for sharing their success. What we learn from each other helps us to grow and advance as a profession. We look forward to even greater participation from economic developers across the globe in the 2019 awards program.” -Craig Richard, CECD, FM, President and CEO, Tampa Hillsborough Economic Development Corporation located in Tampa, Florida, and 2018 IEDC Board Chair.

This is Switzerland County’s second national IEDC award. The Switzerland County Economic Development Corporation won the organization’s Gold Award in its Human Capital category in 2013. That award was in recognition of the community’s workforce training efforts at the Switzerland County Technology and Education Center.

### **About the International Economic Development Council**

The International Economic Development Council (IEDC) is the world's largest membership organization for economic development professionals. Economic developers promote economic well-being and quality of life in their communities by creating, retaining, and expanding jobs that facilitate growth and provide a stable tax base. Our members represent the entire range of economic development. Learn more at [iedconline.org](http://iedconline.org).

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