



## Charleston County News Release

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### **Economic Development Receives International Excellence Award**

*Silver Excellence in Economic Development Award received from International Economic Development Council*

[Charleston County's Economic Development Department](#) received a Silver Excellence in Economic Development Award for their Paid Advertising Campaign in the category of Paid Advertising Campaign for communities with populations of 200,000-500,000 from the [International Economic Development Council \(IEDC\)](#).

"We are very pleased to receive this international honor," said Charleston County Council Chairman Teddie E. Pryor, Sr. "We are a world-class business destination and our website and advertising campaign is a reflection of that."

The announcement was made during the IEDC Annual Conference in Houston in early October.

"We recognize Charleston County Economic Development for creating 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. Charleston County Economic Development 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."

Charleston County Economic Development chose Atlas Advertising (Denver, CO) to design a logo and create an advertisement campaign as a prelude to developing their departmental website. They began this project by inviting the Atlas team down to Charleston for an intensive, three day immersion tour. The result was an inventive, ground-breaking marketing campaign that they could utilize both online and in print. The theme is "History lives here, but that's not all," and the tagline is "Historically Forward Thinking".

"The goal was to broaden outsider perspectives on the Charleston area," said J. Steven Dykes, Charleston County's Economic Development Director. "Charleston is widely known as a beautiful and historic tourist destination, frequently winning awards from the likes of Condé Nast and Travel + Leisure magazine. The new campaign sends a strong message that Charleston County is also a premier place to do business."

During 2012, Charleston County Economic Development's ads have premiered in print and on line, in publications such as SC Biz and SC Commerce magazine. It is also on their home page of [www.charlestoncountydevelopment.com](http://www.charlestoncountydevelopment.com).

"With its innovative workforce, favorable tax climate and the deepest port in the Southeast, businesses are perfectly positioned to join local corporate leaders as they continue to make history and set trends," Dykes said.

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.

“The greatest aspect of this prestigious award is the positive light it shines on our newest economic development tools,” said Economic Development Director J. Steven Dykes. “Our website was carefully designed to serve relocating businesses as well as our existing business community, and we will continue to improve and refine its resources as time goes on. At the end of the day, it’s all about creating jobs in one of the top business locales anywhere.”

### **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](http://www.iedconline.org).

### **About Charleston County Economic Development**

Created in 1993, the Charleston County Economic Development Department is dedicated to recruiting new business, growing existing industry and improving the Charleston business climate. They do this by targeting key employment opportunities like manufacturing, distribution, corporate headquarters, software-makers, and research and development facilities. They also support new and existing businesses with their business assistance program, helping them take advantage of the latest incentives and workforce training opportunities available.

Visit the Charleston County website at [www.charlestoncounty.org](http://www.charlestoncounty.org) for news and up-to-date information relating to all Charleston County Government services.

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