



News Release

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FOR IMMEDIATE RELEASE

EDA Wins State Award for Marketing

PANAMA CITY, FL (July 10, 2003) The Florida Economic Development Council (FEDC) recognized the Bay County Economic Development Alliance (EDA) promotional interactive CD-ROM as the best audio visual promotional material for a medium size community in the state of Florida. This award was recently presented to Ted Clem, Executive Director of the EDA, while attending the FEDC Florida Economic Development Workshop in Tampa.

"We are honored that our marketing piece was recognized as the best in the State," said Ted Clem, Executive Director of the Bay County Economic Development Alliance. "This CD-ROM has been an outstanding tool for us to showcase all that Bay County has to offer as a business location. We have raised the bar tremendously from the traditional format of VHS tapes used in years past to tell our story."

The CD-ROM's interactive tour covers Bay County's great quality of life, great business climate, great workforce, and great location emphasizing testimonials from area plant managers, business owners, and elected officials. Information about Bay County EDA and staff is also provided on the CD-ROM. Additionally, the "maps" section displays the infrastructure in Bay County and distance of the county in relation to other major markets.

The interactive CD-ROM is one of many promotional items the Bay County Economic Development Alliance utilizes to market Bay County as an attractive location for business and industry.

About the EDA

The Bay County Economic Development Alliance is a public/private partnership whose purpose is to establish Bay County as a globally competitive environment to conduct business, encourage economic growth that enhances our standard of living and quality of life, and facilitate the creation of an environment that encourages the expansion of existing business and the location of new business. Its partners include the Bay County Chamber of Commerce, Bay County, and the Cities of Panama City, Callaway, Lynn Haven, and Panama City Beach.

About the FEDC

The mission of the Florida Economic Development Council is to advance economic development in Florida and to enhance the professionalism of its members through education, interaction, and the exchange of information with business, government, and all other appropriate organizations.

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