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Greater Dubuque Development Earns Awards

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DUBUQUE, IA—Greater Dubuque Development garnered one first place and two second place awards at the 2009 Mid-America Competitiveness Conference, presented by the Mid-America Economic Development Council at the Intercontinental Hotel in Chicago December 6-8, 2009.

Greater Dubuque Development's business retention and expansion program, InfoAction, was ranked #1 for its service to existing businesses. The panel of judges noted that the program produces a real record of results as indicated by its superior benchmarking, and that the overall program is outstanding, well documented, and professionally executed.

The December 2009 award announcement represents the fourth time this year that either a regional, national, or international group has rated Greater Dubuque's service to existing business as the best of the best.

In addition to daily services provided to existing businesses, Greater Dubuque's InfoAction program includes systematic meetings with 200 CEOs, business owners, and top managers every year. Information is used to identify possible business expansions, as well as to analyze trends and community needs.

Greater Dubuque Development was also recognized for segments of its overall marketing activities: the Greater Dubuque Development Corporation 2009 Annual Report: Twenty-Five Years of Transformational Change; as well as the Greater Dubuque Development website, www.greaterdubuque.org.

In making these awards, the judges noted that the Annual Report was very creative in design, was visually interesting, and successfully showcased activities as well as developed future support. The website was specifically noted for its two-way, interactive communication tools, as well as being visually appealing.

The Mid-America Economic Development Council is dedicated to enhancing economic developers' knowledge, capabilities and opportunities through multi-state networking, education and site selector interaction.

For many years, MAEDC has sponsored the annual Economic Development Awards competition to recognize and stimulate the creative use of quality marketing by economic development organizations throughout the ten-state Mid-America region in promoting their respective communities. MAEDC's awards partner is Site Selection magazine, and all first place winners will be highlighted in the January issue of Site Selection magazine.

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