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SOUTHERN IDAHO
ECONOMIC DEVELOPMENT

MEDIA CONTACT:

Madeleine Bumstead, Marketing Manager
(208) 732-6459
madeleineb@southernidaho.org

**SOUTHERN IDAHO ECONOMIC DEVELOPMENT RECEIVES GOLD EXCELLENCE
AWARD FROM INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL**

Washington, DC – October 19, 2020 – Southern Idaho Economic Development is proud to announce it has received the Gold Award in the Special Event category from the International Economic Development Council (IEDC). The honor is for the organization’s Virtual Southern Idaho FAM Tours, hosted throughout the pandemic to substitute in-person site selector and business recruitment tours. It was presented at an awards ceremony during the IEDC Annual Conference last week.

“This is an exciting honor for our team and everyone who worked on this project with us. COVID-19 has made this year a difficult one, but we’re happy to have had the ability to host site selectors and show off our beautiful region in an innovative and safe way,” said Connie Stopher, Executive Director of Southern Idaho Economic Development. “These virtual events and this award wouldn’t have been possible without our amazing community partners and the event coordination team at Convoi Events.”

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. IEDC received over 500 submissions from 4 countries.

Due to COVID-19, Southern Idaho Economic Development had to suspend in-person business recruitment events. To continue the unprecedented business and talent growth the region has seen in recent years, Southern Idaho Economic Development hosted Virtual Southern Idaho FAM Tours in May and June. A typical FAM Tour, or familiarization tour, brings site selectors to the region to experience what Southern Idaho has to offer first-hand. The virtual events invited 11 site selectors from the Site Selectors Guild and IAMC to a one-hour Zoom call for a virtual trip through Southern Idaho. With the help of a customized box delivered right to their door, local leaders at every stage of the Southern Idaho business recruitment process guided them through everything they needed to know to successfully grow a business in Southern Idaho.

The tours also included information on workforce development, drone videos of available sites for business expansion, pre-recorded videos to showcase the beauty and business capability of the Southern Idaho region, as well as some delicious locally-made surprises along the way. Southern Idaho Economic Development has hosted two virtual FAM Tours so far and has plans for more in the coming months.

“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.”

To learn more about Southern Idaho Economic Development and the Southern Idaho region, please visit us online at southernidaho.org.

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.

About Southern Idaho Economic Development

Southern Idaho Economic Development is a joint venture of public and private sectors throughout the Magic Valley, formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region. Southern Idaho Economic Development works closely with communities throughout the region to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses and talent to the region. For more information about Southern Idaho Economic Development and/or the Southern Idaho region, please visit southernidaho.org.

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