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PRESS RELEASE

Greater Sacramento Economic Council Receives Excellence in Economic Development Award



Greater Sacramento

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Sacramento, CA — Greater Sacramento Economic Council won a Gold Rank for its The Greater Sacramento Talent Story, a project in the category of Print Brochure of the International Economic Development Council (IEDC). The honor was presented today at an awards ceremony during the IEDC Annual Conference, which is currently underway.

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.

The Greater Sacramento Talent Story was launched as a response to feedback from brokers, site selectors and other business location decision makers requesting third-party validation of data sets regarding talent in the region. Following discussions with partners at the CBRE Sacramento office, the groups joined forces and each offered their staff members to research, write, design and produce a joint research and marketing report.

The report was delivered in August 2019 in time for a public rollout event to local constituents, packing a luncheon event at full capacity of 150 attendees. The attendees heard a brief joint presentation from GSEC and Lisa Stanley of CBRE telling the talent story and

concluded with a panel of local startup success story companies discussing the importance of access to talent in their decision to locate in the region. The report was emailed nationally to site selection consultants and brokers and is now a top document shared with all prospective clients. A national paid social media campaign was also executed, with direct messaging to CEOs, COOs, and CFOs in target industries around the country. Visit [TheTalentIsHere.com](https://www.thetalentishere.com) to download a copy of the report.

“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.”

About the International Economic Development Council

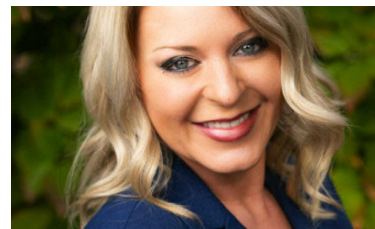
The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, 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 the Greater Sacramento Economic Council

The Greater Sacramento Economic Council is the catalyst for innovative growth strategies in the Capital Region of California. The organization spearheads community-led direction to attract, grow and scale new businesses, develop advanced industries and create jobs and investment throughout a six-county region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers and stakeholders, with the sole mission of driving economic growth. The Sacramento Region was founded on discovery, built on leadership and fueled by innovation. Learn more at www.greatersacramento.com

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