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Marble Falls Economic Development Corporation Receives Gold Medal as Highest Performing EDO and a Silver Excellence Award for General Purpose Website for Communities Less Than 25,000

Philadelphia, PA (USA) – October 6, 2013 – The Marble Falls Economic Development Corporation has been named a gold winner in the High Performance Economic Development category for economic development organizations. The Marble Falls EDC attained this status by announcing the most jobs created for any organization representing a population of less than 25,000 people in 2012/2013. As part of Atlas Advertising’s High Performance Economic Development Benchmarking Survey, the Marble Falls Economic Development Corporation reported 625 new jobs in Marble Falls over the past 12 months.

“The economic development organizations we recognized and honored are the best of the best in their category,” said Ben Wright, CEO of Atlas Advertising. “As such, they are the models for our industry.”

The Marble Falls Economic Development Corporation also received a Silver Excellence in Economic Development Award for its 2012 project in the category of General Purpose Website for communities with populations less than 25,000 from the International Economic Development Council (IEDC).

The Marble Falls EDC partnered with EDSuite to overhaul the organization’s web site and better reflect the dynamic nature of the lakefront community in the Texas Hill Country. The end result is a cleaner site with fresh images, a better content management system, a robust property search tool, a multitude of available reports, and integrated feeds for social media platforms. Site traffic is considerably higher on the new site, with 84% more visits, 83% more unique visitors, and 78% more page views so far this year. In addition, visitors are spending more time on the new site (+31.5%) and viewing more content (11.9% more pages per visit). 45 minutes west of Austin and 75 minutes north of San Antonio, Marble Falls is uniquely positioned to capitalize on growth opportunities while preserving the character and charm for which the community is known.

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.

Both awards were presented during the IEDC Annual Conference, which was held October 6-9, in Philadelphia, PA.

About the Marble Falls Economic Development Corporation

The Marble Falls Economic Development Corporation is a full-service economic development organization that can provide area demographics and information, assist in site selection, negotiate incentive packages and help site selectors tour the area and meet with key leadership. This service is provided at no cost, and confidentiality is maintained until the company is ready to make their final site selection decision. The primary mission of the Marble Falls EDC is the retention, expansion, and

attraction of business and industry—as well as the corresponding retention, creation, and reinvestment of wealth—in the Marble Falls community.

About the Atlas Advertising High Performance Economic Development Awards

The High Performance Economic Development Awards recognize top performing economic development organizations for the impact they have on their communities, as measured by jobs and capital investment announced. Participating communities are ranked by their self-reported responses to Atlas' Benchmarking Survey. Each participating community receives their results benchmarked against communities of similar size. Entries are accepted year round, and results are tabulated in September of every year. To enter your community, please visit: <http://www.atlas-advertising.com/Community-Benchmarking-Study.aspx>

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