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Wyandotte Economic Development Council Recognized for Rebranding Campaign

Kansas City, KS – Wyandotte Economic Development Council (WYEDC) was recognized Friday, October 16, by the Greater Kansas City Chapter of the Public Relations Society of America (PRSA) with a Silver award for its recent rebranding initiative. The chapter's annual award ceremony, held at the Mark Twain Tower in Downtown Kansas City, honored the outstanding work of local public relations efforts.

WYEDC began its rebranding efforts in 2007 when current president Brent Miles was brought to the organization. Looking to refresh the organization's marketing approach, WYEDC set out to expand the presence of WYEDC locally, regionally and nationally. Through the organization's name change, formally Wyandotte Development Inc., associated logo development; new website and updated marketing materials, WYEDC has successfully reached out to market segments new to the county, maintained mutually beneficial relationships with existing businesses and unified the partners of the organization under the same guiding principle – promoting and strengthening Wyandotte County's economy.

"What we set out to do with this rebranding campaign was to make a new name for economic development in Wyandotte County," said WYEDC President Brent Miles. "What we have done with that broad goal is to make the Wyandotte Economic Development Council one of the most talked about organizations in the area, leading to new deal development, a significant increase in private investors and, most importantly in the current economic conditions, an increase in capital investment in Wyandotte County. We are so proud to be recognized by PRSA for these efforts and look forward to continued success as a result of our marketing initiatives."

WYEDC's new brand caught the attention of area leaders as well. "WYEDC's new branding effort is truly a dramatic and extensive makeover, bringing Wyandotte County to the forefront of business development – new name, new brand, new image, new leadership, bright future," said Martin Mini, Senior Vice President of Marketing with the Kansas City Area Development Council.

Margaret Bowker, 1st vice chair of WYEDC's board of directors and vice president at J.E. Dunn Construction said, "Being a part of WYEDC's rebranding effort was something that held both professional and personal value to me. As someone with vested interest in the development of Wyandotte County; I felt that this new brand needed to reflect the new, fresh face of the Wyandotte County of today. The new name and brand has undoubtedly achieved that."

Miles and members of Gould Evans marketing and graphic design team were on-hand to accept the PRISM award last Friday. Miles, the WYEDC board of directors and Gould Evans worked together beginning in May of 2008 to develop and execute WYEDC's new brand. Since the inception of the new approach to the County's marketing efforts, WYEDC closed 29 new deals, doubled its number of private investors and increased capital investment in the county by \$244 million.

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Wyandotte Economic Development Council (WYEDC) is a non-profit economic development corporation whose mission is to promote and strengthen Wyandotte County's economy through innovative approaches to programs, partnerships, and leadership in industrial, residential, office, and retail markets.

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