

FOR IMMEDIATE RELEASE
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MetroMSP Wins International Economic Development Award

Minneapolis/Saint Paul, Minn. – The [International Economic Development Council](#) presented [MetroMSP.org](#) with an “Excellence in Economic Development Award” for special purpose websites at its annual conference in Reno, Nev. on October 6. MetroMSP.org competed against organizations serving the nation’s largest metro areas.

Earlier this year, MetroMSP.org earned the 2009 marketing award from the [Economic Development Association of Minnesota](#) at its annual conference in Brainerd, Minn. Both organizations applauded MetroMSP’s innovative approach to regional economic development.

“We’re honored to be recognized by the leading state and international economic development associations in the same year,” said Todd Klingel, president and CEO of the [Minneapolis Regional Chamber of Commerce](#). The Minneapolis Regional Chamber convened the public-private partnership that developed the award-winning website in 2008. It continues to provide ongoing administration and be an advocate for regional collaboration.

National Reach and Regional Impact

In the Internet and new media category, IEDC recognized projects that exhibited impact, transferability and innovation. The review committee based its decision on nine criteria, including quantifiable results, interactivity, data quality and timeliness, visual appeal, ease of navigation, accessibility, and overall value.

MetroMSP’s award submission makes a case for high impact. “In spite of the recession and limited development activity due to the financial crisis, page views have grown steadily since the May 2008 launch and now outpace four peer markets, including two that have been active for much longer,” according to the application. “By May 2009, MetroMSP was averaging 600 pageviews per day and 1,000 customized reports each month. That’s 20-425% more pageviews than comparable websites in peer markets,” it noted.

“The website benefits site selectors, commercial industrial brokers, business owners and economic development professionals by making high-quality data available around the clock at no cost,” said Klingel.

“It enables users to identify, analyze and compare sites very efficiently. The ultimate beneficiaries are area businesses and residents who see increased investment, higher employment and a stronger tax base,” he said.

Marks of Innovation

MetroMSP.org is the only website of its kind that devotes a special section to redevelopment and rapid transit station areas. “Until MetroMSP, the region had no means for developers, businesses and its 200 cities to efficiently share information on these critical development opportunities,” the application explained.

Other innovations include a recent switch to the Google mapping platform. The [streetview function](#) now enables site selectors to “tour the neighborhood” electronically, an important timesaver.

MetroMSP also is part of [ZoomProspector](#) – a national site selection portal that enables prospects to identify and link to communities across the nation that meet their specific site location criteria.

A Model of Regional Collaboration

“This project marks the first time that the 11 counties in the Minneapolis/Saint Paul region have cooperated on an economic development initiative. Its success is laying the groundwork for an expansion of regional economic development efforts in the future,” according to Janna King, CEED, MetroMSP project manager.

“The focus of the website is entirely on business site selection in the MSP Region. It does not promote an organization, an agenda, or a specific program. Instead, it focuses on the two driving questions in the site selection process: why a business would benefit from locating or expanding in Metro MSP, and how it can quickly identify the ideal site on which to locate or expand,” King explained.

The project is funded by counties in the metropolitan area; the cities of Minneapolis, Saint Paul and Bloomington; the Minnesota Department of Employment and Economic Development; and more than a dozen private partners committed to making the Minneapolis/Saint Paul region more competitive.

Property listings are provided at no cost by the [Minnesota Commercial Association of Realtors](#). Pro bono marketing support is provided by the [Minnesota Real Estate Journal](#).

About MetroMSP.org

MetroMSP.org is a powerful economic development and site selection tool that provides instant property, demographic and market information on the 11-county Minneapolis/Saint Paul region. The free website caters to the needs of entrepreneurs, brokers, site selectors, and business executives looking for the best place to locate or expand a business. It is built on a powerful Geographic Information System platform provided by San Francisco-based [GIS Planning, Inc.](#)

About IEDC

The [International Economic Development Council](#) is the world's largest membership organization serving the economic development profession. The nonprofit Council helps members create more high-quality jobs, develop more vibrant communities, and improve the quality of life in their regions.

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