

City of Maricopa Receives Excellence in Economic Development Award

Published on 22 October 2013



The City has received a Silver Excellence in Economic Development Award from the International Economic Development Council (IEDC) for its MaricopaMatters.com website. The award was announced on Oct. 8 at IEDC's 2013 Annual Conference in Philadelphia with Economic Development Director Micah Miranda accepting on behalf of the City. The project won in the category of Special Purpose Website for communities with populations of 25,000-200,000.



"The Excellence in Economic Development Awards recognize the City of Maricopa as being one of the leading organizations in the industry for innovation, creativity and successful strategies," said IEDC chair, Paul Krutko. "These awards are meant to honor the organizations and individuals who are dedicated to making a positive change in their communities. This organization uses creative solutions and inventive ideas, and offers other regions a wonderful example to learn and benefit from. The award represents an acknowledgement and appreciation for the City of Maricopa's dedication to continuous growth within itself as well as improving the industry overall."

MaricopaMatters.com is a website designed specifically for site selectors and corporate real estate professionals. The City initiated the project to help people evaluating Maricopa for potential business locations find the information they need as quickly as possible. "Being a relatively new city that just celebrated its 10 year anniversary, many business decision makers are still unaware of everything Maricopa has to offer," said Mayor Christian Price. "MaricopaMatters.com was launched to create that awareness within Arizona, nationally and globally. It is a vital tool for advancing economic development in Maricopa."

The City contracted GIS Planning, a leading provider of online economic development solutions, to design and launch the website. As the website was being designed, the focus was exclusively on how to best convey the information most sought after by site selectors and corporate real estate professionals. The result is a website that streamlines the site selection process by delivering valuable, up-to-date content coupled with a straightforward navigation system.

Among MaricopaMatters.com's many features are: target industry pages highlighting Maricopa's competitive advantages in each of the City's primary target industries; business cluster maps powered by Google Maps; initiate a project form; social media tools (live blog, e-newsletter, Twitter feed); marketing videos; a data and maps resource page; state and local incentives page; and a site selection button linking to MaricopaProspector.com, a location analysis tool offering Maricopa property listings paired with site-specific business intelligence.

"Over 97% of initial site selection screening is done on-line now, and MaricopaMatters.com showcases, in a dynamic and user-friendly format, the critical business intelligence that decision makers need to make an investment decision," said Anatalio Ubalde, CEO of GIS Planning, the company that designed the website. "Today, businesses can more quickly and accurately make an informed decision to invest in the City of Maricopa. We are thrilled to see MaricopaMatters.com recognized by the IEDC for excellence."

Visit MaricopaMatters.com to learn more about the advantages of doing business in Maricopa. For questions, contact the Economic Development Department at (520) 316-6990.