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## **Commerce Lexington Inc. Economic Development Receives Excellence in Economic Development Award from the International Economic Development Council**

WASHINGTON, DC (Sept. 27, 2016) – Commerce Lexington Inc. Economic Development of Lexington, KY, received a Bronze Excellence in Economic Development Award for its 2016 project in the category of Paid Advertisement Campaign from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, Sept. 27, during the IEDC Annual Conference, which was held Sept. 25-28, in Cleveland, OH.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to Commerce Lexington Inc. Economic Development. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark.” - Barry Matherly, CEcD, FM, IEDC 2016 Board Chair, President & CEO of the Greater Richmond Partnership.

For many years, Commerce Lexington Inc.’s Economic Development team, in Lexington, KY, has focused on recruiting University of Kentucky alumni back to the Lexington area. Their team recognizes the importance of recruiting alumni back to Lexington, and Commerce Lexington Inc. places an advertorial quarterly in the Kentucky Alumni magazine encouraging alumni to come back home to Lexington.

The “Come Back Home” series is two-fold – some ads focus on the business attributes of Lexington, while others focus on alumni who successfully brought their business back to Lexington. The two most recent placements are “Global Brands” and “Innovative Mattress Solutions.” Global Brands features five CEO’s of Central Kentucky’s biggest global companies including Toyota Motor Manufacturing Kentucky, Lexmark International, Xerox, 3M and CLARK Material Handling.

The second story features the latest successful recruitment of the headquarters of Innovative Mattress Solutions (IMS). The CEO and Founder, Kim Knopf, is a UK College of Business graduate who 20 years later made the decision to establish the headquarters in Lexington. Both placements encourage alumni to consider Lexington for business because of an educated workforce, low cost of business, central location and quality of life.

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.

“The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year’s awards competition,” Matherly said.

### **About the International Economic Development Council**

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,700 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. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. [www.iedcONLINE.org](http://www.iedcONLINE.org).

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