

2023 IEDC Awards

**TOWN OF VIENNA
ECONOMIC DEVELOPMENT DIVISION**

October 2023

Town Council Meeting Presentation

ABOUT THE IEDC AWARDS

The International Economic Development Council (IEDC) Excellence Awards recognizes effective marketing materials, innovative uses of the internet and new media, and successful programs and partnerships that support economic development.

Each award is separated into population brackets for consideration; recipients are recognized with gold, silver, or bronze honors per population bracket.

The Town was formally recognized with other award winners at the IEDC Annual Conference in September 2023.



Award Categories

- *Special Event*
- *General-Purpose Website*

Population Bracket

- *>25,000*

GOLD AWARD

Vienna Restaurant Week

Vienna Restaurant Week aimed to stimulate economic development and support the local culinary community by showcasing the Town's diverse dining options.

34
*news and social
media mentions*

1+ million
*reach and
impressions*

3
TV segments

BRONZE AWARD

Explore Vienna VA Website

The website was launched in March 2023 to serve as a premiere resource for businesses--providing information to help them locate, grow, and expand in the Town.

30k
*website visits from
March to July
2023*

