



LUBBOCK  
ECONOMIC  
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ALLIANCE

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## **Two Lubbock Entities Receive Excellence in Economic Development Awards from the International Economic Development Council**

**(LUBBOCK)** – Today, the Lubbock Economic Development Alliance (LEDA) and McDougal Companies received Excellence in Economic Development Awards during the International Economic Development Council's (IEDC) Annual Conference in Fort Worth, Texas. The awards were won in various categories for communities with populations of between 200,000 and 500,000.

McDougal Companies was presented with a Silver Award for their Overton Park Redevelopment project in the category of Real Estate Redevelopment & Reuse. This project, which this past June celebrated its 15<sup>th</sup> anniversary, was the largest privately funded urban renewal project in America. It has brought high-quality living, shopping and entertainment to an important area in the community and was largely successful with the help of partners including, but not limited to, the City of Lubbock, Lubbock County and Texas Tech University.

"It is truly an honor to receive this award from IEDC. Major redevelopment projects, such as the Overton Park Redevelopment, take a lot of time, money, effort and partnerships. We are very appreciative of this recognition," Mike McDougal, president of McDougal Companies, said.

The LEDA Team received four awards from IEDC for marketing initiatives achieved over the past year. LEDA received Gold Awards for the following:

- Annual Report
- General Purpose Print Promotion

LEDA received Silver Awards for the following:

- Print Ad Campaign
- General Purpose Print Promotion

"Congratulations to McDougal Companies and all their partners," John Osborne, president and CEO of LEDA, said. "Like them, we are honored to be recognized by IEDC. Coming from industry professionals, it's encouraging to know that LEDA's marketing efforts are achieving their purpose by representing our community with creativity and innovation."

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. Overall, there were around 560 entries for this year's awards.

"Economic development efforts have long been a keystone in the quest to bolster the economy and improve quality of life in every locality across the country," said Bill Sproull, IEDC chair. "As the nation continues to tackle challenges in the midst of global uncertainty, these efforts have taken on an even

greater significance. With this award, we laud trendsetting organizations like Lubbock Economic Development Alliance for leading the charge."

### **About LEDA**

Since its inception in 2004, LEDA has assisted 129 companies with their expansion or relocation to Lubbock. These companies committed to creating 5,717 jobs and investing more than \$417 million in new capital improvements that have resulted in \$6.6 billion in cumulative economic impact to the Lubbock area.

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

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,400 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. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions.

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