



City of
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City of Oakland Economic Development Newsletter Captures Two National Awards

Oakland, CA – “Oakland Economy Now,” a digital newsletter, received a Silver Excellence in Economic Development Award in the category of Newsletter/Newspaper from the International Economic Development Council (IEDC). The publication also captured an award in the Enhanced Public Awareness category of the 2016 Digital Strategy & Impact Awards presented by GovDelivery.

“Oakland Economy Now” is a visually rich digital newsletter issued monthly by the City of Oakland’s Economic & Workforce Development Department. It covers emerging business clusters and trends, arts and culture, new real estate development, training and funding opportunities, media, events and important city policy changes. The newsletter design is colorful with brief, hyperlinked articles written to drive web traffic to both local businesses and department resources. “Oakland Economy Now” began in July 2014 and currently has 6,000 subscribers. The City tweets the newsletter and prints copies as collateral for events and tours.

“ ‘Oakland Economy Now’ provides a platform to highlight growth and innovation in Oakland’s tech, retail, dining, arts and manufacturing sectors, as well as to encourage businesses to access city services” said Mark Sawicki, Director of Economic & Workforce Development. “Subscribing to the newsletter is a great way to stay up to date on new initiatives, changing regulations and the latest developments in Oakland’s diverse economy.”

As Oakland’s local economy has boomed, the newsletter has provided a way for readers inside and outside the city to keep track of new developments; has successfully seeded larger media stories on local business innovation and inclusive economic growth; and has also provided a way to recognize other City departments’ significant contributions to economic development.

The Silver Excellence in Economic Development Award was announced at an awards ceremony on Tuesday, September 27, during the IEDC Annual Conference in Cleveland, OH.

“On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to the City of Oakland,” said Barry Matherly, CEcD, FM, IEDC 2016 Board Chair and President & CEO of the Greater Richmond Partnership. “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.”

(more)

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 GovDelivery Digital Strategy & Impact Awards recognize public sector organizations and individuals working to accelerate and streamline usage of online services, those who inform and engage citizens to drive changes in behavior, as well as those working to increase community contributions. All government organizations are eligible for participation and entries are reviewed by the GovDelivery Awards Committee and judged against all other nominations in the market and category.

The award's Enhanced Public Awareness category recognizes organizations achieving significant success informing and engaging citizens with their digital strategy to drive changes in behavior or inspire action.

Subscribe to "Oakland Economy Now" at <http://bit.ly/2cpNoiN> and view past issues of the digital newsletter at <http://bit.ly/2ckxKs2>.

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