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COUNCIL

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## *Media Release*

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### **CITY OF OAKLAND'S CULTURAL ARTS AND MARKETING DIVISION TO RECEIVE HONORABLE MENTION AT ECONOMIC DEVELOPMENT CONFERENCE**

*Oakland, California-Based Organization Recognized for its Marketing Campaign*

Acknowledging the City of Oakland's Cultural Arts and Marketing Division (CAM) for its marketing campaign, the International Economic Development Council (IEDC) will recognize the Oakland, California-based entity with an Honorable Mention at IEDC's Annual Conference, which is scheduled to take place in New York City, September 17-20. The organization will be noticed for this achievement during an awards ceremony on Tuesday, September 19.

"From localized community projects to large-scale endeavors, activities for the advancement of economic development have an enormous impact on the shoring up of the nation's economy," said Joseph A. Marinucci, IEDC chairman. "As our population grows exponentially and as we continue to overcome unexpected challenges, such as those we are still grappling with in the Hurricane Katrina-ravaged Gulf Coast region, these efforts take on an even greater significance. The acknowledgement serves as a most respectful 'hats off' to economic development organizations like the City of Oakland's Cultural Arts and Marketing Division for leading the charge."

Competing in the category of Overall Marketing by organizations serving areas with populations exceeding 200,000, CAM was a clear standout. The MeetDowntownOAK.com Marketing Campaign was launched in July 2005 to promote downtown Oakland as a local and regional entertainment destination, with a primary focus on stimulating evening and weekend foot traffic at various venues. The goal was to increase awareness of downtown Oakland as an entertainment destination; increase foot traffic to downtown venues; and increase sales tax and business tax revenue generated by food and beverage sales in downtown. The campaign resulted in a modern, hip brand that has been well received by both CAM's intended audiences and its promotional partners.

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

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