



December 3, 2008

FOR IMMEDIATE RELEASE

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### **Economic development, chamber, tourism complete collaborative Web project**

FAIRFIELD, (Iowa) – The Fairfield Area Chamber of Commerce, Economic Development Association and Convention and Visitors Bureau recently unveiled the last of three collaborative websites. With the final piece to the Fairfield branding puzzle, the Fairfield Economic Development Association’s [FEDA] first website, Brent Willett trumpeted a new, more tech-savvy day in the Fairfield community non-profit world.

“The launch of [GrowFairfield.com](http://GrowFairfield.com) follows the recent introductions of all-new web sites by the Chamber and the Convention and Visitors Bureau and serves as the final component to a vastly improved Fairfield web presence” said Willett, executive director of the Fairfield Area Chamber of Commerce and Fairfield Economic Development Association.

The CVB’s site, [TravelFairfieldIowa.com](http://TravelFairfieldIowa.com) “has been completely redesigned and reconceptualized and has been met with extremely strong reviews from visitors and industry groups alike,” said Rustin Lippincott, CVB executive director. “Having such professional, well-designed CVB, chamber and economic development sites complementing each other is a tremendous advantage as we work to bring more people to Fairfield,” he added.

The FEDA launch punctuates a nearly two-year long process for the three organizations, which set out in strategic planning exercises in early 2007 to “assemble the message of Fairfield, from its dynamic business climate to its emerging tourism credentials to its availability for new business location in a vibrant, enticing online way,” said Willett.

Though the three sites are dedicated to differing messages and audiences, Lippincott added, “We understand now more than ever that individuals are consuming their online information in bunches, through dedicated search practices. When you search ‘Fairfield, Iowa’, more high-quality Fairfield web choices are available than ever before, no matter your goals.”

A heavily competitive online environment compelled all three organizations to invest substantially in the development of the sites. “The ways in which people are accessing information, be it for a weekend getaway or a million-dollar expansion, is increasingly and overwhelmingly Web-based,” said Willett. “In order to compete in that marketplace, the Chamber, CVB and FEDA invested wisely in complex, multifaceted sites which offer each organization the opportunity to adjust to changing online dynamics and grow our online presence in step with consumer demands.”

The three sites each feature online tools including blogging, more dynamic calendar and membership functions, interactive video, and images and information designed to demonstrate the quality of life and promote a unique visitor experience and business climate in Fairfield.

TravelFairfieldIowa.com, highlights Fairfield’s unique brand, quality of life, and encourages travelers’ awareness of Fairfield. The Web site interacts with users and provides them with an enhanced, interactive entertainment experience with engaging video and photography, exciting content and diverse guide of activities and attractions. The site design engages users and provides them with the information of what there is to do, how they get around and where to stay.

FairfieldIowa.com integrates an interactive community calendar and improved membership directory with event, quality of life, relocation assistance and community information features. The site offers live blogging for Chamber members and features real-time front page event update capabilities, allowing the site to serve as a hub of community information during, for example, a weather emergency or local high school playoff game.

GrowFairfield.com, while the last of the three sites to launch, offers more Fairfield community and demographic information than ever previously compiled in one online space,

Willett said. The site includes labor, tax, transportation, incentives, funding and available commercial real estate information as well as community history, municipal services and membership information. “GrowFairfield.com just became the single most important business recruitment tool in our toolbox,” Willett said, adding that target audiences for the site include national site selection consultants, company executives and entrepreneurs.