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Contact: Jennifer Larsen Morrow
Phone: 503.883.4433 or 1.866.363.4433 (toll-free)
Email: jlmmorrow@creativeco.com
Web: creativeco.com

Website Designed by Creative Company for McMinnville Economic Development Partnership Makes Top 10

MCMINNVILLE, OR: After scouring through hundreds of economic development sites, Accrinet has released their top 10 Economic Development Websites of 2015 list. And the website developed by Creative Company for McMinnville Economic Development Partnership (MEDP), at mcminnvillebusiness.com, is in the top 10!

The purpose of the new website design is to tell the McMinnville story while also offering a one-stop shop of resources for businesses that want to locate, start or expand in McMinnville, or hire to help them grow. Through its easy-to-read, straight forward design, the new website does just that.

"People tell me it's visually compelling and unexpected," said MEDP's Executive Director Jody Christensen. Accrinet's panel of judges seem to agree as they were drawn to the "gorgeous photography," "clean layout," and color palette of the website.

Creative Company provided website planning as well as content organization and guidance to the MEDP team. The McMinnville story is enhanced by photography and expanded with links to other community and statewide resources. Planning was focused on quickly delivering specific resources to visitors, whether local businesses or national site selectors.

Not only did the launch of the MEDP website present a completely new look and structure, it also featured a new logo. Integrating the brand messaging developed by Creative Company in 2013, the new website and logo have established a cohesive brand for MEDP and raised the bar for economic development websites

"Our design makes finding information simple and intuitive for all users. MEDP updated their content and we collaborated to allocate specific information by category, funneling people to what they need. Big text and bold visuals help visitors navigate the content. The photos engage them further into McMinnville's appeal. We're very pleased with the response MEDP has received. We met the goals ... and then some!" stated Jennifer Larsen Morrow, Creative Company's president and the strategy lead on the MEDP project.

About Creative Company

For more than 35 years, Creative Company has been providing brand strategy, development, design,



management and optimization for clients in a wide range of industries—from financial services to non-profits to food products and manufacturing.

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