

Orleans EDA website picked as award-winner for governments



By Tom Rivers, Editor Posted 12 October 2015

ALBION – The revamped website for the Orleans Economic Development Agency has received a silver award from industry professionals as one of the best government websites.

This is the second honor for the EDA website since 2014, when the agency won a Telly Award for a video production.

The EDA site ([Click here](#)) includes dramatic pictures of Orleans County, including businesses, tourism attractions and business parks.

There is a pull-out quote on the main page of the website from Bill Hungerford, president of Takeform Architectural Graphics in Medina: “They fight for you,” he says about the EDA.

The website lists success stories, links to available sites with infrastructure for businesses, numerous public documents, calendar of meetings, and other information.

The Orleans EDA was honored with a W3 Award for “Government Website Excellence.”

The W3 Awards honor the best of web and pick websites for visual appeal, structure, navigation, user experience and overall effectiveness of how the essential information has been delivered to the public.

The W3 Awards are sanctioned and judged by the Academy of Interactive and Visual Arts, which is an invitation-only body consisting of leading professionals from acclaimed media, interactive, advertising and marketing firms worldwide.

For more on the W3 Awards, [click here](#).

The Orleans EDA contracted with Mindful Media Group to develop the website and maintain it.

The Orleans website site has added an welcome message in Mandarin. BOMET in Albion, a new business on McKinstry Street, is owned by a Chinese national who lives in Canada.

Jim Whipple, Orleans EDA chief executive officer, said there may be more opportunities for companies owned by Chinese nationals in Orleans County. He wants to encourage them to see if Orleans is a good fit for their businesses.

The EDA also is developing a long list of targeted email contacts to send news about Orleans County and the EDA.

"Our website has come up to speed," he told the EDA board of directors on Friday.