



## Preble County launches economic development website

Goal is to market county online for business investment

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EATON, Ohio -- Preble County on Monday launched an economic development website to communicate the benefits of living and working in Preble County, Ohio.

The domain is located at [www.PrebleCountyRegion.com](http://www.PrebleCountyRegion.com). The initiatives are designed to market the county to decision makers who look to southwest Ohio for new business investment.

The website is structured to attract the attention of national site location consultants and corporate real estate professionals, Preble County officials said. It describes location, transportation, education, housing, quality of life and includes demographics for validation.

Matt McQuade from Ohio Means Business was pleased about the addition.

"A strong economic development website is critical to a community's ability to compete," he said.

"Development Counselors International estimates that as many as 71 percent of capital investment projects make a short list of locations prior to contacting economic developers in the finalist communities. This means that locations without a robust website are likely to be eliminated from without ever knowing that they were considered."

Matt Appenzeller, executive director of the Preble County Chamber of Commerce, applauded the effort by county officials and new Economic Development Director Shawnda Combs to make the community more competitive.

Combs was hired in October

Source: <http://www.pal-item.com/article/20101123/NEWS01/11230304/-1/LOCAL/Preble-County-launches-economic-development-website>

