

City of Dallas News Release

Public Information Office

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City of Dallas Office of Economic Development Launches New Look for Their Web Site

Dallas – The City of Dallas Office of Economic Development (OED) announces the launch of their redesigned web site at www.Dallas-EcoDev.org. OED spent the past seven months working with Addison-based interactive marketing agency [Ariamedia](#) on the web site redesign.

“Our newly-designed web site is built from the user’s perspective, offering a more intuitive and engaging experience,” said Karl Zavitkovsky, Director of the City of Dallas Office of Economic Development. “The site plays a critical role in Dallas’ economic development effort and the fresh and dynamic new look allows us to present the valuable content with an improved ease of use.”

Designed to be a primary source of information about Dallas, users can navigate the site more easily and effectively. The site highlights key economic development programs and opportunities, as well as recent information and data analysis from the OED’s research team. The site also includes information about starting, growing and relocating a business in Dallas.

Enhanced Functionality

With the new “Share” feature, you have the ability to send content to someone simply by clicking the “Share” button at the top right of the page and choosing which outlet you would prefer to use.

Other notable additions are:

- A full site searching tool
- Monthly news letter signup
- Easy, style friendly “Print” feature
- Dynamic content
- Culture & Lifestyle information
- And much more!

We are excited about our new web site and hope that you find it useful, fun and fast.

About the City of Dallas Office of Economic Development (OED):

The City of Dallas maintains a full service economic development program that leads the City's business and real estate development efforts. The OED supports existing and prospective Dallas businesses and the development and redevelopment of downtown and neighborhoods in southern Dallas.

The Office follows a stakeholder supported strategic plan which sets Dallas' economic development vision: Dallas will become a diverse, vibrant, urban city that works and builds on its core strengths. It will be a city that is strategically engaged in economic development, business friendly, with a dynamic and expanded center-city economy, balanced growth and development opportunities and a city of great neighborhoods. More information is available at www.Dallas-EcoDev.org.

About Ariamedia:

Addison-based Ariamedia is a 10-year-old interactive marketing agency and a public sector leader for strategy, insight, branding and interactive marketing. Its current clients include the Cities of Allen, Carrollton, Dallas, Murphy and Southlake, and the McKinney Economic Development Corporation. More information is available at www.ariamedia.com.

For more information about Ariamedia contact Tony Passarello, (214) 528-5670 or tpassarello@ariamedia.com.

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