

CITY OF DANVILLE, VIRGINIA
Office of Economic Development
Joe King, City Manager
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FOR IMMEDIATE RELEASE

CITY INTRODUCES NEW RIVER DISTRICT BLOG

The city of Danville's Office of Economic Development announces today the availability of a new River District blog. The blog has been created in order to keep downtown stakeholders and the public informed of projects specific to the River District.

The blog currently features information such as recent news releases, new business announcements, special events, upcoming meetings, and specific project updates such as the impending demolition to the former Downtowner Motor Lodge and the upcoming Phase 1 of the Streetscape Improvement Plan.

"Blogs are important communication tools today, especially with young business professionals," said Anne Moore-Sparks, project manager. "Attracting young professionals to Danville and having the ability to quickly update or add information for public viewing gives our office a competitive edge when recruiting additional jobs and investment to our community."

The blog can be accessed at www.riverdistrictnews.blogspot.com.

The Danville Office of Economic Development has made the use of social media a top priority over the past year. Economic development professionals are starting to embrace social media to promote their business locations at the regional level as well as at national and international levels.

"Economic Development is a very competitive business," said Jeremy Stratton, director. "Using different forms of social media to market potential sites and buildings is a definite advantage over other localities that use a more traditional form of marketing and advertising. In this challenging economic environment when budgets are tight, where else can you reach as many people with as little cost?"

In addition to the River District blog, the office has a Facebook page, a Twitter account, a website specifically geared toward economic development in Danville, and a site selection tool that markets available sites and buildings in the city. The website, the site selection tool, and the blog also have mobile versions so that you can access information from any location. The office also has plans to add a LinkedIn page and a YouTube Channel to its mix of social marketing.

The social media sites can be accessed from the Office of Economic Development's website – www.discoverdanville.com.

“It is important to find creative ways to communicate in today’s business climate,” said Corrie Teague, marketing manager. “By using a variety of social media tools, we show that Danville is a place that embraces technology and the spirit of innovation. Not only does it open the channels of communication from the City to its local residents, but it also allows us to reach out to others around the world. ”

Anyone wishing to have River District information posted on the blog is encouraged to send the information to Anne Moore-Sparks for review.

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