



Ithaca Area Economic Development

FOR IMMEDIATE RELEASE

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Tompkins County Economic Development Organization Announces New Name and Logo

Formerly known as Tompkins County Area Development (TCAD); the organization will now be called Ithaca Area Economic Development

ITHACA, N.Y. – October 21, 2020 –Tompkins County Area Development (TCAD) announces the launch of its new brand name, Ithaca Area Economic Development, and introduces a new and updated logo brand icon.

Since 1964, TCAD has employed innovative approaches to strengthen our local economy and remain relevant to its community, customers, and stakeholders. The new name, Ithaca Area Economic Development, and new logo will help support these ongoing efforts as well as enhance the organization’s commitment to its mission and values. This new brand will not only help grow and expand existing business, but also attract new industry to the county.

“We recognized that changing our name was a decision not to be made lightly. With the input of numerous stakeholders, we carefully considered the benefits and drawbacks of a rebrand for both the organization and those we support, before moving forward. Ithaca Area Economic Development better represents what our organization does and will help us be more successful in all of our ongoing and future efforts,” said Heather McDaniel, President of Ithaca Area Economic Development.

Under McDaniel’s leadership, the organization recently achieved internationally recognized Accredited Economic Development Organization (AEDO) status, the first organization to do so in New York State and one of only 71 in North America. McDaniel was also recently appointed to serve on the board of directors of the New York State Economic Development Council (NYSEDC) and the International Economic Development Council (IEDC). These achievements recognize the quality of services provided and depth of knowledge possessed by the organization.

Ithaca Area Economic Development provides the organization with a more recognizable name, states what the organization does, outlines the area supported, and removes much of the confusion with other organizations that the previous name has engendered in the past. The

name change will strengthen the organization's ability to continue as a leader in economic development, providing innovative solutions and dedicated services to our business partners.

Larry Baum, Ithaca Area Economic Development Board Chair and Founder of The Computing Center, has been involved with the organization for over 20 years and views it as "essential to our businesses, local manufacturers, entrepreneurs, developers, and the community." Baum states, "There was strong support amongst stakeholders for the name change, with the belief that a more understandable and recognizable name would make the organization even more effective in fulfilling its mission of building a strong local economy and supporting business and job growth. I can't wait to see what Ithaca Area Economic Development will accomplish as we move forward over the coming months and years."

Under its new name and branding, Ithaca Area Economic Development looks forward to continuing to contribute to business creation, retention, and expansion, addressing ever evolving challenges, and providing the services necessary to build a thriving and sustainable economy. Ithaca Area Economic Development envisions an economy with exciting, innovative firms that inspire and attract a talented workforce.

"I look forward to leading Ithaca Area Economic Development into the future, tackling challenges, embracing opportunities, and continuing to strive to reach our vision of a prosperous economy with meaningful career opportunities," said McDaniel.

About Ithaca Area Economic Development

Ithaca Area Economic Development is a private not for profit economic development organization serving Ithaca and Tompkins County. It is New York State's first and only Accredited Economic Development Organization, one of only 70 across North America. The mission of Ithaca Area Economic Development is to build a thriving and sustainable economy by fostering business growth and employment. Since 1964, Ithaca Area Economic Development has worked to grow, retain, and attract companies that provide high-quality employment opportunities and strives to create a supportive environment for entrepreneurship and business development. For more information, visit Ithaca Area Economic Development at:

IthacaAreaED.org.

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