

Harvard EDC Debuts New Website

HARVARD, IL — The **Harvard Economic Development Corporation** (HEDC) has debuted its redesigned and expanded website at www.harvardedc.com.

The website boasts a fresh, new look and is geared to be ‘site selector’ friendly, according to **HEDC Chairman Roger Lehmann** of the Harvard State Bank. ‘Many times, the HEDC website is the first look that site selectors, corporate real estate executives and the owners of expanding companies get at Harvard,’ Lehmann noted. ‘It has to make a powerful first impression.’

Features that have been added to the website include an expanded Land & Sites Database listing for sale and leasing opportunities in Harvard; updated demographic information; archived copies of the HEDC’s electronic developer newsletters and quarterly community newsletters; a site search function; and a Top 10 Reasons to Choose Harvard feature. Newsletter sign-ups have also been facilitated.

The website was designed by **Presentation Plus** (www.pplonline.com), which has served as the marketing and public relations agency of record for the HEDC since that organization’s founding in 2001. Site construction was completed by **CSI Technical Services, Inc.** (www.csitechservices.com) of Crystal Lake.

Future phases of the website expansion are expected to include the addition of geographic information mapping systems (GSI), expanded retail and industrial property listings, and links to HEDC member websites.

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