Elgin TEXAS perfectly situated... | EDC Economic Development Corporation

ELGIN ECONOMIC DEVELOPMENT CORPORATION (EDC)

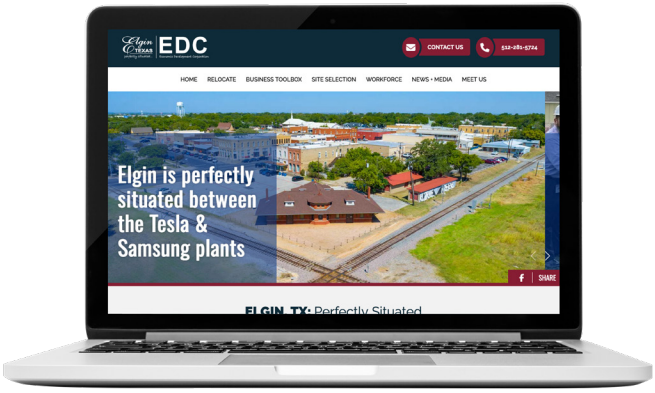
Elgin, Texas **Builds Visibility and Wins IEDC Award** with New Economic Development Website

The Elgin Economic Development Corporation (EDC) partnered with Golden Shovel Agency to create a dedicated website that transformed the organization's visibility and catalyzed meaningful conversations with developers, business leaders, and landowners. **From zero web presence to thousands of visits and an International Economic Development Council (IEDC) award in 2024**, this project has elevated Elgin's profile and sparked new momentum for local economic development.

A Focused Economic Development Website Creates Engagement Opportunities

Prior to 2024, the Elgin EDC existed as a small section within the City of Elgin's website—buried content that failed to convey the value and services offered to local and external stakeholders. With a growing community and increasing development interest, Elgin needed a digital presence that could stand on its own and clearly communicate the city's economic potential.

Golden Shovel Agency stepped in to design and launch a modern, intuitive, and highly functional website tailored to Elgin's goals. The site provides prospective developers, local business owners, and commercial real estate professionals with quick access to essential tools, property listings, and service pathways. Importantly, it also serves as an educational platform, informing users about local infrastructure, water availability, and city services.



In just six months, Elgin EDC moved from nearly invisible to over 5,000 homepage visits, positioning the organization as a credible and approachable resource.

What We Delivered

Golden Shovel developed a custom website that empowers Elgin's economic development team and serves as a portal for communication and growth. Deliverables included:

- A user-friendly, branded economic development website
- SEO-optimized content that educates and informs external audiences
- Integration of new photography and video from local partners
- A custom-built Interactive Development Services Flowchart to simplify permitting and service access
- Real estate listing tools to feature site development opportunities
- Community profile tools highlighting the local and regional data decision-makers need to consider Elgin
- A streamlined process for ongoing content management and staff efficiency
- Video gallery showcasing local success stories

This project also included strategic support to help the Elgin EDC team launch social media and promote the website through targeted communications.

The Golden Shovel Difference

What makes the Elgin EDC website exceptional is how quickly it generated results and changed the local conversation around economic development.

Activity highlights within the first months include:

- **Over 10 commercial real estate brokers** reached out to list properties or meet with the EDC
- **Five startup businesses** contacted the EDC; one successfully launched using the development services roadmap
- **A local landowner initiated discussions** about a mixed-use development after discovering the EDC for the first time via the website
- **Multiple business leaders scheduled meetings** with the city to explore projects after reading about local infrastructure and opportunities

Behind the scenes, Golden Shovel helped overcome barriers such as domain recovery, board buy-in, and the development of clear messaging from scratch. Their guidance transformed a blank slate into a powerful platform now recognized with an IEDC award in 2024.

Golden Shovel

Ready to Build Visibility That Drives Results?

Golden Shovel Agency helps economic development organizations create digital platforms that do more than inform—they spark conversations, attract investment, and build momentum. Elgin's website is proof that even from scratch, the right strategy and design can earn national recognition and produce real-world results. **Let's bring your vision to life.**

Laura Christie • Director of Business Development
912.596.1857 • lchristie@goldenshovelagency.com