



PHELPS COUNTY DEVELOPMENT CORPORATION (PCDC)

Phelps County, NE Wins IEDC Award for Multi-Audience Economic Development Website

The Phelps County Development Corporation (PCDC) partnered with Golden Shovel Agency to design a dynamic, accessible, and visually compelling website that serves diverse audiences—from site selectors and business leaders to residents and local organizations. The award-winning platform not only showcases Phelps County's assets but also functions as a critical tool for economic development, **earning recognition with an IEDC award in 2024.**

A Strategic Approach to Inclusive, High-Impact Communication

PCDC knew from the start that their new website needed to do more than look good—it had to work for everyone. The platform had to accommodate the needs of national site selectors, local leaders, and community members alike, delivering personalized information without overwhelming users.

With guidance from Golden Shovel Agency, the PCDC team performed a full audit of their existing website, identified gaps in content, and then rebuilt the platform to make it intuitive, informative, and visually rich. The result is a tool that reflects the values of Phelps County while supporting long-term economic growth.

The site's success lies in its ability to tell the full story of Phelps County—its cities, towns, and unincorporated areas—while providing relevant, targeted content for each audience.



What We Delivered

Golden Shovel collaborated closely with the PCDC team to produce a future-ready website that offers both style and substance. Deliverables included:

- ✓ A fully redesigned, SEO-optimized website with modern functionality
- ✓ Clear navigation segmented by target audience: site selectors, business owners, residents, and more
- ✓ Custom visuals and video that spotlight the people and places of Phelps County
- ✓ Enhanced page layouts to improve time-on-site and reader engagement
- ✓ Built-in tools to analyze visitor behavior and refine content strategy over time
- ✓ Integration with PCDC's broader marketing initiatives and social media channels
- ✓ Graphic buttons making it easy to reach important pages on mobile devices

This site was designed not just for launch—but for long-term use and engagement.

The Golden Shovel Difference

Golden Shovel's deep experience in economic development allowed PCDC to think nationally, design strategically, and execute locally. The team guided PCDC through best practices in navigation, accessibility, and multi-stakeholder engagement—while delivering a platform the entire community can be proud of.

The impact of the new website is clear:

- **Higher web traffic** and **longer session durations**
- **More return visitors**, a key signal of relevant and engaging content
- **Increased outreach** from stakeholders in education, research, retail, and site selection
- **Frequent referrals** to the site by local organizations supporting new residents and entrepreneurs

The site has also created visibility for Phelps County on a national scale. With vivid imagery, compelling video, and well-crafted messaging, the site gives prospective businesses and residents a clear sense of what life and opportunity in Nebraska's heartland looks like. It allows people who have never visited Nebraska—or even heard of Phelps County—to imagine themselves living, working, or investing there. It's become a gateway for discovery.

Perhaps most importantly, the website has become a community-wide resource. Whether for talent attraction, business recruitment, or local outreach, the site plays a central role in telling the story of Phelps County—and it's only just beginning.



Ready to Build a Website That Serves Your Whole Community?

At Golden Shovel Agency helps organizations like PCDC develop platforms that grow alongside their communities. With IEDC award-winning designs and industry expertise, we build tools that are useful, beautiful, and built to last. **Let's make your next digital project a success.**

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