

BCI Launches New, Economic Development Website

The BCI's website has recently undergone a *major* overhaul, particularly in the area of Economic Development, which is the next generation in data-rich, digital communications. Recent trends in technology show the internet continues to be the most widely used tool for people seeking community information. This trend is only expected to continue to increase. On average, the BCI's website currently gets over 223,930 hits per month.

However, knowing that our website is used so often, we wanted to make it the most user-friendly and data-rich resource it could possibly be. In order to accomplish this, the actual users who access the BCI's website must be considered. The BCI serves not only as the Chamber of Commerce, but also the Economic Development entity for the City of Wichita Falls and the surrounding region. Therefore, the site must not only provide information sought by the general public on our community, but also to its business membership and to Economic Development professionals and Site Selection consultants seeking the ideal location for a new or expanding business. The end result is very complex, and the BCI is aware that a huge volume of information needs to be contained within its' website. More importantly, the data on the site needs to be up-to-date and accurate, so people seeking information on the Wichita Falls community will get the best possible representation of what the Wichita Falls region has to offer.

After months spent researching the websites of many of our competitors around the country, both Economic Development entities and Chambers of Commerce, we came up with a list of elements we thought really stood out on other sites, which we wanted to incorporate into our new site, in an effort to make ours pleasing to use for all of our audiences. The new site includes: a flash player with local images, maps, Quick Facts, our trade-area, news, regional business parks, targeted industries and available properties. We have branded ourselves "The Quality Alternative". If you haven't accessed the BCI's website in a while, you're missing quite a lot; please visit our site at www.wichitafallsccommerce.com.