



NEWS RELEASE

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**Southern Economic Development Council Honors Louisiana Economic Development
for Excellence in Communications**

Louisiana Economic Development Wins Major Award at 2025 SEDC Annual Conference

Oklahoma City, Oklahoma (August 11, 2025) – The Southern Economic Development Council (SEDC), the largest regional economic development association in North America, representing 17 states and the world’s best economy builders, has recognized Louisiana Economic Development as a top performer in the American South for communications. Each year, SEDC reviews marketing and informational content from organizations across its 17-state footprint, evaluating design, strategy, innovation, and impact. At this year’s 2025 SEDC Annual Conference in Oklahoma City, Oklahoma, Louisiana Economic Development was awarded as the Best-in-Show in recognition of the top received communications pieces in 2025 for Super Bowl LIX.

“The American South is the strongest and best-positioned economy on the planet. Within our membership are professionals responsible for billions in corporate investment, millions of created jobs, and those who tell our story across the globe,” stated SEDC President Matt Tackett. “SEDC members compete successfully in a global marketplace, which is why our communications content is truly world-class. The SEDC Communications Awards showcase the best of the best.”

SEDC reviewed member submissions across approximately twenty categories. Judges for the Communication Awards competition included site selection consultants and marketing professionals from across the southern United States. The Communications Awards are presented annually at the SEDC Annual Conference, the Council’s largest event. The 2025 conference brought together 650 professionals over three days to celebrate and advance economic development in the American South.

About SEDC

SEDC is the oldest and largest regional economic development association in North America, with over 1,800 members representing a variety of sectors. From local, regional, and state economic development agencies to chambers of commerce, business and industry, utilities, transportation, finance, and education, members share a common goal: to accelerate economic development in the American South. To learn more about SEDC, visit www.sedc.org.

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