

May 10, 2022

ICEA Excellence Selection Committee:

The Franklin Chamber of Commerce respectfully submits this application for an ICEA Excellence award for our new website which launched on January 17, 2022. This website was a collaboration with chamber, city and business leaders. Our goal was to create a comprehensive site for residents and visitors to our community; to create a visual “slice of life” of Franklin using photographs and descriptions.

Read our news release here:

<https://www.franklincoc.org/new-website-promotes-chamber-benefits-doing-business-in-franklin>

Highlights Include:

* Chamber members have their own micro page which showcases their organization with links to videos, location and social media pages. <https://www.franklincoc.org/johnson-memorial-health>
* The site features a first ever Franklin Community Calendar. A place that features community information, events and public meetings. <https://www.franklincoc.org/calendar>
* A section geared to site selectors and new residents.

<https://www.franklincoc.org/explore-franklin>

* The website features three case studies for small, medium and large businesses.
  + <https://www.franklincoc.org/search?q=main+%26+madison>
  + <https://www.franklincoc.org/case-study-medium-business>
  + <https://www.franklincoc.org/case-study-large-business>

If you’d like to learn more about the process, you can view this page from our website designer. <https://www.cleverdogsmedia.com/case-study-franklin-chamber-of-commerce>

Thank you so much for your consideration.

Rosie Chambers, Executive Director

Franklin Chamber of Commerce

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