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TourMidland.com wins Statewide Award

MIDLAND, MICHIGAN – Midland Tomorrow, the economic development corporation serving Midland County, has been recognized by the Michigan Economic Developer Association for development of www.TourMidland.com, a virtual tour of Midland, Michigan. MEDA has announced that Midland Tomorrow is the winner of its Website Award for a community with a population of 50,000 – 100,000 people.

“We are very excited by this recognition! Special thanks to our website vendor, Map-N-Tour, Inc., and the Midland Area Chamber of Commerce for sponsoring its development,” said Scott Walker, CEO of Midland Tomorrow. When asked about the design of the tour, he said, “We saw that creating this site would help us in our mission to bring new businesses to the community, and to help recruit and develop talent. We know this is a great place to live and work, and we find that a tour of the area makes a much more compelling case than businesses and their employees might expect. The challenge is communicating the uniquely convincing quality of that tour experience to a large, virtual audience.”

TourMidland.com accomplishes this by leveraging the power of the Internet. Midland-based Map-N-Tour, Inc. (www.map-n-tour.com) has created a unique software package based on Google Earth; this software can collect photos, video, text and links about different locations and display them all on a single map, allowing users to “fly” around the community and access this media directly and efficiently – and then click through to individual community Web sites for further information.

Denny Henson, CEO of Map-N-Tour, Inc. which is marketing the new software package to other communities, said this is an important aspect of the tour. “This tour isn’t meant to be a comprehensive resource of every business or event in a community and subsequently doesn’t require full-time support like a typical website,” she said. “Local organizations maintain their own websites. The goal of this tour is to give visitors a broad overview of the community and then to move on to local business Web sites to learn more specific information.”

Sid Allen, President of the Midland Area Chamber of Commerce, said, “This is great recognition for not only Midland and TourMidland.com, but also for Map-N-Tour, as they start to commercialize their new product. We are pleased to see this success and will continue to support them as proud members of the Midland Area Chamber of Commerce.”

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