



2017 Awards of Excellence in Economic Development

Receive the recognition you and your project deserve!

OEDA's Awards of Excellence in Economic Development recognize the state's best economic development programs, projects, partnerships, marketing materials and the year's most influential leader.

Each year OEDA's four awards honor organizations and individuals for their efforts in creating positive economic development in Oregon communities.

Winners are recognized in each of these four categories:

- ❖ **Business Development Success**
- ❖ **Exceptional Economic Development Marketing and Promotions**
- ❖ **Outstanding Collaborative Partnership**
- ❖ **Economic Development Leader of the Year**

The awards will be presented at the

OEDA Annual Conference

Lake Oswego, Oregon

October 22-24, 2017

Nominations/Application Process:

Include:

- Completed OEDA awards application (one for each award nomination)
- High-resolution digital photos
- Letters of endorsement (if applicable)

Email entries to: info@oeda.biz **and** kretherford@cityofsalem.net

Deadline for entries is 5:00 p.m. PDT September 7, 2017

Any individual, project, or organization based in Oregon that is either an OEDA member or located in the jurisdiction of an OEDA member is eligible for nomination..

Questions?

Please contact: Kristin Retherford, OEDA Past President
(503) 540-2486 or kretherford@cityofsalem.net



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The **Business Development Success** award recognizes innovative programs in business development. Business development projects could be to expand existing businesses or recruit new businesses in an effort to create jobs, expand the local tax base, and improve the community. Business Development projects should showcase economic development principles, best practices, and/or initiatives being launched in the community or region against some very stiff regional, state, national and international competition. **Please provide 3-10 high-resolution JPEG photos that will help tell your Business Development Success Story in pictures with your application.**

Judging Criteria for Category:

- Extent of the economic impact on the community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program
 - Achievement of its stated objective with measurable results
 - Development of strong relationships with relevant players & widespread community support
 - Innovation, originality, and cost effectiveness
 - Relevance and transferability of elements to other communities
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The **Exceptional Economic Development Marketing and Promotions** award recognizes innovative and effective marketing materials used for attracting, retaining and fostering business development as well as communications vehicles used by economic development organizations. The following items can be considered: brochures, paid advertising campaigns, newsletters/newspaper articles, magazine, special event(s), website and social media campaigns. **Please provide 3-10 high-resolution JPEG photos that will help showcase your Economic Development Marketing and Promotions in pictures with your application. Also please include photos of marketing materials and/or links to relevant documents, websites, videos, etc.**

Judging Criteria for Category:

- Quality of content
- Interactivity
- Data type & quality
- Timeliness of Information
- Innovation/creativity
- Effectiveness of the promotion
- Quality and completeness of information
- Organization, visual appeal and navigability
- Accessibility
- Overall value for economic development efforts

The **Outstanding Collaborative Partnership** award recognizes significant partnerships formed to support economic development and the results achieved by working together. Submission must include the project name, location, and partners (e.g., industry associations, business organizations, jurisdictions) involved. Describe the project and its significance to the community. **Please provide 3-10 high-resolution JPEG photos that will help demonstrate your Outstanding Collaborative Partnership in pictures with your application.**

Judging Criteria for Category:

- The extent to which public and private sector participants have formed a true partnership or joint venture in planning, developing, and financing the project.
 - Direct economic benefit to the community (such as jobs, tax base, workforce development)
 - Spin-off impact of the project
 - Creativity or innovation (e.g., packaging land acquisitions, strategic partnerships, joint venture aspects, and financing)
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Economic Development Leader of the Year recognizes the outstanding achievements in the economic development profession. Nominations should detail the significant career achievements to date and the impact of those achievements on their economic development organization and the community as a whole, and also explain how the achievements contribute to the advancement of economic development as a profession. **Each nomination should be accompanied by a minimum of one, and not more than three, letters of endorsement on behalf of the applicant, from their supervisor, board chair, or other significant leaders in the state, region or community who is actively involved with the applicant's organization (e.g., a mayor, senior elected official, or a key business leader).**

Judging Criteria for Category:

- Extent of the economic impact on the community
- Development of strong relationships with relevant players and widespread support in the community
- Innovation/creativity in programs initiated
- Contribution to the economic development profession



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APPLICATION

Please check the appropriate award category:

- Business Development Success** (requires 3-10 digital photos)
- Exceptional Economic Development Marketing and Promotions** (requires 3-10 digital photos & samples/links)
- Outstanding Collaborative Partnership** (requires 3-10 digital photos)
- Economic Development Leader of the Year** (requires a profile of the individual's achievements and at least one, but not more than three, letters of support; photos also requested)

Award Nominee:

Contact Name: _____ Organization: _____

Email: _____ Phone: _____

Nominated By:

Contact Name: _____ Organization: _____

Email: _____ Phone: _____

The Project: (note: not required for nominations for the Economic Development Leader of the Year award)

Project Name/Organization: _____

Date of Project Completion (if applicable): _____

Project's web site URL (if applicable): _____

Project Description:

Please provide a brief Project Description, addressing the Judging Criteria in the appropriate award category. You may expand on this information in a separate profile of no more than three pages.