



2019 Awards of Excellence in Economic Development

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 a link to 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

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, magazines, special event(s), websites and social media campaigns. **Please provide a link to 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 a link to 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)

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 leader 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). The contact person for the winning nominee will be asked to provide to us 3-10 high resolution photos if selected.**

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



The **Urban Renewal Project of the Year** award recognizes a project that has helped transform or revitalize a community using tax increment financing. Urban Renewal projects could be to improve specific areas of a city that are poorly developed or underdeveloped, place-making, job and/or commerce creation or for the development of lifestyle amenities. Urban Renewal projects should showcase economic development principles, best practices, and/or initiatives, short or long term strategies that have been implemented that create tangible change in a community or neighborhood. **Please provide a link to 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 to which the project has catalyzed redevelopment
- Achievement of its stated objective with measurable results
- Extent to which the project transformed the community or an area of the community
- Effectiveness of Public/Private Partnerships
- Extent of community input and involvement
- Relevance and transferability of elements to other communities