



JUDGING CRITERIA

2024 Awards of Excellence in Economic Development

BUSINESS DEVELOPMENT SUCCESS

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

EXCEPTIONAL ECONOMIC DEVELOPMENT MARKETING & PROMOTIONS

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:

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| ✓ Quality and Completeness of Content & Information | ✓ Overall Value for Economic Development Efforts |
| ✓ Effectiveness of the Promotion | ✓ Organization, Visual Appeal, & Navigability |
| ✓ Accessibility | ✓ Data Type & Quality |
| ✓ Timeliness of Information | ✓ Innovation & Creativity |
| ✓ Quality & Completeness of Information | ✓ Interactivity |



OUTSTANDING COLLABORATIVE PARTNERSHIP

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

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



URBAN RENEWAL PROJECT OF THE YEAR

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

IMPACT AWARD

The **IMPACT** award recognizes an individual's dedicated career and years of service in the economic development profession. Nominations should detail notable career achievements, volunteer contributions, awards and acknowledgements reflecting the impact on their organization, partners and stakeholders, and Oregon as a whole. Explain how their accomplishments and years of service have positively contributed to economic development in Oregon. **Each nomination should include 1-3 letters of endorsement on behalf of the nominee from a supervisor, board chair, or other significant leader. Provide 2-3 high resolution photos of the nominee** (headshots or candid photos are acceptable).

Judging Criteria for Category:

- ✓ Dedicated career and 10+ years of service in economic development and related fields
- ✓ Extent of impact on Oregon's economic development community
- ✓ Success developing strong relationships with key players and widespread support
- ✓ Development and implementation of innovative programs and initiatives which have impacted Oregon's economic development landscape
- ✓ Contribution to economic development community through volunteer service
- ✓ Contribution to the advancement of the economic development profession