

*“British Columbia Economic Development
Awards”*



EDABC

Economic Development Association of BC

2013

EDABC AWARDS

NOMINATIONS

PACKET

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Guidelines, Deadlines, and Fees

2013 BC Economic Development Awards

The Economic Development Association of BC and BC Hydro's BC Economic Development Awards recognizes the province's best economic development marketing materials; programs and partnerships. These prestigious awards honor organizations and/or individuals for their efforts in creating positive change in urban, suburban, and rural communities.

Timeline

Call for Entries Begins:	March 1, 2013	Judging Completed:	May 24, 2013
Final Deadline:	May 10, 2013	Awards Presentation:	June 25, 2013

Entry Fees (per entry)

\$60.00 + GST

Presentation of Awards at 2013 BC Economic Summit

Winners will be recognized at the BC Economic Summit, June 23–26, 2013 in Vancouver, BC. All entrants are encouraged to register and attend. For more information, visit: www.edabc.com

Frequently Asked Questions

- 1. Can I submit my organization for multiple awards?** Your organization may submit more than one entry including multiple submissions for the same category. A separate Entry Form and Entry Fee are required for each.
- 2. Can I use one project for multiple awards categories?** You may submit the same project for the Community Project Award and the Marketing award. A separate Entry Form and Entry Fee are required for each.
- 3. Can I submit an entry on behalf of another organization or person?** You may submit an entry on behalf of yourself or a colleague. If you are submitting on behalf of another organization/person, you are required to notify the other party, unless it is for the Economic Developer of the Year Award. The nominated organization must be an EDABC member in order to be considered.

4. **Will I get my entry back after the judging?** All submissions become the property of EDABC.
5. **How will I know that my entry has been received?** A confirmation email will be sent upon receipt of your entry. Please allow 10 business days.

2013 EDABC *Economic Development Awards* and Nomination Process at a Glance

BC ECONOMIC DEVELOPMENT AWARDS

MARKETING AWARD

Examples of Typical Submissions:

- General Purpose Brochure
- Special Purpose Brochure
- General Purpose Promotion
- Annual Report
- Paid Advertising Campaign
- Newsletter/Newspaper
- Magazine
- Special Event
- General Purpose Website
- Special Purpose Website
- New Media

COMMUNITY PROJECT AWARD

Examples of Typical Submissions:

- Technology Based Economic Development
- Multi-Year Economic Development
- Economic Development Training
- Business Retention & Expansion
- Entrepreneurship
- Neighbourhood Development
- Human Capital Program
- Responding to Globalization
- Sustainable and Green Development
- Real Estate Redevelopment & Reuse
- Public-Private Partnerships
- Partnerships with Educational Institutions
- Regionalism and Cross-Border Collaboration

2013 EDABC *Economic Development Awards* and Nomination Process at a Glance

BC ECONOMIC DEVELOPMENT AWARDS

AWARDS & NOMINATION PROCESS

- **Community Project Award** *recognizes a community or partnership working together in economic development*
- **Marketing Award** *recognizes achievement in marketing that supports economic development*

The importance of local economic development has been credited as being one of the main engines of economic growth and diversification. Individuals, communities and local business associations who plan for success, provide quality information, education and implement strategic marketing programs are known to be at the forefront of economic growth and job creation.

In recognition of this, the Economic Development Association of British Columbia presents the annual “**BC Economic Development Awards**” commemorating the effort and achievement of individuals and communities. One award will be given in each category.

The selection of winners is made by a panel of judges, which includes representatives of the Economic Developers Association of Canada, BC Hydro, Colliers and others.

HOW TO APPLY

Simply fill out the attached nomination form and email to:

info@edabc.com

Only Email submissions accepted.

BC Economic Development Awards Committee

c/o EDABC

#402-44550 South Sumas Road

Chilliwack, BC, V2R 5M3

NOMINATIONS ARE ACCEPTED UP TO FRIDAY, May 10, 2013

The awards presentation will be held at the:

**Westin Bayshore
Vancouver, BC
June 25th**

Awards” and Nomination Process
At a Glance

How to Prepare Your Entry: *Due May 10th, 2013*

Carefully review the judging criteria and any additional submission requirements for each category. Please include the following items to complete your entry submission:

1. Complete one Entry Form for each entry. Refer to the Category Description and Judging Criteria Sheet for your category when completing the Entry Form.
2. Submit any supporting material.
 - A profile of the project (Max. 3 pages, double-spaced)
 - Any appendices including charts, graphs and photographs.
3. Complete the Payment Form.

Submit your entry by email prior to May10th, 2013 to:

info@edabc.com

Questions? Contact Dale Wheeldon at wheeldon@edabc.com or 604-858-7199

2013 EDABC BC Economic Development Awards Entry Form

Please complete this section for all entries.

Organization: _____

Contact Name: _____

Email: _____

Project/Item Name: _____

Category for entry: _____

Date Project Began: _____

Date of Completion (if applicable): _____

For website related entries, enter your website URL: _____

Project Description

Please refer to the *Category Description and Judging Criteria Sheet* corresponding to your category when answering the following questions in the space provided.

Select:

Marketing Award

– See Sheet A (pages 6–7)

< than 20,000 population

> than 20,000 population

Community Project Award

– See Sheet B (pages 8–9)

< than 20,000 population

> than 20,000 population

This section is intended to provide an overview of the project. Please keep answers to each question under 200 words.

You may expand on this information in a separate profile of no more than 3 pages, double-spaced.

1. Please provide a brief description of the project.

2. What is the goal or purpose of this project?

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

█

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

█

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

█

6. In what ways is this project innovative or creative?

█

7. Are there any other relevant details not covered above or specific to your category?

█

Marketing Award

Category Descriptions & Judging Criteria

Please refer to this sheet when completing the project description section of the entry form for a Marketing Award.

This award recognizes innovative and effective marketing materials used for attracting, retaining and fostering business as well as communication vehicles used by economic development organizations.

Award:

The Award will be presented to the entry that has scored the highest marks.

Judging Criteria:

The Marketing Award will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/Creativity
- Quality and Completeness of Information
- Contribution to the economic development efforts

Examples of Typical Submissions:

- **General Purpose Brochure**
A brochure introducing your province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.
- **Special Purpose Brochure**
A brochure designed for a specific purpose, such as promoting an industrial park or other specific types of promotions.
- **General Purpose Promotion**
A folder, poster, or other type of promotional piece (other than a brochure), series of such items, or direct mail campaign (a single or series of two or more letters or mailing pieces with a theme).
- Mount item(s) on heavy stock with 1 inch margins.
- **Annual Report**
A report summarizing an economic development organization's annual activities and/or fiscal highlights.
- **Paid Advertising Campaign**
One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

- Mount advertisement on heavy stock with 1 inch margins as proof of publication.

- **Newsletters/Newspaper**

A publication that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.

- Submit one issue.

- **Magazine**

A magazine that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.

- Submit one issue.

- **Special Event**

A meeting, seminar, marketing tour, event, or trip designed to develop prospects and promote economic development.

- Profile must include: event goals and objectives; audience; location; other relevant details.

- Submit printed materials, such as program or invitation.

Marketing Award (con't)

Category Descriptions & Judging Criteria

... Continued

- **General Purpose Website**

Websites designed to promote city, province, or regional economic development organizations. This category will honor communities and organizations that are using the worldwide web as an effective marketing tool to promote services and offer information to clients.

- Include active URL of the home page.

- **Special Purpose Website**

A specialized website designed for a specific purpose such as promoting community data/demographics, sites and buildings, tourism or other specific types of marketing relating to economic development.

- Include active URL of the home page.

- **New Media**

Innovation in economic development through the deployment of new media formats. It stresses the innovative use of technology to further economic development initiatives (all types of initiatives are eligible such as marketing, BRE, entrepreneurship development, or talent attraction). Applicants could include, but are not limited to, the use of podcasts, webinars, blogs, wikis, virtual worlds, mobile devices applications, extranets or intranets, GIS, and the development of new software for economic development purposes.

Community Project Award Category Descriptions & Judging Criteria

Please refer to these sheets when completing the project description section of the entry form for the Community Project Award.

This award recognizes a community or regional partnership that works together in on-going economic development work and activities. It rewards such things as strategic planning processes, marketing strategies, community involvement etc. The basic assessment of proposals will focus on achievements in the context of the original environment, challenges faced, strategies determined and change over time.

Award:

The Award will be presented to the entry that has scored the highest marks.

Judging Criteria:

Community Project Award will be judged by the following criteria:

- Extent of the economic impact on its 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 and widespread support in the community
- Innovation, originality, and cost effectiveness
- Relevance and transferability of elements to other communities

Typical Award Submissions:

- **Business Retention and Expansion (BR+E)**
Economic development initiatives that focus on retaining and growing existing businesses within communities and regions. Applicants should demonstrate extensive cross-community collaboration, and the ability to adapt and respond quickly to unforeseen events.
- **Entrepreneurship**
Programs, policies, or initiatives that nurture and support individuals or emerging small businesses to develop their ideas, products, and/or services into viable, competitive businesses. This can include, but is not limited to, providing access to finances, services, experts, networks, mentors, technology transfer, management resources, and fast learning environments.
- **Neighborhood Development Initiatives**

Innovative programs that stimulate economic development on a neighborhood scale. It includes the range of strategies or initiatives that seek to facilitate the revitalization or redevelopment of distressed or devastated neighborhoods including business-oriented, people-oriented, place oriented, and community-building efforts.

- **Human Capital**

Economic development efforts that develop strategic approaches to meet one or more of following objectives: 1) strengthening the skills of the workforce; 2) increasing and developing the pool of knowledge workers, including youth in the pipeline; 3) enhancing the skill sets of low-skilled and other disadvantaged workers; and 4) better integrating and aligning economic and workforce development activities through systematic attempts at building a workforce system.

Community Project Award (con't) Category Descriptions & Judging Criteria

Please refer to these sheets when completing the project description section of the entry form for a Community Project Award.

- **Responding to Globalization/Strategic Planning**

Economic development strategies and programs that seek to enable communities, businesses, and/or economic development organizations to better integrate into the global economy or to more resiliently respond to challenges. Strategies and programs may include elements of, but are not limited to, international strategies, the restructuring of economic development organizations, the use of the internet and networks for integrating globally, and assisting businesses to understand global sourcing and increase their global competitive position.

- **Sustainable and Green Development**

Programs that simultaneously target and create relationships between economic development and environmental sustainability. These efforts include, but are not limited to, programs which encourage energy efficiency and renewable energy, green buildings, materials and products, environmental technologies and industries, sustainable tourism, smart growth, green infrastructure, and green chemistry.

- **Real Estate Redevelopment & Reuse**

Innovative real estate development or reuse projects purpose-built or adaptively reused for the creation of jobs or for increasing the tax base. By demonstrating a measurable and quantitative impact on employment and the tax base, winning projects will also serve as catalysts for economic development in the area or region and will demonstrate innovative partnership approaches including public and private sectors.

Award Descriptions & Judging Criteria

Economic Development Leader Award

Please refer to this sheet when completing your profile for the Economic Development Leader Award.

This award recognizes individual or team achievements in the field of economic development. In assessing proposals, the energy, commitment, passion and the nature of challenges faced by the individual or team will be taken into account. **A complimentary registration to the next EDABC Conference or a select EDABC Seminar will be awarded to the individual along with the Award.**

Please provide the following details in your nomination for this award category.

1. Nominee's Name (Individual or team members must be members of EDABC), address, and position.
2. Major Accomplishment of the Nominee(s). List and describe major accomplishments and contributions to the field of Economic Development. Accomplishments that have made a difference in local economic growth in terms of job maintenance or creation, market development, business growth or increased tax revenues. Other qualities may be an increase in quality of life, new enhancement of community competitiveness through innovation, and forming partnerships between community stakeholders. Where applicable, please send samples of work.
3. Education/Professional/Personal Development Background of the Nominee(s).
4. Community involvement and service history of the Nominee(s).
5. Other information about the Nominee(s). This includes any additional information you feel sets the nominee apart from other Economic Development practitioners. (Awards, unique economic client base, extraordinary economic elements/obstacles of work environment or region in letters of support, etc.)
6. Name of person/organization nominating the individual or team for this award category.
7. Please include a digital photo (disk) and a video testimonial(s) of the nominee(s).

2013 EDABC BC Economic Development Awards

Payment Form

Name:	Title:
Organization:	
Address 1:	Telephone:
Address 2:	Fax:
City/Province /Postal Code:	Email:

Categories Entered:

Award Category	Quantity	Description	Amount
Economic Development Marketing			
Community Project			
Community Population Size* <20K <input type="checkbox"/> 20K or more <input type="checkbox"/>			Total:

Awards will be given in each category.

	June 23-26, 2013	x <input type="checkbox"/> \$60.00

Total Entries Submitted: ___ @ \$60.00 ea. (please calculate GST)

Total Fees Enclosed: \$ ___ (must include 5% GST)

PAYMENT METHOD

Payment **MUST** be received with nominations. Nominations will not be considered until payment is rendered. Cheques should be made payable to EDABC. *Entry fees are non-refundable.*

Cheque/Money Order #_____ payable to EDABC is enclosed.

Please charge to the following credit card:

VISA MASTERCARD

Credit Card Number:	3 Digit Security Code:
Name on Card:	Exp. Date:
Signature:	Date:

2013 Economic Development Association of British Columbia

BC ECONOMIC DEVELOPMENT AWARDS

Previous Years' Winners

Community Project Award

- 2012 Community Futures Boundary, Boundary Sawmill
- 2011 Corie Griffiths, Marketing and Research, Central Okanagan Economic Development Commission
- 2010 Village of McBride's Eco-Sensitive Solution to Waste Water Treatment
- 2009 "China Business Trade Mission", Venture Kamloops
- 2008 "Skills Recruitment, Foreign Attraction Program," Economic Development Commission, Regional District of the Central Okanagan
- 2007 "Move to Kamloops", Venture Kamloops
- 2006 "BizMapbc - market area profiles", Vancouver Economic Development Commission
- 2004 Symphony Orchestra of the Pacific, Powell River
- 2003 Kelowna Manufacturers Alliance
- 2002 Southern Exposure Giftware Initiative, CFDC Sun Country
- 2001 Parksville Civic & Technology Centre
- 2000 Terrace Integrated Economic Development Information System Platform
- 1999 Gibson Landing Harbour Improvement Project
- 1999 Driftwood Landing Residential Sales Project - Massett

Economic Development Marketing Award

- 2012 District of Maple Ridge, Town Centre Investment Incentive Program
- 2011 Corien Speaker, Chief Administrative Officer, District of Elkford
- 2010 Comox Valley Olympic Legacy Development
- 2009 The City of Langley - "Downtown Master Plan"
- 2008 The City of Langley - "The Place to Be"
- 2007 "Fraser Valley Circle Farm Tour", Abbotsford, Agassiz, Chilliwack, Langley, Maple Ridge, Mission, Pitt Meadows
- 2006 "More Money in Your Jeans", Salmon Arm Economic Development Society
- 2005 Dawson Creek E-Card
- 2004 Cowichan Regional Branding & Marketing Initiative
- 2003 Richmond Awareness Marketing Campaign
- 2002 "Wine Capital of Canada Campaign" - Oliver
- 2001 BC Call Centre Team Project
- 2000 Surrey High Tech Sector Marketing Initiative
- 1999 Alberni Valley Marketing Campaign

HOW TO APPLY

Submit by email to info@edabc.
BC Economic Development Awards Committee

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Vancouver, BC
June 26, 2013**