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2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: Webster City Economic Development (City of Webster City, Iowa)

Contact Name: David Toyer

Email: david@buildwebstercity.com

Project/Item Name: Webster City Economic Development Website

Category for Entry: #9, General Purpose Website

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) <25K

Date Project Began: July 9, 2010

Date of Completion (if applicable): December 14, 2010 Public Launch

For Entries in Categories 9 & 10, Enter Your Web Site URL: www.buildwebstercity.com and <http://m.buildwebstercity.com> (mobile friendly site)

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:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 5)
- ☒ Internet and New Media Categories 9-11 – **See Sheet B** (page 6)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 7-8)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 9)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 10)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

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.

Webster City has launched an economic development specific website (www.buildwebstercity.com) as one element of the community's first ever targeted economic development marketing campaign. This new campaign is an aggressive step for the City in pursuing economic development projects in the wake of the departure of Electrolux North American to Juarez, Mexico. The economic development website is the central point of the marketing campaign, serving as a landing place for the interest generate by all other elements of the campaign, as well as organic site selection searches. The website is critical to presenting our community as a brand and providing the integral information that site selectors and business executives rely on to gain interest in and consider Webster City as a potential location for their project. Webster City has spent considerable time populating the site with IEDC template data, as well as more customized information on the community, it assets, its industries and its overall quality of life. While the website's main purpose is to serve the site selector or business executive, it has elements that also appeal to our community's residents, which has engaged the community in our project. A scaled down, mobile friendly version of the website has also been created to assist in reaching our audiences across all media.

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

The goal of the project has been four fold. The first was to move the city's economic development marketing to a web platform that gives the City control over the content management system (CMS) to ensure the website is kept updated with relevant, accurate, informative and dynamic information on our community, its offerings and its successes. Second, we wanted to increase the awareness of Webster City, Iowa, form a brand identify for our community, and establish our community as known location among site selectors and company executives within our targeted industries. Third, the City wanted a centralized location where detailed information on our community and its assets could be readily found, searched and evaluated. We believe this is a key piece of attracting new opportunities and being including in future site selection searches. Lastly, we wanted a venue that would allow the general community to follow the economic development campaign and learn about what we are doing in a manner that helps them promote their own city.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected? This project is spearheaded by the City of Webster City with participation from Webster City Area Development, the City's Chamber of Commerce. The City Manager, the Mayor, a councilman, the Chamber Executive Director, the City's communications consultant and the City's economic developer served as the planning committee and worked with Atlas Advertising to develop a broad marketing plan and the backbone for the website. The City's economic developer was responsible for implementing the content portion of the website project and continues to be responsible for the ongoing maintenance and expansion of the project.

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. The impact of the website has been both measurable and immeasurable. Although we are a small community of around 8,000, we are attracting more than 1,900 page views per month. More than 40% of our site's users are unique visitors. Visitors to our site average 3.6 pages per visit and stay for more than 3 minutes per visit. The website has begun to serve as the first point of contact for potential economic development leads. We have been contacted by companies that started their search by looking over our website. Additionally, we know that two existing businesses in the community contacted us about expansion incentives based seeing on our site that they may qualify for incentives. Our homepage and featured company section of our site has become a marketing tool for our existing industries. The first business we featured, Vantec, Inc., noticed an increase in traffic from our site to theirs and they have been contacted by businesses that found their information on our site.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned? Not only would this project be replicable for other small cities, it is serving as a model for new websites within other portions of our community. Prior to the new site, local websites for the chamber, tourism and municipal government did not have their own CMSs in place to allow for the organizations to maintain the sites locally, which resulted in out of date information, broken links, and waning interest. Since our website project was launched, efforts have been underway to switch the chamber and municipal government websites over to similarly set up CMS systems to allow for frequent updating, as well as consistent, coordinated messaging among all our entities that continues to build our local brand.

6. In what ways is this project innovative or creative? For a city of our size and location, this project was very innovative on multiple levels. The website focused our need to develop a brand for the city based on our assets, our story and our industries (a backbone to our entire marketing campaign). The site became our community's first website promoting economic development that included IEDC data sets, a broader marketing campaign and locally submitted content (i.e. pictures that weren't stock photos). The site has required our staff to learn new technology and develop new skills in order to populate the site, maintain the site, update the site and integrate the site with our other marketing elements. The methodology of the site and its linkage to our existing community and industry has allowed us to promote more than economic development opportunities, serving as support for a holistic marketing approach that promotes all our community's assets as we seek new investment. Another creative element is the community participation element. We have noticed increased interest from the community in what we are doing, including heightened support

from our community (leads, assets mapping) and increased willingness to embrace the same new technologies we now use.

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

N/A

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2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **Lawrence Chamber of Commerce/Lawrence-Douglas County Economic Development**

Contact Name: **Beth Johnson**

Email: **bjohnson@lawrencechamber.com**

Project/Item Name: **Lawrence Kansas Economic Development website**

Category for Entry: **general purpose website**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **25-200K**

Date Project Began: **February 2011**

Date of Completion (if applicable): **April 1, 2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: **<http://www.lawrencekansaseconomicdevelopment.com>**

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:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☒ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

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.

A website focused on attracting businesses to the Lawrence-Douglas County area, providing information to site selectors and industry. The website also serves as a resource for existing businesses seeking to expand operations.

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

To highlight the strategic location of Lawrence-Douglas County and showcase the many benefits of locating a business here, including its available land, proximity to three universities, educated workforce and access to the capabilities of the University of Kansas and its research and technology incubators.

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

The participants were the Lawrence-Douglas County Economic Development group, consisting of the City of Lawrence, Douglas County and the Lawrence Chamber of Commerce. Atlas Advertising played a key role in planning, designing and implementing the website along with our own ED staff. Affected audiences include our business community which is highlighted in a way it had not been before, the City and County which benefit from the visibility of the website and our key economic development investors who see the website as a return on investment for the community.

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.

This redesigned website is far more intuitive for visitors to navigate and contains the information site selectors and industry are seeking. Content is relevant and current to the needs of our audiences. It positions the City, County and the Chamber as partners in economic development for the region demonstrating the strength of that partnership. We have seen an increase in visits to the website and positive comments from our major economic development investors including this comment "It's one of the best websites I've ever seen" from a major energy company.

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

The project can certainly be used in other communities to position their economic development program so it focuses on the unique aspects of that community. We have learned the importance of understanding an audience's needs and developing our content and related imagery so it is clear, concise and responsive to those needs. The website also created a clear focus on our vision: to be a leading force for economic vitality in our region. One lesson that we have learned is that an organization's website is more than just marketing tool, it is a feature-rich and integrated platform - a platform you use to publish, communicate, organize and serve your many varied customers. Today, there is very little in economic development that can't be facilitated or made more efficient by treating your website as a platform that advances opportunities for creating investment in your community.

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

The website's creativity can be seen in the use of words and images that compliment each other and provide a full, robust picture of the Lawrence-Douglas County community. The associated blog is designed to share the personality of community and help site visitors get a feel for what makes Lawrence a favorable place for businesses that provides a unique quality of life for employees and their families. Our goal is for visitors to leave our site feeling like they've actually been to Lawrence and met us personally. We want them to leave our site with all of the information they need to make a decision about locating or expanding operations in the Lawrence- Douglas County community.

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

Our website is designed to cause people to think differently about Kansas - about living in Kansas and working in Kansas. We want them to understand why the heartland is a welcoming place for businesses in a geographically strategic location and that it provides a great environment for families. It also incorporates feedback from site selectors, who were asked to review the site once it was fully populated so we could ensure it is - and remains - responsive to their needs as it evolves and matures over time.

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A. PROMOTIONAL AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.

These awards recognize innovative and effective marketing materials used for attracting, retaining and fostering business as well as communications vehicles used by economic development organizations.

Judging Criteria for Categories 1-8:

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

Descriptions:

1. General Purpose Brochure

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general

I have included an electronic copy of my complete entry.

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2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **Niagara Economic Development Corporation**

Contact Name: **Guy Graveline**

Email: **ggraveline@niagaracanada.com**

Project/Item Name: **Corporate Website**

Category for Entry: **General Purpose Website**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **200k-500k**

Date Project Began: **November 30, 2010**

Date of Completion (if applicable): **February 10, 2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: **www.niagaracanada.com**

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:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☒ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

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1. Please provide a brief description of the project.

The Niagara Economic Development Corporation (NEDC) considers its virtual internet presence and activities, and the administration of its client and corporate content, to be of primary importance in achieving our business mandate. To fulfill this mandate, the NEDC required the administrative and business benefits of a Content Management System that provided a "turn-key" solution towards significantly upgrading or enhancing our ability to manage the NEDC corporate website at www.niagaracanada.com. The NiagaraCanada.com website serves as the primary lead and information resource to help investors, developers and the inquiring public with economic development-related inquiries.

What we have strived to accomplish with our website is to maintain a consistent message in the form of both visual (graphics, logos, branding, coloring) and text elements contained in the marketing mix of all NEDC materials. In the saturated virtual world of the internet, we strived to make the NiagaraCanada.com website truly stand out and effectively deliver the marketing message that the NEDC is mandated to convey, in a timely and efficient manner. The website's user-friendly CMS allows us to communicate to our target audience quickly and more regularly, and obtain critical data regarding delivery, acceptance, usage and personal feedback. That said, the NiagaraCanada.com website needed to be and has successfully become NEDC's main marketing and communications tool, and has established itself as a portal to Niagara.

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

The purpose of the NiagaraCanada.com website is to:

- Attract investors, developers and the public with a wide range of economic development information and data, and the Niagara Region's key differentiating messages.
 - Market the Region as an attractive "top of mind" destination for prospective business ventures.
 - Build on the "Niagara Original" brand/ "N" Logo, and to integrate with the full range of NEDC services that engage in business attraction, retention and expansion activities.
 - Project a consistent and powerful message that the Region is a 'diverse, attractive and progressive business community' that aggressively pursues investment and business opportunities with leading-edge companies to develop a dynamic local economy that provides sustainable quality jobs.
 - Enable the NEDC to effectively respond to a broad range of business development inquiries on a 365/24/7 basis, and to serve as the primary lead and information resource to help investors, developers and the inquiring public with economic development-related inquiries.
 - Function as the primary marketing vehicle for NEDC communications, marketing campaigns and daily programs.
-

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

Throughout the life of the project, virtually the entire staff of the Niagara Economic Development Corporation had either a direct or indirect role in the new website's development; however the planning and implementation of the project was undertaken by the Director of Marketing and a team of associate staff that included both web developers and project managers, and who together managed the project from the RFP to the "go-live" date. In addition, key Economic Development staff have responsibility for the specific sections of the website that pertain to their designated portfolios. An external supplier with global internet and media experience was retained to lead in the programming and CMS development.

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.

Since launching on February 10, 2010 the site has seen extremely positive results when compared to a similar timeframe last year (3 months): 53% increase in site visits, 142% increase in page views, 58% increase in page visits, 71% increase in time on site.

The most discernible impact of the new website's release has been the significant increase in traffic to the site, which has been supported by a variety of effective digital marketing campaigns that drive additional traffic. Since its official launch on February 10th, we have already sent out 32 marketing and communications "eblasts" to over 16,000 contacts worldwide with a read rate of close to 35%. In each instance we have noticed a significant spike in visits and page views. There has been a corresponding increase in business inquiries about Niagara that derive from the site, attributable at least in part to increased Staff usage and client referrals to the site, who all use it as a business information resource. The website is thereby enhancing the economic development activities of the EDO staff who are able to effectively create and upload text, image and video content to the website, through their own Content Management System user account, which enables quick content updates that happen frequently on both a scheduled and ad-hoc basis. The replenishment of content on a consistent basis ensures that the site remains current and relevant – a key factor in attracting return visits to the site.

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

Many key elements of the NiagaraCanada.com website are replicable or transferable to other organizations or communities - from its integration of different information technologies to its highly intuitive and user-driven design and layout.

The primary lesson learned during the development process is to take the time to create a vision for the website, together with a list of expectations for its design and daily operation. This was done through a process of in-depth user analysis, detailed persona development, and a far-ranging survey of best practices as seen in other economic development websites.

Another lesson is to partner with a vendor that can deliver different digital capacities and expertise to support your website vision and goals. In our case, we needed a vendor that could provide us with not only a state-of-the art website design and backend CMS, but also digital marketing and Client Relationship Management technology solutions that could be made to work in an integrated fashion with our website. Equally important, the vendor had to have the capability to provide ongoing maintenance throughout the life of the website.

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

The NiagaraCanada.com website's innovation comes not through any one breakthrough but through so seamlessly bringing together so many diverse elements on the website platform, including :

- Creation of Private Member's Website section dedicated exclusively for our board members.
- Creation of a searchable Niagara region Business Directory that lists over 6,000 business entries.
- integration of google maps and latest google applications including the cCreation of a News Reader page that displays local business news stories from Niagara regional newspapers from an RSS newsfeed.
- Creation of a sophisticated Newsletter Archive.
- Creation of a module that displays entries for Local Business Events, and that includes the development of an Events Submission Template where users can submit information about their events.
- Collection of local business and marketing videos, played through the website's video player module.

Just as important however is the presentation and user functionality changes that were made, that are simple but impressive. Immediately upon landing on our site the visitor is presented with a dynamic, exciting portrayal of a Niagara, using video, pictures and compelling stories about a Niagara that is dramatically transforming economically but still offers a quality of life that is unmatched and the envy of many regions worldwide.

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

None.

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A. PROMOTIONAL AWARDS

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Judging Criteria for Categories 1-8:

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

E. LEADERSHIP AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING YOUR PROFILE FOR A LEADERSHIP AWARD.

These awards recognize outstanding leaders in the public and private sectors who are advancing economic development in their communities. *Note that the Project Description section of the Entry Form is not required for these categories. Please submit a profile of the individual's achievements.*

26. New Economic Development Professional of the Year

This award recognizes outstanding achievements by a young, emerging leader in the economic development profession. Applicants must self-nominate and should detail their 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 they see these achievements contribute to the advancement of economic development as a profession. Each self 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 community who is actively involved with the applicant's organization (e.g., a mayor or senior elected official, a key business leader). Applicants must be no more than 35 years of age on the deadline submission date set by IEDC for that year's awards competition in order to be eligible for this award and must note their date of birth on their application.

- *Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.*

27. Leadership Award for Public Service – Sponsored by



This award recognizes an elected official who has served as a committed advocate for economic development for at least 10 years in the public sector. Nominees must have demonstrated sustained and effective efforts to mobilize community groups and industry leaders in the development of programs and projects, played a key role in the planning and designing of new economic development activities, and displayed dedication and commitment to her/her constituency as a leader and advocate for economic development.

- *Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.*

28. Citizen Leadership Award

This award recognizes a community or business leader, or an individual who is not an economic development practitioner, but who plays a key leadership role. Nominees for the award should have shown support for or been involved in a broad range of activities for at least 10 years and have been involved in economic development, primarily in the private sector, for the last 5 years. Nominees must have demonstrated sustained and effective efforts to mobilize leadership in the development of programs and projects, played a key role in the planning and designing of new and creative economic development activities and be deeply committed as a leader and advocate for economic development.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

29. Federal Leadership in Economic Development Programs Award (Entry fee waived)

This award recognizes an individual federal program director who has gone above and beyond in administering a federal economic development program.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

30. Congressional Leadership in Economic Development Award (Entry fee waived)

This award recognizes a member of Congress who has made significant contributions in the area of economic development. The award is given to a leader for his/her continuous support for economic development, and/or for intense work on a single piece of legislation.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

International Economic Development Council

2011 Awards Competition – General Purpose Website Category

Entrant: Niagara Economic Development Corporation

Project: Niagara Canada Website

With the thundering sound of the iconic waterfalls for which it is so well known, Canada's Niagara Region has always made a big noise in the world. But now, with the launch of a dynamic new website by the Niagara Economic Development Corporation (NEDC), Niagara's many attractions are being trumpeted throughout cyberspace and around the globe.

The Niagara Region has maintained an economic development website for years. But by 2010 it was deemed time for something new – an online resource that would enhance Niagara's presence on the international stage while taking advantage of some of the leading edge innovations in website design. And so the NEDC undertook the challenge to rebuild the site, dramatically and from the ground up.

While the website has been specifically developed and designed for various audience needs, its overriding purpose is to serve as a powerful communications and marketing platform that effectively tells Niagara's story to the world: that the Region is a vibrant, diversified, exciting place where "natural power and people power come together in one perfect location."

This is achieved through the skilful use of words, pictures, videos, data, research, testimonials, and an array of effective online tools and applications that when knitted together, provide a window for the world to come and see who we are and what we have to offer.

In fact, the site is impressively comprehensive with 197 pages of content, 810 links, 701 images, and 53,450 words...although those figures will fluctuate as the site is regularly updated and continues to subtly evolve.

Overall, the new site has greatly improved functionality over the previous site, a more dynamic and visually appealing look and feel, improved user logic for easy navigation, richer content and data, and a range of creative visual representations. We have introduced Web 2.0 functionality throughout, visible through our new social media links (Linkedin, Facebook, YouTube) and we will be adding more interactive elements as they continue to emerge.

The site is structured with four primary areas – Site Selection, Invest in Niagara, Business Resources and Quality of Life. It incorporates a far-ranging array of design features including:

- A new Content Management System with multiple templates and website modules, and multi-user account management and page creation capabilities.
- Platinum Search Engine Optimization to help steer the world to our doorstep
- Google International Translator to accommodate a global audience

- An online Niagara Business Directory that includes company name, web URL, location address, key contact information and a Google Map display function
- A mobile website application built for niagaracanada.com
- Daily Niagara Business news feeds to encourage regular visits
- A Media Centre and Image Gallery
- Regional newsletters display and archive
- A Niagara events calendar and events submission page
- NEDC Board of Directors space, password protected
- Bookmark sharing and printer-friendly icons
- Full integration of NEDC Municipal Economic Development Microsites
- A new Customer Relationship Management system, fully customized for NEDC, that is fully integrated with the website and compatible with Microsoft Office software
- A Proposal Generator application that provides an automated and highly effective means to generating and communicating proposal files to client prospects and existing customers

Since its official launch earlier this year, the NEDC website has generated a wave of highly favourable comments from its target audiences. Internally, the staff of the NEDC are very

enthusiastic about the new site and its capabilities. We will be continuously refreshing our content and introducing new enhancements that will allow us to meet the expectations of our customers, and to keep us not just in step with our competition around the world but perhaps a few steps ahead.

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2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **East Tennessee Economic Development Agency**

Contact Name: **Barbara Cope**

Email: **bcope@eteda.org**

Project/Item Name: **East Tennessee Economic Development Agency Website**

Category for Entry: **General Purpose Website**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **>500K**

Date Project Began: **July 2010**

Date of Completion (if applicable): **March 2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: **www.eteda.org**

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:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☒ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

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1. Please provide a brief description of the project.

New design, navigation and increased information for the website that promotes the business advantages of the 15-county Knoxville-Oak Ridge region in East Tennessee.

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

To more effectively and efficiently disburse information to users: site consultants, companies considering a relocation and local economic developers and commercial realtors.

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

ETEDA staff, along with input and expertise of web development company, was involved in the planning and implementation of the new website. Input also was determined from conversations with users as noted in question 2. Users are affected in their ability to more rapidly and successfully obtain the information they need and to get demographic data not readily accessible from another single source. The website successfully promotes the business advantages of the region while creating a very positive representation of the area, both of which have a positive affect on economic growth in the 15 counties.

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.

The information on the ETEDA website, including demographics and radius data in printable format, has had a significant positive impact on economic development in the 15-county region. The website provides tools and data to which individual counties, particularly in distressed areas, would not have access. The value added by these tools allows communities to compete more effectively in the site location process.

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

Many of the elements on the website are replicable and could be adapted for use in other communities. The process emphasized the necessity of evaluating information to be included, determining the relationship between various sets of information and doing significant research before developing the structure of a useful website.

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

The website creatively uses both text and visuals to give either a more accurate representation of the region or to more effectively emphasize key information.

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

N/A

achievements on their economic development organization and the community as a whole, and also explain how they see these achievements contribute to the advancement of economic development as a profession. Each self 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 community who is actively involved with the applicant's organization (e.g., a mayor or senior elected official, a key business leader). Applicants must be no more than 35 years of age on the deadline submission date set by IEDC for that year's awards competition in order to be eligible for this award and must note their date of birth on their application.

- *Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.*

27. Leadership Award for Public Service – Sponsored by



This award recognizes an elected official who has served as a committed advocate for economic development for at least 10 years in the public sector. Nominees must have demonstrated sustained and effective efforts to mobilize community groups and industry leaders in the development of programs and projects, played a key role in the planning and designing of new economic development activities, and displayed dedication and commitment to her/her constituency as a leader and advocate for economic development.

- *Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.*

28. Citizen Leadership Award

This award recognizes a community or business leader, or an individual who is not an economic development practitioner, but who plays a key leadership role. Nominees for the award should have shown support for or been involved in a broad range of activities for at least 10 years and have been involved in economic development, primarily in the private sector, for the last 5 years. Nominees must have demonstrated sustained and effective efforts to mobilize leadership in the development of programs and projects, played a key role in the planning and designing of new and creative economic development activities and be deeply committed as a leader and advocate for economic development.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

29. Federal Leadership in Economic Development Programs Award (Entry fee waived)

This award recognizes an individual federal program director who has gone above and beyond in administering a federal economic development program.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

30. Congressional Leadership in Economic Development Award (Entry fee waived)

This award recognizes a member of Congress who has made significant contributions in the area of economic development. The award is given to a leader for his/her continuous support for economic development, and/or for intense work on a single piece of legislation.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.



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East Tennessee: An excellent business location

Located in the center of the Southeast United States, home to the Oak Ridge National Laboratory and gateway to the Great Smoky Mountains, the 15-county Knoxville region of East Tennessee is an ideal location for businesses to relocate or expand.

The East Tennessee Economic Development Agency (865-777-3833) partners with the State of Tennessee, Tennessee Valley Authority and local economic developers to offer free, professional and confidential location and relocation information and assistance for businesses interested in East Tennessee.

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