



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: **County of Elgin**

Contact Name: **Alan Smith**

Email: **asmith@elgin-county.on.ca**

Project/Item Name: **Savour Elgin Website**

Category for Entry: **Special Purpose Website**

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

Date Project Began: **December 13, 2009**

Date of Completion (if applicable): **August 26, 2010**

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

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.

The goal of this project was highlight the culinary opportunities in Elgin County online. The website's design builds on the look and feel of Elgin's Progressive by Nature economic development brand and the Savour Elgin brand. The website features local farmers, chefs, and culinary retailers in Elgin. Interactive maps make locating these businesses effortless for prospective tourists. Being part of the Culinary Trail and showcased on a specialty website has instilled a sense of pride among members of the community.

The Savour Elgin website was designed to be very easy to navigate. It incorporates the Tourism Ytool, a directory and trip planning tool, which draws data from a database shared with the Elgin County Tourism website. This tool makes it easy for website visitors to find out about events, restaurants or hotels and to quickly create individual itineraries for their upcoming visit. As well, tourism business owners/operators can update their own information in the Tourism Ytool and it will be automatically updated in both the Savour Elgin website and the main Elgin County Tourism website. This saves a lot of time and effort and helps keep the website up-to-date.

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

Culinary tourism is a growing industry. Many consumers are choosing to vacation locally and the culinary tourism industry is in the perfect position to take advantage of this trend. Agritourism and culinary tourism were identified as potential economic growth sectors for Elgin County. With the objective being to attract highly sought-after culinary tourists, we decided to create an interactive website to target this niche group of tourists.

The website efficiently and effectively markets Elgin County's restaurants, events, farms and wineries. There is a strict

participation and membership admission structure in place, ensuring the quality and consistency of service throughout.

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

The Savour Elgin Culinary Trail is a route through Elgin County that visits some of the best restaurants, farms, wineries, and other culinary attractions that the region has to offer. The focus is on food and drink that's local and unique to Elgin County and St. Thomas, the largest urban center in the County and a partner in the website's creation. The Savour Elgin website is targeted at food and wine tourists as well as general tourists looking to augment their tourism experience in Elgin County.

To create the Savour Elgin website we partnered with consulting firm Yfactor Inc. Yfactor has worked with us on numerous projects and was already familiar with our staff, mission and vision. Yfactor provided the website's content management system and created the design and layout of the site; our in-house staff developed and wrote the content for the site. By using our staff to create content we were able to lower costs and use the creative talent that was already a part of our team.

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.

To date, 16 businesses have become members of Savour Elgin which exceeded our expectations. After our launch in 2010, other businesses were excited by the program and have signed up to be part of Savour Elgin in the coming year.

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

This project can definitely be adapted for use in other communities. Other culinary regions have already started to model themselves after Savour Elgin.

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

Some of the features on the website are very innovative. The website features the Tourism Ytool which allows visitors to search directories, events listings and create an itinerary for their trip. The database is shared with the Elgin Tourist website and provides cost and time savings for us. Our member businesses also save time by having a single place to update their information.

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

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



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Organization: **Tulsa Metro Chamber**

Contact Name: **Jim Fram**

Email: **jimfram@tulsachamber.com**

Project/Item Name: **Let's Do Business website**

Category for Entry: **10**

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

Date Project Began: **January 2010**

Date of Completion (if applicable): **June 2010**

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

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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 Let's Do Business website is an online destination for the Tulsa Metro Chamber's B2B program that asks companies in the region to identify, where possible, purchases that can be made from a business in the Tulsa region. The website allows businesses of any size and industry to sign up to "pledge" participation in keeping money in the region, to connect with each other through a directory and to share success stories of these connections.

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

Simply put, the website encourages businesses in the Tulsa area to "buy regional." The site was created to help strengthen the regional economy by connecting area businesses to one another, and to help area companies build their businesses by generating new customers through the site.

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

The Tulsa Metro Chamber's economic development division and communications staff collaborated to create the website content and utilized local creative agencies to design and program the website. Those affected include 1) the Let's Do Business program participants; 2) companies in the region; and 3) purchasing agents in the region.

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.

Launched in 2006, the Let's Do Business program was well-received by businesses in the Tulsa region. However, by 2010, the program had grown stale and new participant sign-ups were slowing down. Following the launch of the new, re-

branded website in mid-2010, participation grew from 900 to more than 1,000 area businesses, and traffic to the site increased tremendously. The website has been instrumental in assisting area companies to find local vendors for their purchasing needs. The website allows participating companies to submit "success stories" of finding area vendors and shows the very tangible results the site is providing to Let's Do Business participants and, therefore, the community.

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

Yes, any community which has a buy-local or buy-regional initiative could replicate this website. It creates a simple online destination for sign-up, B2B and information.

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

The Let's Do Business website brand features photos of real Tulsa-area business owners who have experienced successes (increasing sales, clientele, etc.) because of the website/program. In other words, the brand lets participants tell their own stories. The layout is simple and user-friendly to allow participants to quickly connect to other area companies.

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

Much research was done for the re-branding of the Let's Do Business program, and more specifically, the LetsDoBusinessTulsa.com website. Previously, the emphasis for target messaging was on "bringing spending back to the Tulsa region." The research revealed area small business owners were more interested in how the online tool could help them build their businesses. Therefore, the new brand and messaging focuses on both strengthening the economy (altruistic) and building your business (the bottom line) and offers additional ways to help companies connect with each other.

For Office Use Only: _____



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Organization: **Greater Oklahoma City Chamber**

Contact Name: **Roy Williams**

Email: **rwilliams@okcchamber.com**

Project/Item Name: **A Better Life OKC Website**

Category for Entry: **Special Purpose Website**

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

Date Project Began: **July 12, 2010**

Date of Completion (if applicable): **Aug. 2, 2010**

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

PROJECT DESCRIPTION

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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?
-

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Descriptions:

1. General Purpose Brochure

A brochure introducing your state, 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.

2. Special Purpose Brochure

A brochure designed for a special purpose, such as promoting an industrial park or other specific types of promotions.

3. General Purpose Promotion

A promotional piece (other than a brochure), series of promotional pieces or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign or other campaign.

- *Mount item(s) on heavy stock with 1 inch margins.*

4. Annual Report

A report summarizing an economic development organization's annual activities and/or fiscal highlights.

2011 IEDC Excellence in Economic Development Awards

B: Internet and New Media 10. Special Purpose Website

A Better Life OKC Website

The Greater Oklahoma City Chamber

Roy Williams, President and CEO, rwilliams@okcchamber.com

1. Please provide a brief description of the project.

Throughout 2010, the Greater Oklahoma City Chamber worked with the Boeing Company behind the scenes on a potential relocation of 550 jobs from Long Beach, Calif., to Oklahoma City. In August, 2010, the potential became reality as Boeing announced that the jobs would be relocated to Oklahoma City.

These jobs were coveted because they represented highly-skilled, highly-paid seasoned engineers. Due to the nature of the jobs, Boeing needed a high percentage of those employees deemed “essential personnel” to move their families from Long Beach to Oklahoma City. In similar relocations, Boeing had between 10 and 15 percent of the employees agree to relocate. These employees had years of training and knowledge that would be difficult to replace. Simply hiring new employees to fill these roles would be difficult.

In order to increase the number of those who would relocate, Boeing and the Greater Oklahoma City Chamber decided to inform Long Beach employees on the positives of the Oklahoma City region in a way skilled engineers preferred- via technology and the internet.

The Chamber chose to build a website, www.ABetterLifeOKC.com, and launch it on the August 2 announcement date. This economic development project was time critical as the Chamber wanted the resource available for the Boeing employees at the time of the relocation announcement. The website focused on issues most common with relocation projects: housing costs, schools, cultural activities, quality of life issues, weather, etc.

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

The goal of this project was to create a one-stop, all-inclusive website to inform and educate essential employees of Boeing about all aspects of working and living in the greater Oklahoma City region.

The Chamber also wanted to improve the percentage of Boeing employees willing to relocate over past, similar relocations the company had undertaken to more than 10 to 15 percent.

Finally, the Chamber had wanted a relocation website for some time and this recruitment helped make that desire a reality.

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

The site was built in-house by the Marketing and Communications department using existing assets and data, with some direction from Boeing on the types of info that was needed. The Economic Development team provided additional research support in any areas where existing information was lacking.

The website's target audience was employees Boeing deemed essential personnel (because of their training and institutional knowledge). This group consisted of engineers who are highly educated and very analytical. The employees' families were also a target audience. The Chamber not only needed to sell the employee on Oklahoma City but their spouse, significant other, children and any other family members.

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.

Around 50 percent of the website's total hits have come from the state of California. Boeing and Chamber leadership felt the website did a great job of meeting the needs of the employees.

In past cross-state relocations, Boeing's relocation rate was around 10 percent. The Chamber's goal was to improve on that rate. Not only was the rate improved upon but it greatly surpassed all expectations. At the end of the current process, 84 percent of employees offered relocation packages in Long Beach accepted the company's offer to move to Oklahoma City.

The Boeing relocation was a significant economic development project for the region. Not only were the highly-paid jobs critical but the success of the Chamber's partnership with Boeing has lead to the possibility of more partnerships in the future.

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

The program was such a success that it has already been used as the guide and blueprint for similar relocation projects by the Greater Oklahoma City Chamber and is a resource now offered to new and expanding firms and to Oklahoma companies recruiting talent to Oklahoma City.

Earlier this year, Continental Resources announced they would be relocating their headquarters to downtown Oklahoma City. The website was used for that relocation and has become the official relocation site of the Greater Oklahoma City Chamber.

Going through the process with Boeing allowed the Chamber to learn valuable lessons on out-of-state relocation projects. Chamber staff gained better insight into what concerns and issues are most critical to new residents. The website was updated with those concerns and new features are being added daily. A social media tool that allows visitors to see what is being said about the region and a weekly blog that informs new residents and employees about what there is to do in Oklahoma City are some of the newest features.

The website's layout and categories could easily be used as a template for relocation projects of other cities, if populated with specific data from their community.

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

The Better Life OKC website was innovative because the site was entirely built and tailored to a specific company and region's relocation needs. Yet one of the great aspects of the website is that it has evolved from its original purpose. As we learned of the employees' specific relocation concerns, those were specifically addressed on the website. Since then, the site has moved from Boeing specific to a one-stop shop for relocation information of the Oklahoma City region. Now the website features an interactive relocation blog and social media tools that allow users to learn about what people are saying about Oklahoma City in real time.

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

When recruiting talent to Oklahoma City (especially from California) the Chamber had to combat certain stereotypes and opinions about "middle America". It was important to engage these employees directly and show them that Oklahoma City is a culturally vibrant community.

Boeing conducted focus groups to research what concerns their employees had about Oklahoma City. The Chamber used the focus group findings to customize the website further after the focus group data was available.