

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: **Village of Lisle**

Contact Name: **Catherine Schuster**

Email: **cschuster@villageoflisle.org**

Project/Item Name: **Lisle, The Arboretum Village Video**

Category for Entry: **General Purpose Promotion**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **Less Than \$25,000**

Date Project Began: **11/2009**

Date of Completion (if applicable): **09/2010**

For Entries in Categories 9 & 10, Enter Your Web Site 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:

- ☒ 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.

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?
-

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 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.

5. 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 ad on heavy stock with 1 inch margins as proof of publication.*

Date: May 12, 2011

To: IEDC Awards Committee

From: Catherine Schuster, Lisle Economic Development Director

Re: General Purpose Promotion – Lisle, “The Arboretum Village” Video

1. Please provide a brief description of the project.

Lisle wanted to create a video that presented an engaging and informative overview of the community while reflecting the Village’s nature based brand as “The Arboretum Village.” The video also needed to showcase Lisle’s many attributes to potential new businesses, employees and their families, business travelers and visitors. The finished product would be used in attraction efforts. It would also be displayed on the Village’s website to make it more interactive. Remaining footage would be used to produce other relevant brief videos, which would also be displayed online.

The Village released an RFP and engaged a local company, Two Parrot Productions, to create the video. Two Parrot began filming in October 2009 to capture the beautiful fall colors and then continued to film in each season until they had compiled a year of colorful footage.

To prevent producing a “cookie cutter” municipal video, actual stakeholders advanced the story using the Village’s brand promise as the platform:

“Home to the Morton Arboretum, Lisle’s Unique Sense of

Place is Infused with Nature, whose Powerful Presence

Energizes People, Sparks Innovation and Inspires Creativity.

It is a Community that Intelligently Blends Innovation

with a Respect for Nature to Offer Outstanding Work, Life and

Visitor Experiences.”

2. What is the goal of this project?

Project goals included:

- Present an engaging and informative overview of the community while reflecting Lisle authentic nature brand and brand promise for consistent messaging
- Include beautiful seasonal footage and use actual stakeholders to advance the story line to create a unique result
- Showcase Lisle's many attributes including: a highly accessible location in the heart of a transportation network, an educated ready workforce, a diverse business community with a global reach, the recently redeveloped downtown, recognized educational institutions, recreational amenities such as the world renowned Morton Arboretum, Bulls Sox Academy, Park District amenities, Eyes to the Skies Hot Air Balloon fest, shopping/dining/lodging options, Lisle's community spirit and sustainable focus
- Make the Village's website more interactive and engaging
- Use footage to create brief videos of other relevant topics and place on website
- Serve as an tool to support business attraction efforts
- Create a high quality production
- Build strong community partnerships

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

Participants included Village staff, who created an outline of the content based on the brand promise and recorded voiceovers. Two Parrott Productions filmed the footage and produced the video. In addition, the following stakeholders agreed to appear in the video representing diverse sections of the community: the Morton Arboretum; the General Manager of a local hotel who was also the President of the Convention and Visitor's Bureau, the Chamber and member of the Economic Development Commission; the executives of several global companies as well as small businesses owners; the President of a local university; a parent leader involved with a successful youth group; property owners, Lisle residents; an artist exhibitor at the Morton Arboretum and the Mayor.

The video should impact diverse groups including: potential new Lisle businesses, their employees and families, business travelers and visitors. When the video successfully helps attract new businesses and residents into the community, all of Lisle benefits.

The video can be used by many other groups and individuals. For example, the Mayor and Economic Development Director can use the video to orientate groups during presentations. Human Resources can use it when recruiting police officers to showcase 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.

The video is displayed on the Village's website. At the time, the Village was attempting to convince Sunoco subsidiary, SunCoke, to relocate its headquarters from Tennessee to Lisle, bringing 106 well paying jobs to the Village. Copies of the video were included in the attraction packets along with the link to the Village's webpage to encourage maximum views of the video by potential decision makers, employees and their families, etc. SunCoke selected Lisle as the site of its new home and is currently relocating to the Village. While the video most likely was not the defining factor in the decision, it did provide an accurate and positive community orientation to this out of state company.

Producing the video strengthened community relationships as the various stakeholders (business executives, community leaders, amenities, volunteers, educational institutions, small business owners, etc) all agreed to participate and took time away from busy schedules for filming.

In addition to being displayed on the Village's website, the video is regularly used in attraction efforts and to introduce the community to people as needed. As the content is basically timeless, we anticipate being able to use the video for quite some time.

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

Lessons learned include:

- Establish clear goals and objectives at the onset of the project
- Try new techniques or approaches to avoid "cookie cutter" results
- Base a community video on the established brand promise for consistent, cohesive messaging to the public

- If possible, allow time to achieve the desired end result (in this case, it meant obtaining footage from all four seasons – an important component of the video)
- Involve as many stakeholders as possible and choose people who represent multiple entities in the community
- Look for cost effective ways to produce the project (in this case, it meant having Village staff record some of the voiceovers and the planned use of the footage in other brief videos)
- Always maintain a quality focus (each frame was scrutinized to ensure it accurately represented the community and was of high quality)

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

As noted, a major goal was to create a unique product and avoid a “cookie cutter” end result. Basing the content outline on the Village’s nature based authentic brand promise proved effective. Incorporating footage from all four seasons necessitated waiting for each season to unfold, but also aptly reflected the essence of Lisle.

Using diverse actual stakeholders to advance the brand resulted in an interesting format that engaged the viewer. Choosing stakeholders that represented multiple community factions also helped avoid any group from feeling left out. For example, one participant served as the General Manager of a local hotel, the President of the Convention and Tourism Bureau, the President of the Chamber and a member of the Economic Development Commission.

Having staff record the voiceover was cost efficient and continued the story line.

To demonstrate a creative focus, the artist that created the “Steelroots” exhibit at the Morton Arboretum was included. This exhibit features actual gigantic tree roots that were excavated and transformed into huge sculptures that the public could explore. Even the brief exhibit shots displayed in the video spark imagination and interest.

The music selected attempted to effectively match the tenor of the video, adding to the overall experience while the graphics reflected the nature theme.

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

Today, the public is continually inundated with interactive messages from diverse groups. Even municipalities have realized that they must strive to capture the attention of a very distracted public in order to be successful.



The public is now accustomed to receiving information presented in an engaging, interactive format. This can prove challenging to municipalities, who generally have limited marketing budgets/staff and can not continually afford to produce ever changing productions.

The Lisle video was based on the community's nature based brand promise – a constant in the community. It accurately presents Lisle's major attributes, also constants, using a variety of diverse stakeholders with a four season's backdrop. The format continually evolves and advances, creating interest and engaging the viewer.

It can be utilized by diverse individuals and groups and can serve to help attract businesses, residents, visitors, students and more into this community for years to come. It also makes our website more engaging, an important result given the public's focus on technology to provide quick and accurate information in an engaging manner. And it should prove useful in presenting Lisle to the global marketplace, providing a "long distance" orientation to a wonderful community - Lisle, "The Arboretum Village."

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2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

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Organization: **Central Okanagan Economic Development Commission**

Contact Name: **Robert Fine**

Email: **info@investkelowna.com**

Project/Item Name: **Work Where you Play Card Deck**

Category for Entry: **Promotional - 3. General Purpose Promotion**

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

Date Project Began: **Spring 2010**

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

For Entries in Categories 9 & 10, Enter Your Web Site URL: _____

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1. Please provide a brief description of the project.

ECONOMIC TRADING CARDS. The project consists of a deck of 13 double sided retro baseball style cards packaged with a delicious piece of bubblegum advertising the Okanagan Valley as the place to work, live and play. The trading cards provide a brief descriptions of the Region in regards to quality of place , business climate, education, health care, agriculture and wine, tourism and hospitality, technology, emmigration, arts and culture, diversity and sectors, and services offered by the Central Okanagan Economic Development Commission (COEDC).

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

At an Industry Roundtable facilitated by the COEDC the most common issue facing industries was the retention and recruitment of a talented workforce. This common barrier to business retention and growth was also identified in many of the site visits conducted by the COEDC. The Central Okanagan has an emerging technology sector. If nurtured and helped to mature, this can provide long term sustainability to the local economy against a backdrop of less certain prospects for certain traditional economic drivers. The region represents the only meaningful technology cluster in BC outside of the Lower Mainland and Victoria and has strengths across a number of technology areas, including software development, wireless technology, aerospace and advanced composites manufacture. However, there are points of vulnerability to assured future development and the sector lacks high visibility both locally and externally. The cards assist in the promotion of the Region to potential foreign business investors and emigrants as a place to work , live and play .

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

Staff members Robert Fine, Director of Economic Development and Michael Blonde, Research and Marketing established the main concept and then worked with a local marketing agency to deliver the baseball style cards; which includes custom character animations. The content, which includes quick stats, data and fun facts about each topic was created by Michael Blonde.

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.

Impact from promotional materials can be measured by the action individuals take after viewing an item or piece. Just like many promotional campaigns, our main goal was to move the consumer along the decision making process and this was achieved multiple times. The degree of positive feedback from prospective investors and families looking to relocate to the Central Okanagan was substantial. One illustration was at the London Ski and Snowboard Show, October 21 - 25th 2010 in England, when six families and two businesses followed up after the event referencing that the Trading Cards were a great tool to provide a quick and fun snap shot of the Central Okanagan. Further, that the Trading Cards were able to trigger more research and inquiries to a specific topic; such as wanting to know more about Canada's research and development tax incentives around high technology. COEDC has also been able to create a number of partnerships with private sector organizations in the Region who undertake family and business attraction activities; such as real estate, financial and legal firms. These firms are now using our Economic Trading Cards within their marketing efforts, which greatly increases the overall impact tremendously. Finally, both the University of British Columbia Okanagan and Okanagan College are now using our Trading Cards for their international exchange programs, such as welcoming new students from around the world!

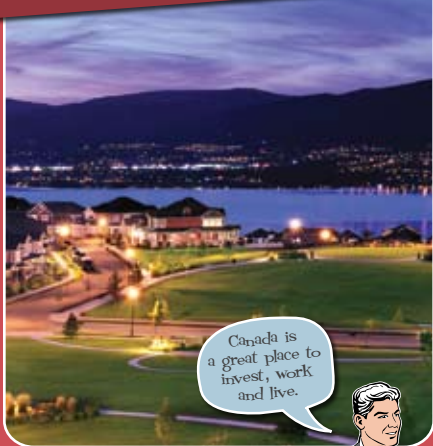
5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

This project could be applied to other communities simply by adapting the information and images specific to the community being advertised.

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

The Economic Trading Cards were designed to augment our standard Economic Profile – a 125 page document which highlights the business and economic climate of the Central Okanagan. Most regions in developed countries around world will have a variation of this document. Although good for research purposes, Economic Profiles are not user friendly, nor do they provide any sort of visual aid for a Region. Taking an approach that incorporated the history of sports (baseball and hockey trading cards), with great use of imagery and animated characters, provided COEDC an opportunity to illustrate, among other core aspects of the Region, our amazing quality of place and excellent business and educational opportunities.

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British Columbia, Canada

1

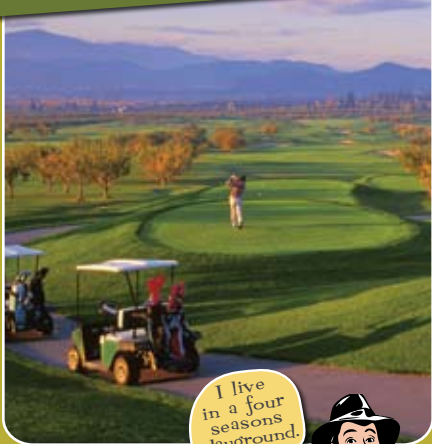
Canada facts:

- The Economic Intelligence Unit has rated Canada the #1 place to do business in the G7 for the next five years.
- Canada offers businesses low tax rates, boasting the lowest payroll taxes among the G7 countries.

British Columbia facts:

- Asia-Pacific Gateway and Corridor Initiative: Take advantage of British Columbia's strategic location with exceptional linkage between the North American marketplace and the booming economies of Asia.
- More than 42% of all provincial regulations have been eliminated over the past eight years, reducing compliance costs for business.
- At 12%, B.C. has the lowest harmonized sales tax in Canada and one of the lowest around the world.
- 11 million hectares of Parks and Ecological Reserves.

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I live
in a four
seasons
playground.



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Quality of Life

2

Take your pick from a few of the nation's top ten ski resorts and championship golf courses. Or perhaps explore within a majestic range of mountains and pristine lakes, as you experience one of the world's best wine regions.

Today's competitive workforce thrives in an environment of creativity. Having the ability to work in such a beautiful and safe surrounding with minimal commuter times is an attractive bargain when establishing your workforce.

Genuine quality of life is a sustainable competitive advantage and something that cannot be replicated. Having the highest rate of entrepreneurship in Canada and a world-class four seasons playground is not a coincidence. So, what are you waiting for? Come experience the Central Okanagan and *work where you play!*



| | Temperature | |
|--------|-------------|-----------|
| | High | Low |
| Spring | 20° / 68° | 1° / 34° |
| Summer | 28° / 82° | 10° / 50° |
| Fall | 21° / 70° | 1° / 34° |
| Winter | 3° / 37° | -7° / 19° |

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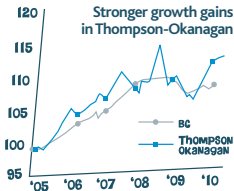


Business Climate

3

The Central Okanagan is home to a wide range of business service providers, research facilities and the Okanagan Research Innovation Centre. Support is also readily available for R&D Tax Credits which are considered among the most generous tax credit programs in the world.

At 97% the Central Okanagan has Canada's highest rate of entrepreneurship. This creativity and leadership provides our business community with a natural ability to establish itself and grow. ✨ ✨

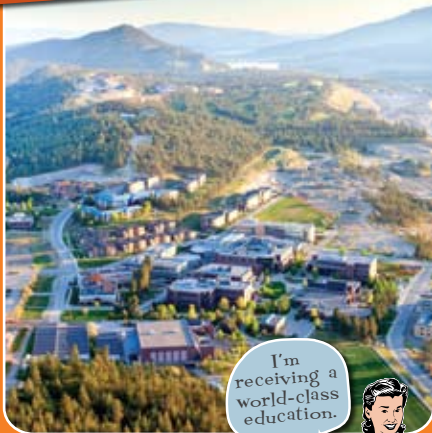


did you know?

The Okanagan is realizing stronger employment gains per capita than the rest of British Columbia. ✨

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I'm
receiving a
world-class
education.



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Education

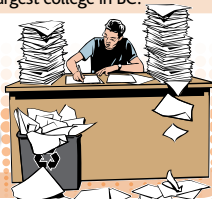
4

The Central Okanagan is home to outstanding post-secondary options including University of British Columbia Okanagan, Okanagan College and a number of private schools offering a variety of curriculums.

- The University of British Columbia is ranked 35th in the world.
- The University of British Columbia Okanagan campus is home to students from 66 countries.
- UBC Okanagan's School of Engineering offers a unique and innovative curriculum.
- Okanagan College's International Exchange Program has 23 partner schools across 15 countries.
- Okanagan College educates and trains 19,000 students annually, the largest college in BC.

did you know?

UBC Okanagan has
an estimated annual
economic impact of
\$1 billion.



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Premium
healthcare is
accessible here.



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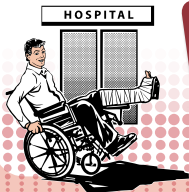


Healthcare

5

Offering specialty medical care including surgical services, ambulatory and outpatient care, as well as diagnostic and paramedical services, Kelowna General Hospital is the Central Okanagan's primary acute care facility. Renovations are underway to build a new 360,000 sq. ft. Patient Care Tower, further expanding the services offered.

The Central Okanagan is also home to the BC Cancer Agency Centre for the Southern Interior. With more than 200 healthcare professionals and 100 volunteers, they conduct research and provide education, diagnosis and specialized care to a population spanning a geographical area of over 250,000 sq. km. (96,526 sq. miles).



did you know? 

2011 will see the official opening of the Southern Medical Program in the UBC Okanagan Clinical Academic Campus, located at Kelowna General Hospital. For the first time, future doctors will train in the Central Okanagan.

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We're
surrounded by
an abundance
of world-class
wineries.



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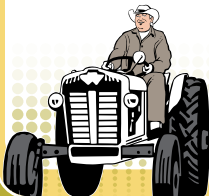


Agriculture & Wine

6

Agriculture has been part of the heart and soul of the Central Okanagan for over 125 years. Today, over 1250 farm operators work over 1580 sq. km. (610 sq. miles) of land in a region that offers the perfect combination of climate and rich soil to support a diversity of crops including tree fruits, vegetables and grapes.

Renowned for its spectacular vineyards and award-winning wineries, the Okanagan offers 135 unique wineries to explore. With breathtaking views and opportunities to enjoy gourmet regional cuisine with premium quality wines, the Central Okanagan is a popular culinary and agri-tourism destination.



did you know? ✨

95% of all British Columbia wine originates from the Okanagan and provides \$220 million in revenue at an annual growth rate of 5%.

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Our favourite
destination is
the Central
Okanagan.



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Tourism & Hospitality

7

A mild climate, sparkling lakes, beaches and mountains combined with easy accessibility have created a community where many locals started out as some of the 1.2 million annual visitors. With just under 2000 hours of sunshine per year, an umbrella is rarely needed.

The Central Okanagan has a thriving tourism and hospitality industry that includes a broad range of attractions and spans all four seasons. Niche tourism markets, including wine and agri-tourism, to aboriginal and recreational attractions, drive strong shoulder seasons. Add world-class snow for skiing and boarding just 40 minutes up the mountains, and you have the perfect conditions for the ultimate event landscape.

did you know?

The region is home to a number of Canada's premier ski resorts.



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Arts and Culture

8

The beauty and landscape of the Central Okanagan have inspired many an artistic soul. The Creative Class has found its tribe, and world-class artists, from visual to performance and everything in between make the Central Okanagan their home, presenting a vibrant community for you to flourish in.

Enjoy festivals, ballet, symphony, theatre, a multi-discipline arts centre and gallery, and unique heritage sites. Enriching creative experiences for adults, youth and children abound for artistic development and growth, offering both residents and visitors many reasons to make the Central Okanagan a cultural destination.



did you know?

Kelowna's creative sector has an estimated annual economic impact of \$144 million, employing 1,200 people. ✨

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We're
connected,
naturally.



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Technology

9

The market moves fast here. A \$350 million deal saw The Walt Disney Company acquire Kelowna-based Club Penguin back in 2007. For the local technology community, this single deal created a multiplier effect where spin-offs, new innovation and entrepreneurial visionaries are building world-class companies throughout the region.

Opportunities are plentiful, and with direct connection and collaboration into the Silicon Valley through events such as metabridge, the technology sector in the Central Okanagan is uniquely positioned for exceptional growth.

Visit our interactive website,
www.technologycompanies.ca

did you know?

Technology firms in the Okanagan are eligible for R&D tax credits up to 68%. ✨

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Our
strength
is our
diversity.



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Diversity of Sectors

10

The Central Okanagan experiences great prosperity due to its rich diversity among sectors many of which are market leaders in our economy. The entrepreneurial spirit that exists here ensures the livelihood of our economy is not only prosperous, but sustainable for the future.

Labour Force by Industry:

% Distribution

Wholesale trade

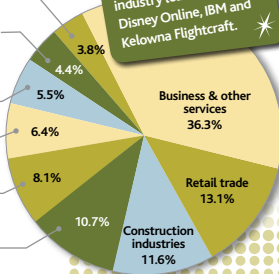
Agriculture and other
resource-based
industries

Educational services

Finance and
real estate

Manufacturing
industries

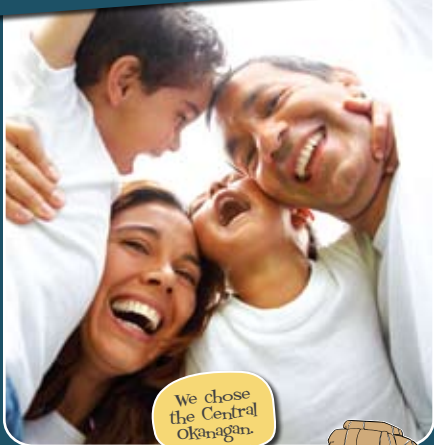
Healthcare &
social services



did you know?

The Central Okanagan is home to global industry leaders such as Disney Online, IBM and Kelowna Flightcraft.

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We chose
the Central
Okanagan.



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Immigration

11

With a rich history of immigration, the Central Okanagan is a vibrant community with a diverse population – and it's growing. Workers skilled in the trades, technology, medicine, agriculture and the service industry, as well as those wanting to advance their education, continue to immigrate to our community.

With immigration population doubling in the Central Okanagan since 1990, The Central Okanagan Economic Development Commission is the only EDC in British Columbia to offer a foreign worker service to businesses and those wanting to immigrate to our area.

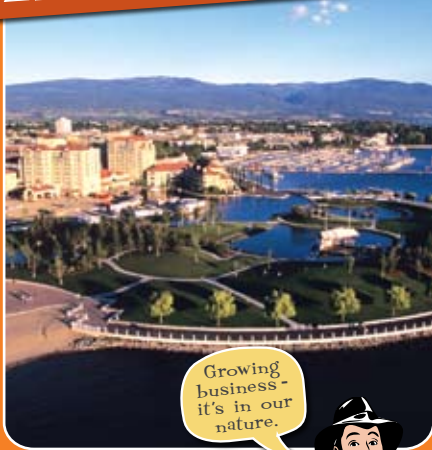
did you know?

The Central Okanagan is among the top three cities in British Columbia most often chosen by immigrants, attracting over 13% of the total population.



investkelowna.com/immigration

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The purpose of the Economic Development Commission is to facilitate a healthy, dynamic and sustainable community economy within the Regional District of Central Okanagan, by supporting existing businesses and encouraging appropriate new business investment.

Our areas of focus include:

- Business and Investment Relocation Services
- Foreign Skilled Worker Program
- Arts and Culture Development
- Agricultural Officer
- Technology Expansion
- Export Development Specialist

For more information, visit www.investkelowna.com



did you know?

The Central Okanagan is home to award-winning economic developers. ✨

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Kelowna International Airport serves over 1.3 million passengers per year and is ranked as the 9th busiest airport in Canada. Coupled with strong highway links to urban centres both east and west, the Central Okanagan is easily accessible and provides direct access to international locations.



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From Kelowna
Travel time by car:

| | |
|-----------|---------|
| Vancouver | 4.5 hrs |
| Calgary | 8 hrs |
| Seattle | 6 hrs |

Location

13

LAKE COUNTRY

The fastest growing community in BC, offering a business tax rate lower than the provincial average.

WEST KELOWNA

The newest large municipality in British Columbia.

West Kelowna

Kelowna

KELOWNA

Renowned for its spectacular vineyards and premium wines.

PEACHLAND

12 km of publicly accessible beach along stunning Okanagan Lake.

Peachland

Okanagan Lake

to Calgary

Kelowna International Airport

to Vancouver

to Seattle



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: City of Richmond, Virginia Department of Economic & Community Development

Contact Name: Justine E. Roberts

Email: justine.roberts@richmondgov.com

Project/Item Name: Marketing Kit

Category for Entry: General Purpose Promotion

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) 200,000 - 300,000

Date Project Began: August 2010

Date of Completion (if applicable): January 2011 - all pieces

For Entries in Categories 9 & 10, Enter Your Web Site 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:

- ☒ 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.

In the fall of 2009, Mayor Dwight C. Jones initiated the consolidation of certain once disparate City agencies and divisions (Economic Development, Real Estate Services, Workforce Development and the Community Revitalization) in to a single, more comprehensively aligned Economic and Community Development agency that groups functions and programs and allows the City to pursue economic growth in a more strategic and competitive manner. The newly combined agency now houses city real estate, federal funding resources and financial services; all key strategic resources for stimulating new investment in the city.

The combined agency embarked upon an extensive re-imaging campaign, including the relocation of its offices to the historic Main Street train station, which is one of the most recognizable historic structures in the city. Our relocation accomplished a number of objectives and the building has become a symbolic of many of our priorities -downtown revitalization, transportation, tourism and progressive thinking.

The iconic image of the station soon became a recognizable symbol for our organization and a natural element of our re-branding initiative. The new agency did not have appropriate marketing collateral, therefore an internal taskforce was created to formulate cohesive marketing materials that effectively communicate the city attributes and our programs.

The general purpose marketing kit includes: 1) the black embossed folder, 2) three-tiered Cultural, Creative, Connected promotional pieces, 3) four financial incentive program flyers, 4) a community profile booklet, 5) 2010 calendar year

annual report, 6) two bookmarks that are mini versions of pull-up banners, 7) a booklet on the history of the ECD office at historic Main Street Station and 8) a detailed map of the City of Richmond 9) April 2011 E-Newsletter.

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

The goal of this kit was to create a package that would showcase the City of Richmond as the cultural and creative center of the Richmond region, be versatile as a business attraction kit or welcome kit, and that could be tailored to the specific audience by being able to include and compliment additional pieces from other partner entities as needed.

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

A team of ECD staff developed a list of marketing collateral needs, created a consistent theme/look and implemented the ideas and recommendations of the group. The City's Printing Services Department assisted with design of the folder and printing of materials. All design was handled in-house by ECD staff. All ECD staff was affected as they now have a piece that can be tailored to their needs to give to prospects and other interested parties to showcase the city and the department.

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 complete marketing package has been distributed to top local, regional, national and international government, business and community leaders, developers, and investors as well as business prospects that have an interest in relocating or expanding their business in the city.

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

Every locality is unique so the theme, images and content cannot be replicated, however, the general concept is replicable and able to be adapted for use in other communities. Lessons include focusing on the assets that already exist in the City rather than trying to create a new slogan or look. Historic Main Street Station, with its clock tower that is one of the most recognizable architectural features of the city as it is easily seen from Interstate 95, was chosen to represent the cover of the piece and tie into the "It's Time" theme.

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

Innovation in this project comes from its incorporation of the historic Main Street Station clock tower as the stand out design symbol in the package. The foiled clock face sits at 3 p.m., tying back to our three-fold "Cultural. Creative. Connected." tags and three-tiered stacked promotional pieces. The embossed clocktower on the cover is pronounced to point to our presence in this place and in the competitive business attraction arena. In addition, many of the photo images used in these pieces are of a photographer discovered by ECD by Flickr. By utilizing new social media tools such as Flickr, ECD was able to highlight new local talent at an affordable cost.

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

For Office Use Only: _____



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: **Louisiana Economic Development**

Contact Name: **Stephanie Roussell**

Email: **sroussell@la.gov**

Project/Item Name: **Business Champion Testimonial TV Spot**

Category for Entry: **General Purpose Promotion**

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

Date Project Began: **Spring 2010**

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

For Entries in Categories 9 & 10, Enter Your Web Site URL: **OpportunityLouisiana.com** (only viewable on mobile device)

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)
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1. Please provide a brief description of the project.

SEE ATTACHED

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

SEE ATTACHED

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

SEE ATTACHED

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.

SEE ATTACHED

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

SEE ATTACHED

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

SEE ATTACHED

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

2011 IEDC Excellence in Economic Development Awards
Louisiana Economic Development
Category For Entry: General Purpose Promotion
Project/Item Name: "Business Champion Testimonial" TV Spot
Population Category: >500K

1. Please provide a brief description of the project.

In April 2009, Louisiana Economic Development launched a national, integrated, strategic marketing program aimed at changing perceptions and raising awareness of Louisiana as a business location. The "Business Champion Testimonial" campaign was one component designed to help reposition the state as a new frontier for business opportunity amongst C-level executives.

Per quantitative research fielded in 2010, LED discovered that awareness and ad recall of its "Business Champion Testimonial" campaign were low¹. According to creative testing, research participants enthusiastically responded to the visual appeal of the testimonial TV spot, and a sizable number said they were motivated to find out more information about Louisiana. To capitalize on the TV spots' momentum, LED launched an expanded campaign of its 30-second "Business Champion Testimonial" TV spot to aggressively drive awareness of the state's business opportunities. By selecting top indexing cable channels against C-level decision makers, including Bloomberg TV, CNBC, MSNBC, Fox Business and Headline News, LED was able to hone in more narrowly on its target audience to minimize waste, while increasing repetition.

The 30-second TV spot implements peer-to-peer dialogue of credible third-party endorsements from Louisiana business leaders speaking about positive experiences and opportunities they saw when relocating or expanding their businesses within Louisiana. Creative testing of the TV campaign indicated the visual appeal of the ad, including dynamic shots of Louisiana industry, motivated participants to find out more about Louisiana.

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

LED's overall marketing objective is to change perception and raise awareness amongst national C-level executives of Louisiana as a location for business. Specifically, the "Business Champion Testimonial" TV spot seeks to achieve the following goals:

1. Assist in creating awareness of Louisiana among C-level executives nationally
2. Create positive buzz about Louisiana as a business location within the C-level community
3. Increase consideration of Louisiana for businesses looking to relocate or expand

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

The campaign's development, and the research leading up to its launch, was led by LED staff and executive team members, with creative, media buying and production support from Peter A. Mayer Advertising, New Orleans. The campaign's strategic development and implementation

¹ LED Baseline Study, Market Dynamics Research Group, 2009

affected multiple audiences. Nationally, corporate decision makers were exposed to credible endorsements of doing business in Louisiana from their peers. And the business champions were affected positively through the publicity they earned on major cable networks.

Four business leaders were included in the TV spot:

1. **Mark Rohr** – Chairman & CEO of Albemarle Corp., a Fortune 1000 specialty chemicals manufacturer
2. **Glen Post** – CEO & President of CenturyLink, a Fortune 500 company and the third largest local exchange telephone company in the U.S.
3. **Dan Feibus** – President of Zagis USA, one of the world's largest producers of textile fibers
4. **Ross Barrett** – Managing Partner at Themelios Venture Partners, a venture capital firm focusing on life science opportunities

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.

In conjunction with other integrated marketing campaigns, overall perception and consideration of Louisiana as a business destination are improving. Quantitative research conducted in March 2010 showed that, among national C-level executives, consideration of Louisiana as a place to relocate or start a business has grown from 9% to 17%, an 88% increase in consideration.²

The campaign also created win/win, public-private partnerships: For the state, the TV spot secured unscripted, powerful endorsements of Louisiana's business assets; for participating business leaders, the TV spot provided them with valuable publicity on some of the nation's most respected media outlets.

According to creative testing conducted by Harris Interactive, research participants enthusiastically responded to the visual appeal of the testimonial TV spot, and a sizable number said they were motivated to find out more information about Louisiana. Particularly noteworthy is the number of respondents who cited the third-party endorsements in the ad as a major reason to consider Louisiana as a business destination.²

Economic development allies and legislators have also recognized the value in the TV spot, incorporating it into business development meetings and tradeshow. Finally, the business champions featured in the TV spot are highlighted in video format on LED's website homepage, which helps to further reinforce the campaign's message.

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

² Harris Interactive, Public Affairs and Policy Research, 2010

LED developed the campaign specifically to promote the state's broader message of change to its overall business climate via national television. However, the "Business Champion Testimonial" TV spot has also been repurposed for other marketing tactics, including:

- Online pre-roll video advertisements on business websites with high C-level concentration
- Video content on LED's website
- Videos for sales meetings, tradeshow and events tailored to specific industries and targets

Research conducted prior to this campaign showed that corporate decision makers trust their peers, especially when it comes to business location decisions. In Louisiana's case, when perceptions are not as accurate as they should be, LED understood all the more that its advertising needed to measure up to these decision-makers' expectations.

And as evidenced in the Harris Interactive creative testing this campaign and the department's broader strategic marketing program changing perceptions about Louisiana as a place to do business among C-level decision makers³.

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

The "Business Champion Testimonial" TV spot creatively integrates testimonials from business leaders to establish credibility. The aesthetically pleasing, fast-paced, and modern "look and feel" of these testimonials grab audiences' attention, while illustrating the abundance of opportunity in Louisiana. Primary research also concluded that the spot caused C-level executives to feel motivated to take a "second look" at Louisiana because the ad showed Louisiana in a different, unexpected light.

From an innovative standpoint, the high-quality graphic and B-roll frames used in this campaign have been used in other economic development marketing tools and resources. This creates a unique multiplier effect that helps carry the campaign's message beyond the paid-media placements and extends the positive message that Louisiana is a great place to do business.

³ Harris Interactive, Public Affairs and Policy Research, 2010