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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

Contact Name: David Toyer

Email: david@buildwebstercity.com

Project/Item Name: Webster City Social Media Strategy

Category for Entry: #11 New Media

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

Date Project Began: October 25, 2010

Date of Completion (if applicable): Public Launch January 1, 2011

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 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.

As a result of losing its largest employer (Electrolux North America Fabric Care) Webster City, Iowa has embarked on its first ever economic development marketing campaign. One element of this campaign is the deployment of a social media strategy to take advantage of where business is moving. Webster City's social media strategy includes the use of a mobile friendly website, a blog, Facebook, LinkedIn, Twitter and Slideshare. Each social medium is set up to support the broader elements of the marketing campaign, as well as reach specific audiences that can be best targeted through that medium. The mobile website serves as an alternative location that non-smart phone users can land on and get basic information about Webster City. The blog is a daily updated site that highlights Webster City economic development assets, as well as provides news and information on the community. Using TweetDeck, the City delivers coordinated Facebook, Twitter and LinkedIn posts that promote our economic development brand, advertise our economic development assets, and showcase our broader community.

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

The goal of the project is to expand the reach of Webster City, Iowa and more rapidly increase the awareness of the community among site selectors, company executives and young entrepreneurs that continue to rely more heavily on new technology and social media to conduct research, communicate and make decisions.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?
The City's economic development consultant and the City Manager worked with Atlas Advertising to develop the social media strategy for Webster City Economic Development. Implementation and daily maintenance is the responsibility of the City's economic development consultant.

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.

Social media has positively impacted our ability to communicate with the existing community and our targeted audiences. Through social media we are able to engage our existing community and keep them informed of our campaign. In return, they have been able to use social media to provide us with leads and help us to maintain the information we keep on our community's assets (available buildings, available land, etc). Additionally, we have been able to use social media to reach a wider audience of site selectors and company executives that make decisions on relocations and investments. Social media has given us new opportunities to promote our website and it has strengthened our ability to return higher in web searches. We are seeing great value in social media as an opportunity to allow us to link to like organizations at the regional and state level, and leverage their social media relationships to further our message and extend our brand.

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

This project is easily replicable and could be used by other small communities. We have learned first hand that there is an expanse of opportunities to use social media and that substantial time can be invested going in multiple directions. We've found it helpful to develop a specific social media strategy that guides are use of social media to allow us to maximize our time and maximize how we reach our targeted audiences. We've had to overcome the skepticism of not only a small, rural community, but an aging population that does not relate to social media or its high use amongst businesses, entrepreneurs and younger generations. Social media has not only been an outlet for educating our targeted audience on who we are, but educating our existing community on where business and industry is headed. We believe that our experiences could serve valuable to other small communities looking to expand their marketing/messaging to social media.

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

For a small, rural Iowa city, using the internet and new internet technologies to communicate and market is a very new concept. And, in executing on this strategy we have directed our social media use toward identified audiences in a manner that matches our goals up with our resources (time, money, etc). We are finding that social media is giving us more return on our larger marketing investment as we have ways to repeat our marketing messages, direct our audiences to other campaign elements, and enable our audiences to follow us on a day to day basis without substantial effort of their part. Another creative element is our use of Slideshare to upload presentations we have made to the City Council and the community, allowing those that miss these meetings to see what we are doing. We also believe this shows our residents the steps our community is making to be attractive to economic development.

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

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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: **Central Okanagan Economic Development Commission**

Contact Name: **Robert Fine**

Email: **info@investkelowna.com**

Project/Item Name: **Video. Engagement Redefined**

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: **http://www.investkelowna.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.

Project is a one-to-one conversational video that helps the COEDC deeply connect with a variety of target audience groups within the Technology Sector. This is done through a highly engaging and interactive storyline video and is supported by testimonials from many of the Regions top technology leaders and influencers.

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

The 1:1 video project is designed to attract and embrace viewers leading them to take action by pulling them through various relevant video segments based on the viewer's decisions and choices. The project delivers 1:1 conversational

video that consists of several video clips whose path through the information is controlled by the viewer. The 1:1 conversational video is specifically designed to target three distinct personas. The key personas are as follows: the viewer is new to the area and is not familiar with the region or British Columbia, the viewer is interested in growing or starting a technology company and finally an option if the viewer is interested in investing in the Region. The entire project is targeted to bring new investment, business expansion and growth to the Central Okanagan technology sector.

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 technology company HuStream Technologies Inc to develop the video; Michael Blonde was team lead on the project and provided the script; members of the COEDC Executive Advisory Board "start" the conversation in the videos. Local business leaders continue the conversation with personal experiences and testimonials in regards to doing business 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.

The main purpose of the project was to engage in a dialogue with two key external target audiences: technology investors and emerging technology businesses. Online user traffic has steadily increased on average 25 to 35% monthly; which surpassed our expectations. Another key metric for the project was to gauge new inquiries as a direct result. To date we have received over 30 direct email inquiries, which have lead to multiple conversations with both audience groups. These conversations enable COEDC to provide further information and address additional questions. Another great outcome from the project is exceptional usage across social media platforms. Whenever testimonial or content clips are used on COEDC's Facebook community page or the Linked In group, activity and commentary from our stakeholder base spikes. This greatly increased COEDC's brand recognition within a greater eco-system.

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?

By using a 1:1 interactive conversational video approach, COEDC can quickly assess new inquiries from two important external target audience groups: new investors and emerging technology companies. By using a number of business and community leaders from the local technology sector, a sense of authentic brand affiliation comes to life. Creativity is also very prominent throughout the project via the usage of statistics and photos that arise in the background. Finally, a storyboard approach that uses 15 to 20 second clips creates an enjoyable and timely user experience.

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

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A. PROMOTIONAL AWARDS

The interactive video and testimonials can be viewed on YouTube or on the Central Okanagan Economic Development Commission website:

www.investkelowna.com

Speaker	Topic	You Tube URL
Al Hildebrant - QHR Technologies 1	Investment in QHR	http://www.youtube.com/watch?v=mFD0leSpuaU
Al Hildebrant - QHR Technologies 2	Kelowna Investment Community	http://www.youtube.com/watch?v=iy789gluEc
Al Hildebrant - QHR Technologies 3	Where is your Market?	http://www.youtube.com/watch?v=TGnfVFmV5rk
Al Hildebrant - QHR Technologies 4	Okanagan Region attracts high calibre talent	http://www.youtube.com/watch?v=HeFpdUH8hz0
Brent Bolleman - Axel Partners 1	Lower Cost Base than Urban Centres	http://www.youtube.com/watch?v=ALTvTv4IOw
Brent Bolleman - Axel Partners 2	Okanagan Lifestyle	http://www.youtube.com/watch?v=Z8xv5dD9490
Ched Gaglardi - Beelineweb.com 1	Work globally with Okanagan local resources	http://www.youtube.com/watch?v=7jI_oqJUWRI
Ched Gaglardi - Beelineweb.com 2	Work and play in the Okanagan	http://www.youtube.com/watch?v=H5OSXL0GDag
Guy Gaiser - WearAir Oxygen 1	Surprised at initial source of capital – Kelowna Angel forum	http://www.youtube.com/watch?v=SE59-waJBjY
Guy Gaiser - WearAir Oxygen 2	Investor appetite in Kelowna	http://www.youtube.com/watch?v=jfI_tEUaA4
Guy Gaiser - WearAir Oxygen 3	NRC and IRAP funding	http://www.youtube.com/watch?v=TTqRxBgN3o
Dave Hotchkiss - Enquiro Search Solutions	Securing funding from local government	http://www.youtube.com/watch?v=aEy2OTFhIrs
Dave Krysko - Club Penguin (Disney Online) 1	Business climate, cost advantages of locating in Kelowna	http://www.youtube.com/watch?v=IhWB_xrShv4
Dave Krysko - Club Penguin (Disney Online) 2	World class legal & accounting professionals	http://www.youtube.com/watch?v=rywe9z6B1s0
Dave Krysko - Club Penguin (Disney Online) 3	Lifestyle is great winter or summer	http://www.youtube.com/watch?v=8zxw2BavGVc
Jason Richards Vineyard Networks 1	Kelowna's technology environment	http://www.youtube.com/watch?v=0xLb31KXRbs
Jason Richards Vineyard Networks 2	Angel Investment	http://www.youtube.com/watch?v=cRAv47BsAmc
Jason Richards Vineyard Networks 3	International reach	http://www.youtube.com/watch?v=VN9vhxhh79c
Gary Symons - Vericorder	Big city talent and funding	http://www.youtube.com/watch?v=DdfH0yQide4
Jim Mutter	Investing is all about the people	http://www.youtube.com/watch?v=EuLC_GmP1g4
Myles Bruckal - Bruckal Ventures 1	Incubator environment	http://www.youtube.com/watch?v=5X-6YeTvSWU
Myles Bruckal - Bruckal Ventures 2	Start-up opportunities	http://www.youtube.com/watch?v=JLG4PqxMoIE
Steve Wandler 1	Provides access to the silicon valley	http://www.youtube.com/watch?v=pPTubJ8YfhM
Steve Wandler 2	Entrepreneurial spirit	http://www.youtube.com/watch?v=3xCeJ8qXUxs
Peter Haubrich - ORIC	Infrastructure - data centre	http://www.youtube.com/watch?v=HFMV8Ih-V1I
Raghwal Gopal - Vadim Software 1	4 season playground	http://www.youtube.com/watch?v=3xJJ9RtDI14
Raghwal Gopal - Vadim Software 2	Easy recruitment	http://www.youtube.com/watch?v=OaFiza0hmUI

2011 IEDC Excellence in Economic Development Awards

Organization: Greater Halifax Partnership

Contact Name: Fred Morley, Executive Vice President & Chief Economist

Email: fmorley@greaterhalifax.com

Project Item/Name: Increasing Participation on Social Media

Category for Entry: (11) Internet and New Media

Population Category: 200,000-500,000

Date Project Began: ongoing

Date of Completion (if applicable):

For Entries in Categories 9 & 10, enter website URL: www.greaterhalifax.com

Project Description:

___ Promotional Award Categories 1-8

XX Internet and New Media Categories 9-11

___ Program Award Categories 12-22

___ Partnership Award Categories 23-25

___ Leadership Award Categories 26-30

1. Please provide a brief description of the project.

In 2009-10, the Greater Halifax Partnership began working with social media because our research revealed we were somewhat unconnected to the issues affecting our organization and city. We began in the most basic ways to get involved in the conversation with Facebook, YouTube and Twitter. We were off to a good start, and we knew there was untapped potential to create more 'buzz' and excitement about and for our city.

In 2010-11, we decided to significantly increase both the quality and quantity of our online activity, branching into more areas, with different media within Social Media to live our mandate as an organization. We wanted to continue to position our organization as a leading participant with an influential voice demonstrating our pride and confidence in Halifax as an economic engine, for our city and province, and all of Atlantic Canada.

Ultimately, we used our enhanced Social Media program to help our organization reach its goals as 'a catalyst for economic growth and confidence' and to position us as a leader in promoting alignment and collaboration with other like-minded and mandated organizations within the city and province.

We developed a Social Media Strategy, guidelines and a comprehensive content plan for each medium, with specifically worded messages for each medium (as the way one communicates on Twitter is not the same as Facebook (FB), for example) and clear goals to engage our audiences and celebrate our investors. We also branded all of our social media accounts to present a consistently brand message.

Specifically, our Social Media efforts in the past year included major enhancements to our Facebook Page account; two special holiday items - a blog post series by our Chief Economist called "Fred's 12 Days of Christmas" and an engagement campaign called ComplimentTREE - an online Christmas Tree that encouraged Haligonians to give Halifax a 'compliment' and post it on our holiday tree; more videos uploaded to our YouTube channel; creating a SlideShare account; FB and Twitter sharing of relevant partner videos and information; the partnering and creation of 13 SmartCity Business Shows which have been a smashing success; consistent, daily Tweeting and FB posts; and consistent and increased blogging by staff and guest bloggers. Our tweets are visible on our homepage and we use our organizational website to house all our video, event and slideshare information. In addition, we 'live' tweet from events or conferences we attend as well as events we host ourselves.

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

Overall Purpose: Social Media is to support the Organization's Business Plan. As part of our overall communications plan, this was achieved through the following goals:

- Promote industry sector innovation and good news business and community stories aligned to business attraction, immigration, quality of life and talent strategies
- Personify the Partnership
- Clearly define the role and purpose of the Partnership in the community and become a trusted source and thought leader
- Deliver captivating and relevant content and messages on a regular basis – give audiences something to believe in, something purposeful
- Increase profile of the Partnership, its partners and investors
- Increase level of transparency
- Be 'social architects' who identify and reach out to Halifax ambassadors
- Lead and engage in conversations, be plugged into and listen to our peers
- Maintain our market share as a credible and trusted voice of the Halifax economy and business community
- Support the Partnership's brand identity by branding social media channels
- Drive traffic to our website and increase visitors
- Integrate social media with the Partnership's Website
- Create a newsroom environment at the Partnership - start thinking like publishers
- Increase event registration
- Constantly challenge our online properties, processes and message as we strive to be 'best in class' using Social Media
- Maintain relevance and focus – not every social media channel is the right one
- Become facilitators and moderators of discussion relating to the business climate of Greater Halifax
- Stay on top of trends and best practices

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

For social media to work effectively, every member of the organization must be involved. We are not a large communications group - there are two of us responsible for social media (doing more than just social media work) - and we work regularly to educate and guide all 20+ employees to understand the importance of participating in social media venues and know how to use the tools in the office and on the road. Ongoing planning and implementation is in our hands.

Effective, timely and relevant social media interaction requires ongoing content planning (content strategy and social media editorial calendar), consistent monitoring and response, and to be done well, dedicated staff time due to its immediacy and 'real time' interaction. Regular monitoring through analytics and a social media monitoring tool allows us to know our audiences, measure engagement and sentiment, and provide relevant, valuable content.

Internally, the MarCom team regularly hosts Lunch & Learn sessions and Coffee Breaks to help fellow employees learn how to use social media tools, explain why they should care, what value their unique perspective brings to the table - and why external audiences would want to hear their thoughts. Many people are not comfortable sharing their thoughts, or observations, or telling others where they are and why they are there. Yet this is what effective and interesting social media requires - engagement from all employees. This year the Marketing and Communications department gave out Social Media Awards to Partnership staff to recognize contributors, encourage engagement, and make it fun.

External audiences are those people in the social media worlds of Twitter, Facebook, LinkedIn, and our other electronic areas - our website and e-newsletter - who choose to follow and engage with us. Moreover we have used social media to link and partner with several other local organizations to bring a cohesive and aligned front to all our city's economic development activities - something that would never be known about or seen prior to social media. It may have been happening but who would know beyond a few people? Social media makes this 'team city' approach highly visible - and share-able.

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 the past year, we have seen all our participation numbers increase (Jan 2010-11):

- Twitter followers: 129% increase.
 - In January 2010 we began with 840 followers; by May 2011 we had 2,547
- LinkedIn Group Followers: 132% increase
- YouTube page views: 584% increase
- Blog Posts: 34% increase in output
- Blog Subscribers 47% increase
- Facebook Page: 91% increase
- SmartCityNews: 76% increase
- SlideShare account: 7126 views, 60 downloads
- SmartCity Business Show: 2000+ views

While at this point we cannot make a direct connection between economic development success and social media, we can track action. For example, our city is competing against a few other key centres in Canada for a major ship-building bid that would provide the largest ship building work this city has seen in 100 years. We are using every channel to explain this opportunity to the city, our investors and residents and we have established a whole social media outreach program to call every

citizen to action to support this bid. You can find the approach on our homepage website - the ShipsStartHere campaign which will run until early July.

The value-add of social media is that it brings participants together on common issue and causes, and provides a very quick and direct route to keeping citizens and organizations informed about matters that matter to them. It helps us quickly identify issues, supporters and the “un-convincibles”.

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

All of the information contained within our attached plans is easily adaptable, transferable and replicable. Any community can take on the level of participation we have and enjoy a much more vibrant and interactive dialogue with its key audiences.

The biggest lesson learned in the past year is that there are lots of missed opportunities because internal staff wondered why anyone outside would care about what is going on with them if they attend an event or conference. Not everyone is a communicator. Lots of people don't like to write and they know this 'virtual world' is out there but do not wish to, or know how to, participate. This is why we continue to encourage and recognize staff contributors and host sessions with our colleagues to see if we can help them get hooked on tweeting and posting as they move through their day. We have also shared our annual strategy and guidelines, when requested, with other communities and cities and even with our own investors who are trying to learn the ropes for their own organizations.

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

There are several additions to our social media line up of which we are particularly proud this year - our ComplimenTREE was a great idea that we intend to put more effort and creativity for 2011 and our blogging over the Christmas Reception season last year was also very interesting (if a lot of work ... blogging regularly for 12 days is a big commitment).

One of our most popular projects to date is the creation of the SmartCity Business Show, an online business show. We partnered with haligoniac.ca – a local online broadcaster and the #1 local content provider about all things Halifax. They have 6,000 Twitter followers and 4,000 Facebook fans that they shared with us. Monthly visitors to Haligoniac.ca is between 30,000-50,000 visitors. We developed this business show with them – 13, 3-5 minute segments that were aired over 13 weeks. The tone was positive, focusing on the strengths and assets of Halifax in a fun and frank fashion. It struck a chord with our investors and the public at large, and our Investor Relations Director received an unprecedented amount of feedback from our investors saying how much they liked it. All these videos are accessible to provincial departments, city officials, businesses and so forth - anyone who wants to help others see the great people, organizations and success stories our city has to offer.

We avoid cross-posting. We change the message between channels, or we only select the channels we want to post messages on - for example, pure business news might only be posted on LinkedIn but a community angle would go to LinkedIn and Facebook, for example.

In our department, we also act as a newsroom. We scour the business news from various media every day and throughout the day, and post positive stories or get ideas for future projects that reflect sentiment on local issues. Feeds from two of our social media channels –Twitter and the SmartCity Blog - are prominently displayed on the homepage of our website to share the most current information with our audiences.

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

We would like to list the connections to all our Social Media efforts, here, in addition to our website.

SmartCity Blog - Fred's 12 Days of Christmas:

<http://smartcityblog.greaterhalifax.com/smartcity/2010/12/index.html>

SmartCity Business Show:

<http://www.greaterhalifax.com/en/home/doingbusinessinhalifax/smartcitybusinessshow.aspx>

Facebook Page:

<http://www.facebook.com/greaterhalifaxpartnership?ref=share>

Holiday Social Media Campaign - ComplimenTREE

<http://www.facebook.com/greaterhalifaxpartnership?ref=share>

Slideshare

<http://www.slideshare.net/GreaterHalifaxPartnership>

Twitter

http://twitter.com/#!/Greater_Halifax

Brief Description of Halifax, Nova Scotia, Canada and the Greater Halifax Partnership

The City of Halifax, population 403,000, is located in the province of Nova Scotia, on the eastern seaboard of Canada, north of New York City and Boston. It is the largest Canadian city east of Montreal. It is 5,600 sq km in land size and is made up of rural and urban residents.

The Greater Halifax Partnership is a catalyst for economic growth and confidence in Greater Halifax, the economic hub of Atlantic Canada and the only economic hub that impacts across provincial boundaries according to the Conference Board of Canada.

We have deep insight into the city's emerging trends and changing needs because of committed involvement, unequalled private sector investment, and government support. Staying one step ahead of opportunities and issues, we mobilize resources to accelerate the economic growth of Greater Halifax.

Partners and investors in the Greater Halifax Partnership are visionary leaders from businesses of all sizes who understand the power of the collective voice that turns confidence into action. They believe in Halifax as a place to establish and grow their businesses, and as a place to raise their families.

The Partnership's private sector investors represent a cross section of our business community, large and small companies alike. From financial services to corporate real estate, information technology to utilities, our investors continue to find value in their investment decision.

The Partnership is governed by a volunteer Board of Directors consisting of senior leaders from the private, government, post-secondary and not-for-profit sectors and is registered under the Societies of Nova Scotia Act.

Our staff consists of 22 full-time employees whose primary objective is to work with business, community and government to plan and carry out strategies and action plans that further the economic and social development of HRM through the application and integration of principles related to community development, economic development, and community economic development.

Created in 1996, the Partnership is a unique private-public model of investment now copied throughout North America.

More than 130 of Greater Halifax's most influential businesses and all three levels of government invest in the Partnership, totalling an *annual* investment of \$3.5 million. With their support, we leverage every municipal economic tax dollar three times to build business confidence, secure business stability and growth, research and report economic trends, and remove roadblocks on behalf of business.

SOCIAL MEDIA



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The Canadian Navy's economic contribution in Nova Scotia

SmartCityBLOG

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Friday, March 25, 2011

RBC Supports Diversity

Guest blog post by: Glen Dormody, Regional Vice President, Metro Halifax, RBC

Last fall, I spoke at a conference for the Canadian Association of Career Educators and Employers over at Mount Saint Vincent University.

They asked RBC to speak on the topic of diversity. It was a difficult topic to prepare for, simply for the fact that we have so many great things underway in our company right now in support of diversity.

But when I reflected on it, there were two things that stood out in my mind. First, having a focus on diversity is clearly the right thing to do. Second, it's a smart thing to do from a

YouTube

Greater Halifax Partnership GreaterHalifax's Channel

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SmartCity Business Show

URL: <http://www.youtube.com/user/GreaterHalifax?gl=US&hl=en&feature=channel>

SmartCity Business Show: Episode 1 GreaterHalifax 794 views

SmartCity Business Show: Episode 2 GreaterHalifax 228 views

SmartCity Business Show: Episode 3 GreaterHalifax 118 views

SmartCity Business Show: Episode 4 GreaterHalifax 99 views

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TWITTER UPDATES

@intelliga We'd love to touch base with you when you're in Halifax. about 2 hours ago

ABOUT

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Facebook helps you connect and share with the people in your life.

GreaterHalifax Partnership

Doing Business in Halifax

Living in Halifax

Our Programs

Economic Data

Smart Business Show

Stay Connected



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: Calgary Economic Development

Contact Name: Maryn Edwards
medwards@calgaryeconomicdevelopment.com

Email:

Project/Item Name: WORKshift video

Category for Entry: 11 - New media

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

Date Project Began: January 2010

Date of Completion (if applicable): April 2010

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

PROJECT DESCRIPTION

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See attached document

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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 11: New Media

WORKshift Video (*Launched in April 2010*)

Project description/purpose

Launched in May 2009, WORKshift is a three-year, federally funded initiative designed to create a regional template for a telework program that can be easily and readily replicated across other jurisdictions. The program seeks to accelerate the adoption of alternative work styles, specifically telework within the business community in Calgary, and as such is being led out of the strongly entrenched economic development agency, Calgary Economic Development.

The purpose of this specific project was to create a video short on the Future of Work (telework, WORKshift) which would be used to promote the program, create a context for the discussion of flexible work and further develop credibility for the WORKshift program with “C-suite” and decision makers in the Calgary business community.

Anticipated Outcome and Challenges:

It is easy to say and hard to do: “Create an engaging and thought provoking video short on the future of work – in essence, capture the imagination of hardened cynics in the C-Suite.” It also has to do a lot more than just capture the imagination: it must present business value, showcase program features, highlight case studies, provide proof points, and drive program adoption. It has to include a sense of urgency, yet it has to have a shelf life of up to three years. It must be long enough to tell a story and short enough not to alienate the audience.

Target Audience and Effectiveness:

Calgary Economic Development
731 1st Street SE Calgary Alberta Canada T2G 2G9 Telephone 403 221 7831 Fax 403 221 7828 Toll Free 1 888 222 5855
www.calgaryeconomicdevelopment.com

The target audience for the WORKshift video and the program as a whole is broad – ranging from Senior level decision makers in large organizations, to employees, commuters and government leaders. This customized animated production created by the WORKshift team to demonstrate the triple bottom line (business, employees and society/environment) benefits of telework was launched at a press conference during the inaugural WORKshift Week and has since received many accolades and awards including:

- 2010 Hermes Creative Awards - Honourable Mention
- 2010 Pixie Awards
- 2010 Videographer Awards - Award of Distinction

The video also received acclaim from telework leaders from around the world (see example below from Kate Lister of the Telework Research Network)

Calgary Challenges Business Leaders To Think Outside the Office

By [Kate Lister](#) on October 18, 2010 1:31 PM

Okay, maybe I'm a cheap date about anything that promotes remote work, but this video by [WorkshiftCalgary](#) brought tears to my eyes.

Participants:

The creation and production of the video involved Calgary Economic Development's Program Manager for WORKshift, the marketing and communications team and Calgary-based design firm Evans Hunt Group. Notably, the Evans Hunt Group donated \$50,000 of in-kind services to develop the video.

Impact:

Since launching the video, we have had an increasing demand for WORKshift as a presentation topic across a wide variety of business associations, verticals and organizations, as well as a strong and growing interest for replication in other jurisdictions across the country, including Halifax, Toronto & Vancouver. The video's call to action has increased discussions around the nature of work and the manner in which it is changing – it has put telework into the spotlight for companies looking to provide a competitive advantage

As part of the broader view, the WORKshift initiative was awarded the 2010 Economic Developers Association of Canada/RBC "Economic Development Achievement of the Year". Up until April 2011, visitors to the WORKshift website homepage had the chance to view the video automatically upon arrival. Subsequently we've had close to 10,000 site hits in fiscal year (almost 2.5 times that of previous year) and over 28,000 pages viewed. (See attached Google Analytics)

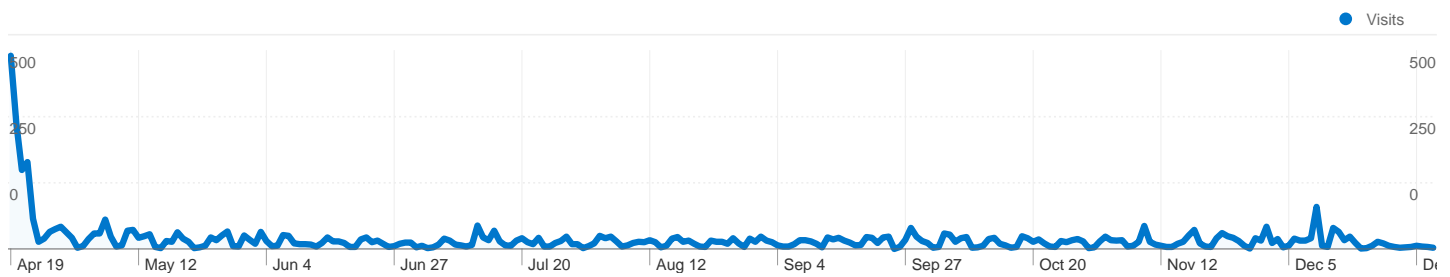
Is the project replicable?:

A key deliverable of the WORKshift program is to be easily replicable in other jurisdictions and therefore all of the marketing and promotional materials are designed with that in mind. The video can be adapted by using region-specific statistics and data from other jurisdictions to replace the current Calgary-based information. Calgary Economic Development has received many inquiries to replicate the production, although we are not aware of any that have been completed by time of this submission.

Innovation:

WORKshift is particularly innovative as it utilizes government funding to provide the business community with specific tools and resources to enable the adoption of a sought-after practice that has been either been cost or time prohibitive. Additionally, this single comprehensive program addresses common issues including transportation and congestion, public infrastructure challenges, business competitiveness, talent attraction and pollution in a way that is measurable and reportable.

The video itself uses motion graphic presentation as an innovative way to deliver credible but impactful messaging. This presentation uses compelling statistics and engaging graphic animation to bring to life otherwise complicated themes in thought provoking ways. It's called 'Motion Design' or 'Animated Graphic Design', and it uses graphic design principles in a film or video context through the use of animation. In addition, the music selected is contemporary, energetic and aids in driving home the message that this is the future of work.



Site Usage

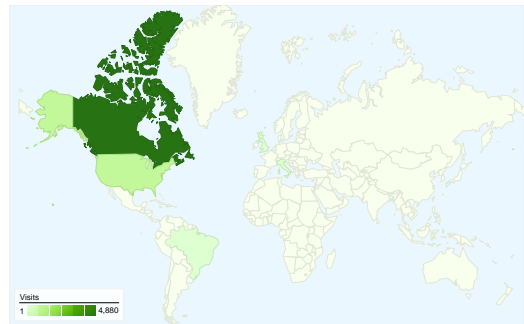
6,110 Visits
44.45% Bounce Rate
16,470 Pageviews
00:02:33 Avg. Time on Site
2.70 Pages/Visit
61.26% % New Visits

Traffic Sources Overview



- **Direct Traffic**
2,682.00 (43.90%)
- **Search Engines**
1,987.00 (32.52%)
- **Referring Sites**
1,441.00 (23.58%)

Map Overlay

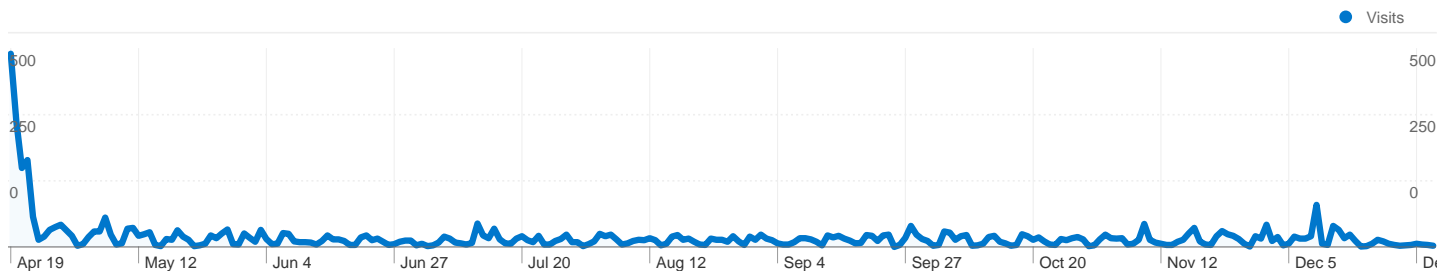


Visitors Overview

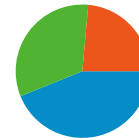
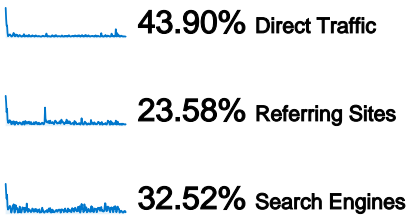

Visitors
3,885

Content Overview

Pages	Pageviews	% Pageviews
/	8,485	51.52%
/about	1,467	8.91%
/workshift-me	913	5.54%
/workshift-business	847	5.14%
/resources	639	3.88%



All traffic sources sent a total of 6,110 visits



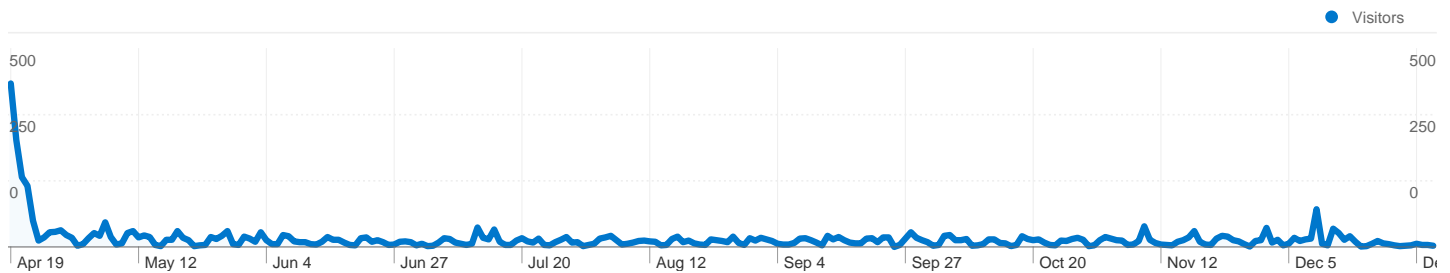
■ Direct Traffic
2,682.00 (43.90%)

■ Search Engines
1,987.00 (32.52%)

■ Referring Sites
1,441.00 (23.58%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	2,682	43.90%	workshift calgary	531	26.72%
google (organic)	1,866	30.54%	workshift	285	14.34%
calgaryeconomicdevelopment.c	516	8.45%	work shift calgary	153	7.70%
facebook.com (referral)	125	2.05%	workshiftcalgary.com	102	5.13%
twitter.com (referral)	103	1.69%	workshiftcalgary	87	4.38%



3,885 people visited this site

6,110 Visits

3,885 Absolute Unique Visitors

16,470 Pageviews

2.70 Average Pageviews

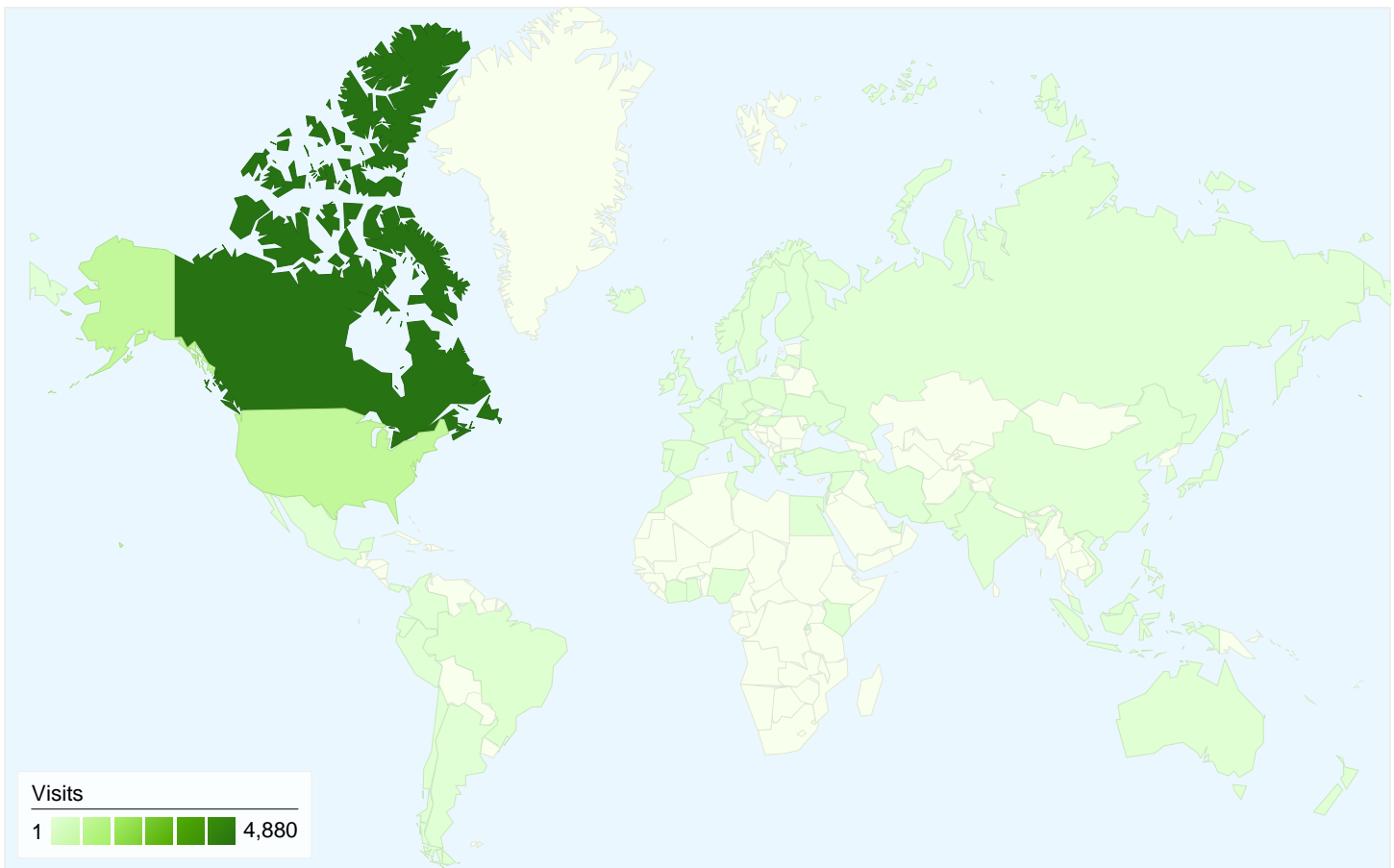
00:02:33 Time on Site

44.45% Bounce Rate

61.26% New Visits

Technical Profile

Browser			Connection Speed		
	Visits	% visits		Visits	% visits
Internet Explorer	3,514	57.51%	Cable	2,058	33.68%
Firefox	1,196	19.57%	Unknown	1,918	31.39%
Safari	940	15.38%	DSL	1,137	18.61%
Chrome	401	6.56%	T1	873	14.29%
Mozilla Compatible Agent	18	0.29%	Dialup	74	1.21%



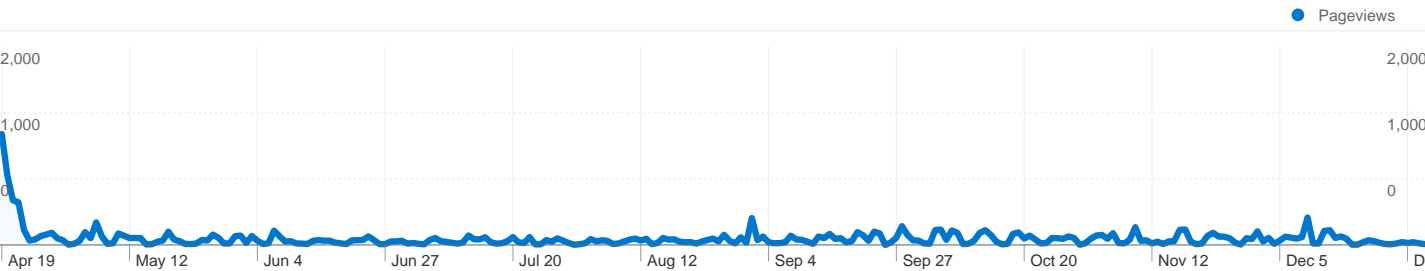
6,110 visits came from 62 countries/territories

Site Usage

Visits 6,110 % of Site Total: 100.00%		Pages/Visit 2.70 Site Avg: 2.70 (0.00%)		Avg. Time on Site 00:02:33 Site Avg: 00:02:33 (0.00%)		% New Visits 61.28% Site Avg: 61.26% (0.03%)		Bounce Rate 44.45% Site Avg: 44.45% (0.00%)	
Country/Territory			Visits	Pages/Visit	Avg. Time on Site	% New Visits		Bounce Rate	
Canada			4,880	2.86	00:02:50	61.37%		43.09%	
United States			845	2.26	00:01:30	61.30%		42.49%	
Italy			109	1.18	00:00:30	11.01%		94.50%	
Brazil			67	1.40	00:02:15	73.13%		65.67%	
United Kingdom			23	2.35	00:01:15	65.22%		34.78%	
Australia			17	1.59	00:01:08	100.00%		76.47%	
Poland			16	2.50	00:00:21	68.75%		12.50%	
India			9	2.89	00:02:37	77.78%		11.11%	
Chile			9	1.33	00:09:20	0.00%		77.78%	

Philippines	7	2.00	00:02:31	85.71%	28.57%
1 - 10 of 62					

Content Overview



Pages on this site were viewed a total of 16,470 times

 16,470 Pageviews

 11,530 Unique Views

 44.45% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	8,485	51.52%
/about	1,467	8.91%
/workshift-me	913	5.54%
/workshift-business	847	5.14%
/resources	639	3.88%



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: Greater Richmond Partnership, Inc.

Contact Name: Gregory H. Wingfield

Email: ghw@grpva.com

Project/Item Name: RichmondJobNet

Category for Entry: New Media

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

Date Project Began: December 2008

Date of Completion (if applicable):

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.
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?

**Greater Richmond Partnership, Inc.
IEDC Awards – 2011**

Awards Category: Internet and New Media

Award Title: New Media

Submission: RichmondJobNet

1. Please provide a brief description of the project.

RichmondJobNet is a comprehensive online career resource tool of the Greater Richmond Partnership, Inc. (GRP) in support of our Talent Development & Promotion program. RichmondJobNet incorporates new media on multiple platforms including a geographically targeted website with truly unique features; a monthly e-newsletter providing industry-focused job postings, events, and career tips; and social media tools Twitter and Facebook to connect jobseekers with employment opportunities, connect with businesses to promote their job openings, and to provide useful career development information.

Originally, the site was developed to support individuals who have experienced layoffs, as well as those interested in seeking new career opportunities in the Greater Richmond region. RichmondJobNet continues to serve this need and is evolving into a tool to attract new talent, positioning Greater Richmond as a career destination.

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

Created in just 45 days, RichmondJobNet.com was launched in February 2009 in response to the unprecedented economic changes in our community and the growing need to help job seekers connect with local employment opportunities.

RichmondJobNet aims to simplify the job search process. It offers job search tools, career event information, links to more than two dozen area online job boards and online social networking to quickly connect job seekers with employment opportunities in the region.

By providing a central site, Twitter and Facebook, and our e-newsletter to support job seekers and promoting the many career opportunities the region has to offer, RichmondJobNet hopes to help individuals transition into new jobs in the Richmond market and attract new talent to support business growth. The GRP also hopes to learn more about the talent that is abundant in the area and work actively to promote it.

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

The GRP staff created the RichmondJobNet concept and has been responsible for the management and growth of the online tools.

RichmondJobNet.com website

The GRP staff developed this site with the assistance of Rick Whittington Consulting, LLC launching in February 2009. In February 2010, version 2.0 was launched in celebration of the one-year anniversary of the site. Enhancements to RichmondJobNet.com, included:

Greater Richmond Partnership, Inc. <i>New Media</i>	RichmondJobNet	Page 1 of 3
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- Search function: powered by SimplyHired.com, job search results include posting within a 50-mile radius keeping jobseekers focused opportunities in the Richmond region;
- Blog lists: A list of career-focused blogs to support the jobseeker career search;
- Career assessment tool: enhancements to the Career Concourse tool allow jobseekers to match interests and values with potential occupations, immediately browse job listings based on results, apply online, and explore the Richmond area job market;
- Living in Richmond: Links to help job seekers learn more about the region's quality of life.

The GRP staff also maintains some unique features of RichmondJobNet.com including comprehensive listing of area networking organizations categorized areas of interest. Additionally, staff regularly updates the Calendar of Events, providing a comprehensive listing of career and networking events in the Greater Richmond area.

Twitter and Facebook

Staff members manage the @RichmondJobNet Twitter account that has more than 3,000 Followers and has sent more than 23,700 tweets. Tweets include a 24/7 job feed that posts employment listings within a 50 miles radius of Richmond, Virginia, which makes up for about 85 percent of the tweets. Staff members tweet job postings, news, job tips, and interacts with Followers. Twitter interactions are done with humor, insight and a touch of personal life activity making @RichmondJobNet engaging for followers. The Twitter account creates networking opportunities with jobseekers looking for help finding a job and with businesses looking for help recruiting talent.

Staff initiated a collaboration with other career support groups throughout the region that are active on Twitter to begin the use of the #RVAjobs hashtag, which is to be used after every Richmond area job opportunity posted on Twitter. The hashtag trend has grown in the region and is now used by newly located and expanding businesses seeking to hire talent.

The RichmondJobNet Facebook Page is also managed by staff and includes career development articles, regional news, and upcoming events. The @RichmondJobNet tweets are fed to a tab on Facebook as well as the homepage of the RichmondJobNet.com website.

E-Newsletter

Staff researches and writes a monthly e-newsletter featuring a spotlight on a Greater Richmond target industry; job postings within that industry; stories on new and expanding businesses in the region; career tips and upcoming networking; and job fair events. The readership has organically grown 116% since the first issue launched in April 2009.

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 its launch, the RichmondJobNet.com site has had more than 35,000 unique visitors from every state in the U.S. as well as several foreign countries. The Twitter account has more than 3,000 followers and has posted more than 23,700 Tweets, of which 85% were Richmond job leads. There have been several individuals receiving interviews with companies they didn't know were hiring except for the Tweet lead. Several have landed jobs.

The GRP has received overwhelmingly positive response about RichmondJobNet. Jobseekers report the job postings on Twitter give hope that jobs exist and one will be for them:

- [@hsccareers](#)- If you're looking to launch your career in Richmond, bookmark this list of networking groups: <http://bit.ly/4gMxPi> via [@RichmondJobNet](#).
- [@GEinfosec](#) (GE Security RVA) - [@RichmondJobNet](#), thanks for the welcome to the RVA community. Looking forward to our continued partnership.
- [@xoxoLizzle](#) - Now that I'm following [@RichmondJobNet](#) maybe I will find a cool job so I can move to Richmond!!!
- [RamCareers](#) - Hey [#RVA](#)! Have you checked out the latest job postings [@RichmondJobNet](#)? There are some great option@ [#jobs](#)
- [@MattOnFire](#) - [@RichmondJobNet](#) Oh, hi there, old friend. Looks like I'll be needing you once again.
- [@Lauren_Rinker](#) - I recommend [@RichmondJobNet](#) in the Shorty Award category [#jobs](#) because they helped me land a job! <http://bit.ly/shorty>
- [@EditorDee](#) - They helped me find a new job that allowed me to move back to RVA. If you're in the job market, you better be following [@RichmondJobNet](#) [#FF](#)
- [@recruiter_steve](#) - [@RichmondJobNet](#) Thank you for the RT. Did I mention that your work helped us close that candidate? Thank you [@RichmondJobNet](#)
- [@Jessforfun](#) - Just so you know... I have been applying for some of these...I just wanted you to know you're very much appreciated! A lot!

Additionally, GRP staff provides training in collaboration with the workforce training center on how to use RichmondJobNet and leverage social media tools to find a job. These opportunities allow the GRP to directly connect with jobseekers and enhance their job skills and job search success.

5. Is this project replicable or transferable? Can it be adapted for use in other communities?

The GRP is blazing the trail with RichmondJobNet for other economic development organizations. They have taken note of the site and are using it as a model for development for their own region's career resource. One organization which has used RichmondJobNet.com as a model is WorkYakimaValley.com. GRP staff provided them with help and guidance during their initial development stages.

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

To our knowledge, RichmondJobNet is the first of its kind coming from an economic development organization. Incorporating the use of Twitter and Facebook was key to connecting with our audience. The job feed on Twitter has received overwhelming positive responses. We've heard from several that just seeing all the jobs postings gives jobseekers hope. RichmondJobNet has provided GRP direct contact to individuals in ways we weren't able to previously, creating a positive connection with the community.