

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

Date Project Began:

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. *** PLEASE SEE ATTACHED ***
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

PROJECT OVERVIEW: "Spending Locally Makes Common Cents" Paid Advertising Campaign – Village of Hinsdale, IL

Please provide a brief description of the project.

"Spending Locally Makes Common Cents" (shortened to "Common Cents" for this overview) was a ten-month print advertising campaign designed to encourage residents of the historic Village of Hinsdale in west suburban Chicago to patronize their local retail establishments. The underlying strategy was high frequency of a focused message, with themed advertisements running weekly in the Village's home-grown newspaper, *The Hinsdalean*.

Although individual local retail businesses were often featured in the ads, with marketing budgets slashed as a result of the economic slowdown the campaign was funded entirely by the Village of Hinsdale's Economic Development Commission (EDC) rather than cooperatively. With the EDC's budget revenue derived from a local 1% food-and-beverage tax, "Common Cents" directly reinvested resources originally generated in the Village's business districts.

What is the goal or purpose of this project?

The goals of the "Common Cents" advertising campaign were to: (1) reinterpret the ubiquitous "shop local" message; (2) highlight the Village's retail establishments in such a manner so as to develop personal connections with residents; (3) remind residents of the full range of options at home, from meeting daily needs to finding special gifts to enjoying special nights out; (4) educate citizens and business owners on the direct linkage of local spending to municipal projects and services; and, (5) generate additional sales and food-and-beverage tax revenue.

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

Key participants in the development and implementation of the "Common Cents" advertising campaign were: the Village of Hinsdale's Economic Development Commission (EDC); Timothy Scott, the Village's Director of Economic Development; the EDC's marketing agency-partner, Direct Advantage; and most importantly, the Village's valued retailers and its citizenry.

"Common Cents" educated the public that local spending is local investing and garnered much-needed attention for the Village's owner-operated stores and restaurants at no cost to them. The campaign was designed to help: (1) preserve the unique charm and independent character of the Village; (2) sustain the local economy; (3) bolster infrastructure investment; and, (4) protect public services that lead to safety and quality of life.

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.

Profiled retailers and proud residents have provided unsolicited feedback on the “Common Cents” campaign that we are happy to report has been overwhelmingly positive. With its substantial financial investment, some believe the Village demonstrated leadership at a critical time, that is, the beginning of the economic recovery. As a result, it appears that substantial good will was built with both retailers and residents.

In addition, anecdotal evidence suggests that the campaign has been a success in raising awareness among residents on the importance of shopping locally, and tangible data reveals revenue increases from sales and food-and-beverage taxes that outpaced what were optimistic if not aggressive budget projections.

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

“Common Cents” is a playful spin on the “shop local” message, arguably the most popular in economic development today. Personalizing this message, developing a standardized format and theme, and adding a secondary tag line to sustain the campaign are transferable ideas.

The Village learned that developing fresh, catchy pitches and new, recognizable locations on a weekly basis was paramount to maintaining interest in the campaign and that high frequency was critical in reinforcing the message with residents and retail business owners.

In what ways is this project innovative or creative?

The most creative elements of the “Common Cents” campaign are the decidedly whimsical appearance of the ads and the playful spin on the “shop local” message. Images were purposely kitschy; to achieve this specific look, Photoshopped heads replaced the original and more formal idea of costumed actors.

We happily learned that readers looked forward to discovering where the stars of the ads would be “seen” next, with American history titans Benjamin Franklin, Abraham Lincoln, and George Washington popping up somewhere new in town each week. The tagline, “you pay in Hinsdale...we’ll stay in Hinsdale” really brought the idea of the campaign to life.

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

The “Common Cents” paid advertising campaign is the latest step in the Village’s brand development initiative, *Distinctly Hinsdale*, a multi-media effort that strives to promote economic health and vitality, ensure relevance in a changing landscape, and celebrate the community’s unique sense of place.

Shopping Locally Makes Common Cents



Burhop's Retail Seafood & Gourmet Prepared Foods, 12 Grant Square

Put The Pinch on Outside Influences and Help Hinsdale Maintain Its Independence.

Smart spending starts with shopping & dining locally, where a greater portion of your dollars will remain in Hinsdale, which results in additional resources for our parks, streets, and public safety. Studies show that as much as 68%* of money spent locally stays within our community.

*Estimated from a Civic Economics study. Andersonvillestudy.com

distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay In Hinsdale!

Shopping Locally Makes Common Cents



Whether you're talking watermelons or wealth,
homegrown always tastes better.

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale, which results in additional resources for our parks, streets, and public safety. Studies show that as much as 68%* of money spent locally stays within our community.

*Estimated from a Civic Economics study. Andersonvillestudy.com

distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay In Hinsdale!

Dining Locally Makes Common Cents



Il Poggiolo, 8 E. First St.

Hinsdale Offers "Destination Dining" a Mere Stroll From Your Front Door.

Smart spending starts with dining locally, where a greater portion of your dollars will remain in Hinsdale, which results in additional resources for our parks, streets, and public safety. Studies show that as much as 68%* of money spent locally stays within our community.

*Estimated from a Civic Economics study. Andersonvillestudy.com

distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay In Hinsdale!

Shopping Locally Makes Common Cents



Help keep Hinsdale healthy and running smoothly.

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale, which results in additional resources for our parks, streets, and public safety. Studies show that as much as 68%* of money spent locally stays within our community.

*Estimated from a Civic Economics study. Andersonvillestudy.com

distinctly
Hinsdale
Since 1873



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay In Hinsdale!



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form with your submission.

Organization: Tulsa Metro Chamber

Contact Name: Jim Fram

Email: jimfram@tulsachamber.com

Project/Item Name: Grow Metro Tulsa Ad Campaign

Category for Entry: 5

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

Date Project Began: Dec. 2009

Date of Completion (if applicable): Ongoing advertising campaign

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)
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- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-28 – **See Sheet E** (page 14)

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

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.
A paid print advertising campaign aimed at promoting Tulsa's accolades and unique attributes
2. What is the goal or purpose of this project?
To create top-of-mind awareness with the added intent of directing people to the Grow Metro Tulsa website and/or contact with our site location recruiters.
3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?
The Tulsa Metro Chamber's Economic Development and Communications staff in conjunction with Tulsa-based Littlefield Marketing created the advertisements to communicate the positive accolades the city has been receiving to our identified targeted industries and national site location consulting firms.
4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.
The impact of the Grow Metro Tulsa ad campaign has been significant. Staff has received positive feedback from site location firms during call trips and traffic at the Grow Metro Tulsa website has increased immediately following the placement of the ads in various site publications.
5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?
The Grow Metro Tulsa print ad campaign was designed to promote the seven-county metro area. Communities within the MSA and their successes are part of the promotional message. Additionally, those communities are invited to utilize and

enhance the existing message furthering awareness of the Metro.

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

The Grow Metro Tulsa ad campaign message is focused on a prominent number occupying most of the ad space. The numbers draw the reader to the message explaining the ranking. The tag line focuses on the fact that Tulsa is proud of its low numbers not the anticipated huge numbers that most communities promote – i.e. largest workforce, largest number of schools and universities, etc.

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

None



Tulsa is a truly intermodal city with four means of transportation granting access to the city—air, rail, ground and water. Along with its central location, Tulsa boasts air cargo service through seven freight carriers at Tulsa International Airport and more than 50 local motor freight companies. Plus, rail service through two mainline carriers and four short-line carriers, as well as year-round, ice-free barge service through the Tulsa Port of Catoosa, the nation's most inland port. All of this makes Tulsa well equipped to meet all your transportation needs ranging from production to shipping and travel. For more information, go to growmetrotulsa.com.





Tulsa, Oklahoma is the #1 Place to Live in the U.S., according to Relocate America. With a low cost of living, quick commutes, stable housing market and a growing number of attractions like the BOK Center arena and ONEOK Field downtown ballpark, it's easy to see how Tulsa continues to outperform other cities across the nation. Plus, Tulsa ranked as a top ten metro area in 27 publications in 2009 and 2010 for its economy, real estate and quality of life - and people all over the world are taking notice. For more information, go to growmetrotulsa.com.

TULSA
WHERE BUSINESS GROWS.

Jim Fram, CEcD, CCE | Senior Vice President | Economic Development | jimfram@tulsachamber.com
Tulsa Metro Chamber | Two West Second Street, Suite 150 | Tulsa, Oklahoma 74103 | 800.624.6822





Tulsa ranks #7 for Strongest Metro Economy, according to *Business Week's* list of 40 top economies based on job growth, employment, home prices and economic growth. In addition, for its low cost of doing business, low cost of living, positive job creation and a lengthy list of development projects, Tulsa ranked as a top ten metro area in 27 publications in 2009 and 2010. Tulsa is open for business and we are thriving despite the national recession. For more information, go to growmetrotulsa.com.

TULSA
WHERE BUSINESS GROWS.

Jim Fram, CEcD, CCE | Senior Vice President | Economic Development | jimfram@tulsachamber.com
Tulsa Metro Chamber | Two West Second Street, Suite 150 | Tulsa, Oklahoma 74103 | 800.624.6822



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: **Fort Myers Regional Partnership, Lee County's Economic Development Office**

Contact Name: **Jennifer Berg**

Email: **jberg@leegov.com**

Project/Item Name: **Fort Myers Regional Partnership**

Category for Entry: **Paid Advertising Campaign**

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

Date Project Began: **January 2010**

Date of Completion (if applicable): **n/a**

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

PROJECT DESCRIPTION

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1. Please provide a brief description of the project.

When Lee County Florida's Economic Development Office set out to create a new brand and attract new companies to the area, the stakes were high. The county knew it needed a different strategy to compete with the rest of America's city, county, state and regional EDOs.

The first step was to re-brand itself as the Fort Myers Regional Partnership. Why? Because there are "Lee Counties" all across the country; and because research showed that Fort Myers is well-known among both site planners and the general population. It also looked back 10 years and saw that over 90% of its major expansions resulted from company

representatives who had a personal connection – who had visited, vacationed or lived part-time in Lee County.

So the county thought outside the box and, instead of initially targeting only out-of-market businesses, created an intra-county campaign to 1) engage residents, 2) appeal to vacationers and second-homeowners, and 3) connect with visiting business people and corporate travelers. The theme – “Together, we mean business” – was created to make people aware that Lee County is a great place to locate a business, while encouraging residents to provide the county with business leads and ideas.

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

The initial goal of the branding campaign and the “Together, we mean business” project was two-fold: 1) to generate awareness of and for the new Fort Myers Regional Partnership; and 2) to create local support for the EDO’s ongoing efforts to bring new business to Lee County. The ultimate purpose was to foster a “business-friendly spirit” within the local community that would help attract new companies to the area while encouraging existing businesses to stay and expand their operations.

“Together, we mean business” became the rallying cry for the campaign and was used in advertising, marketing and promotional materials to show everyone – local business leaders, full-time residents, winter residents and vacationers – that Lee County is a great place to locate a business. The EDO was also able to effectively saturate its market with this message, thus increasing the campaign’s effectiveness.

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

Working in collaboration with more than 100 local professional organizations, the Fort Myers Regional Partnership developed a multi-media marketing program that elicited the financial support and participation of local business leaders. By proving the long-term economic benefits to them, the EDO encouraged owners/managers of TV stations, newspapers, magazines – even transit and utility companies – to donate time and space for ads, outdoor boards, bus shelters, bill stuffers and more, effectively saturating the county with the “Together, we mean business” message. Through county partnerships, the EDO leveraged over a million dollars in donated advertising.

The intra-market campaign touches everyone who lives or passes through Lee County. Dozens of outdoor boards are posted on major thoroughfares, roadways and interstates across the county. Weekly and monthly ads run in local business publications and newspapers. Hundreds of thousands of consumers receive information with their monthly utility bills. Busses and bus stops are decorated with the “Together, we mean business” message; and unique URLs – Together4Business.com and 25millionreasons.com – encourage community involvement.

The result has been a wildly successful campaign that has captured the attention of Lee County’s residents, stimulated new ideas, generated new business and, as expected, also attracted the attention of out-of-market companies via word-of-mouth.

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.

As a result of the campaign, the Economic Development Office saw a 75% increase in its level of inquiries from 2009 to 2010. It also received more than 300 community leads/ideas and mobilized 100s of new ambassadors to spread the word about doing business in the county through grassroots task force initiatives and outreach programs. The EDO increased its 2010 fundraising dollars in a down economy for cash/in-kind investment from \$364,785 to over \$1.1 million. It also increased its number of expansions/locations. In 2009, five projects resulted in 780 new jobs committed and an economic impact of approximately \$290 million. In 2010, the office saw a significant increase in expansions/locations with 11 projects resulting in 1,149 new jobs committed and an economic impact of more than \$407 million. The office also began spreading the word through LinkedIn, Facebook, Twitter and YouTube, and amassed approximately 800 followers in 2010, including a cross-section of local businesses, as well as site selectors throughout

North America who utilize the county's social media platforms as newsfeeds for local business information. The office also made significant strides in online marketing and saw more than a 500% increase in web traffic over the previous year.

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

The primary purpose of this economic development campaign was to show the local community and area business leaders that there was real value in supporting the Fort Myers Regional Partnership in its efforts to attract new business to the region and that "Together" they were stronger. The methodology – vigorously soliciting their active participation and in-kind contributions – is certainly replicable and transferable to any community that has the organizational abilities, relationship skills and the perseverance to make it work.

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

By rebranding the Economic Development Office, and executing creative strategies to get the local community excited and involved, Lee County was able to generate:

- Hundreds of leads from residents, business leaders and second-homeowners
- Leads in manufacturing, medical, back office, agriculture, IT and new corporate headquarters
- Significantly increased investor contributions and level of activity for inquiries/projects
- Increased online presence and community awareness and more educated ambassadors for the community

A large part of the increased fundraising and marketing abilities came from encouraging local influencers to contribute their intellectual capital, contacts and in-kind support. And the "Together, we mean business" campaign effectively raised the level of excitement and interest by incorporating the images of local leaders and their corporate stories in the advertising and marketing materials.

Other innovative and creative elements of the campaign included:

- Appealing directly to local residents for business leads and idea generators
 - Incorporating Facebook, Twitter and LinkedIn into the campaign
 - The use of unique URLs and companion programs (see #7)
-

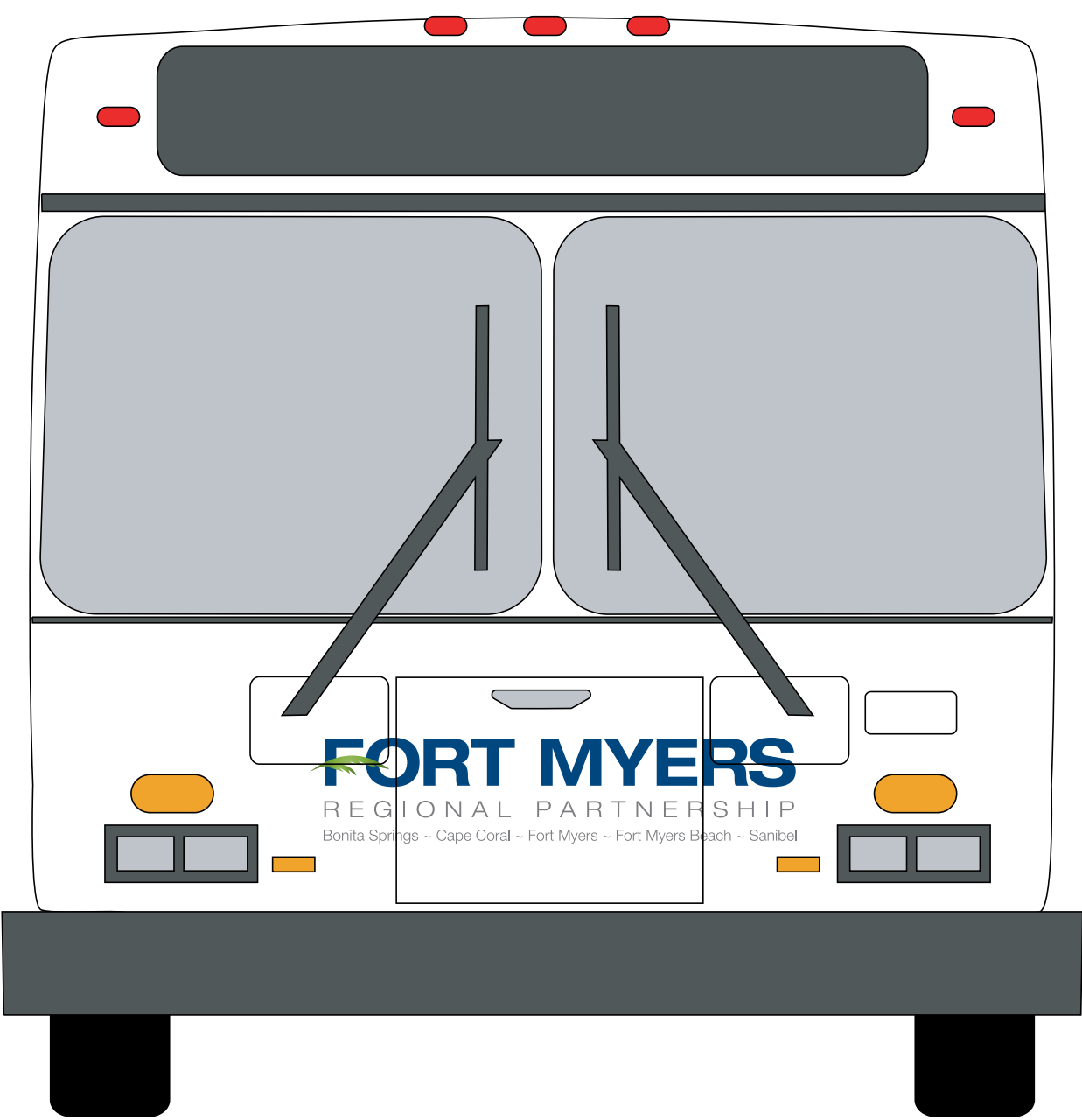
7. Are there any other relevant details not covered above or specific to your category?

The campaign also incorporates a number of companion programs that specifically target local residents, encouraging them to provide the county with personal leads and ideas. One utilizes workroom posters and offers local employees an original piece of art for any leads that turn into new business. Another – BringThem2Lee.com – uses a unique URL featuring electronic postcards and videos for residents to send to friends and business contacts in northern markets. The electronic materials extoll the benefits of doing business in Lee County. Finally, 25millionreasons.com promotes the \$25-million incentive program set aside to help businesses expand or locate in Lee County.

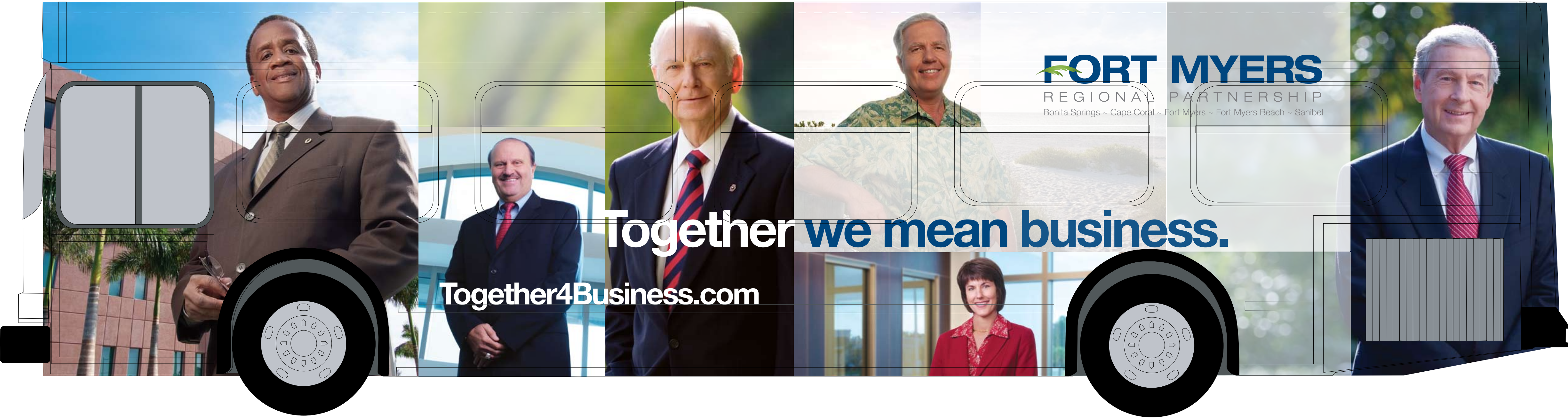
The county is in the process of executing Phase II, a targeted internal/external campaign that is the natural evolution of "Together, we mean business" and promotes businesses that have chosen to locate or expand in Lee County. The beauty of "Together, we mean business" is that it works just as well with an external audience as it does locally. It addresses the county's pro-business environment; the ease with which new and existing businesses can find the help and resources they need; the cooperation that exists between local government, business and community; and the strong relationships that help ensure long-term success.

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

No Graphics in Permitted in Grey Areas



No Graphics in Permitted in Grey Areas



NEW FLYER 35' LOW FLOOR BUS

No elements of design allowed in any area that is indicated by gray or black.

Attracting businesses is good for Lee County. And your art collection.



As one person, you may not think you can help attract or expand businesses to Lee County. But an idea you have, or a person you know, just may be what we're looking for. With an exceptional workforce, pro-business environment and, right now, \$25 million in incentives, we have the perfect climate for new and expanding companies.

Submit a valid idea to expand or attract a business to Lee County, or send us a qualified lead at Together4Business.com. If your lead turns into an expansion or location, you will receive a signed and numbered, limited edition print by renowned artist Ikki Matsumoto of Southwest Florida. And the satisfaction of helping your community create valuable jobs.



Together, we mean business. For complete details, visit **Together4Business.com**

Follow us on Facebook, Twitter & LinkedIn. Visit us on Together4Business.com. Sign-up now and stay connected!

**We have \$25 million
to help businesses locate and expand.
Talk about a home run for business.**



Visit 25MillionReasons.com

From world-class beaches and year-round warm weather, to affordable housing, an experienced workforce and low corporate taxes, Lee County is a location that values and supports both business and life. And now, there's even more incentive to move to Lee County: \$25 Million more, to be precise. Created to encourage business growth and community development, the performance-based, \$25 million FIRST Initiative cash incentive program may be available to your business, or a business you may know. So, help us hit one out-of-the-park and score some valuable high-paying jobs.

FORT MYERS
REGIONAL PARTNERSHIP

BONITA SPRINGS • CAPE CORAL • FORT MYERS • FORT MYERS BEACH • SANIBEL

A wooden baseball bat and a white baseball with red stitching are positioned horizontally on the left side of the banner, partially overlapping the text.

Score \$25 million to
create jobs.

25MillionReasons.com

A green graphic element resembling a palm frond or a stylized leaf, positioned to the left of the word "FORT".

FORT MYERS

REGIONAL PARTNERSHIP

Bonita Springs ~ Cape Coral ~ Fort Myers ~ Fort Myers Beach ~ Sanibel