



Entry Packet

AMERICAN
CITY & COUNTY





INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS TABLE OF CONTENTS

SUBMISSION INFORMATION & GUIDELINES.....	1
CATEGORIES AT A GLANCE.....	2
FREQUENTLY ASKED QUESTIONS.....	3
ENTRY FORM CHECKLIST.....	4
PAYMENT FORM.....	5
ENTRY FORM.....	6
CATEGORY DESCRIPTIONS AND JUDGING CRITERIA.....	12



2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS SUBMISSION INFORMATION AND GUIDELINES

TIMELINE

Call for Entries:	February 12
Early Bird Deadline:	Postmarked by April 6
Final Deadline:	Postmarked by May 11
Judging:	June
Notifications:	July - August
Awards Presentation:	September 30 – October 3

ENTRY FEES (PER ENTRY)

Entrants:	Early Entry: By April 6	Regular Entry: April 7 – May 11
Communities with populations < 25,000	\$110	\$110
IEDC Members	\$110	\$165
Non Members	\$190	\$210

HOW TO PREPARE YOUR ENTRY: *FINAL DEADLINE MAY 11, 2018*

1. Refer to the Category Descriptions and Judging Criteria on pages 10-14 when completing the Entry Form.
2. Complete one Entry Form for each entry and answer all questions on pages 6-9. **Please include 5 hard copies of your Entry Form with your submission.**
3. Include any supporting material. **Please include 5 hard copies of your supporting material with your submission.**
 - o An optional profile of the project (max. 3 pages, double-spaced).
 - o Any appendices including charts, graphs, and photographs.
4. Clearly label all pages and items in the entry. Please do not submit entries in three ring binders.
5. Submit an electronic copy of all materials on a USB flash drive in addition to the hard copy. Please label clearly.
6. Complete the Payment Form on page 5.
7. Mail your entry, **postmarked by May 11**, to:
 - IEDC
 - Attn: Awards
 - 734 15th Street, NW, Suite 900
 - Washington, DC 20005

PRESENTATION OF AWARDS AT IEDC ANNUAL CONFERENCE

Award recipients will receive honors at IEDC's 2018 Annual Conference in Atlanta, GA. Entrants are encouraged to register and attend. For more information, please visit: <https://www.iedcevents.org/Atlanta/index.html>.

QUESTIONS? Contact Nye Harte at awards@iedconline.org or (202) 942-9483



2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS CATEGORIES AT A GLANCE

CATEGORIES 1-24: Judges grant Gold, Silver, and Bronze awards at their discretion. Awards are distributed by population groups within each category.

The population groups are as follows:

- Population less than 25,000
- Population between 25,000 and 200,000
- Population between 200,000 and 500,000
- Population greater than 500,000

PROMOTIONAL AWARDS

- | | |
|---|--|
| 1. General Purpose Print Brochure | 6. Paid Advertising Campaign |
| 2. Special Purpose Print Brochure | 7. Newsletter |
| 3. General Purpose Print Promotion | 8. Magazine |
| 4. Multimedia/Video Promotion | 9. Special Event |
| 5. Annual Report | 10. Innovation in Economic Development Week |

INTERNET AND NEW MEDIA

- 11. General Purpose Website**
- 12. Special Purpose Website**
- 13. New Media**

PROGRAM AWARDS

- | | |
|--|--|
| 14. Multi-Year Economic Development | 17. Entrepreneurship |
| 15. Business Retention & Expansion – Single Event | 18. Neighborhood Development |
| 16. Business Retention & Expansion – Program of 3 Years or More | 19. Human Capital Program |
| | 20. Real Estate Redevelopment & Reuse |
| | 21. Economic Equity & Inclusion |

PARTNERSHIP AWARDS

- 22. Public-Private Partnerships**
- 23. Partnerships with Educational Institutions**
- 24. Regionalism and Cross-Border Collaboration**

***PLEASE SEE PAGES 12-16 FOR FULL CATEGORY DESCRIPTIONS AND JUDGING CRITERIA.**

2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS FREQUENTLY ASKED QUESTIONS

1. **Can my organization apply for multiple awards?**
Yes, your organization may submit more than one entry including multiple submissions for the same category. Separate entry forms and entry fees are required for each; however, one payment form will suffice for all entries.
2. **Can I use one project for multiple award categories?**
Yes, you may submit the same project for different categories. Separate entry forms and entry fees are required for each; however, one payment form will suffice for all entries.
3. **Is the 3 page project profile mandatory?**
No, the project profile is not a mandatory section. You may choose to submit 5 copies of the profile as supplemental information. *Please note that the profile is not a continuation of questions 1-7. It must be separate from the questions.*
4. **My project has a lot of supplemental material - how much should I submit?**
There is no limit on supplemental material, but please keep in mind that we receive over 500 entries each year, and judges have limited time to review each entry. Submit concise material that supports your project and adds value for the judges.
5. **Can I submit an entry on behalf of another organization or person?**
You may submit an entry on behalf of yourself, a colleague, or another organization. If you are submitting on behalf of another organization/person, you must notify the other party.
6. **Do projects have to be completed in the current calendar year?**
Projects and programs do not have to occur in the current calendar year. If the project is still relevant to the operations of your organization, it will be considered a valid entry.
7. **How will I know that my entry has been received?**
A confirmation email will be sent upon receipt of your entry. Because of the large number of applications received, please allow 10 business days for notifications. We recommend shipping your entry via a method with tracking numbers for immediate delivery confirmation.
8. **Will judges have internet access during application review (and be able to visit my website)?**
Outside of the Internet and New Media categories, judges will **not** have access to the internet during judging. Please send all materials in hard copy and electronic version via USB.
9. **If submitting more than one entry, can all the electronic copies be included on one flash drive?**
Yes, you can include all electronic entries on one flash drive. Please do not submit electronic copies on CDs.
10. **Will I get my entry back after the judging?**
No, all submissions become the property of IEDC.
11. **Can I email my entry?**
No, all entries must be received in hard copy.



2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM CHECKLIST

PLEASE COMPLETE AND INCLUDE ONE COPY WITH YOUR ENTRY PACKET:

This entry contains a multimedia component to be viewed by judges.

Audio

Quantity:

Description:

Video

Quantity:

Description:

This entry falls into one of the following categories (#11-13):

- General Purpose Website**
- Special Purpose Website**
- New Media**

Website URL, if required:

Please note: only categories 11, 12, and 13 are judged online. All other categories are judged without internet access and should **not** include active URLs in applications.

I included 5 copies of the entry form (pages 6-11) **and** supplemental information.

Please note: only one copy of the payment form - page 5 - is required.

I included an electronic copy of my entry and supplemental material on a USB flash drive.

Please note: electronic copies will not be accepted on CD.

I reviewed the judging criteria including the **3 year requirement** for most Program categories.

***INCLUDE ONE COPY OF THIS PAGE WITH YOUR APPLICATION(S).**



2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS PAYMENT FORM

NAME:	TITLE:
ORGANIZATION:	
ADDRESS 1:	TELEPHONE:
ADDRESS 2:	FAX:
CITY/STATE/ZIP:	EMAIL:

Category	Quantity	Category	Quantity
1. General Purpose Print Brochure		13. New Media	
2. Special Purpose Print Brochure		14. Multi-Year ED	
3. General Purpose Print Promotion		15. Business Retention & Expansion – Single Event	
4. Multimedia/Video Promotion		16. Business Retention & Expansion – Program of 3 Years or More	
5. Report—Annual		17. Entrepreneurship	
6. Paid Ad Campaign		18. Neighborhood Development	
7. Newsletter		19. Human Capital	
8. Magazine		20. Real Estate Development & Reuse	
9. Special Event		21. Economic Equity & Inclusion	
10. Innovation in Economic Development Week		22. Public-Private Partnerships	
11. General Purpose Website		23. Partnerships with Educational Institutions	
12. Special Purpose Website		24. Regionalism & Cross-Border Collaboration	
Community Population Size* <input type="checkbox"/> < 25K <input type="checkbox"/> 25-200K <input type="checkbox"/> 200-500K <input type="checkbox"/> > 500K		Total:	

** If projects from different population groups are submitted, please check all and explain on the back of this form.*

Entrants	Dates	Entry Fees
Early IEDC Members	Feb 12 – April 6	<input type="checkbox"/> \$110.00
Early Non Members	Feb 12 – April 6	<input type="checkbox"/> \$190.00
Regular Members	April 7 – May 11	<input type="checkbox"/> \$165.00
Regular Non Members	April 7 – May 11	<input type="checkbox"/> \$210.00
Entrants in Population Size < 25,000	Feb 12 – May 11	<input type="checkbox"/> \$110.00

Total Entries Submitted: @ \$ ea.

Total Fees Enclosed: \$

PAYMENT METHOD

Payment must be received with applications. Nominations will not be considered until payment is rendered. Fee is in U.S. dollars. Please note that Entry Fees are non-refundable.

Check/Money Order # payable to **IEDC** is enclosed.
 Charge Credit Card:

VISA MASTERCARD AMEX

Credit Card Number:	
Name on Card:	Exp. Date:
Signature:	Date:

***INCLUDE ONE COPY OF THIS PAGE WITH YOUR APPLICATION(S).**



2018 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

PLEASE COMPLETE THIS FORM FOR EACH ENTRY. Include 5 hard copies and supplemental information with your submission.

ORGANIZATION:	
CITY:	STATE:
PREPARER NAME/TITLE:	EMAIL:
CONTACT NAME:	EMAIL:
PROJECT/PROGRAM NAME:	
ENTRY CATEGORY:	
POPULATION CATEGORY: <input type="checkbox"/> < 25K <input type="checkbox"/> 25K-200K <input type="checkbox"/> 200K-500K <input type="checkbox"/> > 500K	
DATE PROJECT BEGAN:	DATE OF COMPLETION (if applicable):
PROJECT BUDGET (Excluding Personnel):	
Enter website URL for categories 11 & 12:	

ENTRY CATEGORY:

- Promotional Award Categories 1-10 – **See Sheet A** (page 12)
- Internet and New Media Categories 11-13 – **See Sheet B** (page 13)
- Program Award Categories 14-21 – **See Sheet C** (page 14-15)
- Partnership Award Categories 22-24 – **See Sheet D** (page 16)

PROJECT DESCRIPTION:

This section is intended to provide an overview of the project. Please keep answers to each question under 1,200 characters (including spaces). **Note: If submission is part of a larger campaign, you may provide a description of the campaign in a separate profile of no more than 1 double spaced page, font size no smaller than 11. Please include images and pictures, where possible.**

1. Please provide a brief description of the project. Explain how this project addresses job creation, job retention, tax base enhancements and/or improves overall quality of life.

***INCLUDE PAGES 6-11 WITH YOUR APPLICATION (5 COPIES).**

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

3. Who is the target audience for this program/project?

***INCLUDE PAGES 6-11 WITH YOUR APPLICATION (5 COPIES).**

4. What is 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. Include metrics, where available.

5. What obstacles/barriers did you encounter in planning/implementing this project/program? How did you overcome them?

***INCLUDE PAGES 6-11 WITH YOUR APPLICATION (5 COPIES).**

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

7. Who are the participants in this project? What roles did they take in planning/implementation?

***INCLUDE PAGES 6-11 WITH YOUR APPLICATION (5 COPIES).**

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

9. Why do you consider this project worthy of an award?

***INCLUDE PAGES 6-11 WITH YOUR APPLICATION (5 COPIES).**

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

***INCLUDE PAGES 6-11 WITH YOUR APPLICATION (5 COPIES).**

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 Promotional Awards (Categories 1-10):

- Goal/mission
- Effectiveness of the promotion
- Clarity of message
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession
- Overall value for economic development efforts

Category Descriptions:

1. General Purpose Print Brochure

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general development and investment 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 Print Brochure

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

3. General Purpose Print 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. Only 1 copy of large print items (easily viewed by a group) is required.*

4. Multimedia/Video Promotion

A promotional piece, series of promotional pieces, or a promotional campaign that contains non-print elements. This can include videos or mailed promotional items.

- *Videos to be viewed must be provided on a USB drive. Judges will not have internet access during judging.*

5. Annual Report

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

6. 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.*

7. Newsletters

A publication that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.

- *Submit one issue.*

8. Magazine

A publication that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.

- *Submit one issue.*

9. Special Event

A meeting, seminar, marketing tour, event, or trip designed to develop prospects and promote economic development.

- *Profile must include: Event goals and objectives; audience; location; other relevant details.*

- *Submit printed materials, such as program or invitation*

10. Innovation in Economic Development Week (Please note: This category utilizes different judging criteria and has a special deadline of **June 1, 2018**)

A campaign organized to promote the economic development profession in your community, region, or state/province during EDW. Types of promotion include, but are not limited to, an event, seminar, marketing tour, web or print projects, video, and social and digital media campaigns.

Judging Criteria: Please note that criteria are meant for completion during EDW (May 7-12)

- Goal/mission
- Innovation/creativity
- Effectiveness of EDW promotion
- Community or other EDO involvement (local, regional, or state level)
- Use and quality of promotion utilizing social media

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

B. INTERNET AND NEW MEDIA AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR INTERNET & NEW MEDIA AWARDS.

These awards recognize outstanding and innovative use of the Internet and new media including podcasts, blogs, wikis, extranet and intranets for economic development. **Since these categories are judged remotely, please include all material to be reviewed in electronic format and provide relevant URLs.**

Judging Criteria for Internet & New Media Awards (Categories 11-13):

- Goal/mission
- Quantifiable results related to goal
- Data type & quality
- Effectiveness of message
- Interactivity
- Timeliness/relevance of information
- Quality of content
- Organization, visual appeal and navigability
- Accessibility
- Overall value for economic development efforts

Category Descriptions:

11. General Purpose Website

Websites designed to promote city, state, or regional economic development organizations. This category will honor communities and organizations that are using the World Wide Web as an effective marketing tool to promote services and offer information to clients.

- *Include active URL of the home page.*
- *Applications are judged remotely. Please be sure to include electronic copies of all materials to be reviewed.*

12. Special Purpose Website

A specialized website designed for a specific purpose such as promoting community data/demographics, sites and buildings, tourism or other specific types of marketing relating to economic development. The website must be for a single specific purpose and have a unique URL to demonstrate it is separate from a primary website.

- *Include active URL of the home page.*
- *Applications are judged remotely. Please be sure to include electronic copies of all materials to be reviewed.*

13. New Media

This award recognizes innovation in economic development through the deployment of new media formats. It stresses the innovative use of technology to further economic development initiatives including social media and digital media platforms (all types of initiatives are eligible such as marketing, BRE, entrepreneurship development, or talent attraction).

- *Device apps must be able to be judged without the use of a smart phone or tablet.*
- *Applications are judged remotely. Please be sure to include electronic copies of all materials to be reviewed.*

C. PROGRAM AWARDS

PLEASE REFER TO THESE SHEETS WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROGRAM AWARD.

The Program Awards recognize successful programs in economic and business development that retain and/or generate jobs and investment on an ongoing basis.

Judging Criteria for Program Awards (Categories 14-21):

- Goal/mission and achievement through measureable results
- Extent of the economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program
- Achievement of its stated objective with measurable results
- Development of strong relationships with relevant players and widespread support in the community
- Innovation, originality, and cost effectiveness
- Relevance and transferability of elements to other communities
- Program must have been active for at least 3 years

Category Descriptions:

14. Multi-Year Economic Development Program

A program, initiative, or creation of business improvement districts, special improvement districts, workforce investment boards, redevelopment agencies, local economic development corporations that fosters economic development. Applicants should be able to demonstrate results over a minimum period of three years of operation in a manner that has been documented.

15. Business Retention and Expansion (BRE) – Single Event

These awards honor economic development initiatives that focus on retaining and growing existing businesses within communities and regions. Applicants should demonstrate extensive cross-community collaboration, and the ability to adapt and respond quickly to unforeseen events.

- *This award recognizes single events in which a community successfully mobilized to retain and/or expand an existing business. The 3 year requirement is not relevant to this award.*

16. Business Retention and Expansion (BRE) – Programs of 3 Years or More

These awards honor economic development initiatives that focus on retaining and growing existing businesses within communities and regions. Applicants should demonstrate extensive cross-community collaboration, and the ability to adapt and respond quickly to unforeseen events.

- *This award recognizes effective, innovative BRE programs or initiatives which have been established for a minimum of 3 years.*

17. Entrepreneurship

This award recognizes programs, policies, or initiatives that nurture and support individuals or emerging small businesses to develop their ideas, products, and/or services into viable, competitive businesses. This can include, but is not limited to, providing access to finances, services, experts, networks, mentors, technology transfer, management resources, and fast learning environments.

C. PROGRAM AWARDS

PLEASE REFER TO THESE SHEETS WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROGRAM AWARD.

Judging Criteria for Program Awards (Categories 14-21):

- Goal/mission and achievement through measureable results
- Extent of the economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program
- Achievement of its stated objective with measurable results
- Development of strong relationships with relevant players and widespread support in the community
- Innovation, originality, and cost effectiveness
- Relevance and transferability of elements to other communities
- Program must have been active for at least 3 years

18. Neighborhood Development

This award recognizes innovative programs that stimulate economic development on a neighborhood scale. It includes the range of strategies or initiatives that seek to facilitate the revitalization or redevelopment of distressed or devastated neighborhoods including business-oriented, people-oriented, place-oriented, and community-building efforts.

19. Human Capital

This award distinguishes economic development efforts that develop strategic approaches to meet one or more of the following objectives: 1) strengthening the skills of the workforce; 2) increasing and developing the pool of knowledge workers, including youth in the pipeline; 3) enhancing the skill sets of low-skilled and other disadvantaged workers; and 4) better integrating and aligning economic and workforce development activities through systemic attempts at building a workforce system; and 5) talent attraction through initiatives such as direct recruitment, relocation guides, and marketing campaigns.

20. Real Estate Redevelopment & Reuse

This award recognizes innovative real estate development or reuse projects purpose-built or adaptively reused for the creation of jobs or for increasing the tax base. By demonstrating a measurable and quantitative impact on employment and the tax base, winning projects will also serve as catalysts for economic development in the area or region and will demonstrate innovative partnership approaches including public and private sectors.

21. Economic Equity & Inclusion

This award recognizes programs dedicated to improving the quality of life within a community through focused, innovative, and inclusive initiatives that incorporate the unique experiences and knowledge of underserved members of the community. These programs promote economic equity and inclusion and/or provide increased access to government and community resources to an underserved populace.

- *The three year program requirement is reduced to one year for this category.*
- *This award will be presented at the Keynote Luncheon during the IEDC 2018 Annual Conference in Atlanta, GA.*

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

D. PARTNERSHIP AWARDS

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

These awards recognize significant partnerships formed in support of economic development and growth.

Category Descriptions:

22. Public-Private Partnerships

This award recognizes outstanding and innovative development projects that have significantly enhanced revitalizations of communities, states, or regions. Winners represent efforts in which larger private contributions have been added to smaller, vital public commitments. **Nominees should demonstrate:**

- The extent to which public and private sector participants have formed a true partnership or joint venture in planning, developing, and financing the project.
- Direct economic benefit to the community (such as jobs and tax base)
- Spin-off impact of the project
- Creativity or innovation in packaging the project (e.g., land acquisitions, joint venture aspects and financing)
- *Profile must include: project name; location; the developer; the firm; complete information of the prime contact, the chief executive officer and chief elected official of the city. Describe the project and its significance to the community. Include the types of projects (retail, industrial, office, etc.), its physical size and financing agreements. Specify the contributions of the nominee.*

23. Partnerships with Educational Institutions

This award recognizes excellence in economic development through meaningful linkages with postsecondary education. This includes, but is not limited to, collaborations in areas of real estate development, community-related research or technical assistance, economic strategy, workforce development, technology transfer, talent attraction and retention, entrepreneurship, and other relevant efforts. The focus will be on the nature and character of the partnership as well as the programmatic outcomes. **Nominees should demonstrate:**

- The extent to which the participants have formed a true partnership or joint venture in planning, development and financing the project
- Direct economic benefit to the community, such as creating jobs, increasing the tax base, or other results related to the partnership's goal
- Spin-off impact of the partnership
- Creativity or innovation in organizing and/or governing the partnership
- *Profile must include: the name of the partnership and the partners; its location(s); and the nature of the partnership. Describe the significance of the partnership to the community. Include the types of projects (research, retail, industrial, office, etc.), its physical size (if applicable) and financing agreements. Specify the contributions of the nominee.*

24. Regionalism and Cross-Border Collaboration

This award focuses on innovative approaches to regionalism and other forms of cross-border cooperation (across city, county, state, province or international borders). The efforts can focus on any area(s) of economic development (e.g. business retention and expansion, marketing, trade, tourism, etc.). **Applicants should demonstrate innovative approaches to fostering, governing, and sustaining regional and cross-border collaborations, including:**

- Governance mechanisms (e.g. board selection, membership, stakeholder participation)
- Financing (e.g. revenue sharing arrangements)
- Management (e.g. conflict resolution strategies, project management)
- Success measures relevant to the objectives of the partnership
- *Profiles must include: the names of the collaborating members; their location(s); and the nature of the collaboration. Describe the significance of the collaboration to the respective communities. Include the type of projects involved and financing agreements. Specify the contributions of the nominee.*