

2016
INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL
EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS
WINNING PROJECT DESCRIPTIONS



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Category
Population
Medal

Project Name
Organization
City, State
Country (non-US)

Promotional Awards

General Purpose Print Brochure

Population: less than 25,000

Gold

Aerial Map Marketing Brochure
Converse Economic Development Corporation
Converse, TX



The aerial map brochure was intended to be an eye catching piece of literature that potential developers would open and have all of the information they would need at their fingertips. The brochure was designed after having many meeting with developers and having all different information one 4-5 different promotional pieces. Converse EDC decided to create a brochure that was a one stop shop for information needed to make informed decisions on where in Converse would best suit their business needs. Converse wants to show not only the facts but also what Converse can do for the businesses looking to expand. The back of the brochure goes over what the city does to make Converse the right place for a business.

The Converse EDC is a Type B Corporation under the laws of the State of Texas with a seven member Board of Directors appointed by the City Council of Converse. The Converse EDC was created in 2000 by voter referendum to create, attract, retain and expand business opportunities for Converse and its residents. Converse is home to more than 18,000 residents and over 200 diverse businesses.

Silver

Geneva Community Guide
Nebraska Public Power District Economic Development
Columbus, NE



Nebraska Public Power District

Always there when you need us

Nebraska Public Power District (NPPD) serves 86 of Nebraska's 93 counties and serves a population of greater than 600,000. Nebraska is the only state that is served solely by public power. NPPD uses a diverse mix of generating facilities to meet customers' needs, including nuclear, coal, natural gas, oil, wind, hydro and diesel resources. NPPD and public power utilities work with their local, regional and state economic development organizations to position communities and regions for economic growth, to assist with the expansion and retention of existing industry, and to attract new businesses. The community guide is an illustration of the assistance provided to promote communities to excel in economic development.

The community guide is an example of the assistance provided in endorsing communities to excel in economic development. The community provides detailed information specific to the community for the booklet while NPPD provides general information. Colored photos enhance the appearance of the book to grasp the reader's attention and offer a visual glance of the community.

Bronze

City of Kingsburg Economic Development Brochure
City of Kingsburg
Kingsburg, CA



The City of Kingsburg is a small, Swedish themed City located in Fresno County in Central Valley California. With just over 12,000 total residents, we rely on our ability to provide quality, efficient service to promote our economic development efforts. This brochure effort is part of our overall marketing plan, including City website, centralized staff and an aggressive incentive program. Kingsburg needed a way to promote the community while offering a snapshot of analytics that will help drive decision makers to Kingsburg.

The community has changed courses over the past twenty four months, working to improve our overall reputation within the economic development community. Once seen as difficult and non-business friendly, new leadership has set the course for making our community competitive again. This brochure is a lynchpin of information. It provides an aesthetically pleasing document for the reader, while still providing information related to demographics, incentives, successes, locational resources, and land available for development.

Population: 25,000 - 200,000

Gold

Alpharetta Community Brochure
City of Alpharetta
Alpharetta, GA



The City of Alpharetta is one of Georgia's oldest and newest cities. Moving from an agricultural city for over 100 years to Metro Atlanta's technology hub in the last 25 years has made Alpharetta one of the fastest growing cities in the country. Now the "Technology City of the South", Alpharetta strives to show the world the progress we have made and the amazing community that we are. In all of our publications, we use the latest and greatest technology such as Augmented reality. The use of AR literally brings our brochures to life with embedded digital content and stand out from the traditional one dimension print piece.

Waterfront Place
Port of Everett
Everett, WA



The Port of Everett's Waterfront Place Central mixed-use redevelopment project is more than just a large scale real estate venture. It is an economic catalyst to spur growth throughout the Everett community. This port-driven, 65-acre project, surrounded by the the Port's 2200 slip marina creates new jobs, connects the community to its historic and cultural past, and quality waterfront trails and parks. The marketing materials created for this project are used in a wide variety of ways, and provide a flexible system to make an intangible project tangible for developers, investors, tenants, the media and community. These tools form a platform of content utilized in multiple media forms to keep a consistent project brand and message, and an economical method to promote the project.

Silver

Purdue Research Park Aerospace District Brochure
Purdue Research Foundation
West Lafayette, IN



The goal of the project was to increase awareness of entrepreneurship and job creation to our Indiana audiences. As the State of Indiana's only land-grant institution, we are keenly aware of our responsibility to provide a positive impact on Indiana in supporting the economy by building jobs. One of the best ways we can do this is through the commercialization of Purdue University's intellectual property, supporting entrepreneurs and helping diversify our economy for a strong future.

The results of the project were immediate for the startups and entrepreneurs. Every single entrepreneur highlighted in the series received positive feedback and many made connections that directly led to an investment, agreement and collaboration.

The Purdue Research Foundation is a private, nonprofit foundation created to advance the mission of Purdue University. Established in 1930, the foundation accepts gifts; administers trusts; funds scholarships and grants; acquires property; protects Purdue's intellectual property; and promotes entrepreneurial activities on behalf of Purdue.

Economic Development Leasing Packet and Print Marketing Campaign
City of Burbank
Burbank, CA



The City of Burbank leasing packet and accompanying advertising campaign were developed in 2015 as part of a project highlighting city attributes for real estate professionals. Showcasing Burbank with contemporary design, high-quality photography and concise copy, the packet has served as a prime selling tool to brokers, property owners, and developers. At the same time, a supporting advertising campaign reflecting the same message has appeared in business journals, shopping center publications, and on-line. Together, they emphasize Burbank's entertainment culture, City incentives, demographics, creative environment, co-tenancy, access, and the four major commercial neighborhoods offering distinct business profiles..

The design quality and creative caliber of the leasing packet and the accompanying advertising campaign are unlike marketing materials normally produced by government agencies. They reflect how Burbank has emerged a major media and entertainment center embracing more than 1,000 media-related companies.

Home to The Walt Disney Company and Warner Bros. Studio, the leasing packet and advertising materials reflect Burbank's status as Media Capital of the World with a desirable creative workforce and an exceptional business destination.

Bronze

2016 Allen Community Profile
Allen Economic Development Corporation
Allen, TX



The Allen EDC is a six-member team located in Allen, Texas. Our commitment to the future of businesses and entrepreneurs in Allen is second to none. At the Allen Economic Development Corporation, we offer expert guidance, hands-on assistance, and work alongside Allen businesses to help them meet and exceed goals.

The community profile was an effort by Nichole Vance, our Marketing Manager, and Andrew Matheny, the Economic Development Analyst. Community profiles are a staple of economic development marketing, but we've added a new twist to help freshen up the format and make it more engaging. By adding the web key, we've been able to avoid cluttering up our profile with charts and graphs that don't convey a message by themselves. We are able to focus on telling readers about our community with a more human-based perspective. The web key gives the option for anyone reading the profile to visit our website for more in-depth information.



In the Summer of 2015, the Golden Triangle Development LINK began planning an innovative marketing campaign with regional partner Tellos Creative, LLC., to promote its presence as a regional economic development organization.

In keeping with the often-used description that development is a “team” sport, the GTR LINK and Tellos developed a campaign video to achieve two goals: 1) bolster Community support for the organization and 2) recruit members to join the GTR LINK’s private investment group, The Trust. Highlighting the many years of success and uncanny wins in a small community, the campaign centered around a football theme.

Part of that campaign included an invitation brochure targeted to invite members to a kickoff event to “Meet the Team.” The piece featured an events calendar magnet, tickets to events throughout the year, fan gear order forms and an invitation, all packaged in a custom die-cut fold-out.

About The GTR LINK: The Golden Triangle Development LINK is the regional economic development organization for Clay, Lowndes and Oktibbeha counties. Located in northeast Mississippi, the LINK’s current record of investment totals \$5.4 billion and more than 5,800 jobs.

Population: 200,000 - 500,000

Silver

First Impressions

Lincoln Partnership for Economic Development
Lincoln, NE



The Lincoln Partnership for Economic Development (LPED) is a public-private collaboration charged with fulfilling Lincoln’s economic development goals. LPED executes economic development activities to produce and sustain economic growth, generate jobs and improve the quality of life for the citizens of Lincoln.

The First Impressions publication is a promotional brochure produced by the Lincoln Partnership for Economic Development in early 2016. Previously, the organization relied on numeric reports to convey the positive attributes of operating in the Lincoln business environment. Though the numbers spoke for themselves, LPED wanted a different approach to become the touchstone of new business attraction and site-selection. The publication has become a part of a larger campaign to market the City of Lincoln to businesses and site-selection consultants. Lincoln has seen sizable growth in number of target sectors and has many success stories. We wanted to utilize these stories to demonstrate the potential Lincoln holds for their business and invite them to a place where they will be supported on many fronts.

Bronze

Loudoun County Farmer Trading Cards

Loudoun County Department of Economic Development
Ashburn, VA



This was a unique partnership between Loudoun County Public Schools and Loudoun County Department of Economic Development. Focused on enhancing the school system's USDA Farm to School grant, our goal was to assist in teaching kids the importance of fresh and local foods and agriculture.

Working with our local agricultural community, the Department of Economic Development selected 12 Loudoun farmers to appear on "farmer trading cards." We interviewed each farmer to create interesting profiles for each card, and used their photos of themselves in an agricultural setting.

We then designed and produced a total of 87,000 cards, and distributed them to all 55 LCPS elementary schools. Cards were distributed beginning on "opening day" for the 2016 baseball season, and kickoff events were held at multiple schools. Individual farmers were promoted by schools, and arrived like celebrities to autograph their cards for the students.

The project was a tremendous success. Local, state and national media all covered the story of the cards, and multiple school organizations asked to adopt the idea for their own communities. Students loved the cards, and enjoyed collecting and trading them back and forth. We have also nurtured a new relationship with the schools for future projects.

Population: Greater than 500,000

Gold

Washington, DC Neighborhood Profiles: 2016 Edition

Washington, DC Economic Partnership
Washington, DC



The Washington DC Economic Partnership (WDCEP) is a non-profit, public-private organization whose core purpose is to actively position, promote, and support economic development and business opportunities in Washington, DC.

Through historical knowledge of the city's business and economic climate, accurate analytics, data, and research, and community partners and access, WDCEP is the central organization in Washington, DC that connects public and private sectors, neighborhoods, and real estate communities to local, national, and international audiences.

The WDCEP's Neighborhood Profiles provides an overview of 54 neighborhoods and commercial corridors in DC. The Profiles offer the most comprehensive collection of data available at this level. This resource informs entrepreneurs, small businesses, and retailers/restaurants of the investment opportunities throughout DC. The Profiles include recent demographic data at the neighborhood level, relevant investments (business openings, recent/planned development, and new infrastructure), government resources/incentives and maps showcasing neighborhood anchors/major attractions.

One of US Campaign
Columbus 2020
Columbus, OH

COLUMBUS[★]
2020

The One of US campaign, developed by Columbus 2020, is an unprecedented marketing effort that is increasing awareness of the Columbus Region's diverse economy and how it is driven by world-class organizations, fantastic talent and top-level resources. The campaign elevates that while individual Columbus Region organizations each have a success story of their own, they are also part of a mosaic of institutions that work together to ensure Central Ohio's growth and prosperity. Dozens of one-of-a-kind organizations are engaged in the effort and helped launch it, and more join in each week, demonstrating their commitment to the Columbus Region while providing a reflection of the community's collaborative spirit. The campaign welcomes millions of visitors via installations at Port Columbus International Airport and is integrated throughout various facets of Columbus 2020's overall marketing plan, including advertising placements, collateral and digital marketing executions. See more at columbusregion.com/oneofus.

Denver South Website
Denver South EDP
Englewood, CO



The Denver South website was built to be the foundation of Denver South's marketing efforts. The site was created in partnership with Denver marketing firm Vladimir Jones. Denver South and Vladimir Jones designed the site to create an authentic look and feel that showcased the vibrant business community in Denver South and to highlight the Region's competitiveness nationally.

The website is intended to serve as a resource to local businesses, but also to be an effective lead generation tool. Competitor and customer research identified a focus on small and medium sized businesses to be an opportunity for differentiation. To more effectively support small and medium sized businesses economic development specific language was largely removed from the site. The content was created to be more lighthearted and upbeat and built around the needs of smaller business executives. Additionally, a plan builder was created to allow for custom reports for site selection due diligence.

Site engagement metrics have drastically improved since the launch of the new website. The bounce rate has dropped from over 90 percent to 65. Time on site and page depth have also seen significant improvement. The new website now allows for the launching of proactive outbound marketing efforts.

Silver

Columbus Region Performance Dashboard
Columbus 2020
Columbus, OH

COLUMBUS[★]
2020

Columbus 2020 developed the Columbus Region Performance Dashboard to provide a snapshot of Columbus Region economic data and progress. Using data and graphics, the dashboard provides a unique and easy-to-digest look at the regional economy and how success is measured. It also provides context for how the Columbus Region performs against its peers. One of Columbus 2020's most popular pieces, thousands of event and meetings attendees have received piece, and several of them share it on social media and declaring their pride for the Columbus Region. The most current version of the Performance Dashboard, updated each month, is always available for download on columbusregion.com and is frequently distributed by a variety of organizations including the Columbus Chamber, Columbus 2020 investors and private sector partners.

Bronze

Sales Brochure
South Carolina Power Team
Columbia, SC



Purpose driven marketing piece featuring South Carolina's assets with a two-fold purpose: make a positive impression on a company about SC and why SC Power Team is the essential utility partner ready to assist in a relocation.

Hong Kong Startup Ecosystem Flyer
Invest Hong Kong
Hong Kong
China



The 2015 Hong Kong Startup Ecosystem flyer aims to highlight the major results of the Startup Profiling Survey involving 30 target respondents located in 24 co-working spaces and six incubators/accelerators. The results show that Hong Kong's startup ecosystem has significant increase in terms of number of startups, staff and workstations from a year ago. The flyer provides an overview of Hong Kong's startup scene and substantiates the fact that Hong Kong is one of the fastest growing startup hubs in the world. It also aims to attract overseas startups to consider Hong Kong during their early planning stage.

Special Purpose Print Brochure

Population: Less than 25,000

Silver

Entrepreneur's Guide to Starting a Business
City of Waynesboro
Waynesboro, VA



The Office of Economic Development and Tourism, as well as other City offices, regularly receives questions on how to start a business. Many prospective entrepreneurs don't know where to start or have awareness of all the steps necessary to launch and maintain a successful business.

This special-purpose brochure was designed to provide entrepreneurs with a clear path to starting a business in Waynesboro, Virginia. We took the traditional checklist one step further: This brochure shows the sequential pathway of launching a business in a colorful, easy-to-follow format reminiscent of a game board. Resource partners are noted along the way and summarized with contact information. We use the brochure to guide conversations with entrepreneurs as we assist them to focus on each step and evaluate their level of readiness.

Population: 25,000 - 200,000

Gold

2016 Mixed Media Initiative

Allen Economic Development Corporation
Allen, TX



The Allen EDC is a six-member team located in Allen, Texas. Our commitment to the future of businesses and entrepreneurs in Allen is second to none. At the Allen Economic Development Corporation, we offer expert guidance, hands-on assistance, and work alongside Allen businesses to help them meet and exceed goals.

The Allen Economic Development team created video brochures as an attention-getting educational tool and promotional giveaway. We wanted to create a product that not only incorporated all of the sales elements of a traditional brochure — captivating copy and design as well as high-quality printing — with video to tell the story of Allen. The brochure is part of a campaign where we combine three elements: who we are at the AEDC, what our city has to offer and the stories of our business community. The elements within the brochures will be featured via interactive landing pages, ad campaigns and on our AEDC website.

Silver

Village of Mount Prospect Business Resource Guide

Village of Mount Prospect
Mount Prospect, IL



The Business Resource Guide was created by the Mount Prospect Community Development Department to assist individuals that wish to open a business in Mount Prospect. This Special Purpose guide provides step by step instructions on the policies and procedures involved in opening a business in a logical, easy to read format. It also includes contact information for a variety of local, regional and national small business resources.

The brochure is intended to make the process of opening a business less intimidating and easier to understand. The guide answers some of the common questions entrepreneurs have and informs them of local rules and regulations. Although it contains a significant amount of material, the guide saves time by having information all in one place. Entrepreneurs feel comfortable leaving a meeting with a reference they can utilize in the future.

The brochure used as part of the Village's economic development efforts, including the Mount Prospect Entrepreneurs Initiative. It is a great "take away" item from our entrepreneur workshops, as well addressing inquiries about the Village's business licensing process. It is also available at our library, Chamber of Commerce office, and on the Village website.

Great Opportunities Abound in Downtown Clearwater
City of Clearwater Economic Development and Housing Department
Clearwater, FL



The brochure is designed to market six downtown sites to commercial real estate brokers, developers and site selectors. The selected sites are a combination of private and city-owned properties posing significant development opportunities. Property details for each site are included. A single point of contact for all properties is listed to streamline inquiries from interested parties. The brochure is also used by our team to promote Clearwater and our economic development programs on a local, regional and national level.

We used a combination of traditional dissemination methods and social media to reach our target audience. In addition to direct mail and email to targeted audiences, we also placed a companion advertisement in business publications with nationwide circulation of more than 250,000 readers. A blog post, social media placements and a press release further enhanced our reach throughout the region.

Our mission is to improve and expand the economic base of the community through the retention and expansion of existing businesses and the attraction of new businesses and real estate investment, and by implementing value-added strategies and programs that enhance the community's overall high quality of life and local and national image.

Population: 200,000 - 500,000

Gold

Still Golden Campaign
Santa Clarita Valley Economic Development Corporation
Santa Clarita, CA



The Santa Clarita Valley is the premier business destination in California that is Still Golden® - a place where the California Dream is still alive and well for businesses of any size. SCVEDC's Still Golden marketing campaign invested in creation of new brochures, themes and videos capturing the rich SCV lifestyle. These media were deployed through print, billboard and digital advertising, and social media. The campaign is adaptable to specific announcements, such as the announcement of Logix Federal Credit Union relocating its headquarters to the SCV. This multimedia campaign strengthens the identity of the SCV as the place where companies can prosper in a diverse and resilient economy.

Guide for New Businesses
Town of Richmond Hill
Richmond Hill, Ontario
Canada



Guide for New Businesses

In an effort to attract and retain new businesses to Richmond Hill, Economic Development saw a need to create an easy-to-use guide to help businesses understand what they need to know and do before moving to Richmond Hill. The Guide for New Businesses is especially useful for companies moving to an existing space or those designing a new building. Available in an electronic format, the guide provides links to valuable information and relevant forms including specifics on finding the right location, zoning guidelines, building and occupancy permits and key business resources and contacts.

Town of Richmond Hill
Richmond Hill is proud to be home to Canada's Most Educated Workforce and many world class businesses, head offices, multi-national corporations and small start-ups. Richmond Hill is known for its four distinct sectors of strength - professional, scientific and technical services; finance and insurance; information and culture; and health. Each of these sectors includes many companies that have chosen Richmond Hill to establish and grow their business.

Population: 200,000 – 500,000

Silver

Financing our Future: 2015 Tax Increment Financing Report
Urban Redevelopment Authority of Pittsburgh
Pittsburgh, PA



The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base, and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing, and conveying sites for major mixed-use developments and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements.

Financing our Future, the URA's 2015 Tax Increment Financing (TIF) Report, is the first in an annual publication series that promotes TIF as a key economic development tool in the City of Pittsburgh. The purpose of the publication series is to enhance TIF comprehension for local taxing body leadership, taxpayers, and public and philanthropic funders through a simple and concise explanation of the impact of the 29 active and completed TIF districts in the City of Pittsburgh. In an era of growing scrutiny over how local public resources are invested, the report emphasizes the economic returns that the public receives as investors in public infrastructure in their communities.

Population: Greater than 500,000

Gold

Sector Profile Series
City of Mississauga
Mississauga, Ontario
Canada



The City of Mississauga has a very diverse business community with strength in the following four major knowledge-based sectors: Life Sciences, Advanced Manufacturing, Information and Communication Technologies and Financial Services. In order to capitalize on these high growth sectors, the City's Economic Development Office is taking a cluster approach by delving into our key sectors to get a better understanding of our local and regional assets. As a result, we have created a series of targeted value propositions customized by sector. These sector profiles have been very effective for business attraction because it provides our targeted audience with information needed to make well-informed business investment decisions.

Silver

Memphis Regional Megasite

Tennessee Department of Economic and Community Development
Nashville, TN



**MASTERED IN
TENNESSEE**

TNECD.com

Tennessee is home to the most eligible site in the country for large-scale industrial developments, the Memphis Regional Megasite. This 4,100 acres of prime industrial real estate was ready to be debuted to companies, but it lacked the marketing materials necessary to showcase the site's potential.

It was important to our team to capture the spirit of how it feels to live and work in West Tennessee. The authenticity and pride that you experience in this region is unparalleled. Every visual element in our marketing materials, from video footage to photography, reflects real people and companies in real settings.

We have created a full marketing package for this site including an overhauled website, memphismegasite.com, high-end collateral and two short videos. All of these materials support our current marketing campaign for economic development in Tennessee, "Mastered in Tennessee."

This collateral is the first touch point with potential prospects. It highlights case studies from some of our most successful brands that landed in areas similar to rural west Tennessee in order to show companies the potential of bringing their brand to Tennessee.

Bronze

Cold Latitude, Warm Attitude

GREATER MSP
Saint Paul, MN

GREATER > MSP

Minneapolis Saint Paul Regional Economic Development Partnership

This publication was developed as part of a talent attraction initiative. Cold weather is often seen as an obstacle for newcomers to the region. Working with partners we hosted a regional "Day of Play" to teach winter activities and help newcomers connect in the region. This booklet captured the highlights of the day and was used with media, partner organization and investors to showcase the event. It was developed by GREATER MSP, the regional economic development organization of the Minneapolis Saint Paul region.

General Purpose Print Promotion

Population: 25,000 - 200,000

Gold

Petaluma Business Toolkit

City of Petaluma
Petaluma, CA



The Petaluma Economic Development program aims to create transparency and predictability for business applicants that need permits for new or existing spaces. This toolkit provides an overview of the local resources that support small business and provides extensive descriptions of how the City's development policies may affect a business. The goal being to help businesses identify the time and cost required to secure required City permits. The toolkit is branded to support the Petaluma brand and to showcase successful businesses and talent in Petaluma.

Population: 200,000 - 500,000

Gold

Harvest Box Save the Date

Shenandoah Valley Partnership
Harrisonburg, VA



The Shenandoah Valley Partnership (SVP) is the regional economic development and marketing organization in the Shenandoah Valley of Virginia representing twelve localities and over 180 private sector members. SVP works with public and private partners at the local, regional, and state level to attract new business to the area, help existing businesses expand, and guide strategic workforce development.

SVP created a unique Save-the-Date marketing promotion to entice a select group of site location consultants to attend a September 2016 familiarization (FAM) tour and learn more about economic development opportunities in the region. Focusing on the Shenandoah Valley's rich agricultural heritage and abundance of locally produced foods, a special "harvest season" gift box of local products was developed. Branded marketing materials were designed to tie each product to a regional economic development asset, highlight the date of the tour, and visually identify the geographic location of the region.

The Harvest Box was mailed in November, 2015 to align with the Valley's harvest season and ties into a larger tour theme of a "nostalgic road trip to remember". The graphics designed for this project are now leveraged throughout all of SVP's standard marketing material, contributing to a cohesive, recognizable brand.

Silver

Breeder's Breeders' Cup: Here's Our Proof

Commerce Lexington Inc. Economic Development
Lexington, KY



Lexington, Kentucky, is known as "The Horse Capital of the World," which gives our community an international flavor all its own. In 2015, Lexington's Keeneland Race Course hosted The Breeders' Cup World Championships, which is the Super Bowl of thoroughbred racing over two days. With a mission to recruit new companies to Lexington, as well as assist our existing businesses grow, Commerce Lexington Inc. targeted the horse owners and investors attending the event, because many of them own and manage corporations. We developed a marketing campaign called "Here's Our Proof," a play on words that highlighted another of Kentucky's signature industries – bourbon. Leveraging the powerful 'hook' of bourbon, our team developed several print promotional banners and advertisements for the Breeders' Cup event. Our team created two pull-up banners that featured our key rankings on the backdrop of bourbon. The rankings are our "proof" that Lexington is a great place to do business and were featured in several locations during the weeklong event. We also used the same design and theme for an advertisement in the Keeneland program days before the Breeders' Cup, as well as in our bourbon box gift we provided for the top 200 horse owners.

Video/Multimedia Promotion

Population: 25,000 - 200,000

Gold

Alpharetta 360
City of Alpharetta
Alpharetta, GA



The City of Alpharetta is over 150 years old. The majority of those years Alpharetta spent as an American agricultural producer with a small population of around 3,000 residents. In the late 1980's, a development boom hit Alpharetta as companies and executives retreated from the downtown jungle of Atlanta seeking a higher quality of life. Alpharetta became one of the fastest growing cities in America building high end residential neighborhoods and what is now a flourishing 22 million square feet class-A office market! However with the fast growth, Alpharetta was just keeping their heads above water with the developments rapid growth. Alpharetta remained one of the Metro Atlanta's hidden gems. However, we are not going to be a hidden gem any more. We launched Alpharetta 360 to literally tell the world what Alpharetta has to offer! From a community to broker to CEO, we are telling the world via social media that Alpharetta is the place to be.

Silver

Work Where There's Room to Play
The City of Frederick Department of Economic Development
Frederick, MD



The City of Frederick Department of Economic Development developed a three minute film, "Work Where There's Room to Play," to showcase the benefits of working in Frederick, Maryland. From thriving Downtown Frederick to outdoor activities, the film highlights the opportunities of life outside of work. The project was developed after Tech Frederick, an area non-profit that advocates for the local IT industry, indicated recruiting top talent to Frederick was a priority. The video promoted Frederick as a great place to live and work and gave IT companies another tool to attract high quality employees. The video launched at a live event and simultaneously via Facebook, YouTube, and Twitter. The project was a success in every sense. Within 10 hours, the video was viewed 15,000 times on Facebook (organic) and it was clear it was "going viral." It was viewed over 63,000 times and shared over 1,500 times on Facebook. Today, local IT companies use it to assist with their recruitment efforts.

The City of Frederick Department of Economic Development strives to increase economic opportunity in Frederick by supporting and promoting a community where businesses and residents can thrive.

The Right Combination
City of Springfield
Springfield, MA



Springfield, Massachusetts is known nationally as the home to a pair of national treasures – the birthplace of the sport of basketball -home to the Naismith Memorial Basketball Hall of Fame; and the birthplace of Theodore Geisel – commonly known as "Dr. Seuss". The city has strong business sector as well, serving as the world headquarters for MassMutual Financial, Smith & Wesson, and Peter Pan Bus Lines to name a few and welcoming new companies like MGM Resorts, currently building a \$950 million mixed use resort in the city's downtown.

Despite these very positive attributes, the city has been impacted by negative media in recent years from appearing on negative national lists to local perceptions around crime. The city, for the first time in well over a decade, undertook a promotional video project titled “The Right Combination” as a way to begin to address perceptions but mainly to highlight the many positive attributes of Springfield. The result of the project was overwhelmingly positive – now over 15,000 views on Youtube, thousands of social media shares, a shortened version airing as a city television commercial - all of this leading to current and former residents boasting about their hometown. The video has been a welcome addition to the city landscape – and it’s a landscape that is growing at a rapid clip with nearly \$3 billion in economic activity in both public and private transformative projects.

#stthomasproud

St. Thomas Economic Development Corporation
St. Thomas, Ontario
Canada



The #stthomasproud campaign was created to change the self-image of a community hit hard by negativity and to promote the positives within so that in turn, those external to our City can get a better understanding of why the City has continued to grow through such a difficult time period for our industrial and commercial businesses. The impact has been enormous and we have been overwhelmed with the positive feedback and the takeup on the messaging. One year ago, when we Googled ourselves, there was nothing but negativity, from news media to social media. Today, the searches result in an onslaught of pride in our City. Our story has been picked up by local, regional and national news media, the campaign won a national award for community engagement, a provincial award for marketing and the highest honour for economic development in Ontario, the Lieutenant Governors Award for Marketing Excellence. Our media presence has grown substantially and we were fortunate enough to have film star Rachel McAdams show off her #stthomasproud button on Instagram on Oscar Sunday as she was getting ready for her film to win Best Picture. Inquiries have increased and local businesses are using our tag with pride.

Bronze

Living Life Now. Working for Tomorrow. Eastern Idaho
Idaho National Laboratory
Idaho Falls, ID



The Living Life Now. Working for Tomorrow. Eastern Idaho. promotional video is part of the Regional Economic Development for Eastern Idaho’s (REDI) larger Talent Pipeline campaign, which is addressing the issue of increased employee prospects due to expanding development and aging workforce. Like many technology-based industries, Idaho National Laboratory (INL) is facing the challenge of finding talented and skilled employees to fuel its growth and support its mission. The Talent Pipeline project develops community-based economic development programs promoting education and opportunities that lead to future employment in INL’s nationally competitive areas. The video is part of a social media collaboration of INL and other local technology-based companies working together to create a brand to attract employees and business to eastern Idaho.

The video showcases the exciting, diverse and meaningful work performed, including nuclear energy research, cybersecurity, robotics, materials science, and agribusiness combined with the inherent benefits of living in eastern Idaho.

INL is part of the DOE’s complex of national laboratories. The laboratory performs work in each of the strategic goal areas of DOE: energy, national security, science and environment. INL is the nation’s leading center for nuclear energy research and development.

See more INL news at www.inl.gov

Population: 200,000 - 500,000

Gold

Game Changers Action Plan – My Heart, My Place video

Halifax Partnership
Halifax, Nova Scotia
Canada



The Halifax Partnership is Halifax, Nova Scotia's economic development organization. The Partnership helps keep, grow and get business, talent and investment in Halifax.

Halifax is a smart city. It is home to six universities and three community college campuses graduating a steady stream of skilled, educated young people each year. Youth retention is a significant economic challenge and opportunity and a strategic priority for the Halifax Partnership and the city of Halifax

The Game Changers Action Plan is an initiative aimed at retaining young talent. The goal is to reduce youth out-migration in Nova Scotia from net 1,300 to net 0 over the next three years. The Plan focuses on raising awareness about the youth retention issue, changing attitudes about hiring youth, and encouraging businesses to increase youth hires, offer experiential learning opportunities and connect youth into the business community.

The My Heart, My Place video aims to educate and raise awareness about youth retention. It tells Molly Connor's story of how challenging it is for youth to find employment in their fields and stay in Halifax. View the video at www.halifaxgamechangers.com.

Silver

"Asheville Creates" Video

Economic Development Coalition for Asheville-Buncombe County
Asheville, NC



The "Asheville Creates" video was a 100% local collaborative effort to elevate awareness of artisans, creative makers, entrepreneurship and innovation in the region through the lens of economic development. The video highlights the time-honored craft and culture that is representative of the Asheville brand, a brand that attracts talent, business, and millions of visitors to the area. The video engages with the local creative community and makes connections to local business activity showing artisans at work in a variety of ways, exploring process-to-product, the connection of arts and commerce, and how a creative culture drives an economy of innovation.

The Economic Development Coalition (EDC) for Asheville-Buncombe County is a public-private partnership committed to: creating and retaining high quality jobs, community leadership, and being a resource for better business decisions. The EDC accomplishes this mission through its four core services: business retention and expansion, small business and entrepreneurship, research, and marketing and recruitment. The EDC is accredited by the IEDC.

"We Build It Here" Video Campaign

Lake County Ohio Port and Economic Development Authority
Painesville, OH



The Lake County Ohio Port and Economic Development Authority serves as the lead economic development agency for Lake County, and serves all twenty three of the county's individual communities. In 2016 the Port Authority premiered its "We Build It Here" video series. The videos are part of the Port Authority's ongoing efforts to market Lake County as a prime location for manufacturing businesses, and to attract and develop the manufacturing workforce of the future. The Port Authority partnered with Auburn Career Center, a technical career center serving both Lake and Geauga counties, and the Alliance for Working Together, a regional association of manufacturers, to create the video campaign. The videos are two to three minutes in length and are of professional quality. Students in Auburn's interactive multimedia program created the videos and did all the filming, interviewing, and editing as well as composing the music in the background. The videos highlight the diversity of Lake County's manufacturing sector and showcase the modern, high-tech, clean facilities utilized by the businesses.

Population: Greater than 500,000

Gold

Memphis Regional Megasite

Tennessee Department of Economic and Community Development
Nashville, TN



TNECD.com

Tennessee is home to the most eligible site in the country for large-scale industrial developments, the Memphis Regional Megasite. After nearly a decade of development, this 4,100 acres of prime industrial real estate was finally ready to be debuted to companies around the world, but it lacked the marketing materials necessary to showcase the site's potential.

It was important to our team to capture the spirit of how it feels to live and work in West Tennessee. The authenticity and pride that you experience in this region is unparalleled, and we intended to showcase this in every touch point. Every visual element in our marketing materials, from video footage to photography, reflects real people and companies.

We included two short videos in our campaign to fully demonstrate the sites potential. The video "Heart" immediately forms an emotional connection with potential business prospects. The second video provides a more technical approach with an aerial tour of the site and region by highlighting key advantages with motion graphics.

Annual Report

Population: 25,000 – 200,000

Gold

Big Sky Economic Development Annual Report

Big Sky Economic Development
Billings, MT



Each year Big Sky Economic Development produces an Annual Report for our Member Investors and Community partners. This report is designed to highlight the accomplishments we have made in economic development over the past year. We distribute over 500 of these reports at our Annual Meeting. Each year we choose a theme and have our Annual Report and Meeting reflect that theme. This year's theme was building remarkable and we wanted to show the diversity of projects, grant awards, businesses assisted and community engagement we were fortunate to be part of this year.

Silver

2015 Annual Report
Otsego Now
Oneonta, NY



OTSEGO now
HUB FOR ECONOMIC PROGRESS

Our 2015 Annual Report is a true center piece to what Otsego Now, with the help of many people in the County, have accomplished. Within just two years, we have been able to make Otsego County a real competitor as one of the top areas of New York State. Winning this award shows that our dedication and perseverance to ensure that our region is one that people love to live and work in is being recognized. Creating our 2015 Annual Report would not have been possible without the combination of many brilliant minds coming together to create a piece that is not only filled with valuable information, but is also appealing to the eye. We are proud to show how great our area is and what it has to offer through vibrant photos and key words to describe the value of Otsego County. With an innovative approach to development and deep roots in the community, Otsego Now is the central force working toward building a prosperous tomorrow while honoring our innovative yesterdays.

Otsego Now is made up of the County of Otsego Industrial Development Agency (COIDA), the Otsego County Capital Resource Corporation (OCCRC), and the Otsego Now Workforce Training Center.

Bronze

Culture / Promotional Video
Colorado Lending Source
Denver, CO



Colorado Lending Source helps turn dreamers into doers. By partnering with local lenders, government agencies and resource partners, we make access to capital more attainable for small businesses. Through our 25 year history we've helped 3,293 small businesses start, grow and expand resulting in the creation of 24,187 jobs and injecting over \$4 billion into the economy. As a mission-based lender and your small business financing expert, we are committed to fostering the economic growth of diverse small businesses within our communities.

This video tells the story of who Colorado Lending Source is and our impact on small businesses within our communities through a combination of narrative and powerful imagery.

Population: 200,000 – 500,000

Gold

Virginia Beach 2015 Annual Report
Virginia Beach Department of Economic Development
Virginia Beach, VA



www.yesvirginiabeach.com

The 2015 Virginia Beach Annual Report, titled "A Big Year in Numbers," highlights key economic achievements and tech initiatives over the past year. The report was designed to be both a promotional and informational piece; copy was condensed to place more emphasis on key results and facts. The report was first presented to the Virginia Beach City Council, with 9,000 copies distributed to the public through a targeted list of regional business professionals to increase awareness and build support for local and regional economic development. It is also available electronically on the Department's website. The report relies on a more youthful, unconventional approach to reporting on the City compared to more traditional economic development messaging, achieved through a square format with simplified images and copy designed to engage the reader, coupled with succinct high-level facts about the city.

Silver

Year In Review

Lubbock Economic Development Alliance
Lubbock, TX



The Lubbock Economic Development Alliance (LEDA), Visit Lubbock (the convention and visitors bureau) and Lubbock Sports host an annual luncheon, the Economic Forecast Luncheon, for the general public to attend. The luncheon serves as a time to highlight each entity's accomplishments throughout the past fiscal year. During the luncheon, A Year In Review piece is distributed, which showcases the successes and economic impact of the entities' over the past fiscal year. This piece is designed to incorporate each entity's accomplishments, successes and economic impact on the local economy over the past fiscal year. The Year In Review piece includes information such as annual economic impact numbers for each entity, prospects, new business locations, highlights of each entity's annual events, groups serviced, marketing accomplishments, and honors and awards for staff members. The report also features testimonials from clients that have worked with one of the three entities during the year. The goal of this piece is to showcase and educate the Lubbock community about the impact that each of these organizations has on the local economy and why each entity should be important to them as a Lubbock citizen.

2015 Business Retention and Expansion Highlights

Wyandotte Economic Development Council
Kansas City, KS



Wyandotte Economic Development Council is a county-wide public private economic development organization located in Kansas City, Kansas. They focus on four key areas: attraction, retention/expansion, marketing and workforce solutions. They have seen \$3 billion in announced investments in the last five years. Job growth has outpaced the Kansas City metro and national levels and their wages are the third highest in the state of Kansas.

The Business Retention and Expansion Highlights report was developed by the Wyandotte Economic Development Council to provide a snapshot of their BR&E efforts. The report goes beyond standard response data captured by their survey tool and provides trending data about what kinds of companies in the community are experiencing dynamic, intermittent or stagnant growth. Information gathered provides key stakeholders with data indicating what percentage of companies in the county are expected to expand within the next year with both investment and jobs. Based on the information provided, WYEDC has taken the data and developed new programming efforts around expanded global trade programs, enhancing the client development experience, and workforce solutions to create a more dynamic interaction with the companies and develop a stronger community relationship.

Bronze

2015 LEAP Annual Report

Lansing Economic Area Partnership (LEAP)
Lansing, MI



The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. The main objective of the LEAP Annual Report is to show LEAP's value and accountability to the LEAP Board of Directors and to the Lansing community. LEAP is primarily funded through private and public sector support dollars. It is vital to the success of the organization to show positive results through investment in the regional economic development agency. The Annual Report highlights numbers specific to economic development (e.g. jobs and investment) that LEAP is directly responsible for creating as well as information on LEAP programming.

*Loudoun County Department of Economic Development: Best. Year. Ever.
Annual Report*
Loudoun County Department of Economic Development
Ashburn, VA



For the past four years, Loudoun County Department of Economic Development has provided an annual report at the end of each fiscal year. These reports are custom designed in-house, posted online as well as distributed in print to our key stakeholders. The purpose of the fiscal year 2015 report was to showcase that we had the “Best. Year. Ever.” The best way to do this was to create an infographic. Infographics are typically taller than a sheet of paper, and we wanted to make sure it could fit in a standard envelope. We worked creatively to make this shape work and to show the “Best. Year. Ever.” in the most professional and creative way possible. The annual report was very effective. Due to the demand, we ended up having to order additional prints.

Involved Annual 2016
Provo City Economic Development
Provo, UT



Involved Annual is both a graphical and pictorial highlight of some of Provo’s greatest economic accomplishments in 2015 and early 2016. The report covers major developments, quality of life improvements, successes in the entrepreneur community, and well details showing Provo’s emerging status as a music hub in the Mountain West. Involved Annual is created with the purpose of ensuring all readers, regardless of background, can read the report and have a thorough understanding of Provo’s main economic metrics and successes. Provo also produces this report online for broad distribution and more interactive, rich content. The online version reaches thousands of individuals and business owners, both domestically and internationally, whereas paper copies have limited reach.

Population: Greater than 500,000

Gold

2015 Annual Report
Governor’s Office of Economic Development
Pierre, SD



The Governor’s Office of Economic Development (GOED) works to expand primary job opportunities for all South Dakotans. We retain and expand existing businesses, foster new businesses, facilitate business succession and recruit out-of-state businesses. Additionally, the GOED administers a variety of financing opportunities available to new and existing businesses.

The annual report provides detailed information on the office’s efforts in economic development over the course of a calendar year. It includes a summary of the state’s key industries, statistics on each industry’s job numbers and growth, and detailed information on each of the state’s financing programs. The report also highlights successful companies, marketing efforts, and other campaigns. It is part of larger retention and expansion campaign as each of our companies receives a copy with a letter from our commissioner. It is also part of our public relations effort as we reach out to not only our economic development coordinators, but our service partners as well.

Bronze

InvestHK Annual Report 2015
Invest Hong Kong
Hong Kong
China



Invest Hong Kong's annual report summarises the achievements of the department in 2015. In addition to an HTML version (www.investhk.gov.hk/ar2015) which embeds the multimedia materials, including videos and animated graphics, we have also developed an infographics for the first time to promote our department's results via social media, such as Twitter, LinkedIn and Facebook. The theme for 2015 is "Hong Kong - The Global Super-connector", reinforcing Invest Hong Kong's role in promoting Hong Kong's position as a super-connector between Mainland China and the world. The annual report serves as a comprehensive summary of the work and results of InvestHK over the past year and the economic impact it creates on the city.

Downtown Cleveland Alliance Annual Report
Downtown Cleveland Alliance
Cleveland, OH



Downtown Cleveland Alliance (DCA) produces the State of Downtown report on an annual basis. The State of Downtown document combines data from many sources into the most comprehensive single-source report on Downtown Cleveland. The report is designed to update business leaders, real estate professionals, policy makers, investors and journalists on the changing markets in Downtown Cleveland. This year's report highlighted the tremendous growth that Cleveland's city center experienced in 2015 and the momentum that continues to propel Downtown Cleveland forward year after year. The report is used by DCA and partners to attract businesses, grow commerce, guide policy making and tell the story of our growing Downtown.

Paid Advertisement Campaign

Population: 25,000 – 200,000

Gold

Milpitas Super Community
City of Milpitas
Milpitas, CA



The City of Milpitas is only three miles from the Levi Stadium where Super Bowl 50 was hosted. Despite an anticipated increase in tourists around the Bay Area, Milpitas was not expecting a jump in tourism due to its long standing reputation as a purely industrial city. The Economic Development staff believed this monumental event was a perfect opportunity to re-brand the city as a shopping and dining destination and encourage tourists to visit local businesses.

To rebrand the City, Economic Development Department launched the #ShopMilpitas50 competition which encouraged people to post a picture of themselves at Milpitas businesses on Instagram and Twitter using the hashtag #ShopMilpitas50 for the chance to win two free Super Bowl tickets.

In the weeks leading up to the Super Bowl the City launched an integrated advertising campaign to promote the competition. The ad campaign included digital and print ads in the San Jose Mercury News, a video promotion on CBS, paid social media posts on Facebook, Twitter and Instagram as well as traditional media outreach and placements.

The paid advertisement not only increased Milpitas' visibility, #shopMilpitas50 entries, tourism, but also boosted business sales and contributed positively to the City's economy.

Silver

Purdue Startup Class of 2015 Paid Advertising Campaign
Purdue Research Foundation
West Lafayette, IN



This project covered the planning, design and distribution of a brochure to promote recruitment and partnerships for the Purdue Research Park Aerospace District. The Aerospace District covers 980 acres on the western side of Purdue University, including the Purdue Airport and the Maurice J. Zucrow Laboratory for rocket and jet propulsion research.

The Purdue Research Park Aerospace District has been named a Certified Technology Park by the Indiana Economic Development Corporation. This designation supports the attraction and growth of high-technology businesses, promotion of technology transfer and the recapture of up to \$5,000,000 of state and local taxes to further develop the park. The Purdue Research Park Aerospace District is the first technology park in Indiana to be granted this status in the past five years.

The Purdue Research Foundation is a private, nonprofit foundation created to advance the mission of Purdue University. Established in 1930, the foundation accepts gifts; administers trusts; funds scholarships and grants; acquires property; protects Purdue's intellectual property; and promotes entrepreneurial activities on behalf of Purdue.

Population: 200,000 – 500,000

Silver

Build it, Ship it, Rail it
Port Arthur Economic Development Corporation
Port Arthur, TX



The project is a paid advertising campaign with focus on Site Selector Magazines Billboards in the Houston, Texas and Louisiana markets. This advertising campaign was created in order for the City of Port Arthur Economic Development Corporation to attract both regional and Global decision makers such as site selectors and business consultant's, especially those in the logistics industry to Port Arthur, Texas.

The goal is to raise awareness of what Port Arthur has to offer and why companies should consider relocating or moving to our community. In 2013, the Port Arthur Economic Development Board of Directors added a Marketing Manager position to its staff to accomplish this task; knowing that small businesses are the engine that drives Port Arthur's economic and aids in helping to create the kinds of jobs and opportunities that are so necessary to our continuous community growth.

Supplementing the campaign advertisement Build it, Ship it, Rail it in Port Arthur, Texas was focus on our local business attraction using social media outlets, including, Facebook, LinkedIn, and Instagram.

Game Changers Action Plan – Paid Advertising Campaign
Halifax Partnership
Halifax, Nova Scotia
Canada



The Halifax Partnership is Halifax, Nova Scotia's economic development organization. The Partnership helps keep, grow and get business, talent and investment in Halifax. Halifax is a smart city. It is home to six universities and three community college campuses graduating a steady stream of skilled, educated young people each year. Youth retention is a significant economic challenge and opportunity and a strategic priority for the Halifax Partnership and the city of Halifax

The Game Changers Action Plan is an initiative aimed at retaining young talent. The goal is to reduce youth out-migration in Nova Scotia from net 1,300 to net 0 over the next three years. The Plan focuses on raising awareness about the issue, changing the attitudes of Halifax businesses about hiring youth, and encouraging business to increase youth hires, offer experiential learning opportunities and connect youth into the business community.

Paid advertising is a major component of the initiative. The campaign consists of print advertisements (12 concepts, 30 ads) in the provincial newspaper, billboards (11 concepts, 24 billboards) throughout Halifax, and magazine advertisements (5 concepts). For more information visit www.halifaxgamechangers.com.

Bronze

University of Kentucky Alumni: Come Back Home
Commerce Lexington Inc. Economic Development
Lexington, KY



For many years, Commerce Lexington Inc.'s Economic Development team, in Lexington, KY, has focused on recruiting University of Kentucky alumni back to the Lexington area. Our team recognizes the importance of recruiting alumni back to Lexington, and Commerce Lexington Inc. places an advertorial quarterly in the Kentucky Alumni magazine encouraging alumni to come back home to Lexington. Our "Come Back Home" series is two-fold – some ads focus on the great business attributes of Lexington, while others focus on alumni who successfully brought their business back to Lexington. Our two most recent placements are "Global Brands" and "Innovative Mattress Solutions." Global Brands features five CEO's of Central Kentucky's biggest global companies including Toyota Motor Manufacturing Kentucky, Lexmark International, Xerox, 3M, and CLARK Material Handling. The second story features our latest successful recruitment of the headquarters of Innovative Mattress Solutions (IMS). The CEO and Founder, Kim Knopf, is a UK College of Business graduate who 20 years later made the decision to establish the headquarters in Lexington. Both placements encourage alumni to consider Lexington for business because of our educated workforce, low cost of business, central location, and quality of life.

Population: Greater than 500,000

Silver

Mastered in Tennessee

Tennessee Department of Economic and Community Development
Nashville, TN



**MASTERED IN
TENNESSEE**

TNECD.com

Tennessee is home to some of the biggest and most respected brands in the world. The high quality of our craftsmanship and the artisan strength of our workforce, helped us come up with this “Mastered in Tennessee” business-to-business integrated marketing campaign.

Operating a business in Tennessee is a lifestyle. The campaign creative captures our state’s unbridled spirit to create the very best by highlighting the very best that Tennessee has to offer. Our people, our brands, our quality of life. Jack Daniel’s, Hankook Tire, Beretta, Gibson Guitars, Cirrus Aircraft and Nissan have all come together in this paid advertising campaign to add validity to our message.

Our paid advertisements for “Mastered in Tennessee” are distributed in lifestyle publications like Garden & Gun as well as an aggressive digital advertising media plan. High-impact ad units appear on trade industry websites like SiteSelection.com and BusinessFacilities.com, global business publications such as The Economist and Wall Street Journal and the world’s largest B2B advertising network, LinkedIn Lead Accelerator.

Bronze

‘Beyond your backyard’ campaign

Auckland Tourism, Events & Economic Development
Auckland
New Zealand



Visiting friends and relatives (VFR) is one of the most important sources of domestic and Australian visitors to Auckland, New Zealand, accounting for 29% of domestic visitors in the year ending March 2015 (Visitor Insights Programme), 43% of Australian arrivals into Auckland Airport from January-November 2014 and 56% in December 2014 (International Travel and Migration data, Statistics NZ).

Local residents are the biggest influence on what VFR visitors see and do in Auckland and represent a significant opportunity to engage with in order to impact on the destination experience and level of spend of their visitors.

The ‘Beyond Your Backyard’ campaign, developed by Auckland’s economic growth agency Auckland Tourism, Events & Economic Development (ATEED) on behalf of Auckland Council, showcased the Auckland region to Aucklanders over the spring period of 2015, ahead of the peak summer tourism season where large numbers of tourists traditionally travel to Auckland.

The idea focused on a famous New Zealand actress, Robyn Malcolm, being filmed discovering some of Auckland’s best kept secrets as part of a selfie video diary series. Seven one minute videos were created to showcase what Auckland has to offer, encouraging people to get out and explore our region’s hidden gems.

Newsletters/Newspapers

Population: Less than 25,000

Silver

DAEDF 2015 Annual Newsletter of Accomplishments
Duncan Area Economic Development Foundation
Duncan, Oklahoma



The Duncan Area Economic Development Foundation (DAEDF) is a 501c3 created by the citizens and business community in 1993 to promote the development of existing businesses, attract new businesses and diversify Duncan's economic base. The DAEDF sales tax funding is renewed every five years; which emphasizes the need to communicate with our citizens about our economic achievements. As a result, an annual report has been provided to the taxpaying shareholders of Duncan for many years.

The annual newsletter is a multi-page mailer utilized to inform the community about activities and accomplishments made during the past year. This newsletter also gives the citizens a glimpse of future projects that the organization is working toward. The report measures the success and provides accountability to the community. Because DAEDF is a stand-alone entity, we partner with our local chamber of commerce, school district, hospital, city government, state government and businesses. The annual newsletter is a reminder to the citizens that DAEDF operates the incubator and has property management responsibilities. It also demonstrates how the organization impacts workforce development.

Population: 200,000 – 500,000

Silver

AEDC Live. Work. Play. E-newsletter
Anchorage Economic Development Corp.
Anchorage, AK



As our Live. Work. Play. (LWP) community development initiative continues to grow and advance, we reached a stage in late 2014 where many initiative efforts were beginning to have call-to-action items and/or had achieved milestones that the community needed to hear about. This initiative was created to ensure that Anchorage has a strong and stable community attracting and retaining talent and creating a flourishing business community. To report on all aspects of LWP and gather new support and volunteers, we created an e-newsletter focused solely on LWP, launched in December 2014.

The newsletter is not printed, but published monthly online. For articles that have more extensive content, the e-news story links to more information, available on our website. AEDC distributes the e-newsletter through our LWP email list, website and social media platforms. The list has grown organically since its inception a little over a year ago to more than 1,100 recipients, with more joining the list each week.

AEDC is a private, nonprofit membership organization developed in 1987 to encourage growth and to diversify the Anchorage economy. The organization has more than 260 investors, which represent all industries in Anchorage and Alaska. For more information visit www.AEDCweb.com.

Oakland Economy Now Digital Newsletter
City of Oakland
Oakland, CA



Oakland Economy Now is a visually rich digital newsletter issued monthly by the City of Oakland's Economic & Workforce Development Department. It covers emerging business clusters and trends, arts & culture, new real estate development, training and funding opportunities, media, events, and important city policy changes, such as new urban agriculture regulations and a minimum wage increase. The newsletter design is colorful with brief, hyperlinked articles written to drive web traffic to both local businesses and department resources. Oakland Economy Now began in July 2014 and currently has 6000 subscribers. The City tweets the newsletter and prints copies as collateral for events and tours.

Oakland Economy Now is a key piece of a larger effort to: 1) generate positive press about Oakland 2) increase access to department services and 3) promote inclusive economic development by encouraging local connections and awareness of and access to local opportunities. As Oakland's local economy has boomed, it has provided a way for readers inside and outside the City to keep track of new developments; has successfully seeded larger media stories on local business innovation and inclusive economic growth; and has also provided a way to recognize other City Departments' significant contributions to economic development.

Population: Greater than 500,000

Gold

RPI Insider
The Right Place, Inc.
Grand Rapids, MI



The RPI Insider is The Right Place's quarterly update to our investors, stakeholders, and strategic partners. Each issue highlights different projects and initiatives the organization is managing or engaged in. Regular departments in each issue reflect the working areas identified in the organization's 3-year strategic plan, creating consistency in work and communication.

It is important to note that the RPI Insider ONLY covers news and information that The Right Place is directly engaged in, it is a direct report of the organization's work. Although there is a plethora of great news and developments happening in the community, the publication focuses on only those in which we are directly engaged.

This distinction helps separate this publication from the other business publications in the region. The goal is not to cover economic development in the region, but instead to keep our investors, stakeholders, and strategic partners informed of our work.

Special Event

Population: 25,000 – 200,000

Gold

Make Digital Media Here: Workforce and Investment Attraction

Central Okanagan Economic Development Commission
Regional District of Central Okanagan, British Columbia
Canada



The Central Okanagan Economic Development Commission (COEDC) is an agency of the Regional District of Central Okanagan (RDCO) serving the communities of Kelowna, West Kelowna, Lake Country, Peachland and two unincorporated areas, with Kelowna being the largest city. The fastest growing region in Canada, the Kelowna region has a population of 195,000 and consists of 1,142 square miles of diverse landscapes and topography including sandy beaches, rich agricultural land, forested hillsides and mountain peaks.

In April 2016, the COEDC brought together a delegation representing eleven organizations for the Make Digital Media Here: Workforce and Investment Attraction Campaign. The COEDC created and facilitated multilayered programming aimed at recruitment of Digital Media workforce and Investment Attraction promotion to Digital Media companies in Toronto, Ontario

Short term direct results of the project include the hiring over 50 talented animators and senior level directors who will relocate to the region this year and a multimillion dollar production deal signed by one company in the delegation. A significant ongoing qualitative result has been the fostering of the culture of collaboration amongst multiple stakeholders with a common goal of nourishing the sector and growing the creative class, including government, post-secondary, not-for-profit organizations and Digital Media companies.

Silver

Milpitas Super Bowl 50 Event

City of Milpitas, Economic Development Department
Milpitas, CA



The City of Milpitas is only three miles from the Levi Stadium where Super Bowl 50 was hosted. Despite an anticipated increase in tourists around the Bay Area, Milpitas was not expecting a jump in tourism due to its long standing reputation as a purely industrial city. The Economic Development staff believed this monumental event was a perfect opportunity to re-brand the city as a shopping and dining destination and encourage tourists to visit local businesses and boost the city's economy.

To rebrand the City, Economic Development Department launched the #ShopMilpitas50 competition which encouraged people to post a picture of themselves at Milpitas businesses on Instagram and Twitter using the hashtag #ShopMilpitas50 for the chance to win two free Super Bowl tickets. The competition lasted for two weeks and culminated with a city-wide "Super Bowl Kickoff" event announcing the winner and celebrating the city's businesses.

The celebratory event was attended by hundreds and as well as media outlets. The event kicked off with a football toss by the Mayor to a high school quarterback, performances, a live drawing of the winner of the #shopmilpitas50, and a lighting ceremony to lite up the City Hall in Super Bowl 50 color.

Bronze

Special Event – Building Remarkable Annual Meeting
Big Sky Economic Development
Billings, MT



This year we really took our theme of “Building Remarkable” to a new level. We chose a theme that looked like a Rubik’s Cube for several reasons. First the symbolism is that it is moving and changing all the time, but that the pieces still interact. Also, we wanted to have several surfaces to be able to show many sides of Big Sky Economic Development. With six departments, three funding sources and nine stakeholder groups, sometimes showing the volume of our work is challenging. This theme, however, seemed to work. We carried the theme into many elements of the event. Because we used a cube for our graphics, we tried to stay true to the square theme including the shape of our annual report, the shape of our agenda, which was also a take home gift of a picture on a small easel with the day’s agenda on the back, right down to the square dessert with a specially made sugar square in our signature orange. The details really made this event and we topped it off with animation to the cube as our transition slides for the presentation. This was very well received by our audience.

Population: 200,000 – 500,000

Gold

Park Place Business Café Kick-Off
Norfolk Department of Economic Development
Norfolk, VA



Norfolk Economic Development introduced a signature initiative in 2015 called NorfolkFirst which markets new funds, export and revitalization strategies, demonstration projects and community programming. The Park Place Business Café Kickoff event was one effort. This has led to a new breed of outreach for small businesses, startups and the city of Norfolk. The café concept is now fundamental in how we go about doing business. Local, state, federal and private partners have enthusiastically joined in this initiative which brings resources and technical assistance directly to neighborhoods. This “high touch” concept has been very rewarding for all. “We bring the City’s Business Resources to You” has become our mantra. Now, a bi-weekly schedule of Cafés serves two underserved neighborhoods and more are coming. The casual “come as you are” cafés offer financial, marketing, management and technical assistance. Services are free to residents interested in starting a new business, and businesses are assisted with expanding/relocating an existing firm. Businesses may receive individualized technical support as well as serving Veterans and businesses seeking certification to attract and commit to a veteran workforce. Cafés are a resource for our elected officials to share and exchange ideas, and discuss issues in a grassroots business setting.

Silver

Swipe Right Scottsdale - Connect the Tech Event
City of Scottsdale Economic Development Department
Scottsdale, AZ



The City of Scottsdale Economic Development Department developed a ‘Swipe Right Scottsdale’ campaign to educate brokers, startup companies and talented individuals about Scottsdale as an amazing place to live, work and do business. Using a play on the dating app Tinder, popular among millennials and singles, the campaign was highly successful in garnering media attention and getting people talking about Scottsdale as more than just a great place to visit. With the Tinder app, users receive information on dating prospects if they “swipe right” which sends a message that they are interested and would like to learn more about the person. Linking the campaign with the popular Tinder app also provided a mainstream vehicle to associate the concept with millennials, who are the primary labor targets for high-tech companies. Various marketing materials were produced including the Swipe Right Scottsdale T-shirt, print documents promoting Scottsdale and the use of the Twitter #SwipeRightScottsdale. The campaign was unveiled with a San Francisco Connect the Tech market visit and reception in January 2016 at Dirty Water in the Twitter building in downtown with more than 85 attendees.

I Love Anchorage First Friday Events
Anchorage Economic Development Corp.
Anchorage, AK



The award-winning I Love Anchorage Instagram account was created in September 2013 to support AEDC's board of directors initiative to make Anchorage the No. 1 city in America to live, work and play by 2025. Workforce development and recruitment are crucial to all cities, and in particular to Anchorage, which has had an unemployment rate of around 5 percent for some time. The Instagram account is a fun way to both engage our current residents and market our community to non-residents.

The first I Love Anchorage exhibit was created in 2014, showcasing every photo posted in the first year of the Instagram account on 14 printed art panels. Over 700 people attended this event, which provided a venue to educate the community on our Live. Work. Play. (LWP) initiative and recruit support and volunteers. In November 2015, we hosted our second I Love Anchorage First Friday exhibit with more than 1,100 people in attendance.

AEDC is a private, nonprofit membership organization developed in 1987 to encourage growth and to diversify the Anchorage economy. The organization has more than 260 investors, which represent all industries in Anchorage and Alaska. For more information visit www.AEDCweb.com.

Bronze

Red Carpet Tour and Mayor's Economic Forecast
Gilbert, Arizona
Gilbert, AZ



The Red Carpet Tour and Mayor's Economic Forecast included a three hour bus tour of projects in Gilbert, Arizona and three surrounding communities. While on the bus, attendees were able to visually see the office and industrial product in neighboring communities and through the dialogue led by the "tour guides" understand WHY those projects are selected by companies to locate in and what planning was necessary for those projects to have been built. The tour created a powerful dialogue about the successes and growth Gilbert, Arizona has seen, the challenges it faces (like lack of parking in industrial buildings that are now being utilized primarily as office), and how long-term planning is critical to the future success of the community in attracting, retaining and growing business and industry within Gilbert. The program also compelled attendees to examine Gilbert's office and industrial offerings through a SWOT perspective. On each of the two buses, "tour guides" consisted of one broker who represents property in multiple communities throughout the Greater Phoenix Metropolitan area and one Gilbert Economic Development Specialist. At the conclusion of the tour, a lunch was provided and Gilbert's Mayor and a local economist provided an economic forecast of 2016.

Population: Greater than 500,000

Gold

The Atlanta Takeover of SXSW 2016
ChooseATL
Atlanta, GA



In the fall of 2015, ChooseATL, a collaborative regional marketing effort focused on telling a comprehensive story about Atlanta to attract and retain top talent and grow the region's prosperity, began planning its first SXSW activation. As the top event for music, film and interactive media, ChooseATL rented out the Austin Speakeasy for two days, renamed it the 'ChooseATL House' and hosted a variety of programming to showcase the richness of Atlanta's industries and culture to the world.

Silver

Tripartite Economic Summit Auckland 2016
Auckland Tourism, Events & Economic Development &
Auckland Council
Auckland
New Zealand



The unique Tripartite Economic Summit – Auckland 2016 was an action-packed conference connecting international entrepreneurs, businesses, venture capitalists, industry representatives, academics and city officials from three cities Los Angeles, Guangzhou and Auckland. The summit, held at the Auckland Viaduct Events Centre on May 16-17 2016, attracted more than 700 delegates and 70 speakers. The summit was established as an annual event under the historic Tripartite Economic Alliance signed by the Mayors of Los Angeles, Guangzhou and Auckland in 2014. The Auckland summit followed the inaugural summit held in Los Angeles in 2015, and featured stimulating keynote addresses, panel sessions, workshops and site visits associated with the latest global trends in sectors such as health and nutrition; digital media and E-commerce; advanced manufacturing and automation; and urban design – areas where Auckland has world-class expertise and ground-breaking research and development. The informative panel sessions covered subjects such high-value food megatrends; how virtual and augmented reality is changing your world; new forms of media; advanced manufacturing and 3D printing. The 2016 Summit was organised by Auckland Tourism, Events and Economic Development (ATEED) and Auckland Council in association with the Office of the Mayor of LA and Guangzhou Municipal People's Government.

Bronze

Ann Arbor Tech Trek
Ann Arbor SPARK
Ann Arbor, MI



In June 2015, Ann Arbor SPARK convened leading technology companies to host Ann Arbor Tech Trek, a free, public event, designed to showcase the city's technology cluster and connect businesses with the community. Ann Arbor's technology companies and organizations hosted open houses to show off their innovations, and each stop on the trek created a fun, educational experience that reflected each company's unique culture. Those on the tour enjoyed refreshments, prizes, t-shirts, and giveaways. Ann Arbor SPARK, with support from the Ann Arbor/Ypsilanti SmartZone, sponsored the event.

The SPARK marketing team conducted a full marketing roll out that encompassed traditional and digital marketing strategies including SEO, paid search, social media, video, email and media outreach. These efforts resulted in extensive earned online, radio and TV coverage and generated buzz and excitement around the event.

Tech Trek is now an annual event and is part of Ann Arbor SPARK's ongoing efforts to attract attention to the thriving technology cluster in downtown Ann Arbor. This attention not only showcases the region's businesses and job opportunities, it invites the Ann Arbor community to learn more about the impact and importance of the tech sector downtown.

Magazines

Population: 200,000 – 500,000

Gold

2015 Alaska Innovator Magazine
Anchorage Economic Development Corp.
Anchorage, AK



In 2015, AEDC expanded its partnership with the Alaska Dispatch News (ADN) to publish the 2015 Alaska Innovator magazine. This full-color, glossy magazine shares stories of entrepreneurship and innovation in Alaska. The purpose of this magazine is to celebrate, inspire and educate the entrepreneurs and would-be entrepreneurs in our community and bring awareness to entrepreneurship that is already in the works in Alaska.

ADN distributed the magazine statewide as an insert to their Sunday edition publication with a distribution of 45,000. AEDC distributed the magazine to more than 1,500 people who attended the AEDC 3-Year Outlook Luncheon in July 2015. The magazine was also published online (51,266 impressions) and promoted through the ADN Facebook page (128,000 followers) and AEDC social media. The magazine was met with an overwhelming positive response from readers and AEDC received many requests from local organizations seeking additional copies.

AEDC is a private, nonprofit membership organization developed in 1987 to encourage growth and to diversify the Anchorage economy. The organization has more than 260 investors, which represent all industries in Anchorage and Alaska. For more information visit www.AEDCweb.com.

Silver

London Magazine
London Economic Development Corporation
London, Ontario
Canada



The London Economic Development Corporation (LEDCE) is the lead economic development organization in London, Ontario, and is improving the economic well-being of Londoners through its businesses and the attraction of new business to London. The London Magazine is one recruitment tool the LEDCE has created to share London's story locally, nationally and internationally. The 2nd edition of the London Magazine, published in 2016 featuring 76 pages of original content and photography, is a free resource for businesses, companies, non-profits, foreign and local investors, and community residents. It informs, educates, and inspires individuals to recognize London's economic potential and celebrate business and community successes. The publication features stories about innovation, technology, arts and culture, entrepreneurship, manufacturing and other various sectors while highlighting key London facts, statistics and advantages. The magazine is the only of its kind in the city providing a holistic picture of what it's like to work, live, learn and play in London.

Population: Greater than 500,000

Gold

We Don't Coast Magazine
Greater Omaha Chamber
Omaha, NE



Through dynamic pictures, writing and design, the Greater Omaha Chamber's annual We Don't Coast magazine boldly tells the world who we are, how we operate and why we chose to live in the center. The stars of the publication are businesses, institutions and individuals that are achieving success and having a positive impact in the Greater Omaha region.

The mission of the Greater Omaha Chamber is to increase business, investment and employment in the Greater Omaha area.

Internet and New Media Awards

General Purpose Website

Population: Less than 25,000

Gold

WatertownWorks Website

Watertown Development Company

Watertown, SD



The Watertown Development Company (WDC) was already preparing for a new marketing campaign when it was announced that President Obama would be making his presence in Watertown at Lake Area Technical Institute's graduation ceremony in the Spring of 2015. Intense media coverage was expected, which provided us the chance to let the world know more about Watertown and what it has to offer.

The slogan, "Watertown Works" made its appearance during the President's visit to Watertown and was built around the idea that Watertown is the perfect place to work, live and grow. New marketing materials were also developed, including www.watertownworks.com.

Knowing that the people and businesses we were targeting generally do most of their research and prequalify locations on-line, it was important to provide content that was readily available. Tools that were included in the site's development were labor and workforce information, demographics, operating costs, transportation, infrastructure, business advantages, health, education, housing, available industrial and commercial property information with interactive maps, a jobs directory, and a media library that includes videos and news releases.

Bronze

FSEDIVA Website

Franklin Southampton Economic Development, Inc.

Franklin, VA



Franklin Southampton Economic Development, Inc. is a public private partnership which is tasked with four main objectives including helping to recruit new business/industry, helping to grow and retain businesses in our community, to promote entrepreneurship and lastly to showcase our area's tourism opportunities. Franklin Southampton Economic Development, Inc. partnered with Marathon Consulting of Virginia Beach, VA to develop and design a website that met all four of the organization's objectives. The final product provided Franklin Southampton Economic Development, Inc. with a professional, user-friendly, responsive website that helps to promote the Franklin Southampton community.

Population: 25,000 - 200,000

Gold

Allen Economic Development Corporation Website
Allen Economic Development Corporation
Allen, TX



ALLEN ECONOMIC DEVELOPMENT

The Allen EDC is a six-member team located in Allen, Texas. Our commitment to the future of businesses and entrepreneurs in Allen is second to none. At the Allen Economic Development Corporation, we offer expert guidance, hands-on assistance, and work alongside Allen businesses to help them meet and exceed goals.

The Allen EDC had a website that was experiencing issues in terms of support and functionality, as we were examining our options, we found that hosting the website ourselves with Wordpress and using a custom template would be the most cost effective and timely solution for creating a new website. Not only would this provide a much better looking product, but it could easily be updated with new videos, reports, and other content that would be generated in the future. The website was an effort by Nichole Vance, our Marketing Manager, and Andrew Matheny, the Economic Development Analyst.

Silver

Small Business Centre Re-branding - Website
Invest Barrie
Barrie, Ontario
Canada



The Small Business Centre of Barrie, Simcoe County and Orillia, encourages and supports entrepreneurship in The City of Barrie, The City of Orillia, and all of Simcoe County, by being a one-stop source for all small business needs. The Small Business Centre is part of the City of Barrie's Invest Barrie Strategic Portfolio and is also supported by the Province of Ontario. The Small Business Centre supports the Invest Barrie entrepreneurial ecosystem and in 2015, it was re-branded to better reflect the Centre's function and the geographical service areas covered. The re-branding included a name change, updated logo and marketing materials, as well as a completely re-vamped website with a new look, fresh content and modern functionality.

The City of Barrie is a vibrant community of approximately 140,000 people located along the shores of Lake Simcoe and 45 minutes north of Toronto, Ontario, Canada.

Invest Oconee Print Brochure
Oconee Economic Alliance
Seneca, SC



The Oconee Economic Alliance's website is the organization's most effective and most visible marketing tool. With substantial visual appeal and sensible navigability, this interactive website is both striking and operational. Not only a vital resource for the economic development team, this website is incredibly effective for showcasing Oconee County, South Carolina as a whole- highlighting its strategic location and unsurpassed geographic opportunities.

The website offers a one-stop section where site selectors can find all of the information they are looking for within a few clicks of their mouse, including up-to-date versions of the International Economic Development County Standard Data Set, available real estate and workforce information. The site also offers quick access to unique facts and figures of the county, and features a blog where visitors can read the latest economic development news out of Oconee County, South Carolina.

Bronze

GrowAlpharetta.com Economic Development Website
City of Alpharetta
Alpharetta, GA



The economic development department in Alpharetta was started in 2012 by the city. Prior to that, there was no dedicated arm of the city that served in this capacity. Upon the creation of the department, there was a critical need for information on the newly created department. Given the newly established importance on economic development to the city, the decision was made to dedicate a micro-site solely to economic development to ensure that the development community knew the importance Alpharetta has on economic development. The result was GrowAlpharetta.com. The site includes mobile transferability, GIS property search capabilities and all the latest and greatest in web technology.

Population: 200,000 - 500,000

Silver

DCED Website
City of Cincinnati- Department of Community and Economic Development
Cincinnati, OH



The City of Cincinnati Department of Community and Economic Development (DCED) recently updated its website to better serve its mission, which is to create and retain jobs and facilitate investments that cultivate strong and thriving communities. The new website launched on May 17, 2016, with improvements that will better serve those looking to partner with DCED to make projects come to life.

Improved features introduced with the new site include dynamic maps for developers to view available sites, interactive demographic data, categorized project samples, and more. Furthermore, the redesigned home page allows space for latest news and updates from the department, new multimedia content, and featured “spotlights” on partners, businesses, or anyone else who has benefitted from a partnership with DCED.

Population: Greater than 500,000

Gold

TNECD.com
Tennessee Department of Economic and Community Development
Nashville, TN



Tennessee is recognized around the world for the high quality of our artisan craftsmanship and the strength of our workforce. It is no accident that some of the largest and most respected brands in the world have chosen to call Tennessee home.

TNECD.com provides a unique brand experience that is an extension of our marketing campaign “Mastered in Tennessee.” It showcases the advantages of living and working in Tennessee with authentic images reflecting our industries, workforce/education and quality of life.

This website features a county profile application for corporate executives and site selectors to access comprehensive data by individual counties and regions, which is updated daily. Additionally, prospects can take aerial drone tours of each available Tennessee certified site.

We believe this is the top economic development website due to its user experience, digestible and informative content and responsive design.

Silver

InvestinHolland.com- World's Smartest Economic Development Website
Development Counsellors International
New York, NY



About InvestinHolland.com

Launched in July 2015, InvestinHolland.com is a groundbreaking worldwide platform for the Netherlands Foreign Investment Agency (NFIA) created by Development Counsellors International (DCI) and digital partner RDG to serve as a one-stop-shop for companies considering locating or expanding in the Netherlands. By using sophisticated geotargeting software that allows the website to be tailored to visitors' interests and geographic location, DCI went above and beyond to create what may well be the world's smartest website for foreign direct investment.

The responsive, mobile-first website includes pixel-perfect imagery, industry-specific case studies, dozens of HTML5 infographics to convey critical information to site visitors at a glance, CMS-linked bar graphs and pie charts with software that allows the client to update rankings, stats and other key figures without the need for designer/developer support and comprehensive information on the Netherlands' key industries, business operations and investment climate.

About DCI

Development Counsellors International (DCI) is the leader in marketing places. Since 1960, DCI has worked with more than 450 cities, regions, states and countries, helping them attract both investors and visitors. DCI specializes exclusively in all phases of economic development and travel marketing. For more information, visit www.aboutdci.com.

Bronze

Rightplace.org Redesign
The Right Place, Inc.
Grand Rapids, MI



In 2015 The Right Place began the process of launching a completely redesigned general purpose website, rightplace.org. The site serves as West Michigan's main source of economic development information, and it receives over 125,000 visits annually. The site has also recently experienced impressive traffic growth, with visits increasing 331% over the past two years.

The website generates awareness of our organization's many economic development services and initiatives, and it includes extensive resources for companies looking to expand or relocate in West Michigan. It showcases the region as a destination for business growth and success through compelling data, multimedia, and story-telling.

After a competitive bid process, The Right Place selected a local vendor to redesign the site and move it to a new platform. Simultaneously, we worked with Community Systems to integrate an updated GIS system into the new site, which included enhanced lead generation tools. The entire redesign process took about five months, and culminated with the launch of the new site in late December 2015.

Special Purpose Website

Population: Less than 25,000

Gold

The Heart of the Continent Partnership's Geo-Tourism Project (traveltheheart.com)

Atikokan Economic Development Corporation
Atikokan, Ontario
Canada



The Heart of the Continent's geo-tourism project is a collaborative effort done to stimulate and promote tourism and the 'outdoor experience' in northern Ontario and northern Minnesota, using the strength of National Geographic's brand.

The project is part of the objective of the Heart of the Continent Partnership (HOCPP), which formed to bring together members and other local stakeholders to collaborate on non-partisan, bi-national projects. From a regional cooperation of land managers in Canada and the USA, the HOCPP has grown into a group fostering tourism, scientific and volunteer projects meant to improve the well-being of both nations. Atikokan Economic Development Corporation has been a driving force of the HOCPP for a number of years and is the central office to its headquarters; their extensive experience with the tourism industry and economic development helps to further the organization and its projects.

The project brought together stakeholders on both sides of the border who raised in excess of \$250,000 to plan and execute the website, mobile application and map. The basis of the project was universal to develop a common identity for the region beyond provincial or national borders, defining the area instead by its geography, its history and its people.

Grow Waynesboro Website
City of Waynesboro
Waynesboro, VA



The GrowWaynesboro.com website served as the marketing and outreach arm of Grow Waynesboro, a flagship initiative to support small business development. The website was part of a multi-tier effort—including print, social media, and in-person interaction—to stimulate interest in the entrepreneur development program. The website acted both as the application portal as well as the means to disseminate information to potential new businesses and create a climate of support for entrepreneurship within the City.

GrowWaynesboro.com has three main sections:

- The See It page showcases a gallery of videos in which Waynesboro High School's Advanced Marketing class polled residents about the types of new businesses they would most like to see.
- The Be It page provides information to entrepreneurs interested in opening a small business. At the time of the start-up competition, entrepreneurs were also linked to an online business proposal submission form, allowing them to participate in the competition.
- The Support It page outlines the sponsors, trainers, and mentors responsible for partnering in the program.

Additionally, local entrepreneurs are highlighted through a blog page, Meet the Entrepreneurs. This blog serves the dual purpose of promoting local independent businesses and assisting budding entrepreneurs with insight from their peers.

Population: 25,000 - 200,000

Gold

City's Tourism Digital Social Network and Web Page
Autonomous Municipality of Caguas
Caguas, Puerto Rico



The project was conceived by the Secretariat of Economic Development as a tool to serve the mission of providing a modern platform to offer detail tourism related information concerning the Creole City of Puerto Rico. The Secretariat and its Office of Tourism are part of a larger initiative included in the Strategic Plan of the City under the following outline “Caguas a World Class Tourism City”. Is also part of a wider promotional initiative call “Escape to the Heart and Soul of Puerto Rico. Special Place Waiting for You!; featuring the Botanical Garden, Ecoquest and Downtown Tours. Focus outcomes are; increase awareness of the City’s advantages, beauty and quality of life; increases in sales, tax base and new/expanding businesses; increase the number of visitors and residents and get in touch with more than 3.2M of Puerto Ricans living in US that are potential visitors and new residents. In addition, an increase in the market positioning of the City at regional/national/international levels is pursue. Finally, the Web/ Network strengthen the alliance with the Sheraton Four Point Hotel and Casino established in the City.

Silver

Alpharetta 360.com
City of Alpharetta
Alpharetta, GA



The City of Alpharetta understands one simple truth. If you’re not on the web, you will not be found AND if you are on the web and your website is not easy to use, you will not have traffic. With so much information for cities to share, websites can become cluttered with too much information. Alpharetta has adopted the use of micro-sites as a way to evenly distribute information and highlight specific initiatives. Our most recent social media marketing campaign, Alpharetta360, was designed to be a visual voice for Alpharetta to which we wanted as few words as possible. Alpharetta360.com was the answer.

The GrowWaynesboro.com website served as the marketing and outreach arm of Grow Waynesboro, a flagship initiative to support small business development. The website was part of a multi-tier effort—including print, social media, and in-person interaction—to stimulate interest in the entrepreneur development program. The website acted both as the application portal as well as the means to disseminate information to potential new businesses and create a climate of support for entrepreneurship within the City.

Bronze

Visit Burbank Tourism Website
Visit Burbank
Burbank, CA



With a critical aspect of today’s travel market occurring on-line, the development of a responsive, image-driven website in 2015 promoting Burbank hotels, attractions, and amenities was a critical step in boosting hotel occupancy while positioning Burbank as a premier travel and leisure destination. Spearheaded by Burbank’s Economic Development Division and inspired by the latest in website design, www.visitburbank.com was designed to take visitors on an interactive journey of the best that Burbank has to offer. A key feature is the “Book a Hotel” function offering a hassle-free way to book your stay in Burbank.

By using high quality images and a 90 second video, the site is also intended to communicate that Burbank is on the pulse of the entertainment industry while being easily accessible to many of Los Angeles’ most popular attractions. Featuring 18 hotels, diverse meeting space, and the Hollywood Burbank Airport, the site demonstrates that Burbank delivers the quintessential Southern California vibe that travelers expect when they visit LA.

Occupancy has been positively impacted currently at 90%, up 6% over last year. Average Daily Rates and RevPAR are up 7% and 14% respectively (thru July 2016)

Population: 200,000 - 500,000

Gold

Ideas x Innovation Network Website i2npa.org

The Ideas x Innovation Network (i2n), a Chester County Economic Development Council Initiative
Exton, PA



The Chester County Economic Development Council created www.i2npa.org, a unique and dedicated website to support and nurture emerging businesses throughout Chester and Delaware Counties. The site supports the Ideas x Innovation Network (i2n), which was developed in 2012 through the consolidation of the Chester County KIZ (Keystone Innovation Zone) and Delaware County KIZ. i2n's mission is to support emerging businesses throughout their entire lifecycle by leveraging the assets of our academic institutions and our partners to create a network of physical and virtual resources.

The site provides easy navigation and access for entrepreneurs and business leaders to connect to valuable and time-saving business development resources in Chester and Delaware Counties, and throughout the region, and includes searchable Keystone Innovation Zone (KIZ) maps that enable companies to determine if they are eligible for tax credits. Other resources include news, events, how-to videos and start-up guidance to support and inform emerging businesses.

Silver

Discover Gilbert Website

Gilbert, Arizona
Gilbert, AZ



ECONOMIC DEVELOPMENT

The Discover Gilbert Website is a tourism site which provides visitors access a plethora of information pertinent to exploring the community. Discover Gilbert enhances the Gilbert, Arizona's Office of Economic Development's ability to attract visitors to the community and capture additional bed nights and associated bed tax dollars as well as sales tax dollars. One of the most innovative aspects of the Discover Gilbert site is the MapIt Feature. MapIt allows visitors to find attractions, businesses, events, and deals within the community. They can search by category, name, or date and they will receive a visual "map" with pins on the map related to their search. For example, if I am a visitor looking for family friendly attractions, I can click on this category and it will show me a map of all of the family friendly attractions within Gilbert. Many visitors like this feature as they can quickly search for events that are taking place during their stay.

Bronze

VABeachBio.com

Virginia Beach Department of Economic Development
Virginia Beach, VA



www.yesvirginiabeach.com

The VABeachBio website is a one-stop shop for all information concerning the innovative VABeachBio biomedical initiative, as well as an overview of the biomedical industry strengths in the City of Virginia Beach, the Virginia Beach MSA and entire Commonwealth of Virginia. The Virginia Beach Department of Economic Development launched VABeachBio as an initiative to attract biomedical and life science businesses to the city and region. The initiative builds on the strength of the assets in the city's Princess Anne Commons Corridor, home to a concentration of world-renowned bio and life science businesses and institutions of higher education. The site features news, resources, videos and links to communicate important information to the audience while showcasing the biomedical industry strengths of the region. Utilizing creative design and clear content to support the initiative, the website supports the initiative to establish Virginia Beach as a tangible destination for groundbreaking research, development and headquarters for leading innovators in healthcare, biotechnology, pharmaceutical development and healthcare delivery. The initiative resulted from work accomplished by the Mayor's Bio Task Force, a group of key private, public and education leaders from around the Commonwealth of Virginia.

Population: Greater than 500,000

Gold

Foreign Direct Investment Microsite

Wisconsin Economic Development Corporation
Madison, WI



The Wisconsin Economic Development Corporation (WEDC) expanded its foreign direct investment strategy in 2015, leveraging the organization's well-established export programs and relationships to draw attention to business investment opportunities within key industries among business leaders in target international markets. The strategy builds upon Wisconsin's central North American location; infrastructure assets; workforce excellence and industry leadership. To support this strategy, WEDC developed a micro-site designed specifically for international business leaders. The site's content—page text, videos, industry data and company success stories—is available in English, French, Spanish, German, Chinese and Japanese, reflective of Wisconsin's priority international markets.

The goal of WEDC's FDI micro-site is to promote foreign direct investment in Wisconsin. We understand that the chief drivers of investment decisions are location, infrastructure and workforce availability. Wisconsin's distinctive characteristics in each of these areas are highlighted, as is the state's leadership in key industries—manufacturing; energy, power and control; food and beverage; water technology; and bioscience. In addition to emphasizing the efficient access to major markets provided by the state's highways, ports, airports and rail system, the site provides hard-hitting data related to Wisconsin's strong business climate.

Bronze

Techweek AKL Website

Auckland Tourism, Events & Economic Development
Auckland
New Zealand



Techweek.co.nz is special purpose website created for the inaugural Techweek AKL, a cluster of design, innovation and technology events held in Auckland, New Zealand from May 14-22, 2016. Techweek AKL 2016 was coordinated by Auckland Tourism, Events and Economic Development (ATEED), Auckland's economic development agency, on behalf of Auckland Council. Events featured international and local keynote speakers, and covered a breadth of relevant, trend-focused topics. The Techweek.co.nz website was the primary information source for the Techweek AKL 2016 supported by Techweek AKL Facebook and Twitter pages (www.facebook.com/techweekakl and @techweekakl) and an event experience tool, which allowed attendees to interact digitally with the event – before, during and after.

As the primary information source for Techweek AKL, the Techweek.co.nz website aimed to do the following:

- Build the Techweek AKL brand and provided a feel for the Techweek AKL experience
- provide an overview of the programme, speakers, venues, individual event listings and information on each event
- include calendar functionality to allow users to sort events by date, venue, theme and speaker provide links to further information and individual websites to purchase tickets
- provide news updates, links to social media, and opportunities for visitors to connect and register

New Media

Population: Less than 25,000

Gold

Discover Fort Saskatchewan

City of Fort Saskatchewan
Fort Saskatchewan, Alberta
Canada



CITY OF
FORT SASKATCHEWAN
ALBERTA

Discover Fort Saskatchewan is video project that employs a dynamic story-telling approach, inviting the world to discover the opportunities in Fort Saskatchewan, Alberta, Canada. The interactive desktop allows viewers to seamlessly view content relative to them and connect directly with the Economic Development department. Home to just over 24,000 people, the City of Fort Saskatchewan is a vibrant economic and industrial hub located on the banks of the North Saskatchewan River, just 16 miles Northeast of Alberta's capital city of Edmonton.

Alpharetta360.com Viral Video Series

City of Alpharetta
Alpharetta, GA



The City of Alpharetta is the "Technology City of the South". With roughly 600 technology based industries, we have become the leading tech location in the Metro Atlanta region. As a leader in tech, Alpharetta strives to look at the latest and most relevant technologies that we as a public agency can use to promote ourselves as a tech destination and provide benefits to our business and residential community alike. One of the most powerful tools for marketing today is social media. One of the most feared things by public agencies is Social Media. We have forged our way through the dark forest of Social Media and emerged with an initiative, Alpharetta360.com, that allows us to leverage the power of social media to share our message while still providing a benefit to our community.

Population: 25,000 - 200,000

Silver

Where in Elgin? Facebook Video Contest

County of Elgin
St. Thomas, Ontario
Canada



The "Where in Elgin?" Video Contest was a campaign designed to engage Elgin County's social media followers through the use of video content. A Go-Pro camera was used to film different local tourist attractions over the course of 15 weeks and social media followers were encouraged to guess the featured locations for the chance to win prizes. Elgin County was able to significantly increase engagement on its social media platforms while simultaneously promoting local tourist attractions and businesses.

Population: 200,000 - 500,000

Gold

Game Changers Action Plan – Pitch It! Competition

Halifax Partnership
Halifax, Nova Scotia
Canada



The Halifax Partnership is Halifax, Nova Scotia's economic development organization. The Partnership helps keep, grow and get business, talent and investment in Halifax.

Halifax is a smart city. It is home to six universities and three community college campuses graduating a steady stream of skilled, educated young people each year. Youth retention is a significant economic challenge and opportunity and a strategic priority for the Halifax Partnership and the city of Halifax

The Game Changers Action Plan is a youth retention initiative aimed at reducing youth out-migration in Nova Scotia from net 1,300 to net 0 over the next three years. It focuses on raising awareness about the issue, changing attitudes about hiring youth, and encouraging businesses to hire young talent, offer experiential learning opportunities and connect youth into the business community.

Pitch It! was an online contest inviting soon-to-be and recent graduates to upload a 30-second video pitching their skills, career ambitions and value to Halifax business. Youth competed for cash prizes and an opportunity to pitch live to a business audience. Pitches were featured on the Partnership's Twitter feed and YouTube channel. Youth and local business also connected via Twitter using the campaign's hashtags #HireMeHalifax and #PitchItHfx. For more information visit www.halifaxgamechangers.com.

Silver

2015 Live. Work. Play. Narrative Survey
Anchorage Economic Development Corp.
Anchorage, AK



The Anchorage Economic Development Corporation (AEDC) has a bold vision: to make Anchorage the #1 city in America. AEDC strives toward this goal through a grassroots movement called Live. Work. Play. (LWP), working ensure Anchorage has a strong and stable community attracting and retaining talent. The LWP vision was adopted by the AEDC Board of Directors in 2010. To set the goal, an aspirational grassroots Narrative was developed through a community survey composed of two questions: 1) Why do you live in Anchorage? 2) Why would you leave Anchorage?

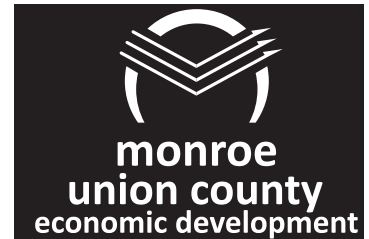
In 2015, AEDC announced the re-launch of our LWP initiative survey in an effort to get a new pulse on Anchorage and check that our Narrative is still on-point. The 2015 survey was conducted over seven months without an advertising budget and resulted in over 1,275 responses. The success of this project was achieved through the use of web-based outreach platforms, including Survey Monkey, social media, e-newsletters and web ads.

AEDC is a private, nonprofit membership organization developed in 1987 to encourage growth and to diversify the Anchorage economy. The organization has more than 260 investors, which represent all industries in Anchorage and Alaska. For more information visit www.AEDCweb.com.

Bronze

UNITAS

Monroe-Union County Economic Development
Union County, NC



In 2015, Monroe-Union County Economic Development (“MUCED”) unveiled its “Unitas” campaign as a strategy to increase awareness of its activities to the general county population via increased utilization and engagement through the organization’s Facebook page. The Facebook page is used as a mechanism to increase the general public’s awareness and knowledge of Union County companies, the products manufactured locally and how the economic development office provides benefit to the community.

Unitas, modeled after the well-loved children’s character Flat Stanley, spent 2015 traveling Union County, visiting manufacturers, Facebook followers through a monthly contest to see if they could identify Unitas’ location. Winners typically received a \$20 gift certificate from a local business in the same community as the featured manufacturer.

In months when the Unitas “visits” were run, engagement rose steeply and the number of followers increased by an average of 41 people. Over the course of 2015, followers on the MUCED Facebook page increased 243%, with 97% of the new followers being directly associated to the Unitas campaign. The overall engagement exceeded 30,000 impressions for 2015.

In 2016, Unitas returns as he appears with products manufactured in Union County that followers of the MUCED Facebook page can attempt to identify.

Population: Greater than 500,000

Gold

Utah Economic Development Map

Utah Governor’s Office of Economic Development
Salt Lake City, UT



STATE OF UTAH
BROADBAND OUTREACH CENTER
BROADBAND.UTAH.GOV

The Utah Economic Development Map, Locate.utah.gov, is an interactive mapping tool that allows users to virtually explore Utah’s business grade broadband infrastructure, extrapolate workforce data for any location, easily identify public utility providers, and locate nearby transportation and lifestyle features that drive economic development in our recreation-rich state. Locate.utah.gov was developed by the Utah Broadband Outreach Center in the Governor’s Office of Economic Development, in partnership with the State’s Automated Geographic Reference Center (AGRC) and the Economic Development Corporation of Utah

Silver

County Profile Tool

Tennessee Department of Economic and Community Development
Nashville, TN



MASTERED IN
TENNESSEE

TNECD.com

Our county profile tool sets an industry standard for how corporate decision makers, site selectors and local economic development organizations easily identify potential business locations throughout Tennessee. The user experience provides a friendly and rich interface that is responsive across all mobile devices.

The application allows users to visualize comprehensive data by individual county or region. The tool can categorize areas by population and demographics, tax structure, labor force, education, housing and income, health and public safety, industries, top employers, climate, and community information.

Program Awards

Multi-Year Economic Development Program

Population: Less than 25,000

Silver

Comprehensive Economic Development Strategies

Brattleboro Development Credit Corporation/Southeastern Vermont
Economic Development Strategies
Southeastern Vermont



Southeastern Vermont Economic Development Strategies (SeVEDS) began in 2007 when a group across a 27 town region began looking to improve broadband service. Ultimately, lack of connectivity was a symptom of a larger problem; a steady, 20 year economic decline. SeVEDS was established as an affiliate of the regional development organization Brattleboro Development Credit Corporation (BDCC) and began to develop a Comprehensive Economic Development Strategy (CEDS). In addition to existing economic malaise, the region faced an unknown timeline for the shutdown of the Vermont Yankee (VY) Nuclear Power Plant and loss of the 600 highest paying jobs in the region. The final CEDS submitted to the US Economic Development Agency included specific strategies for turning the economy around and mitigating the economic impact of the VY closure - announced just prior to the final CEDS was presented. The July 2014 CEDS plan has attracted close to a million dollars in public funding and was the basis for a 10 million dollar economic development fund established by Entergy in its settlement with the State of Vermont. The CEDS will have attracted close to 11 million dollars by the close of 2016.

Population: 25,000 - 200,000

Silver

City of New Braunfels Economic Development Strategic Plan 2012-16

New Braunfels Economic Development Council
New Braunfels, TX



The City of New Braunfels retained the IEDC in 2011 to assist in the development of an economic development strategic plan for the time period of 2012-16. The year-long process culminated with the adoption of the plan in September 2012. Four major strategies were developed with the participation and input from over 100 citizens working on four separate committees along with a steering committee. Stakeholders included the City staff, Chamber staff, local economic development sales tax board, a private-based economic development foundation, city council members, and members of the public. New Braunfels is the 2nd fastest growing city in America and having a common vision and clarification of roles by stakeholder groups have resulted in improved working relationships, as well as completion of all four major initiatives. These projects include a \$6.3 million expansion of the Central Texas Technology Center which opened September 9, establishment of a micro lending fund for local first and second stage businesses, over 740,000 of new commercial-industrial space under construction, and a pre-development plan on a soon to be vacated city hall site that will welcome over \$100 million in private investment.

Population: 200,000 - 500,000

Gold

ProsperityNOLA

The New Orleans Business Alliance
New Orleans, Louisiana



**NEW ORLEANS
BUSINESS ALLIANCE**

A public-private partnership, New Orleans Business Alliance (NOLABA) is the official economic development agency for the City of New Orleans. It was formed in 2010 at the behest of Mayor Mitch Landrieu and a coalition of business and civic leaders to employ the best practices in economic development to reposition New Orleans as the ideal intersection of commerce and culture.

NOLABA serves as the city's official economic development partnership and the hub of its business community.

ProsperityNOLA – the first, comprehensive development plan in New Orleans' recent history – is a catalyst for economic transformation, designed to ensure the city's vitality for its tri-centennial in 2018 and beyond.

Stakeholders from business, government, education and philanthropy, as well as the broader economic development community, came together to create ProsperityNOLA in 2012. Using a data-driven process, the initiative's Strategic Advisory Council selected to aggressively support five key industry clusters based on their strength and projected growth.

The vision in ProsperityNOLA is, on the Tricentennial in 2018, to have a more inclusive and diverse economy that is equitable, with more opportunities for both residents and local businesses to participate in multiple industries.

Silver

Town Center of Virginia Beach/Pembroke Strategic Growth Area
Virginia Beach Department of Economic Development
Virginia Beach, VA



www.yesvirginiabeach.com

Since the first groundbreaking in 2000, Town Center of Virginia Beach has emerged as the downtown core of the Virginia Beach Central Business District, featuring a vibrant urban mix of Class A high-rise office space, upscale retail, luxury residential units and entertainment & cultural facilities. The project was established as a public-private partnership using Tax Increment Financing to support development of key public facilities & infrastructure. Spanning 17 city blocks on 25 acres, it includes 815,000 square feet of office space, 19 restaurants, 190,000 square feet of retail space, 804 residential units (apartments and condos), and more than 400 hotel rooms, generates \$7.5 million annually in new tax revenue for the City, and serves as a major employment and entertainment center. As of Fall 2014 nearly \$500 million has been invested, with a public/private investment ratio of 1:4.3. It also has been the catalyst for significant redevelopment/reinvestment to the 50-year old Pembroke Mall located across the street, the first shopping mall in the MSA that 8 years ago was one of the most "at risk" malls in the country. Since 2011 more than \$45 million has been reinvested in that property, including several new "first to the market" retailers.

Bronze

Vacant Property Initiative

City of Cleveland Department of Economic Development
Cleveland, OH



CITY OF CLEVELAND
Mayor Frank G. Jackson

The Department of Economic Development works with business and community leaders, small business owners, entrepreneurs, developers, real estate brokers and community stakeholders. We provide assistance to businesses expanding within or relocating to the City of Cleveland including financing, workforce solutions and technical assistance.

The Vacant Property Initiative helps overcome barriers in the full reuse of abandoned, idled or underutilized commercial and industrial properties within Cleveland. Eligible activities are property acquisition, environmental site assessments, site clearance and demolition, “as is” and “as completed” property appraisals, new construction and renovation.

Population: Greater than 500,000

Gold

NEPIRC Manufacturing Extension Partnership Program
Northeastern Pennsylvania Industrial Resource Center
Hanover Township, PA



NEPIRC is a public-private partnership that provides small and mid-sized manufacturers throughout an 11-county region of northeastern and the northern tier of Pennsylvania with the assessment, advisory and consultative services they need to enhance their competitiveness, accelerate their adoption of new technologies, improve their profitability and strengthen their long-term resiliency – which in turn creates well-paying advanced manufacturing jobs. Since 1988, NEPIRC has been working with manufacturers to facilitate their implementation of cutting-edge practices and innovative business solutions. NEPIRC areas of expertise include Lean Manufacturing, Quality Systems, Innovation Engineering, Additive Manufacturing, Supply Chain Optimization, Market Diversification and other offerings.

Through its Manufacturing Extension Partnership (MEP) program, NEPIRC participates in a national network of organizations that collectively strengthen our national manufacturing economy. NEPIRC’s MEP resources, coupled with its Commonwealth of Pennsylvania and private industry support, empowered the organization to work with clients on engagements that were critical to their growth. Over the past three years, those engagements generated \$460 million in client revenue impact, \$47 million of client cost savings and \$69 million in regional client investments in expansion. Perhaps more importantly, those projects led to the creation and retention of more than 3,500 full-time manufacturing jobs over the past three years.

Silver

Greater MSP Driving Perception Change
GREATER MSP
Saint Paul, MN



Minneapolis Saint Paul Regional Economic Development Partnership

GREATER MSP was formed in 2011 as the Minneapolis Saint Paul region’s economic development organization. The mission of the organization is to accelerate job growth and capital investment in the region. We conducted a perception study among site selectors and C-Suite executives to gather perceptions about the region and found awareness to be low and unclear. The information in the study directed our promotional efforts over the next three years. The perception study was conducted again and found a 13% increase in positive perceptions of the region’s business climate, and a 30% increase in willingness to consider MSP for future projects. Additionally the number of respondents who had considered the region in the past 5 years nearly doubled.

Bronze

Adaptive Reuse Tax Incentive Program
Erie County Industrial Development Agency
Buffalo, NY



The ECIDA's Adaptive Reuse Tax Incentive Program encourages developers to rehabilitate vacant, often historic properties, transforming once-blighted neighborhoods into vibrant communities.

The program was adopted by the ECIDA Board of Directors in 2008, and has since rehabilitated 48 properties in the Buffalo area, generating \$400 million in private investment, and created 2.4 million sq. ft. of commercial and residential space.

Adaptive Reuse criteria focuses on:

- Promoting infill development that utilizes existing public infrastructure, controlling costs for local government
- Encouraging reinvestment in our Urban Core and developed areas in alignment with Smart Growth principles
- Creating new economic activity at difficult sites and buildings, helping to eliminate blight and public safety concerns associated with abandoned buildings
- Promoting a green redevelopment strategy, recycling existing buildings and sites
- Helping to maintain neighborhood fabric and historic heritage
- Enhancing property values and property assessments for neighboring facilities and neighborhoods

The ECIDA is a public benefit corporation offering low-interest loans, tax incentives and tax exempt bond financing to businesses in Erie County. For more information please visit www.ecidany.com

Business Retention and Expansion (BRE) - Single Events

Population: 25,000 – 200,000

Silver

Start It Up Nelsonville!
Athens County Economic Development Council
Nelsonville, OH



Start It Up Nelsonville was designed as a two-part competition with a combined cash prize of \$15,000 for contest winners. \$10,000 of the prize was awarded to a business planning to open or expand their operations within the city of Nelsonville, Ohio. The Remaining \$5,000 was divided among the finalists and winners of an essay and video competition that captured inside perspectives into the positive attributes of life Nelsonville. Prize money came from sponsorship contributions solicited by the ACEDC and Rocky Brands including Hocking College, EdMap, Ohio Health, the Nelsonville Chamber of Commerce, Rocky Brands Community Improvement Fund, and Baird Stuart Foundation, resulting in a strong show of support from local community stakeholders. Other partnerships of the campaign included Federal-Hocking School District, Stuart's Opera House and L'Herueux Properties.

The Athens County Economic Development Council (Business Remixed) is the champion of business in Southeast Ohio. We are a public-private partnership committed to increasing economic opportunity in Athens County by encouraging entrepreneurship, recruiting new businesses, and helping existing businesses grow and expand.

Bronze

InfoAction - Business Retention and Expansion (BRE)
Greater Dubuque Development Corporation
Dubuque, IA



Real People...

InfoAction is Greater Dubuque's award-winning program for business retention and expansion. InfoAction's end-game is not to "conduct a survey." Rather, InfoAction is rooted in old school basics: Information and Action. In the past year, staff conducted 344 on-site visits with CEO's, business owners, and top managers, representing companies that employ approximately 32,387 people in the market.

Real-Time Communication

Based on personal visits, staff and partners provide real solutions and deliver services for both challenges and opportunities. In just the past year alone, findings have been used and communicated in real-time and through 120+ weekly/monthly meetings with partners. Real advantages (tangible and intangible) are gained:

- Develop solid relationships;
- Obtain information and market intelligence;
- Serve the customer and provide advocacy.

Real Impact...

Since inception, InfoAction has allowed us to help businesses (with issues both large and small) on more than 3,559 occasions – Including 375 occasions in the past year:

- A total of 3,110 visits/re-visits, since inception, with approximately 350 CEO's;
- A direct role with 118 existing business projects since FY 2001;
- More than \$424,600,000 million in direct investment;
- At least 3,426 direct jobs;
- A minimum of 3,775,000 square feet of existing business new construction;
- At least \$103,000,000 in new, annual payroll.

Population: 200,000 – 500,000

Silver

South Side Works
Urban Redevelopment Authority of Pittsburgh
Pittsburgh, PA



The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base, and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing, and conveying sites for major mixed-use developments and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements.

After 132 years of continuous operation, the LTV Steel Mill shuttered due to the precipitous decline of an industry that once defined the regional economy. The URA acquired the 123-acre riverfront brownfield in 1993, channeling \$128 million toward environmental remediation, site preparation, and public infrastructure that queued up the site for the next wave of the Pittsburgh economy.

Through 2016, the URA has leveraged over \$500 million in private capital by investing in a new street grid, public parks, recreational riverfront trails, structured parking, and a vital multimodal bridge connection. The development and execution of a community-driven master plan transformed the site into a regional center for private investment, job creation, and tax generation that reclaimed the riverfront and blended the site with the existing urban fabric.

Population: Greater than 500,000

Silver

OktoberINVESTfest - Annual Investors Conference
Bavarian U.S. Offices for Economic Development
New York, NY



The OktoberINVESTfest is an annual investors' conference in the heart of New York City. This one day event brings together investors and industry leaders from the U.S. and Germany dedicated to pursue advances in innovation and growing their businesses globally. 2015 was the 4th anniversary of the OktoberINVESTfest. The conference features panel discussions and keynotes by thought leaders and key individuals of Bavaria's strongest business sectors. U.S. and German investors get together to share ideas on how to finance business expansion. I removed some – we don't need to give away all our secrets to our competitors...

Business Retention and Expansion (BRE) - Programs of 3 or More Years

Population: 25,000 – 200,000

Bronze

Wanco Retention & Expansion Project
Arvada Economic Development Association
Arvada, CO



Wanco, a leading manufacturer of highway safety and traffic control products was considering leaving Arvada because it could not expand, as their property abutted the Hyland Hills Parks and Recreation District (Hyland Hills). Wanco was established in 1984 and currently employs over 200 people and is one of Arvada's largest primary employer's. When the City of Arvada learned of Wanco's problem it was concerned because it did not want to lose a valuable economic partner. Wanco and Arvada met with Highland Hills and learned that Highland Hills had its own issue because it had .86 acres of undeveloped property that was on a long-term plan for Clear Creek Valley Regional Park, but was limited in funding that would enable the project to move forward quickly. After meetings and negotiation the three parties came to an agreement. Wanco got the land it needed to expand, Arvada retained an important business, and Hyland Hills has received commitments for \$1.25 million dollars to develop a park, long desired by the community.

InfoAction- Business Retention and Expansion (BRE)
Greater Dubuque Development Corporation
Dubuque, IA

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- A minimum of 3,775,000 square feet of existing business new construction;
- At least \$103,000,000 in new, annual payroll.

Business Retention & Expansion

City of Corona
Corona, CA

The City of Corona's Economic Development vision is to create a balance between quality of life, employment creation and taxable sales generation so that the City of Corona can continue to be a desirable place to live and conduct business. Corona has successfully accomplished this by creating a unique economic development business expansion and retention program built around the needs and trends of businesses.

Corona's business retention and expansion program has successfully leveraged existing resources and commodities that are currently in the City and continue to grow them while also seeking new opportunities. In order to accomplish this Corona has created four goals to keep the city headed in a clear and concise direction. These four goals include; keeping Corona's position as a leader in the inland Southern California for places to live and work; Keep existing businesses prosperous and selectively attract new ones; attract additional high paying jobs in clean manufacturing and technology sectors; and to continue growing Corona in a manner consistent with protecting the character of the community and quality of life. All of this equates to increased assessed valuation and taxable sales helping to better the life of the citizens.



Entrepreneurship

Population: Less than 25,000

Silver

Franklin Business Center

Franklin Southampton Economic Development, Inc.
Franklin, VA



Franklin Southampton Economic Development, Inc. is a public private partnership which is tasked with four main objectives including helping to recruit new business/industry, helping to grow and retain businesses in our community, to promote entrepreneurship and lastly to showcase our area's tourism opportunities. In 2005, the Franklin Business Center (formally the Franklin Business Incubator) opened its' doors to entrepreneurs, start-ups and expanding businesses who were in need of office space, support and guidance. The fully renovated and restored 40,000 sq. ft. building is owned by the City of Franklin, VA and is managed by Franklin Southampton Economic Development, Inc. Since the Franklin Business Center's inception the program has had fifteen successful companies "graduate" out of the program. Currently, the Franklin Business Center is at 80% occupancy with 27 businesses participating in the program.

Bronze

Addison TreeHouse

Town of Addison Economic Development Department
Addison, TX



The Addison TreeHouse is a resource driven co-working business incubator supporting the startup community in North Texas. It is a collaborative partnership between the Town of Addison, the Dallas Entrepreneur Center, Baylor University's Accelerated Ventures Program, and the North Texas Small Business Development Center.

Since its opening, the TreeHouse has helped launch more than 150 startups and hosted more than 200 events, bringing in more than 6,000 visitors. Corporate mentors have provided over 400 hours of whiteboard sessions. Collide Village Accelerator also launched within the TreeHouse graduating 14 new businesses.

Companies such as Pickup Now, a mobile app that puts a pickup truck in your pocket, and Divergence Academy, a private data science school providing training to IT-sector companies are just two examples that have launched from the TreeHouse. Over 200 new jobs have been created in Addison with more to come. Local startups have also attracted over \$4.1 Million in private investment.

The Addison Economic Development Department is housed within the TreeHouse and is surrounded by over 60 existing startups. The TreeHouse is literally where economic development serendipitously collides with private business to come up with innovative ideas and programs to support the startup community in North Texas.

Population: 25,000 – 200,000

Gold

Entrepreneurship for Children and Youths. Ignition and Development of Entrepreneur Leadership

Autonomous Municipality of Caguas
Caguas, Puerto Rico



The purpose is to provide students from elementary to high schools the education and consciousness of how the start and development of a business will be an alternative for their future and success. Program integrates the students of the City in the global trends and strengthen the competitiveness of our City. It is the first and only program in Puerto Rico addressing the entrepreneurship education among public school students at a local level. This program is part of a larger strategy conceived in the City's Strategic Plan Outline "The City promotes a new entrepreneurship culture with global perspective, competitiveness, sustainability and solidarity". Also, is part of the organizational development of the City's Secretariat of Economic Development. We are convinced that if we want to create a competitive entrepreneur culture in the long term we must form and promote an entrepreneurship culture in early ages. Finally, the program is part of "Caguas an Entrepreneur City" and "Caguas an Educational City" Initiatives.

Silver

Startup Sioux City

Sioux City Economic Development
Sioux City, IA



Startup Sioux City was created from the desire of community leaders, elected officials and small business owners looking to cultivate an entrepreneurial ecosystem in Sioux City to grow new jobs and investment. It is comprised of representatives from public and private interests with a shared vision for creating an environment in which new business ideas are encouraged and nurtured.

Sioux City Economic Development has been and continues to be an integral support system to the Startup Sioux City organization. The City's Economic Development staff work closely with entrepreneurs by coordinating events and connecting startups with the resources they need to help them create jobs, invest in the community and generate growth.

Population: 200,000 - 500,000

Gold

Increasing Entrepreneur Financing Availability in Kentucky

Northern Kentucky Tri-County Economic Development Corporation
Ft. Mitchell, KY



Northern Kentucky Tri-ED's mission is to build a world-class economy in Northern Kentucky through the expansion of existing businesses and the creation and attraction of high quality, primary industry employers. In 2010, Tri-ED published a whitepaper, *Making Kentucky Competitive: Increasing Investment and Creating Jobs*, concluding that an angel tax credit would result in significant increases in angel investments and a 3.5x economic development return on investment. In December 2010, The Kentucky Economic Development Cabinet released a study, *Study on Angel Investor Program* which found that, "An Angel Investor Tax Credit would be a significant and positive move to promote the development of start-up companies in Kentucky." In the 2011 legislative session, Tri-ED was requested to draft proposed legislation and from 2012 to 2014, Tri-ED undertook an extensive education and statewide coalition building campaign. In 2014, the angel tax credit finally became law, with Tri-ED on the tax credit implementation team. In 2015, the tax credit became available and the \$3 million tax credit was exhausted in just 8 months - in 2016, the credit was exhausted in just 2 months. Although it took over 7 years, the tax credit has overwhelmingly increased entrepreneur financing availability in the state of Kentucky.

Silver

UpTech Accelerator

Northern Kentucky Tri-County Economic Development Corporation
Covington, KY



UpTech is a tech accelerator program for data-driven startups that are developing tech-enabled solutions and seeking equity funding. The UpTech program has run 4 cycles since 2012, helping to launch 30 companies, creating 71 full-time jobs and 64 part-time jobs. Since inception, the program has received over \$1 million in operational funding, provided by foundations, government entities and corporate sponsors.

UpTech was born out of a vision to transform the Northern Kentucky economy into a high-tech, 21st century destination that cultivates talent through education and leverages public and private capital to support a new information-driven sector of entrepreneurs. UpTech's founders set out to rally the community behind an investment fund that invests in data and informatics, rewarding innovative big ideas. The program provides the platform for this regional transformation to occur through identification and selection of top tech talent to start and grow their businesses in the region.

The goals of the UpTech program are to create high-growth, data-driven tech companies, develop the next generation of entrepreneurs, create meaningful jobs in growth sectors, create companies that are attractive to angel and venture capital investors, promote equity investment in startups, partner with the existing business community, and foster regional entrepreneurship.

Population: Greater than 500,000

Gold

BREW Accelerator- Empowering Entrepreneurs & Innovation in Water

The Water Council
Milwaukee, WI



The BREW Accelerator, launched in 2013, unleashes water innovation by funding water technology startups with commercialization potential, with the goal of launching each portfolio within 24 months. The first of its kind accelerator pairs a unique water-focused startup community, located within the Global Water Center, with the credible resources found only in Milwaukee's World Water Hub, to help entrepreneurs from around the world commercialize their unique technologies and accelerate results that impact the global community.

The Water Council, a non-profit economic development organization, was established in 2009, by Milwaukee-area business, education and government leaders, to leverage the region's water assets into the nation's leading water technology cluster. Consisting of more than 180 Members, The Water Council links together global water technology companies, innovative water entrepreneurs, acclaimed academic research, and some of the world's brightest and energetic water professionals. The Water Council is capturing the attention of the world and has transformed the Milwaukee region into a World Water Hub for technology, talent, business and economic development.

Bronze

Hudson Valley Beer, Wine, Spirits & Cider Summit
Hudson Valley Economic Development Corporation
New Windsor, NY



HVEDC is the leading economic development organization in the Hudson Valley. Through its award-winning cluster development initiative, the Hudson Valley Food & Beverage Alliance, HVEDC created the Beer, Wine, Spirit, and Cider Summit, which is New York State's premier educational conference for both budding entrepreneurs and seasoned executives working within the fast-growing, locally grown and produced alcoholic beverage industry. From Dutchess County hops farmers and vineyard operators to Westchester-based cider mill operators, from Sullivan County distillers to craft brewers in Orange County, the Summit annually welcomes over 400 business owners and operators from throughout the Hudson Valley (and beyond) to the world-famous Culinary Institute of America (CIA) for a full-day of education, networking, exploration, dialogue and product sampling. Whether attending panel discussions led by state officials and industry experts, listening to keynote speeches by global beverage CEOs, or sampling local products during networking sessions, Summit attendees have taken lessons-learned and connections-made, and applied their knowledge and new contacts to driving incredible growth of the Hudson Valley's thriving craft beverage industry. Since the launch of the first Summit, there has been a 20% increase in sector employment and 7.5% increase in wages. For more information, visit us at hvedc.com today.

Mount Prospect Entrepreneurs Initiative
Village of Mount Prospect
Mount Prospect, IL



The Mount Prospect Entrepreneurs Initiative (MPEI) is a partnership between the Village of Mount Prospect, the Mount Prospect Chamber of Commerce, and the Mount Prospect Public Library. The purpose of MPEI is to encourage and support entrepreneurship by providing local, convenient and affordable access to resources which help businesses succeed. The MPEI program includes:

- Educational workshops known as the Entrepreneur's Café and Jumpstart Your Business.
- Spotlight on Success Film Series
- Access to Advisors
- Data Reference by Appointment
- The MPEI E-newsletter and Business Event Calendar
- Licensing and Permit Guidance
- Networking, Promotion/Marketing Assistance and Entrepreneurship Recognition.

Our partnership helps people take the "next step", such as transforming a business idea into a business plan, growing from a home office to an office building, or offering benefits to employees. MPEI is a local, easily accessible resource available to all small business owners. We assist with common challenges: finding a space to rent, applying for appropriate licensing, or understanding the business market. We feel a local contact is more approachable and accessible, and our events are free of charge. Once a business is established, MPEI offers continued assistance through networking opportunities, promotion and marketing, and access to business advisors.

Neighborhood Development Initiatives

Population: 25,000 – 200,000

Silver

Newhall Neighborhood Revitalization

Hamden Economic Development Corporation
Hamden, CT



The Newhall Neighborhood Revitalization Program began in Hamden CT in 2003 with the signing of a Consent Order for one of the largest neighborhood environmental remediation programs in US history. The history of the event leading up to the Consent Order and future Action Plan in 2007 began in the 1880's. This Revitalization program has included the remediation of over 200 properties, structural repairs to over 100 homes, a business incubator, rehabilitation of two large parks, a job training program and in 2016/17, a new community center and the development of 87 units of mixed income housing. The total investment from state, local and other utility sources will ultimately total over \$100 million.



Albany's Park South neighborhood has a small footprint, but a huge impact on the City. The neighborhood experienced a period of unmatched disinvestment, dramatically declining quality of life and escalating public safety issues. The nine-block neighborhood, which connects some of the region's largest employers with Downtown and the City's most stable urban neighborhood, was literally collapsing. Local leaders took an unprecedented step in declaring the area an Urban Renewal District and worked with the community and an adjacent regional medical center (Albany Medical Center) to create a parcel-by-parcel revitalization plan. Now marking the Plan's sunset and a decades' worth of implementation, more than \$600 million of investment is taking shape and the Park South Urban Renewal Plan has completely transformed this beloved neighborhood.

The revitalization plan was managed by the City, Capitalize Albany Corporation and its economic development partners. Execution of the Plan has been aggressive and true to vision, with significant public/private partnerships. Projects have included multifamily affordable housing, infill residential rehab and construction, market rate multifamily construction, and commercial office and retail products.

Human Capital

Population: 25,000 – 200,000

PoncaWorks
Ponca City Development Authority
Ponca City, OK



The Ponca City Development Authority, PCDA, is funded by a ½ cent sales tax to conduct economic development for the City of Ponca City, a community of 26,000 in north-central Oklahoma. PoncaWorks was started in 2012 as an addition to PCDA's existing BR&E Program to assist local industries and companies recruit and hire specifically trained and skilled employees for hard-to-place positions. The headhunting and job posting assistance continues to be heavily utilized by all types of companies and in 2014 a dedicated full time person was added to PCDA staff for this program. PoncaWorks has evolved to include a "grow our own" workforce component with the addition of this staff person. Education and industry alignment for workforce recruitment within the schools has been strengthened with several programs. Two of these are Girl Power! Camp which focuses on with 8th grade girls gaining knowledge in trade programs and manufacturing; and "Cookies & Careers" which matches high schoolers exploring certifiable trades and industry training with mentors including owners of and workers in these trade and industry companies. PoncaWorks has assisted in the placement of over 130 positions with an annual payroll of 5.4 million since its inception in 2012.

Population: Greater than 500,000

Silver

YPWeek

Wisconsin Economic Development Corporation and NEWaukee
Madison and Milwaukee, WI



Wisconsin, like many states, is facing a significant demographic shift in the foreseeable future. With a population of residents aged 65+ projected to increase by 10 percent by 2040, developing the state's workforce "pipeline" is a critical economic development challenge. Compounding matters is the fact that Wisconsin loses approximately 9,000 college educated adults aged 18-34 per year.

Through collaborative leadership between the Wisconsin Economic Development Corporation (WEDC) and NEWaukee, a social architecture firm changing the ways professional interact with each other and their environment, Wisconsin has begun an unprecedented collaboration amongst YP organizations and communities to address the state's "bright flight." Working with young professional leaders throughout Wisconsin WEDC and NEWaukee have produced a forum for talented individuals to share their stories about finding success in Wisconsin. The goal is increase the talent pipeline of professionals by addressing the state's outbound talent migration through information and access.

Young Professionals Week (YPWeek), held April 23-30, 2016, provided young people the resources they need to choose Wisconsin as their career/life destination: leadership training, cultural exhibition and a forum for their ideas to be heard. Most importantly, it provides a connection to their peers, not only in their community, but across the state.

Bronze

Alamo STEM Workforce Coalition (ASWC) Externship for Teachers Program
Workforce Solutions Alamo
San Antonio, TX



The Alamo STEM Workforce Coalition (ASWC) is comprised of committees from the Alamo area who have partnered to extend learning opportunities in the classroom and grow the number of students on STEM degree pathways to help employers gain a competitive edge while contributing to economic growth.

The partnership was designed to connect teachers with employers in learning how math and science are being applied in the real world. The success of 2015 resulted in additional funding for 2016 and the addition of SA Works!

The goal of the Alamo STEM Workforce Coalition is to increase student awareness of STEM careers in the Alamo region to be better prepared for those careers. This summer 2016, more than 150 teachers will travel to employer sites to learn how math and science are applied in real world workforce settings. During these professional development days, we provide teachers, counselors, and other educators with the tools they need to go back and educate their students and peers.

Sustainable and Green Development

Population: Greater than 500,000

Gold

[Re]Verse Pitch Competition

City of Austin

Austin, TX



The [Re]Verse Pitch Competition is a social innovation program to help turn valuable raw materials that are currently leaving local businesses, non-profits, and institutions as waste into the foundation of new social enterprises. Local entrepreneurs hear pitches from the businesses with these materials, then work with mentors & advisors to over several weeks to develop and refine repurposing business ideas. At the closing event, finalists pitch their new business ideas to compete for the top Innovation Prizes that help them start these new ventures. The 2015 Competition led to the founding of Brewnola, a start-up that repurposes spent brewery grain into granola snacks.

The City of Austin's Recycling Economic Development Program works to attract, retain, and grow zero waste businesses and entrepreneurs in order to create local jobs and foster a resilient zero waste ecosystem in Central Texas. The program is a joint partnership between the Economic Development Department and Austin Resource Recovery.

Bronze

Solar Landscaping Irrigation Project at Traffic Roundabouts

Drainage and Irrigation Network Department , Dubai Municipality

Dubai

United Arab Emirates



Dubai municipality is a civic body which implement programs, strategies and policies in partnership with stakeholders to ensure the sustainable use of natural resources, energy and water in dubai.

With issues of climate change, growing urban population and increased demand for water / energy from competing sectors, wastewater recycling and use of renewable energy is becoming an important strategy to complement the existing resources .

In order to optimize the use of water/ energy resources, Dubai municipality has adopted a circular economy model in collaboration with various sectors, which includes the use of recycled water for landscape irrigation and substituting fossil fuels with renewable energy to power the irrigation networks.

In year 2014, about 169 million cum of treated water was used for greening the city of area of about 24 million m2 which has reduced carbon footprints and use of fossil fuels.

By employing solar energy for irrigation at various traffic roundabouts , about 15 Mwh of solar power is generated and about 6.3 MT of GHG emissions are reduced annually. These positive outcomes has fostered the move towards a more sustainable city management, and created more job opportunities while encouraging private sector investments in the wastewater sector.

Real Estate Redevelopment & Reuse

Population: 25,000 – 200,000

Silver

The Lansing Lugnuts Outfield Redevelopment Project
Lansing Economic Development Corporation
Lansing, MI



The Lansing Economic Development Corporation (LEDC) has the mission of expanding, attracting and retaining business in the City of Lansing, Michigan. The LEDC also spearheads the redevelopment of brownfields, functionally obsolete buildings and blighted properties. In 1994 the City of Lansing purchased and cleared a blighted downtown area, built a baseball stadium and leased it to the Lansing Lugnuts, a private minor league team. The 10,000 seat public stadium was a success attracting millions of people downtown. However, by 2012 the stadium needed repairs and upgrading. In response, The LEDC, City, team owner Tom Dickson, the Gillespie Group and Michigan Economic Development Corporation formed a public-private partnership to embark on an innovative redevelopment project. The solution was to invite a private mixed-use development inside the public stadium. The 4 story \$11.5 million Outfield development overlooks the ballpark providing dramatic views, spectacular apartments, public spaces for events, room for concessions, plus field maintenance facilities. It also generated jobs, income and tax revenues to finance \$13.5 million of improvements to the ballpark. The \$25 million project is a creative and complex economic development joint venture that attracted private investment for economic development, public improvements and downtown revitalization.

Bronze

150 High Street Redevelopment
City of Hamilton
Hamilton, OH



In a collaborative between the City of Hamilton, CORE (Consortium for Ongoing Reinvestment Efforts), and several other valued partners – the 150 High Street Redevelopment – a former Elder Beerman Department Store - provided an important boost to downtown Hamilton revitalization efforts. 150 High was the CORE Fund's first purchase and was a highly visible vacancy in Hamilton's downtown.

In February 2015, the international call center operator STARTEK announced it would locate a 682 person call center in downtown Hamilton at 150 High. By August 2015, the renovation of 150 High Street was complete and the company had opened its doors.

Startek's decision allowed CORE to accelerate the redevelopment of its first and largest building acquisition - a building that had been vacant since 2009. This \$7.25 million investment completely transformed the structure into STARTEK's offices – other tenants include Alexander's Market & Deli, InsideOut Studio, Joslin Diabetes Center, and Kettering Health Network physician offices.

Partnership Awards

Public-Private Partnerships

Population: 25,000 – 200,000

Gold

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Silver

Wanco Retention & Expansion Project
AEDA / Adams County / City of Arvada / Hyland Hills
Arvada, CO



Wanco, a leading manufacturer of highway safety and traffic control products was considering leaving Arvada because it could not expand, as their property abutted the Hyland Hills Parks and Recreation District (Hyland Hills). Wanco was established in 1984 and currently employs over 200 people and is one of Arvada's largest primary employer's. When the City of Arvada learned of Wanco's problem it was concerned because it did not want to lose a valuable economic partner. Wanco and Arvada met with Highland Hills and learned that Highland Hills had its own issue because it had .86 acres of undeveloped property that was on a long-term plan for Clear Creek Valley Regional Park, but was limited in funding that would enable the project to move forward quickly. After meetings and negotiation the three parties came to an agreement. Wanco got the land it needed to expand, Arvada retained an important business, and Hyland Hills has received commitments for \$1.25 million dollars to develop a park, long desired by the community.

Partnerships with Educational Institutions

Population: 25,000 - 200,000

Silver

Dayton Aerospace Hub of Innovation and Opportunity
University of Dayton
Dayton, OH



The Hub is a successful partnership with local stakeholders and a leading educational institution in Dayton, the University of Dayton. The project grew out of the City of Dayton's 2020 Economic Development Strategy, which recognized the need for new approaches to create long-term sustainable economic growth engines for the City and region. The Hub project adopted and emphasized many of the City of Dayton's economic development practices by focusing on systems and relationships instead of incentive real estate and creating an environment that businesses recognize as a place where they can gain productive advantages.

Under the leadership of the University of Dayton and its Research Institute, the partnership includes the City of Dayton, Montgomery County, CityWide Development Corporation, the Dayton Development Coalition, and the State of Ohio. These entities came together in 2009 to develop the Hub as a magnet for aerospace entrepreneurs, innovators, and business owners seeking the opportunity to live, work and learn in a creative environment. The partners also sought to revitalize blighted areas and enhance Dayton's place-making strategies.

Regionalism and Cross-border Collaboration

Population: 25,000 - 500,000

Silver

Community Awareness Campaign
The Grand Junction Area ED Partnership
Grand Junction, CO



This collaboration in regionalism was formed between the Grand Junction Area Chamber of Commerce, Grand Junction Business Incubator and Grand Junction Economic Partnership, these are three Economic Drivers in our community who strive for the betterment of the area as a whole. Our "valley" is comprised of the cities of Grand Junction, Fruita and Palisade. These cities are all in Mesa County of Colorado. A MOU was signed by the Grand Junction Area ED Partnership to solidify the missions of each organization in the collaboration and to ensure each organization was supporting the others in their efforts.

The ED partnership showcased our efforts to the City Council, County Commissioners and community members in a joint presentation. The goal of this presentation was to show how we are positively affecting our community on business or organization at a time. In addition to 76 active businesses looking to relocate to the area, 16 area manufacturing firms were contacted and are expected to increase their respective workforces by a total of 350 jobs in the next three years. Many of these businesses are taking advantage of financial tax incentives offered by the County and State.

This joint "task force" of business leaders, entrepreneurs, local government officials and organizations, is the backbone of the retention, expansion and recruitment of businesses in our area.

Population: Greater than 500,000

Silver

Tampa Bay Export Alliance

Tampa Hillsborough Economic Development Corporation & Pinellas County Economic Development
Hillsborough and Pinellas County, FL

TAMPA BAY EXPORT ALLIANCE

Recognizing that an effective international strategy is regional in nature, the Tampa Hillsborough Economic Development Corporation (THEDC) and Pinellas County Economic Development (PCED) created an alliance to leverage bi-county resources for international programs. In 2014, the Tampa Bay Export Alliance (TBEA) was established, which ushered in a new era of regional collaboration in our region



The TBEA helps to grow jobs and capital investment by increasing international business opportunities for companies within the bi-county area and marketing the region globally as a top business destination.

The TBEA conducts joint activities, such as seminars, trade events and trade missions, and supports the international-related growth initiatives of regional economic partners, including Tampa International Airport and Port Tampa Bay. The TBEA works closely with other federal, state and local entities to offer a seamless network of international support services.

OH-PA Stateline Export Initiative

Youngstown/Warren Regional Chamber
Youngstown, OH



The Youngstown/Warren Regional Chamber (Regional Chamber) is a private, non-profit organization that provides leadership and business services to promote the growth of our nearly 2,700 members—representing more than 125,000 employees in the Mahoning Valley. In addition to offering our membership access to a range of benefits, we work to emphasize the importance of education to prepare our future workforce for an increasingly competitive and global economy.

The Regional Chamber is dedicated to serving our community through programs and services that help members grow and the community-at-large prosper. To accomplish this mission, we focus our efforts on work and initiatives in many areas, including economic development, government affairs, business services, education and workforce. Initiative Description:

The OH-PA Stateline Export Initiative is an effort to bring exporting awareness, foreign direct investment and supply chain matching to a 10-county region of eastern Ohio and western Pennsylvania. Initiated by the Youngstown/Warren Regional Chamber (YWRC) and the Ohio SBDC Export Assistance Network at Youngstown State University, the program shares potential development leads, resources and events in order to further company investment and create/retain jobs as well as attain economic stability in the region.

Bronze

Guilford County Economic Development Alliance: Collaboration
Guilford County Economic Development Alliance
Youngstown Greensboro / High Point, NC



The Guilford County Economic Development Alliance – created in November 2015 – is an official collaboration among five entities in North Carolina: High Point Economic Development Corporation, Greensboro Partnership, County of Guilford, City of Greensboro, and City of High Point.

GCEDA is not a consolidation of the two economic development groups. Instead, the organizations now collaborate and work together as if they are one entity: working seamlessly with clients, the public, and the media – in concert with the three governments.

Under the Guilford County Economic Development Alliance, the two economic development agencies work together jointly: managing projects, sharing leads, handling marketing, conducting research, holding staff meetings, and maintaining a countywide building-and-site database.

GCEDA is set up so that the partners have an equal voice.

- The two economic development groups take turns with responsibilities and leadership roles.
- The three governments contribute the same amount of funding and have the same number of seats on the governing body.
- Each city's business community – even though Greensboro is three times High Point's size in population – has the same number of appointments to the governing body and to the business advisory council.

Special Awards

Pioneers in Economic Development Week (No Medal Designation for this Category)

Population: 25,000 - 200,000

Economic Development Week Campaign

City of St. Charles, MO
St. Charles, MO

CITY OF ST. CHARLES MISSOURI
CELEBRATING ECONOMIC DEVELOPMENT WEEK



The City of St. Charles is proud to support the IEDC's directive to celebrate Economic Development Week.

The city participated in the following ways:

1. Congratulatory video from Mayor Sally Faith and City Hall Staff.
2. Social media postings of allies, staff members and key partners holding up the Year of the Economic Developer logo (a week long effort).
3. Resolution of recognition by the St. Charles City Council
4. Resolution presented by Missouri House of Representative Anne Zerr (District 65 which encompasses the City of St. Charles) recognizing and celebrating Economic Development Week and Year of the Economic Developer.
5. Changing our Twitter Header Photo to the Year of the Economic Developer logo and challenging others to do the same.
6. Including a special article from Jeff Finkle for our April Electronic Newsletter detailing Year of the Economic Developer and Economic Development Week.
7. Hosting a special luncheon on Thursday, May 12 honoring key economic development allies like: EDC of St. Charles County, Missouri Economic Development Department, Missouri Partnership and St. Louis Regional Chamber.

Population: Greater than 500,000

ED-101 Connect Seminar Series

Grow Licking County
Licking County, OH



Founded in 2012 as a public-private non-profit partnership, GROW Licking County is managed by a 15-member board of directors whose mission is to provide responsive and individualized economic development support that enables business to expand or relocate in Licking County, Ohio. Since its inception, GROW Licking County CIC has enabled the development of over 3,500 new jobs, the retention of 1,500 existing jobs, & private investment of close to \$600 million here in Licking County.

ED-101 CONNECT was an initiative by GROW Licking County to better engage many of our community stakeholders with the goal of providing a better grounding on how economic development can aid a community. Topics covered during our inaugural sessions included how a regionalism strategy can aid in economic development, the role of tax increment financing can play in a development strategy, how tax abatements can impact taxing bodies, and how to prepare your community for site selectors.

For more information, please visit our website: www.growlickingcounty.org.

Population: Less than 25,000

Gold

DeLong Mountain Transportation System and Red Dog Mine

Alaska Industrial Development and Export Authority
Northwest Arctic Borough, AK



The DMTS is a 52 mile industrial access road and port facility on the Chukchi Sea in Northwest Alaska. The port, which includes the world's largest ore concentrate storage sheds, a bulk fuel tank farm, and a permanent accommodations complex, enables the export of ore produced from the Red Dog Mine. AIDEA's ownership of the DMTS and partnership with NANA Corporation (the landowner and local regional Alaska Native Corporation) and Teck Alaska (the mine/port operator) facilitated the completion of the only U.S. arctic mine. This project (both the mine and port) led to the formation of the Northwest Arctic Borough and now provide over 80% of borough government revenues. DMTS/Mine operations directly employ over 600 individuals with jobs paying an annual average wage of greater \$90,000, and with more than 700 indirect and induced jobs in nearly every region of the state attributed to the project.

AIDEA, a AA+ rated statutory corporation of the State of Alaska, has the mission to promote and develop economic development and job diversification in Alaska through creative application of our financing and investment tools. AIDEA's investment and continued ownership of the DMTS fulfill that mission.

Population: 25,000 - 200,000

Silver

Economic Development Week Campaign
The Grand Junction Area ED Partnership
Grand Junction, CO



The Grand Junction Area ED Partnership was finalized in an MOU during ED week. The three organization partnership is comprised of The Grand Junction Area Chamber of Commerce, The Grand Junction Business Incubator and Grand Junction Economic Partnership. During ED Week in May, an extremely successful campaign was launched to let the business and community at large know what the partnership has done and will continue to do for our community. The campaign included videos of affected businesses highlighting the efforts of the ED Partnership, an appreciation barbeque, a joint presentation to the elected officials from the City and County and a great billboard letting businesses know we are “In YOUR Corner.” The week was also highlighted by a video of the Mayor of Grand Junction posted on Facebook being shared by many including IEDC on their Facebook page, as well as, a visit from Governor Hickenlooper (CO-D) to recognize the Western Slope of Colorado as, “an anchor in the state’s effort to become a leader in the nation.”

Bronze

Economic Development Week Campaign
Hot Springs Metro Partnership
Hot Springs, AR



The Hot Springs Metro Partnership partnered with local government and media to increase visibility for local economic development efforts during Economic Development Week 2016. The Hot Springs Metro Partnership is Hot Springs, Arkansas’ public private economic development organization.

Population: Greater than 500,000

Gold

Economic Development Week in Greater Richmond
Greater Richmond Partnership
Richmond, VA



Economic Development Week in Greater Richmond, Virginia, was focused on recognizing individuals in the local business communities within the City of Richmond, and Counties of Hanover, Chesterfield, and Henrico. Our primary objective was to celebrate employment in a fun, memorable way that also integrated an educational element regarding economic development, and how economic developers work to positively impact the job market. The five-day campaign kicked off with a Sunday Op-Ed piece written by the chair of our Board of Directors in the Richmond Times-Dispatch. It emphasized the impact economic development has on the regional economy, including the jobs created and capital investment made in the localities.

The campaign successfully generated awareness and increased participation in Economic Development Week at the grassroots level with a roving photo booth that boosted social media engagement.

In addition to interacting with the general public, the Partnership hosted a luncheon to educate our state allies about our newest regional assets. As part of the week, our business retention program, Business First Greater Richmond, organized a business walk where volunteers knocked on doors and surveying existing companies.

Silver

#FriscoWorks Economic Development Week Campaign
Frisco Economic Development Corporation
Frisco, TX



Frisco is a city that works! The Frisco EDC created a #FriscoWorks contest campaign on our social media channels as our way to celebrate IEDC's Economic Development in the Community Week. While we generally target promotional dollars way beyond our own state's borders, EDW gave us a great gift to pause, look around, connect with one of Frisco's greatest assets -- the diverse and skilled people workforce who also call Frisco home. This targeted group of residents enjoys the ability to be more fully present in life with less time commuting and more time for career development, family life and volunteerism in the community. We wanted to hear those stories.

The requirements to enter the contest were simple. Tell us about your Frisco job and title. Tell us why you love living and working in Frisco. Answer these questions using #FriscoWorks in your comments.

Ultimately, #FriscoWorks had a positive impact on FEDC's online community, as Facebook fans were enthused to share their contributions to the city and why it's the best place to live and work. Our randomly selected winner received 12 suite tickets to watch the Double-A Frisco RoughRiders play at Dr Pepper Ballpark.

Bronze

Economic Development Week Campaign
Columbia Empowerment Zone, Inc. (CEZ, Inc.)
Columbia, SC



The Columbia Empowerment Zone, Inc. partnered with the City of Columbia to celebrate economic development week. The City of Columbia Public Relations heavily promoted the week and activities via print media, e-mail, website, social media and City TV. Public Relations created a buzz about economic development by using Tumblr, Facebook, YouTube, Press Releases, and Pinterest. There was local media coverage via, TV, newspaper and magazine articles. Mayor Benjamin and State Senator Scott read proclamations recognizing, May 8-14, 2016 as "Economic Development Week", and 2016 as "The Year of the Economic Developer" and honoring the 90th anniversary of IEDC. In conjunction with the week of celebration, CEZ, Inc. launched the Vacant/Abandoned Building Incentive Program (VABIP) to encourage building reuse, promote revitalization and economic development. The VABIP was used as a tool to help create and retain jobs in the City and improve the appearance.

CEZ, Inc. is a nonprofit economic development corporation and our mission is to efficiently, effectively and enthusiastically create and support economic development opportunities in the City of Columbia. We achieve our mission by ensuring our activities, create, retain and reinvest wealth in our community. Our guiding principles and values are: accountability, integrity, inclusion, outcomes and stewardship.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



THE YEAR OF
THE ECONOMIC
DEVELOPER

SPONSORED BY:



AMERICAN
CITY&COUNTY