

**2017 EXCELLENCE IN
ECONOMIC DEVELOPMENT AWARDS
WINNING PROJECT DESCRIPTIONS**

2017

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL
EXCELLENCE
IN ECONOMIC DEVELOPMENT
AWARDS



TABLE OF CONTENTS

Promotional Awards	4
1. General Purpose Print Brochure	4
2. Special Purpose Print Brochure	8
3. General Purpose Print Promotion	13
4. Video/Multimedia Promotion	17
5. Annual Report	22
6. Paid Advertisement Campaign	26
7. Newsletters/Newspapers	30
8. Magazines	33
9. Special Event	34
10. Innovation in Economic Development Week	38
Internet and New Media Awards	39
11. General Purpose Website	39
12. Special Purpose Website	46
13. New Media	53
Program Awards	56
14. Multi-Year Economic Development Program	56
15. Business Retention and Expansion (BRE) - Single Events	59
16. Business Retention and Expansion (BRE) - Programs of 3 or More Years	61
17. Entrepreneurship	64
18. Neighborhood Development Initiatives	67
19. Human Capital	68
20. Sustainable and Green Development	72
21. Real Estate Redevelopment & Reuse	73
Partnership Awards	79
22. Public-Private Partnerships	79
23. Partnerships with Educational Institutions	82
24. Regionalism and Cross-border Collaboration	85

Promotional Awards

1. General Purpose Print Brochure

Population: less than 25,000

Gold Winner



Sweet Spot Pocket Brochure

Town of Addison
Addison, TX

The Town of Addison created a marketing campaign to showcase how Addison's unique location and attributes make it the 'Sweet Spot' of Dallas-Fort Worth. As such, the Economic Development and Tourism Department created a marketing piece to capitalize on this campaign, in the form of a portable, informative yet succinct, visually appealing brochure. Given that Addison targets many small-medium sized corporate headquarters, the brochure is made small enough to fit into a suit pocket, and only contains only the core information you need to know about Addison. It's meant to be quickly read, digested, and easily disseminated, providing a 1,000 ft view of Addison in a compact, efficient design.

Silver Winner



Live. Work. Play. Collateral
City of Orlando's DDB/CRA
Orlando, FL

The City of Orlando's Downtown Development Board/Community Redevelopment Agency is responsible for strengthening the role of Downtown Orlando as the economic, governmental, and cultural center of Central Florida. In doing so, Downtown Orlando remains a

world-class metropolitan area with a healthy economy and growing residential, retail, and commercial development.

The Live. Work. Play. collateral piece serves as an overview of the state of the market in Downtown Orlando. The piece includes information on: total development investment, occupancy and rental rates, population, household income, jobs, and more.

This piece serves as an educational tool for those seeking insight into the Orlando development market and is available in both print and digital.

Bronze Winner



BKCEDC Attraction Brochure

Boerne Kendall County Economic Development Corporation
Boerne, TX

As a small community with a modest budget of \$346,781, the Boerne Kendall County Economic Development Corporation (BKCEDC) consists of two full time staff members, one part time member, and a volunteer Executive Board of Directors.

Only in existence for 10 years, we had no printed marketing materials to use in our attraction efforts. We had a tremendous amount of information to include and due to budgetary restraints, we had to keep the project as cost-effective as possible. The design of reflects some of the unique features of our community and is one element in our rebranding campaign completed in 2017.

As the second fastest growing county in the nation, Boerne/Kendall County is uniquely positioned to attract businesses from all over. In order to compete with other possible locations, BKCEDC needed to create materials which will give the site selectors the necessary information on which to base their decision.

Because our community is growing so quickly, Boerne/Kendall County is on the radar of many businesses, we needed to produce printed materials to meet the level of sophistication expected from site selectors, and our Attraction brochure achieved this goal.

Population: 25,000 - 200,000

Gold Winner



Fredericton Community Profile
Ignite Fredericton
Fredericton, New Brunswick
Canada

The Fredericton Community Profile is a booklet containing an economic snapshot of the community comprising various statistical data and value propositions to attractively position the region.

In addition to a brief history of Fredericton, the information highlighted in our profile includes demographic data, awards and recognitions, locational advantages, labour force and talent network, immigration information and programs, technology infrastructure, commercial facilities, research and development assets, education, and lifestyle.

As the community economic development organization, Ignite Fredericton provides business counselling and tools to help entrepreneurs start, grow or locate a business. Core functions include:

- Supporting Entrepreneurs
- Attracting & Retaining Talent through Immigration, Student Retention & Repatriation.
- Strengthening the Economic Development Ecosystem through Strategic Initiatives and Partnerships.

Silver Winner



Quality of Life Brochure
City of Hamilton
Hamilton, OH

After recognizing that marketing is an important piece of the City of Hamilton's economic development strategy, and that we lacked a printed piece that would capture the attention of a casual observer, we developed the Quality of Life brochure. This brochure is intended

to communicate its message within 15 seconds that Hamilton is an excellent place to live, which is an especially important message for anyone considering Hamilton as a potential place to live. The piece has been widely shared with realtors, prospective residents, businesses, and other community stakeholders since it was first printed.

The City of Hamilton has been working to combat a negative stereotype of our community within the region for many years. The Quality of Life brochure is a concise document we can use to quickly show how things have turned around in Hamilton in recent years, and it is an important part of our strategy to attract and retain residents.

Bronze Winner



Southwest: The Magazine 14-page Burbank Feature Story
City of Burbank / Business & Economic Development Division
Burbank, CA

To promote Burbank as a tourism destination, Burbank Economic Development leveraged their public-private partnership with the Burbank Hospitality Association, doing business as Visit Burbank, to create a 14-page feature story titled "Your Adventure in Burbank" in the February 2017 edition of Southwest Airlines' inflight magazine. Featuring custom content showcasing the best that Burbank has to offer -- hotels, restaurants, shops, attractions, and activities — the article reached 5.5 million active, affluent readers. Alongside the story, Economic Development negotiated value-added in the form of a sweepstakes package in Southwest Airlines' In a Nutshell email newsletter reaching 12.5 million opt-in subscribers, and digital banner ads in Southwest's e-newsletter reaching an additional 96,000 opt-in subscribers. The total reach for this project was more than 18 million Southwest travelers. The Burbank sweepstakes received 36,900 entries, and had the best performance of all In a Nutshell sweepstakes in a twelve-month period.

Population: 200,000 - 500,000

Silver Winner



Grow in a Vibrant Region
Tulsa Regional Chamber
Tulsa, OK

Grow in a Vibrant Region is a multi-purpose full-color brochure highlighting Tulsa and the surrounding region. Now starting its third five-year plan, the Tulsa Regional Chamber's economic development initiative, Tulsa's Future, is designed to leverage diverse strategies to enhance the Tulsa region's standing as a place for business, residents, and superb quality of life.

Population: Greater than 500,000

Gold Winners



Columbus Region Factbook
Columbus 2020
Columbus, Ohio

The Columbus Region Factbook is a comprehensive, 118-page guide to the Columbus Region economy. In 2016, the Factbook was completely redesigned from scratch—all new content, revised data sets, integration of vibrant images, creation of new infographics to increase readability, inclusion of recent news and company announcements, and more.

The Factbook is designed to serve as an encyclopedia on the Columbus Region economy and for pages to be extractable as standalone collateral pieces that can supplement general collateral such as the Overview Brochure. The redesigned Factbook saw a 459 percent spike in digital downloads and now welcomes passengers arriving at John Glenn Columbus International Airport and is the go-to resource for organizations responsible for marketing the Columbus Region.

Gold Winners Continued



The Québec City area, it's simple
Québec International
Québec City, Québec
Canada

Aimed at potential investors, the “The Québec City area, it’s simple” project is part of a larger strategic advertising campaign for the area. As part of the marketing strategy to promote Québec City, the communications tool we have developed includes nine distinct elements, including a sleeve, information leaflets, a pamphlet with two cards, a folder and a USB key. Québec City’s branding strategy was the result of a long thoughtout process, as we wanted to feature the competitive aspects of the area while still promoting crucial information. Inspired by the book “Code Québec,” this reflective process helped to define the area’s personality and integrate its unique features, including foreign perceptions of Quebecers, into the project. Using these ideas, Québec International partnered with advertising agency Ig2 to launch a campaign called “The Québec City area, it’s simple.” The goal of this campaign was to be immersive, without appearing self-centered; the keyword for the process was “practicality.”

The mission of Québec International is to contribute to economic development in the Quebec City metropolitan region and enhance its international status. As a regional economic development agency, Québec International fosters business growth and development, supports key clusters and attracts talent and investment to the region.

Silver Winner



Nebraska Public Power District

Always there when you need us

Petersburg Community Guide Lite
Nebraska Public Power District
Columbus, NE

The Community Guide Lite was created as a resolution for smaller communities to obtain a colorful, informative book showcasing their community. The book contains vital data and illustrates community photos in an effort to promote business growth and quality of life. This shorter version of the original Community Guide claims a more concise response time with less research by the community. The outcome displays an attractive tool to attract a diverse labor pool of skilled, talented professionals.

Nebraska Public Power District (NPPD) serves part or all of 86 out of the 93 Nebraska counties. NPPD’s goal is to have communities prepared for economic growth opportunities. The Economic Development Department’s mission is to increase economic development opportunities by preparing and strengthening communities while focusing on business retention, expansion, and attraction activities.

Bronze Winner



Columbus Region Overview Brochure
Columbus 2020
Columbus, OH

The Columbus Region Overview Brochure is 15-page introduction to the Columbus Region economy. The brochure provides key facts, figures and stats on the Region’s location, cost advantages, existing industries, talent and quality of life. The brochure is designed with a pocket folder to provide flexibility to include customized information for prospect meetings, and is available in five languages.

2. Special Purpose Print Brochure

Population: less than 25,000

Gold Winner



Franklin Business Center Brochure

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 (formerly 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 desire for this project came from the rebranding of the incubator program. The brochure design is focused on a classic but modern design that highlights the history of the building but appeals to the startup community. The brochure is eye catching and captivating in its unique design but also provides a strong overview of the program and facility.

Silver Winner



Grow Waynesboro 2016 Results Brochure

Waynesboro Economic Development & Tourism
Waynesboro, VA

This special-purpose brochure was designed to graphically communicate to the public, senior staff, and elected officials the success of the 2016 Grow Waynesboro Entrepreneurship program. The brochure

debuted at the 2017 Grow Waynesboro event and will be used continually throughout the year to demonstrate small business development and ROI of public funds, and to build community support and involvement in new programs. The fold-out infographic was designed to provide a single-view snapshot of success as the program grew from seed to harvest.

Grow Waynesboro is an initiative of the City of Waynesboro's Economic Development Department to support new, locally owned small businesses. The brochure is part of a multi-tier effort including IEDC award winning website, print, social media, and interpersonal interaction to stimulate excitement and interest in our entrepreneurship development program.

The City of Waynesboro Office of Economic Development and Tourism works to build prosperity in the City by offering services and opportunities for business development with business assistance, financing, promotion, and marketing programs.

Bronze Winner



The Roth Industrial Park Brochure

City of South Sioux City
South Sioux City, NE

The Roth Industrial Park flier was made to help showcase the available acres the City of South Sioux City has options on. It was also designed to show the close proximity to HWY 20, the Interstate, and to the airport. All of the different utilities that are available were also shown as park features as well as the BNSF rail lines that surround the site. The contact information for our City leaders was also available. Each of these mentioned on the flier as well as the SIMPCO (Siouxland Interstate Metropolitan Planning Council), had a hand in the completion of the Roth Industrial Park Brochure, that we give out at conferences like the IEDC.

Population: 25,000 - 200,000

Gold Winner



Aviation Industry Brochure
Santa Rosa Economic Development Office
Milton, FL

The brochure details Santa Rosa County's advantages to companies in the aviation, aerospace, and related industries. The cover illustrates many of the aerospace activities in the area in the form of various aircraft. Key sections cover the area's advantages in terms of workforce, including retired military personnel, transportation, and available sites.

The Santa Rosa Economic Development Office serves businesses that want to expand their existing operations as well as out-of-state businesses wanting to relocate to the county. We attract industries and create jobs through development, project financing, business support and marketing activities. We develop the resources that industries demand and foster entrepreneurship among ambitious and innovative residents. We grow the Santa Rosa County economy through the development of a forward-thinking and sustainable industrial market. To help clients make intelligent decisions on expanding or relocating to the area, information and resources on our ever-evolving economy are rapidly provided. Santa Rosa County offers shovel-ready certified sites, modern infrastructure and a trained, educated and experienced workforce. Industries can maximize ROI by locating in Santa Rosa County, where the sites, employees and civic support they need are in place and ready.

Silver Winner



Greater Dubuque 2022 Campaign Prospectus
Greater Dubuque Development Corporation
Dubuque, IA

Greater Dubuque Development's funding for operations are based on five-year capital campaigns. Our current campaign, "Greater Dubuque 2022" was launched in March, 2017 with the goal of raising \$10,000,000. The prospectus for that campaign is a snapshot of who we are, what we have achieved and where we are going.

In the prospectus, we tell the story of how we achieved the goals of our previous campaign and it challenges our community to support our work going forward.

That work is defined by our six pillars of activity which includes: Business Retention & Expansion, Workforce Solutions, National Marketing, Sustainable Innovations, StartUp Dubuque and finding Dubuque's True North. To date, we have raised over \$10,800,000 and anticipate that we will reach over \$11,000,000 by close out in December, 2017.

The Greater Dubuque 2022 prospectus, created in house by our Director of Communications, Emily Graves, is a masterful marketing piece that is both informational and pleasing to the eye. The prospectus can be viewed at www.greaterdubuque.org.

Population: 25,000 - 200,000 Continued

Bronze Winners



Made in Lenawee Centennial Anniversary Campaign
 Lenawee Now
 Adrian, MI

Lenawee Now is a non-profit private/public partnership dedicated to economic and business expansion throughout Lenawee County. By attracting new businesses, helping to grow established businesses, and supporting entrepreneurial endeavors in the county, Lenawee Now is creating an economically viable and vibrant region. In addition to business attraction, retention and start-up activities, Lenawee Now provides critical services to support business growth including access to funding sources and talent enhancement. For more information, visit www.LenaweeNow.org.



COEDC-OYP Infographic Brochure
 Regional District of Central Okanagan
 Kelowna, BC
 Canada

In the last several years, the Okanagan has experienced rapid growth in its tech sector to become the third largest and fastest growing tech hub in BC. Local companies across sectors have expressed an urgent and immediate need for talented workers. Through its work with local companies and individuals considering relocation to the region, the Central Okanagan Economic Development Commission (COEDC) identified a lack of resources providing an accurate and comprehensive picture of cost and quality of living in the Okanagan. While certain stats were available, information was highly fractured, not relevant to young professionals and not comparable to other regions due to differences in methodology. In addition to conducting primary market research, the COEDC worked with community stakeholders to identify

relevant data points and messaging that resonates with young professionals, then worked to source and verify data and creates a visually appealing, succinct and easy to digest visual comparison of life in the Okanagan vs. other key markets for young tech professionals. The infographic was launched in January 2017 in print brochure, web and social media formats. It has been widely adopted by the community with companies and partners using it in recruitment campaigns and business development initiatives.

Population: 200,000 - 500,000

Gold Winner



Make It Kitchener
 City of Kitchener
 Kitchener, ON
 Canada

Located an hour west of Toronto, Kitchener is a city that has been shaping its destiny for more than 150 years. With a history rooted in manufacturing, Kitchener has become a more complete and competitive city; it is now one of the top 25 startup ecosystems in the world, with startup density second only to Silicon Valley. With over 50,000 people making products in the region, Kitchener recently launched Make it Kitchener, an economic development strategy aimed at celebrating and cultivating the city's maker economy. To bring the strategy to life in a meaningful and memorable way, Kitchener created a custom print brochure designed to highlight how the city's history and past has led to its current day success. The brochure also outlines the city's comprehensive commitment strategy to cultivate it's growing maker economy. In a highly visual narrative style, the publication was designed to simplify the often complex world of economic development while inspiring citizens and investors through a call to action that puts them at the centre of something distinct and powerful – the success of a growing city.

Silver Winner



Loudoun Medimmune Pitch Packet
Loudoun County Dept. of Economic Development
Ashburn, VA

To persuade MedImmune to choose Loudoun County as the site for their spin-off company, the Loudoun County Department of Economic Development created a custom-made marketing booklet, and sent it to MedImmune packaged with a hand-made, 12-inch replica of a human DNA strand made from jewelry wire and glass beads. Recipients were able to hold the DNA strand in their hands and also use it as decoration on an office desk or wall, allowing the strand to serve as an ongoing reminder of our department and the assets we offer as a corporate location. This custom-made pitch packet, which included a tangible manipulative, became the template for subsequent pitch packets created by the department for high-profile prospects. Potential clients have been impressed with the tailor-made, professional-quality proposals, which are memorable and make our department stand out from the competition.

Bronze Winner



Fargo Moorhead College Attraction Brochure
Greater Fargo Moorhead Economic Development Corporation
Fargo, ND

The Fargo-Moorhead MSA boasts one of the lowest unemployment rates in the nation. Our community also faces a challenge in attracting people to our community based on a misperception or lack of perception. The Greater Fargo Moorhead Economic Development Corporation does many things to address these challenges. One of our strategies includes partnering with local higher education institutions to recruit and retain college students.

Our organization conducted a focus group. The findings suggested students selected their respective Fargo Moorhead college with no expectations of any benefits from the local community; however, the students were surprised by what Fargo Moorhead had to offer beyond their college campus. Focus group findings also suggested that print marketing collateral is important to parents, who review material at home and help influence their children's decision. With this data in mind, the GFMEDC set out to produce a printed brochure acknowledging the region's great institutions and focus on the community's offerings outside each campus community.

The brochure was designed to equip parents and students with information about their college of choice and our engaging community. The piece is designed to catch the students who may decide to choose a local higher education institution when they learn how much the community has to offer.

Population: Greater than 500,000

Gold Winner



Smart Start Guide 2.0
Tennessee Dept of Economic and Community
Development
Nashville, TN

Starting a business in Tennessee can be intimidating and the endless steps online and in-person can become overwhelming. The Tennessee Smart Start Guide is the only resource that offers a step-by-step guide on how to establish a small business while navigating all rules and regulations. The guide simplifies the process with a step-by-step walk through of things an entrepreneur should consider including a business canvas model. The booklet will guide you through the step-by-step process of establishing your business.

Silver Winner



BE
Calgary Economic Development
Calgary, AB
Canada

The BE folio is a unique direct mail piece designed to complement Calgary Economic Development's Be Part of the Energy marketing campaign. Launched in fall 2016, the campaign tells the stories of innovation and economic diversification in Calgary and invites businesses and entrepreneurs from across Canada and beyond to consider Calgary as a place where their organization and ideas can thrive. Targeted to a business audience, the multi-stage campaign included print advertising in national newspapers – The Globe & Mail and National Post – and complemented by digital ads and social media support.

By sharing the stories of companies who exemplify Calgary's competitive advantages, the BE folio positions Calgary as a world-class city that can bring business success. With a focus on the unique Calgary business

environment, the folio defines Calgary's energy with attributes like innovative, global and collaborative. Distribution of the BE folio began in March 2017. The strategy includes distribution to municipal and provincial stakeholders in major jurisdictions along with a concerted effort to reach C-suite business executives in Toronto, Vancouver, Montreal and Ottawa. The BE folio is both a conversation starter and a relationship builder. For those recipients who may not be familiar with Calgary, the folio will be mailed with a customized letter from the Mayor.

Bronze Winner



Smart Move Brochure
Auckland Tourism Events and Economic Development
Auckland, NI
New Zealand

The Smart Move brochure was developed for face to face meetings, particularly at expos and seminars, and showcases Auckland as a great place to live and work. Auckland is fast becoming a major innovation hub of Asia-Pacific, and there is a demand for talented staff. The brochure was designed and printed as marketing collateral for the wider Talent Attraction work programme and campaign to promote Auckland as a career destination. The campaign is aimed at attracting offshore professionals (migrants) to fill key skills gaps in key sectors such as technology (ICT, digital), high-value manufacturing, food and beverage, screen and creative, and construction and engineering. Smart Move was research and evidence based, and ATEED worked with the DNA creative agency to co-develop the Auckland talent attraction value proposition, customer journey map and representative customer profiles. The brochure was launched at the DeveloperWeek and Hiring Mixer recruitment event in San Francisco in February 2017. ATEED teamed with Immigration New Zealand and Auckland-based software businesses to attract highly-skilled tech workers, primarily software developers, to make the smart move to Auckland.

3. General Purpose Print Promotion

Population: 25,000 - 200,000

Silver Winner



San Angelo Texas Wide Open for Business Ad
City of San Angelo Development Corporation
San Angelo, TX

This project was part of a large marketing effort in which we partnered with the Texas Governor's office to showcase San Angelo and the many positive benefits and assets such as, high quality of life, easy accessibility to regional markets, a strong business climate and high potential for growth, that it has to offer a company that is wishing to relocate to Our City. "Texas Wide Open for Business" Magazine is used by the Texas Governor's office as marketing collateral when they attend recruiting events such as trade shows, international trade missions and internal client visits. We felt that creating an ad in this publication would help solidify San Angelo as a great place to live and do business and help reinforce the positive statistics that our city has to offer companies that choose to do business here and/or companies that may be interested in relocating or adding an office here. Since this magazine is used by the Texas Governor's Office, we also knew that we would gain a lot of visibility from a reliable source, and increase the effectiveness of the ads. We also wanted to showcase that San Angelo has the first Certified Industrial Park in the State of Texas.

Bronze Winner



12 Cool Things
Southern Idaho Economic Development Organization
Twin Falls, ID

The Southern Idaho Economic Development Organization is a public-private partnership that works to strengthen the economy of Southern Idaho. The '12 Cool Things' project was created to highlight the many diverse activities and opportunities that make Southern Idaho a great place to live. This was done in part, to aid in their efforts to attract new talent to the region to fill the many new jobs being created. They've found that not only does it help recently relocated people find fun activities, but it also has highlighted the pride that long-time residents have in the area. A new '12 Cool Things' edition is released quarterly to give residents and visitors a fresh set of fun experiences no matter the season; zip-lining over the canyon, soaking in natural hot pools, exploring the Oregon Trail, and sampling delicious regional food are just a few of the 'cool things' you'll find in Southern Idaho.

Population: 200,000 - 500,000

Gold Winner



Startup Arlington

Arlington Economic Development
Arlington, VA

Startup Arlington is a collaborative initiative between Arlington County, Virginia, and members of the business community, designed to attract, educate and market to entrepreneurs outside of the Washington, D.C. region about the benefits of operating their business in Arlington. To diversify its industry base and reduce dependency on the Federal government, Arlington Economic Development (AED) implemented an aggressive strategy to recruit emerging tech companies and high-qualified workers in order to broaden Arlington's image as more than just a "government town."

Startup Arlington provides one growing tech company the opportunity to experience the benefits of working and living in Arlington for three months, free of charge. The winning company's work space, living space, and other amenities are provided by Arlington and its business partners.

During Startup Arlington's first year, the competition attracted 78 companies from 14 states to apply. Montana-based Oppleo, a cybersecurity company that uses Sikernes Risk Management software, was selected as the first winner in November 2015. In 2017, the competition received 129 applications from nine states and three countries. AED also partnered with Kiddar Capital to provide \$25,000 in investment capital to the winner of Startup Arlington, which was GreenSight Agronomics, a big data company from Boston, Massachusetts.

Silver Winner



Return2LBK Advertorials

Lubbock Economic Development Alliance
Lubbock, TX

Through conversations with local Information Technology (IT) companies, the LEDA Team learned the businesses could grow but could not find skilled labor. To close the gap, LEDA launched a strategic marketing campaign in January 2016.

The campaign targeted Texas Tech graduates and former Lubbockites and invited them to return to Lubbock. The team developed a campaign title with local significance and a clear call to action. Residents or students in Lubbock refer to the city as "the LBK." Thus, the Return2LBK campaign was born. The campaign centered on the testimonials of four local IT professionals who moved to bigger cities but ultimately returned to Lubbock. Each testimonial touched on key points including: why they returned to Lubbock, factors that influenced them to return, information about Lubbock's IT landscape and the city's quality of life.

Each story ran as a print advertorial in the Texas Tech Alumni Association's Texas Techsan magazine, which is distributed to thousands of alumni. Each advertorial encouraged readers and visitors to visit return2lbk.org, which features available IT jobs, a comparison of Lubbock to other cities, information about life in Lubbock & video testimonials.

Bronze Winner

HALIFAX

Centre Plan Community Engagement Program
Halifax Regional Municipality
Halifax, Nova Scotia
Canada

As one of the fastest growing municipalities in Canada, Halifax is experiencing an unprecedented level of development activity and the challenge of determining where and how best to accommodate growth. The Centre Plan is the first comprehensive plan in over 30 years to guide development in the urban core. As such, it was important to Regional Council and staff that the Plan be shaped based on the community's values and aspirations, through a robust public engagement process.

Achieving the desired level of engagement required a compelling narrative and creative approach to capture the residents' attention and imagination. The municipality worked with its communications consulting partner NATIONAL Public Relations to develop the "What if into how to" promotional campaign to invite residents to provide input to the Centre Plan based on the topics they care most about, like: the economy, housing, sustainability, public space, mobility, culture and heritage, and land use and design.

The result – the input of thousands of residents, developers and business owners to create the Centre Plan, and a community much more informed and engaged in conversations about how to build a great municipality that people want to live and invest in.

Population: Greater than 500,000

Gold Winner



HQ VANCOUVER
A HOME FOR GLOBAL BUSINESS

"This is my HQ" Profile Cards

HQ Vancouver
Vancouver, BC
Canada

HQ Vancouver, in partnership with Free Agency Creative, launched the "This Is My HQ" campaign in March 2017 featuring Profile Cards of significant corporate offices with global reach that already operate in British Columbia (BC). Each Card profiles the company leader in "their HQ" with a compelling image from their HQ operation and a quote related to their motivation or rationale for continuing to lead their global or regional operations from a base in BC. Each Profile Card highlights one core element of the BC HQ value proposition that is essential to their success in our jurisdiction- people, ecosystem, growth, innovation, or neighbourhood. Several key facts about their HQ operation are featured, including employee numbers, scale of exports, and core functions they perform. The Profile Cards are intended to convey a clean, succinct and compact aesthetic that feature the growing cluster of modern HQ operations in BC. The "This Is My HQ" statement as a common thread in this campaign reinforces the choice of these companies to grow their global or regional operations from a BC base.

Population: Greater than 500,000 Continued

Silver Winner



The energy behind public power

2017 NC Public Power Calendar
ElectriCities of North Carolina Inc.
Raleigh, NC

NC Public Power illuminates the homes and businesses of more than 1.2 million people in North Carolina—more than the population of Raleigh and Charlotte combined. We support those public power communities, providing services that include economic development.

For each of the past several years, we've created a calendar featuring interesting and unique businesses and destinations in NC Public Power communities. We continued the tradition with the 2016 NC Public Power calendar. With the theme "Superior Service," we featured community leaders in local businesses or destinations in 12 public power communities. We highlighted and connected the value of the services that the city and town officials provide for their citizens, the value of the services that ElectriCities provides, and the value of public power.

Using journalistic photography and simple stories of people caring about other people, we showed service at many levels—the types of services that people in the communities value and that those who do business in the communities value. We're further promoting economic development in the featured communities with social media posts throughout the year.

Bronze Winner



Louisiana Works for You National Ad Campaign
Louisiana Economic Development
Baton Rouge, LA

Louisiana Economic Development (LED) is responsible for strengthening the Louisiana business environment by attracting national, wealth-generating companies to the state, as well as the growth of its economic efforts to outperform Louisiana's competitors. This organization targets corporate leaders and site selectors by promoting business incentives and resources available in the state. Last year, LED and BBR Creative, the agency of record, created a fully integrated campaign that differentiates LED from its competitors and communicates LED's strategic vision while creating positive brand awareness for Louisiana.

Prior to strategy development, national research was conducted and focus groups were held with LED stakeholders in order to understand their process when vetting and selecting a state as a new business location. This led to the goals of this project, which are to strategically improve Louisiana's economic competitiveness, support LED's business recruitment program, increase the number of qualified leads and conversions with an engaging landing page, increase the number of visits and level of engagement on OpportunityLouisiana.com and to showcase case studies that could prove influential to potential businesses.

4. Video/Multimedia Promotion

Population: less than 25,000

Bronze Winner



Addison, Texas: Road Less Traveled
Town of Addison
Addison, TX

Addison: The Road Less Traveled was created in an effort to showcase the town of Addison, Texas in a visually distinct manner. The video reflects the unique and dynamic attributes of Addison, a small town within the greater Dallas-Fort Worth metropolitan area, by revealing all that Addison has to offer, with a lot of personality, activity, and heart. Corporate prospects often comment on how the video has set our community apart from others and residents have commented on the stronger sense of community pride the video has given them.

Population: 25,000 - 200,000

Gold Winner



Open for Business Media Folder
Williston Economic Development
Williston, ND

The Williston Economic Development “Open For Business” media folder was designed as a replacement to our traditional print brochure. This media folder serves as our primary “hard copy” promotional piece for business development, promotion, and expansion.

The Williston Economic Development Office in Williston, ND is at the heart of the Bakken Shale oil and gas play. The community has seen significant growth over the past several years. It had been labeled by the U.S. census bureau as one of the the fastest growing micropolitans in the nation.

Silver Winners



State of the Town Address 2016
Town of Fuquay-Varina
Fuquay-Varina, NC

The 2016 Town of Fuquay-Varina State of the Town Address uses multimedia and social media to communicate the Town’s annual report to the citizens of Fuquay-Varina. This short video presentation showcases the Town’s 2016 economic development and community achievements. Part of the Town’s recent rebranding campaign includes integrating the use of multimedia to effectively inform the private development community and public of all the successful capital projects and investment taking place throughout the community. Communicating the Town’s economic development successes via video has helped the Town reach a much larger audience.

Population: 25,000 - 200,000 Continued

Silver Winners Continued



Career and Lifestyle Day
City of Saint Charles, MO
St. Charles, MO

Recognizing a need to assist existing industries find much needed employees, The City of St. Charles' Economic Development Department initiated a cutting edge workforce recruitment program.

The St. Charles County Career and Lifestyle Fair was held on March 28th in Effingham, Illinois and was joined by 8 local employers to recruit Illinois residents to live and work St. Charles.

The video was promoted through the department's social media platform along with a strategically targeted electronic outreach effort created by Charter/Spectrum.

With a county wide unemployment rate of 2.9%, the city felt it was important to recruit workforce to help its local industries and serve as a vital part of its BR&E program.

Illinois was chosen as the target market due to a Southern Illinois University report which stated a majority of Generation X and Millennials want to leave the state due to the its high tax structure and extreme governmental dysfunction. The city felt compelled to recruit this potential labor force since they have publically stated their desire to leave Illinois.

Ultimately, two companies hired people as a result of the event a third conducted an interview.

Bronze Winners



FDC Video Marketing Campaign
Fairborn Development Corporation
Fairborn, OH

In an effort to reach out and engage business owners and potential business owners FDC staff worked with a full-service marketing firm to create a digital marketing video series that highlights Fairborn and educates prospects of the benefits of locating a business in Fairborn. With the video series we are also highlighting the new FDC brand and logo that was launched in 2016.

Content development for the series was created through the use of infographic style animation and is being advertised on YouTube, Facebook, and LinkedIn. The Fairborn Development Corporation is creating a digital marketing presence to highlight the advantages that we have to attract, retain, grow and foster startup businesses within our community.

The Fairborn Development Corporation (FDC) is the economic development arm for the City of Fairborn. The FDC works closely with the City and the community to pursue economic and business development initiatives to benefit the Fairborn community.

Bronze Winners Continued



This is Lynchburg. Welcome Home.

Economic Development Authority of the City of Lynchburg, Virginia
Lynchburg, VA

"This is Lynchburg. Welcome Home" video project was part of a collaboration between the Young Professionals of Central Virginia (YPCV) and the Economic Development Authority of the City of Lynchburg.

YPCV and economic development staff worked with Griffin Films to create a video that highlighted Lynchburg as vibrant, unique city - a perfect place for young people to live. The video, "This is Lynchburg. Welcome Home," was launched on October 2015 via social media and email. Since that time, with the help of paid advertising through Google, the video has been viewed over 17,300 times.

The partnership between the YPCV and LEDA was part of a larger workforce development initiative to accomplish the following goals:

- Reach young professionals in the area through targeted marketing efforts
- Attract new young professionals to the City of Lynchburg through attractive online presence and media relations
- Retain young professionals in the city by providing networking opportunities
- Help area businesses develop their own young professional networks and opportunities

Population: 200,000 - 500,000

Gold Winner



**IRVING ECONOMIC
DEVELOPMENT**
PARTNERSHIP

Welcome Home Video Brochure

Irving Economic Development Partnership
Irving, TX

The Irving Economic Development Partnership is a public-private partnership between the City of Irving, Greater Irving-Las Colinas Chamber of Commerce, Irving Convention and Visitor's Bureau and the Las Colinas Association. The Partnership exists to fuel business growth, promote new capital investment, create high-quality jobs and improve Irving's quality of life.

The Irving Economic Development Partnership needed to find a way to stand out from the noise, with a limited budget. Video continues to drive results, provide a visually compelling way to showcase the Irving community, be interactive, deliver accolades and drive interest from economic development prospects. The Welcome Home video brochure allowed us to creatively and innovatively communicate the Irving-Las Colinas story when we may not be there to tell it in person. It keeps the viewer engaged and excited while providing a call to action to reach out to learn more about the opportunities our community has to offer. The brochure continues to deliver results, keeping Irving on the short list of relocation sites for entrepreneurs, small business, middle market and enterprising companies.

Population: 200,000 - 500,000 Continued

Silver Winner



Return2LBK Video Testimonials
Lubbock Economic Development Alliance
Lubbock, TX

Through conversations with local Information Technology (IT) companies, the LEDA Team learned the businesses could grow but could not find skilled labor. To close the gap, LEDA launched a strategic marketing campaign in January 2016. The campaign targeted Texas Tech graduates and former Lubbockites and invited them to return to Lubbock. The team developed a campaign title with local significance and a clear call to action. Residents or students in Lubbock refer to the city as “the LBK.” Thus, the Return2LBK campaign was born. The campaign centered on the testimonials of four local IT professionals who moved to bigger cities but chose to return to Lubbock. Each video testimonial touched on key points including: why they returned to Lubbock, factors that influenced them, information about Lubbock’s IT landscape and the city’s quality of life. At the end of each video, the viewer is directed to visit return2LBK.org. The landing page features IT jobs, a comparison of Lubbock to other cities, quality of life information and more. The videos are also housed on the site under the My LBK Story tab. In addition, they ran as paid video advertising on Facebook and were promoted on LEDA’s social media channels.

Bronze Winner



Think Dutchess for Life
Think Dutchess Alliance for Business
Poughkeepsie, NY

Think Dutchess Alliance for Business is the premier one-stop shop for business development needs and activities in New York’s Dutchess County. A premier business-led organization, Think Dutchess brings together 10 agencies under one unified vision for one-stop shop site selection, financing, incentives, permitting and advocacy, strategic planning and counseling, marketing and networking.

Think Dutchess For Life is an impactful video montage collected with third-party footage from many of our great businesses and nonprofits. It displays the reasons why more than 300,000 people and growing call Dutchess County home, and features more than 30 of our greatest assets – historic sites, breweries and wineries, the County Fair, recreational activities, hiking and nature, higher education, rail-road-runway-river transportation network, and our beautiful urban centers and suburban paradise.

Population: Greater than 500,000

Gold Winner



China Investment and Trade
Georgia Department of Economic Development
Atlanta, GA

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment. These 3 IEDC Gold Awards for video, new media and specialty website are a result of a multichannel marketing strategy deployed in-country in China using cutting-edge technology and creative strategies to generate new leads and increase website traffic.

Silver Winner



NORTH LOUISIANA ECONOMIC PARTNERSHIP

Regionalism = Results Video and Video Brochure
North Louisiana Economic Partnership
Shreveport, LA

North Louisiana Economic Partnership (NLEP) developed video brochures with customized videos to stand out from the crowd, to engage viewers in a multi-sensory experience and to ensure that our message gets directly in the hands of decision-makers. The video brochure combines a high-quality video on a portable video player with our customized print message in an easy-to-distribute package. We utilize the videos brochures during investor meetings to fundraise for our capital campaign. During investor meetings, we show the NLEP Regionalism = Results video on the brochures as the closing statement. We also use the video brochures to promote buildings and sites and to generate interest with prospective

companies. Additionally, they can be used out in the field where WiFi isn't available, allowing prospects to visualize what could be done with the property. The video and brochure provide context and a multi-sensory experience during site visits.

As a fundraising tool, the video and brochure allowed NLEP to retain 90 percent of our existing investors and to recruit new investors, expanding our investor base by nearly 16%, despite the economic downturn. As an economic development marketing tool, the video brochures with customized movies have generated leads and highlighted the region's competitive advantages.

Bronze Winners



TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

Welcome to Tampa Bay video
Tampa Hillsborough Economic Development Corporation
Tampa, FL

The Welcome to Tampa Bay video was created to promote the region to the membership of the Industrial Asset Management Council (IAMC) at their Fall 2016 Forum in Indianapolis. Tampa hosted the IAMC's Spring Professional Forum in April 2017. Produced by Diamond View, the video depicts the people, places, companies, and qualities that make Tampa and Hillsborough County an exciting, diverse business destination that also offers an unparalleled quality of life.

Population: Greater than 500,000 Continued

Bronze Winners Continued



PIC MC Promotional Video

Pinkney Innovation Complex of Science & Technology at Montgomery College
Germantown, MD

Montgomery College (MC) is a community college serving nearly 60,000 highly diverse students with three campuses located in Montgomery County, Maryland, within the National Capital Region. The Germantown campus is home to the Pinkney Innovation Complex for Science and Technology at Montgomery College, or PIC MC, an integrated academic, business and research district. PIC MC's vision encompasses two intertwined elements of program and place: We undertake an enlarged, better-focused program of academic-industry partnerships focused on enhancing and aligning missions of the College and those of technology businesses—to materially advance our collective goals for individual opportunity, economic growth, and community prosperity. We want to develop the Germantown Campus to become increasingly known as the center of a Germantown Innovation District—a hub of education, business, and entrepreneurship—an attractive place for makers and takers of jobs, where industry partners co-locate and actively interact with faculty and students to achieve both educational and economic success.

5. Annual Report

Population: less than 25,000

Silver Winner



BKCEDC 2016 Annual Snapshot

Boerne Kendall County Economic Development Corporation
Boerne, TX

As a small community with a modest budget of approximately \$340,000, the Boerne/Kendall County Economic Development Corporation consists of two full time staff members, one part time member, and a volunteer Executive Board of Directors.

In February 2016, we produced our first-ever Annual Snapshot to communicate to our Investors the positive changes 2016 brought to the community.

We had a tremendous amount of information to include, and had to keep the project as cost-effective as possible. We primarily used infographics to convey a large amount of information in a condense amount of space, and the result was a full-color two sided Annual Snapshot that reflected our new branding.

The Annual Snapshot was distributed in February 2017, and our number of Investors increased by 5.7%. Since the Snapshot was sent to our Investors, we also had an Investor increase their financial commitment. Additionally, we sent our Annual Snapshot to former Investors which resulted in re-investment from former Investors.

Generating our first-ever Annual Snapshot is an illustrative of our organization's commitment to increased communication to our Investors and gives them concrete facts and figures to demonstrate how their investment positively affects our ability to attract businesses to Boerne/Kendall County.

Population: 25,000 - 200,000

Gold Winner



Annual Report

Provo City Economic Development
Provo, UT

Involved is an annual report that briefly summarizes what is taking place in Provo for the past year. In 2016, Provo decided to focus on an interactive-digital report, allowing the reader to watch videos of the various entities featured in the report. Moreover, Provo has experienced and is continuing to experience robust growth in many facets of economic development, including new business development, business redevelopment, an unique quality of life, and a thrilling entertainment scene. With that, Provo continues to produce world class entertainment from Studio C to Neon Trees and everything in between. In fact, Provo is the third largest producer of YouTube videos in the world! It is accomplishments like these that make Provo a great place to work, play, and live and we look forward to the future to help build and facilitate the success of Provo, making it one of the best cities in America.

Bronze Winner



Annual Report

Big Sky Economic Development
Billings, MT

Each October we design a comprehensive annual report that uses pictures, infographics and financials to highlight our organization's accomplishments from the previous fiscal year. The annual report is also our chance to unveil our new marketing look for the year as well as a new tagline. The report is handed out at our Annual meeting and then used as a reference piece throughout the year. The report is one of our most anticipated and used marketing pieces.

Population: 200,000 - 500,000

Gold Winner



Year in Review 2015-2016

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 and community leaders 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 each entity. The Year in Review piece informs and educates local residents about the fiscal year happenings and economic impact in a concise, vibrant and aesthetically pleasing manner. This project is the only one of its kind given out by LEDA, Visit Lubbock and Lubbock Sports. The Year in Review piece includes information such as the organizational impact and ROI for each entity, current prospects, location announcements and highlights, significant events and activities, marketing accomplishments and honors, awards and appointments for staff members. The report also features testimonials from clients that have worked with one of the three entities during the fiscal year.

Population: 200,000 - 500,000 Continued

Silver Winner



www.yesvirginiabeach.com

Virginia Beach 2016 Annual Report
Virginia Beach Department of Economic Development
Virginia Beach, VA

The 2016 Virginia Beach Economic Development Annual Report, titled “Big Data, Big Deals” highlights key economic achievements and technology initiatives undertaken by the City’s Economic Development Department during FY2016. The report was designed as both an informational and promotional piece, with an emphasis on the use of images and graphics to illustrate key results. The report was distributed to 10,000 local business leaders, owners and managers in the region through a partnership with the local weekly business journal.

Bronze Winner



Activity Update

London Economic Development Corporation
London, ON
Canada

Each year since 2013, the London Economic Development Corporation (LEDC) produces an Annual Report to inform our board members, stakeholders and partners of our activities and their impact. Called the ‘Activity Update,’ this document is designed in-house to highlight the key accomplishments that the LEDC has made in relation to our strategic pillars: grow, invest, venture, talent, and engage. Each activity within the pillars fall under what the LEDC has identified as London, Ontario’s key sectors: Advanced Manufacturing, Food and Beverage Processing, Digital Creative, Health Care and Life Sciences, and Professional Services. This allows the LEDC to measure activity trends, such as the increase in the number of investments the manufacturing sector has received. It’s one way the LEDC is communicating our direct efforts and how they impact the economy, through measuring performance indicators such as the number of new jobs created, new investments generated, and the number of clients worked with. The goal of the LEDC’s Activity Update is in-line with our Strategic Plan - to demonstrate tangible economic progress as a result of LEDC activities.

Population: Greater than 500,000

Gold Winner



KCSourceLink Annual Report

SourceLink at the UMKC Innovation Center
Kansas City, MO

In 2011, the Kansas City community rallied behind a grand vision: to make Kansas City America's most entrepreneurial city.

With that bold goal, KCSourceLink and its network for 240+ business-building organizations got to work to benchmark, measure and inspire our progress toward that goal. KCSourceLink published the We Create KC, Kansas City's first state of entrepreneurship report.

Produced under an award from the U.S. Department of Commerce, Economic Development Administration and with support from the Ewing Marion Kauffman Foundation, the annual report is organized around six imperatives identified as key areas of development in the region's quest to nurture entrepreneurship and economic growth. The six imperatives came out of research conducted by several local organizations.

- Maximize entrepreneurial support resources
- Dramatically increase available startup and growth capital
- Create a strong entrepreneurial pipeline of ideas
- Tell the story
- Build entrepreneurial talent
- Engage the broader corporate community

The report also looks at the quadrants of entrepreneurship, recognizing that not all entrepreneurs are alike. In 15 years of working in the entrepreneurial community, KCSourceLink has developed a framework for categorizing entrepreneurs and surrounding them with relevant resources to support their growth. The report, additional data and more entrepreneurial stories can be found at www.wecreatekc.com.

Silver Winner



TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

"Thrive" Annual Report

Tampa Hillsborough Economic Development Corporation
Tampa, FL

The Tampa Hillsborough EDC's fiscal year 2016 annual report, THRIVE, featured bold graphics, photography, and color to illustrate the organization's accomplishments and introduce the new 2017-2019 strategic plan. As the lead economic development organization for Tampa and Hillsborough County on Florida's west coast, the EDC's mission is to develop and sustain a thriving regional economy by focusing on the attraction, retention and expansion of high wage jobs and capital investment.

Population: Greater than 500,000 Continued

Bronze Winner



Annual Report

Calgary Economic Development
Calgary, AB
Canada

Calgary Economic Development produces an annual report that includes financial statements and a summary of the previous year's major events. The 2016 report was titled Re-imagine. It speaks to a local economy in transition – and reinforces that this change is a work in progress – but focuses on the new opportunities emerging in the city from innovative thinking and application of advanced technology.

In addition to providing citizens a concise and functional insight into how effectively tax dollars were used by our organization, which is a subsidiary of the municipal government. Beyond the obligations to release financial statements and organizational scorecards to gauge effectiveness there was also an underlying goal to provide citizens with compelling facts and stories which empower them to be more effective ambassadors for the city.

Research has repeatedly shown Calgarians are the city's most trusted storytellers. To provide them information to tell that story, we produced an easy-to-digest executive summary that included calls to action to help tell our story.

The content of the report provides base messaging that is broadly used in communications for 2017 with a focus on Talent Hub, Headquarter Attractions and Accelerating Economic Diversification that are the key areas of focus for Calgary Economic Development.

6. Paid Advertisement Campaign

Population: less than 25,000

Bronze Winners



Shop Local! Small Business Week Campaign
City Development Corporation of El Campo
El Campo, TX

The City Development Corporation of El Campo is a Type A Sales Tax funded corporation, receiving 1/6th of the Sales Tax collected by the City of El Campo. These funds allow us to support our existing businesses in retention and expansion efforts, educate our workforce, and recruit new quality businesses to our community.

The CDC's goal with the "Shop Local!" campaign was to create awareness of the many benefits of shopping local, and the consequences of not supporting local businesses. The El Campo Leader-News has worked with us on design and provided additional coverage in feature stories. Mindi Snyder, City Manager, credited the recent increase in Sales Tax income for the city to the "Shop Local!" efforts of the CDC. Since we began the "Shop Local!" campaign, we have seen an average 19% increase per month, for the last 3 months, for Sales Tax collections. The advertising continued over the summer, including Father's Day advertising with "Shop Local! Your Father will appreciate a lower property tax bill!" With football season starting in Texas we are adding in radio ads encouraging folks to "SHOP LOCAL!" and plan to continue the advertising and public education efforts indefinitely.

Bronze Winners Continued



"Outboxing Our Weight Class" Magazine Ad
Greater Burlington Partnership
Burlington, IA

Greater Burlington Partnership has been selected as the #1 Micropolitan on the Mississippi for the 2nd year in a row (that has never been done before). The award is called the "Bid Muddy Cup" awarded by Site Selection Magazine. We were of course happy to let others (especially site selectors) that our town is #1 – two years running – hence the paid advertisement.

Population: 25,000 - 200,000

Gold Winner



Talent Connection Advertising Campaign
Rock Hill Economic Development Corporation
Rock Hill, SC

Rock Hill's Talent Connection campaign sought to bring awareness to the availability of a talented workforce in the community, as well as the many available job opportunities offered by local companies. Through a combination of digital marketing, media appearances, social media engagement, and print advertising—as well as an extensive billboard and radio campaign targeted at the more than 50,000 commuters that drove across state lines into Charlotte every day—the campaign had an estimated reach of over 37 million impressions in just 6 months. As a result, the complementary website to the campaign, JobsRockHill.com, has seen close to 17,000 unique visitors, 3,000 job applicant sign-ups, and 500 job postings.

Silver Winner



Martin County Business Page
Business Development Board of Martin County
Martin County, FL

The Business Development Board (BDB) is the official economic development organization in Martin County, Florida. The BDB created the Martin County Business Page and had 100% control of all content. Working with The Stuart News, The Business Page was an opportunity to promote local companies that provide goods and services that add to the overall economy of the area. The BDB felt that the accomplishments of local businesses needed to be publicized in order for residents to understand the importance of smart growth in Martin County.

Population: 200,000 - 500,000

Bronze Winner



Return2LBK Marketing Campaign
Lubbock Economic Development Alliance
Lubbock, TX

Through conversations with local Information Technology (IT) companies, the LEDA Team learned the businesses could grow but could not find skilled labor. To close the gap, LEDA launched a strategic marketing campaign in January 2016. The campaign targeted Texas Tech graduates and former Lubbockites and invited them to return to Lubbock. The team developed a campaign title with local significance and a clear call to action. Residents or students in Lubbock refer to the city as “the LBK.” Thus, the Return2LBK campaign was born. The campaign centered on the testimonials of four local IT professionals who moved to bigger cities but later returned to Lubbock. Each person highlighted factors that influenced them, information about Lubbock’s IT landscape & the city’s quality of life. Four different print advertorials ran from January-August 2016 in the Texas Tech Alumni Association’s Texas Techsan magazine. Digital ads and video testimonials specifically targeted 60,000 people on Facebook and LinkedIn. Both print and digital ads encouraged readers and visitors to visit return2lbk.org, which features IT jobs, a comparison of Lubbock to other cities, etc. From January-August 2016, the site saw a total of 26,895 sessions, 18,179 unique users (66.8 percent new and 33.2 percent returning).

Population: Greater than 500,000

Gold Winner



Florida | The Future Is Here Boundless Campaign
Enterprise Florida, Inc.
Orlando, FL

Enterprise Florida, Inc. (EFI), the state’s principal economic development organization, promotes Florida’s business strengths and opportunities. To better tell Florida’s business story, EFI conducted research across the state and nation and found that many of the state’s business resources were not as well-known as the state’s famous lifestyle advantages.

With this data in mind, EFI developed a new branding campaign: FLORIDA | THE FUTURE IS HERE. Launched in January 2016, the campaign shares Florida’s business advantages, highlighting the state’s talent, business-friendliness, infrastructure, access to markets, and opportunities for innovation. The goal of this campaign is to broadcast Florida’s unique business environment, which boasts the right blend of inspiration, innovation, and independence, enabling companies of all kinds to outperform their competition and grow. The campaign theme is “Boundless,” using expansive imagery to depict the state’s many business advantages.

Enterprise Florida’s mission is to expand and diversify the state’s economy through job creation. In pursuit of its mission, EFI works closely with a statewide network of economic development partners, and is funded by the State of Florida and private-sector businesses.

Silver Winner



SelectTN

Tennessee Dept of Economic and Community Development
Nashville, TN

The SelectTN Certified Sites program minimizes the risk for c-suite executives and takes the guesswork out of locating a site for relocation or expansion projects. Ranked #1 in certified sites/shovel-ready programs by Area Development, this program sets a constant and elevated standard that site-selectors can rely on when making critical location decisions. The paid advertising campaign included print and digital ads promoting aerial tours of over 45 available sites across the state.

Bronze Winner



Powering Florida Ads
Florida Power and Light
Juno Beach, FL

Florida Power & Light's Office of Economic Development rebranded its advertising efforts in April of 2016. Three sets of creative were produced to feature the three main objectives of FPL's economic development organization: Powering Florida, Powering Business and Powering Data. The goal of these ads are to promote business attraction to the state of Florida (Powering Florida & Powering Business), make businesses and site selectors aware of Florida's competitive advantages for businesses and FPL's specific advantages like incentives and low rates (Powering Florida & Powering Business) and promote why Florida can be a destination for data centers (Powering Data). The audience is businesses considering expansion or relocation projects and site selection consultants. These ads were created with the state's brand in mind to help maximize the state's branding messages. The new branding has allowed us to visually make a recognizable impact when we host, sponsor and support events that help us give our communities a brand to stand behind.

7. Newsletters/Newspapers

Population: 25,000 - 200,000

Gold Winner



Mind Your Business E-newsletter
City of Guelph
Guelph, Ontario
Canada

Mind Your Business (MYB) is a monthly e-newsletter designed with special features targeted to a business audience. Launched in January 2016, MYB is a collaborative project between business stakeholders, local economic development organizations and the City of Guelph. The key driving feature of the newsletter is the integrated functionality for any organization or business to submit news.

MYB addresses the community business retention and expansion (BR+E) priority to improve the local business climate through proactive, two way communication between Guelph City Hall and the business community. The project goal is to improve Guelph City Hall's relationship with the business community through communicating awareness of business related activities that occur in the city of Guelph and surrounding region.

The audience is primarily the local business community, however new contacts generated through investment attraction give the e-newsletter an international reach. The tool has opened new channels for multiple City departments and community partners to participate in communication with businesses, something for which a platform did not previously exist.

Population: 25,000 - 200,000 Continued

Silver Winner



Take 3 Newsletter
Big Sky Economic Development
Billings, MT

This e-newsletter was designed to provide our stakeholders with a fast and brief way to see what happened in economic development during the week. We do the newsletter every week on Wednesday morning and feature three current projects, accomplishments, stories of clients, and regional news. We put our take on the story and then provide relevant links for more information. We also include the next three upcoming events or trainings. At the end we feature one of our Member Investor companies. This has been a very successful project and we see our stakeholders referencing and using our stories for their organizations as well.

Population: 200,000 - 500,000

Gold Winner



Small Business E-Newsletter
WindsorEssex Small Business Centre
Windsor-Essex, ON
Canada

The WindsorEssex Small Business Centre publishes a monthly e-newsletter capturing the latest news, events and business spotlights; distributed to clients, stakeholders and community. The e-newsletter builds brand awareness and expertise; while promoting and celebrating local and independent business. Readers receive a collection of news articles, program updates, event listings and positive regional small business stories. The highlight of each edition is the small business spotlight which profiles a unique business as the cover and features the person behind the scenes; their competitive advantage and personal perspective. This helps to celebrate and promote client businesses, serves as a source of inspiration and validates the Centre's mission. The e-newsletter is a simple and cost-effective medium integrated within the overall marketing and communication strategy, enabling the Centre to celebrate small business, build loyalty and maintain regular contact with client businesses, funders, and the wider business community.

As a department of the WindsorEssex Economic Development Corporation, the Small Business Centre in partnership with the Ontario Ministry of Economic Development and Growth provides entrepreneurs with the support necessary to start and grow successful businesses. The Centre is a one-stop hub; providing professional advice and services from concept, through start-up and early growth stages of business.

Silver Winners



MEDP Spark Newsletter

McMinnville Economic Development Partnership
McMinnville, OR

The MEDP Spark was created to keep partners, investors, and the McMinnville community informed about the exciting developments taking place in McMinnville, Oregon. The McMinnville Economic Development Partnership (MEDP) is a one stop business development office of three focusing on the city of McMinnville with a population of 34,000. The MEDP Spark is sent monthly to an email list of over 1,500 recipients. Articles almost always involve in-depth one on one interviews with companies, organizations, and leaders in McMinnville and a closer look into what makes McMinnville a great place to live and work. MEDP do not sell ad space, nor are they a membership organization who promises articles. The Spark was created as a way of strategically defining economic development terms like quality of life, cost of doing business, and more through engaging stories. Despite their length, every month they get responses from people who have taken the time to read the articles to the end. Many companies utilize our articles in their own marketing campaigns and as a way of boosting employee morale. MEDP's partnership includes the City of McMinnville, McMinnville Water & Light, McMinnville Industrial Promotions, the McMinnville Area Chamber of Commerce, and area businesses.



**Saratoga County
Prosperity Partnership**

8@8 e-Newsletter

Saratoga County Prosperity Partnership, Inc.
Malta, NY

Saratoga Partnership launched an e-newsletter called the 8@8, listing the top 8 news items or events and sent out bi-weekly on Monday at 8am. The e-newsletter informs stakeholders of important topics they need to know related to the economy in Saratoga County. The

e-newsletter was sent to more than 2,500 subscribers on a bi-weekly basis.

Population: Greater than 500,000

Silver Winner



Hong Kong Foreign Direct Investment (InvestHK Bi-monthly Newsletter)

Invest Hong Kong, the Government of the Hong Kong Special Administrative Region
Hong Kong
China

Invest Hong Kong (InvestHK) is the department of the Hong Kong Special Administrative Region (HKSAR) Government responsible for foreign direct investment (FDI). We have industry specialists in Hong Kong's priority sectors: Business & Professional Services, Consumer Products, Creative Industries, Financial Services, Financial Technology, Information & Communications Technology, Innovation & Technology, Tourism & Hospitality and Transport & Industrial plus an overseas network of staff and representatives based in 30 key business cities worldwide covering its target markets. Our staff based in Hong Kong and overseas work seamlessly to support the successful set up and expansion of clients' businesses in Hong Kong.

Named "Hong Kong Foreign Direct Investment", InvestHK's newsletter is published every two months in English, Traditional Chinese and Simplified Chinese. It provides information on the latest business news about Hong Kong, an international events calendar, market focus and sector focus, and successful investors who have established or expanded their presence in Hong Kong.

Apart from hard copies, an electronic copy of the newsletter is also sent to InvestHK's database including our clients, potential clients, startup community, partners, related organizations such as Chambers of Commerce and Consulates.

8. Magazines

Population: 25,000 - 200,000

Bronze Winner



**STRATHCONA
COUNTY**

Economic Directions 2017

Strathcona County
Sherwood Park, AB
Canada

Economic Directions is a high quality magazine which promotes the economic activity in Strathcona County, Alberta, Canada. It's a successful tool used to educate the public on the services Economic Development and Tourism provides the community and businesses - supporting business retention, expansion and attraction.

The "YOU CAN" branding is the resounding call-to-action for Strathcona County. With one broad stroke, it activates tourism, business, place to live, and our large industrial sector.

Explore. Grow. Succeed. In Strathcona County - YOU CAN.

Set in the center of Alberta's energy and agricultural heartland, Strathcona County is a thriving, successful and vibrant community of more than 98,000 residents. Strathcona County is made up of the urban area of Sherwood Park and a large adjacent rural area of farms, acreages and smaller hamlets and is home to Canada's largest hydrocarbon processing area. With a focus on economic, governance, social, cultural and environmental sustainability, Strathcona County is committed to balancing the unique needs of its diverse community.

Population: Greater than 500,000

Gold Winner

INVEST **BUFFALO
NIAGARA**

Relocation Guide

Invest Buffalo Niagara
Buffalo, NY

Our Relocation Guide serves as a beacon for newcomers to the region. We've heard back from so many people how it helped their adjustment to life in Buffalo Niagara. The resources we put together in between those covers are as comprehensive as it gets, from radio stations to tune into to weather trends and moving checklists. The social media launch we put around the program was the perfect way to spread the word to our community and beyond. Because of those efforts, many partners in the community instantly refer newcomers to that publication. They're constantly being ordered for refills in waiting rooms and book shelves where needed. It was a successful campaign, and one of our favorites to work on, too.

Silver Winner



2017 Kern County Market Overview & Member Directory
Kern Economic Development Corporation
Bakersfield, CA

Kern Economic Development Corporation (Kern EDC) was established in 1988 as a public private partnership to serve as the leading organization in Kern County for job creation and economic development activities. The Kern County Market Overview & Member Directory was created to better promote the community, and encourage site selectors as well as relocation prospects to reexamine Kern County, CA as a place to do business. Extensive data and information is incorporated into this annual publication to enhance Kern County's professional image as a good place to do business; to communicate clearly and distinctly a vital profile of the region and its economic impact; and to serve as a positive reminder that Kern County offers an exceptional quality of life that deserves a closer look from our community and outside businesses Alike.

The Kern County Market Overview magazine is a key tool in Kern EDC's marketing strategy as the team works to make Kern County a top business competitor in California and around the nation. Kern EDC developed this promotion over the course of the year with the help of The Marcom Group, a local professional graphic design team.

9. Special Event

Population: 25,000 - 200,000

Gold Winner



Made in Maui County Festival
County of Maui Mayor's Office of Economic Development
Wailuku, HI

The Made in Maui County Festival was established in 2014 by the County of Maui Mayor's Office of Economic Development (OED) and the Maui Chamber of Commerce. Held each year at the Maui Arts & Cultural Center on Maui, this major event was created to help grow the islands' value-added and small manufacturing businesses based within the county's three islands of Maui, Molokai and Lanai.

Prior to the festival, the official Made In Maui brand program had only 60 participating companies. In just 4 years, the festival has helped build that number to over 260. Being a juried show, the festival is the most sought-after products show on Maui, with the promise of unveiling new products, meeting with prospective wholesalers and distributors, and connecting with new customers.

A dynamic entrepreneurial ecosystem has been developed around the festival, with 14 business development partners offering a wealth of programs, grants, consulting, micro-loans and workshops to further the success of these companies. Even those companies who do not get selected to showcase their products receive a free 1-hour business consult. A Made in Maui County Marketplace website (www.madeinmauicounty.com) was also created to help festival vendors connect with consumers and wholesale buyers year-round.

Population: 25,000 - 200,000 Continued

Silver Winner



Northeast Tennessee Red Carpet Tour
NETWORKS Sullivan Partnership
Sullivan County, TN

The Northeast Tennessee Red Carpet Tour is a regional familiarization tour hosted by NETWORKS Sullivan Partnership along with several partner agencies at the local, regional, and state level. The event offers 10-12 national site location consultants and a guest, the opportunity to be our guests for 2 ½ days that are spent seeing, learning and experiencing all that Northeast Tennessee has to offer. The event culminates with VIP Access and Suite Tickets to NASCAR's Bass Pro Shops NRA Night Race at the "World's Fastest Half-Mile" Bristol Motor Speedway. To date, the Northeast Tennessee Red Carpet Tour has been credited for the creation of over 1,000 new jobs in Northeast Tennessee since 2014.

NETWORKS Sullivan Partnership is a publicly funded, multi-county economic development organization representing the major population and industrial hub of Northeast Tennessee – Sullivan & Hawkins counties.

Bronze Winner



Lynchburg Innovation Week
Economic Development Authority of the City of
Lynchburg, Virginia
Lynchburg, VA

On June 2-4, 2016, hundreds of business professionals gathered in Downtown Lynchburg, Virginia at Riverviews Artspace, a gallery and studio space for established and emerging artists, to celebrate the City's first Lynchburg Innovation Week.

Lynchburg Innovation Week engaged citizens in economic development by bringing together art, culture, and business and providing a platform to creatively solve community problems. The goal of the event was to elevate entrepreneurship as an economic sector, celebrate start-ups and engage the business community in creative ways to solve problems.

The event was interactive, vibrant and brought new energy to our business relationships. Lynchburg Innovation Week included a variety of activities that provided opportunities to learn, network, and celebrate the progressive economic development happening in the City of Lynchburg, including the first CO.STARTERS entrepreneurial Pitch Night and a design thinking workshop with 18F, the agency working with over 50 federal offices to transform how government delivers digital services and technology products.

Population: 200,000 - 500,000

Gold Winner

HALIFAX PARTNERSHIP

CONNECT. COLLABORATE. PROSPER.

Game Changers Awards Celebration
Halifax Partnership
Halifax, NS
Canada

The Halifax Partnership's Game Changers Awards Celebration is an annual signature event that recognizes exceptional Halifax businesses, individuals, and organizations that demonstrate leadership in hiring youth, helping them grow professionally, and inspiring others to take action on keeping young professionals in Halifax and Nova Scotia.

Silver Winner

HALIFAX PARTNERSHIP

CONNECT. COLLABORATE. PROSPER.

Sell Halifax - Toronto Mission
Halifax Partnership
Halifax, NS
Canada

The Halifax Partnership launched the Sell Halifax Program in June 2016 to attract new investment, business, and innovation partnerships to the city. Toronto, Canada was the first Sell Halifax mission, and it exceeded all expectations. Halifax Mayor Savage presented to a sold-out crowd of over 200 business leaders at a luncheon and again at an evening reception in Toronto which generated quality leads and excitement about the "new" Halifax.

Bronze Winner



2016 Simcoe Muskoka Skilled Trades Expo
County of Simcoe
Midhurst, ON
Canada

The Simcoe Muskoka Skilled Trades Expo offered hands-on demonstrations and interactive displays from robotics to cupcakes and everything in between, to approximately 1,600 grade 7 and 8 students from Simcoe County, Ontario, Canada, who were introduced to more than 30 skilled trade occupations. While not an overt focus, area manufacturers were also a target audience as the County, and its partners, wanted to demonstrate their support for the sector.

By working with the School Boards, organizers were able to directly market the event to teachers and students. An information package was created and shared with teachers providing an overview of the event as well as suggested activities that could increase the learnings associated with the Expo prior to and after the event. A marketing piece was also created to summarize the trades showcased.

The initiative was supported through a partnership between the County of Simcoe, the Simcoe Muskoka Catholic District School Board, the Simcoe County District School Board, the Simcoe Muskoka Workforce Development Board, the Ontario Youth Apprenticeship Program, Georgian College, the Flos Agricultural Society and the Cities of Barrie and Orillia as well as participating businesses and organizations.

The event has become an annual event and continues to expand.

Population: Greater than 500,000

Gold Winner



Nosh
City of Hamilton
Hamilton, Ontario
Canada

A week-long celebration of Hamilton's culinary scene that took place during National Small Business Week from October 17 to 23, 2016.

Silver Winner



The World Trade Center Los Angeles
Select LA Investment Summit
Los Angeles, CA

The Select LA Investment Summit brings together global investors and business and governmental leaders from all-over Southern California to facilitate and secure foreign direct investment (FDI). Hosted by the World Trade Center Los Angeles and the Los Angeles Economic Development Corporation, Select LA provides detailed research and matchmaking, key components for foreign investments. The summit provides international companies with a comprehensive understanding of the region's advantageous industries and investment ecosystem while offering active investment opportunities. Select LA attracts over 350 attendees and more than thirty speakers, including Los Angeles Mayor Eric Garcetti providing the keynote address each year. The program and speakers focus on specific industry clusters prevalent in the LA region such as aerospace and defense, bioscience, entertainment and clean-technology. Over the last three years, the U.S. Department of Commerce has designated Select LA as an official spin-off event for its SelectUSA program in Washington D.C.

The World Trade Center Los Angeles is a non-profit organization that provides business assistance to international companies seeking to locate or expand operations in Los Angeles County, and to local companies seeking to export products and services to the international market. WTCLA supports this development through our business assistance, educational and matchmaking programs.

10. Innovation in Economic Development Week

Population: 25,000 - 200,000

Gold Winner



#SeasideLove for #EDW2017

City of Seaside
Seaside, CA

During May 2017, the City of Seaside showed local businesses a lot of #SeasideLove. We celebrated Small Business week from April 30 through May 7 by including small businesses in that proclamation ceremony with the Mayor presenting business owners in attendance with their own copy of the proclamation to display during the week.

On 5/4/17, a proclamation was made celebrating Economic Development Week with the Economic Development division kicking off a "Seaside Selfie" contest to show #SeasideLove during #EDW2017. Everyone attending the City Council meeting received their own "Selfie stick" including the hashtags to use... and the first round of selfies took place right there during the Council meeting Tweeted right then to the world!

Seaside is in a rebranding campaign and showing some #SeasideLove teamed well with the Economic Development Week festivities was a great opportunity to show off local businesses.

Bronze Winners



Grand Junction Area
CHAMBER
OF COMMERCE

The Grand Junction Area ED Partners
Innovation in Economic Development Week 2017
Grand Junction, CO

"Celebrating Colorado's Grand Valley" was a valley-wide initiative which focused in many areas, but was based on increasing the positive economic impact to the businesses in the community.

The campaign was initiated by creating three high quality videos around industry diversity, community partners, and public-private partnership. The videos posted to Facebook, YouTube and each of the ED Partners' websites, caught a great deal of traction from the EDC of Colorado, as well as, being shared by many local businesses and the IEDC. In conjunction, we had a business appreciation bar-b- que to thank businesses and ensure they continuously know we are here for them.

This year the major focus for ED Week was an initiative called "CMU 20,000." CMU is Colorado Mesa University and is located here in Grand Junction, CO. This university is a growing up and coming institution in Colorado. It has a huge economic impact financially on our area. We want to increase this impact even further by taking CMU to 15,000 students (from current enrollment of 10,000) and adding 5,000 community and business supporters. This campaign was launched as the main event of ED Week.

Population: 25,000 - 200,000 Continued

Bronze Winners Continued



McKinney EDC, Economic Development Week 2017
 McKinney Economic Development Corporation
 McKinney, TX

The McKinney Economic Development Corporation (MEDC) exists to make McKinney the most desirable location in North Texas for business by encouraging growth through strategic investments in corporate culture, talent development and capital assets.

The MEDC celebrated the 2017 National Economic Development week with meetings, events and media engagements. MEDC highlighted various initiatives identified in the recently adopted five-year organizational strategic plan, and provided information that brought the importance of economic development in the community to the public. The biggest impact for this year's celebration was utilizing multiple media outlets, including newspaper, YouTube, a radio broadcast, news releases, Facebook, Twitter, and the use of the MEDC Website. These various outlets allowed diverse groups within the community to become more aware of the importance of economic development.

Population: Greater than 500,000

Silver Winners



Economic Development Week
 Invest Buffalo Niagara
 Buffalo, NY

Invest Buffalo Niagara's participation in Economic Development Week was focused around participation

and education. We traveled on a road show to each of our eight counties, visiting businesses and talking to people that tell the story of our region. We used text stories on our blog and visual media through Instagram to highlight these people devoting time and energy to economic development in our region. The Mayor of Buffalo also provided a proclamation for the week and released videos we created in conjunction with the city displaying small business success in the region.



How Colorado Came Together to Market Economic Development

Economic Development Council of Colorado & Colorado Office of Economic Development & International Trade CO

The mission for both Colorado Office of Economic Development and International Trade (OEDIT) and the Economic Development Council of Colorado (EDCC) is to increase awareness and economic prosperity for Colorado. OEDIT and EDCC teamed up this year to promote EDW. OEDIT created an Economic Development Toolkit that was specific to Colorado to help economic development organizations with their campaign promotions.

Campaign elements also included a press release from Colorado's Governor pronouncing Economic Development Week in both a video and Proclamation, a blog from the director of OEDIT on LinkedIn, and a social media campaign populated by economic development organizations from around the state.

The goal of this promotion was to market and educate the importance of economic development organizations in our communities around our state. We used this opportunity to bring together our economic development community, give them a platform to share their economic development success stories and best practices, and elevate their work within their communities. We have found that through this type of collaboration that communities find new solutions, resources, and tools that will help their communities thrive.

Internet and New Media Awards

11. General Purpose Website

Population: less than 25,000

Gold Winner



AzleAbsolutely.com Website

City of Azle
Azle, Texas

The City of Azle has made a commitment to economic development with a vision of “Connecting Business and Community Toward a More Prosperous Future”. With this vision in place, the City is proactively positioning itself with site location consultants, real estate developers, and commercial businesses as a place to do business. Therefore, a goal was established to create a comprehensive, data-rich, economic development website dedicated to providing corporate executives, site selection consultants, and local businesses with information about the city’s economic climate, incentives, and resources for doing business in the city. A plethora of local information not found in national databases such as: Traffic Counts; Local Labor Market Survey Report; Major Azle Employers; Major Area Employers; Building Permits and Valuations; and Active Developments are throughout the website.

Silver Winners



BKCEDC All-New Website

Boerne Kendall County Economic Development Corporation
Boerne, TX

As a small community (Boerne, TX, the county’s only incorporated city, has a population of 13,674 and Kendall County has a population approximately 40,384), with a modest budget of \$346,781, the Boerne Kendall County Economic Development Corporation consists of two full time staff members, one part time member, and a volunteer Executive Board.

In 2016, the BKCEDC debuted an all-new website intended to be the primary source of information about our community for site selectors.

As the second fastest growing county in the nation, Boerne/Kendall County is uniquely positioned to attract businesses from all over. In order to compete with other possible locations, Boerne and Kendall County needed a comprehensive website to give site selectors the necessary information on which to base their decision.

Only in existence for a little over 10 years, we had a very basic, outdated website. The new design of the website reflects the unique focus of our community and serves as a creative representation of our demographics. Focusing on key site selection criteria, as well as highlighting why our community is a desirable place to do business and live, our website attractively conveys a tremendous amount of information.

Population: less than 25,000

Silver Winners



General Purpose Website

Estes Park Economic Development Corporation
Estes Park, CO

Since August 2016, we have utilized our website in conjunction with our newsletter and social media programs. We have seen tremendous growth in all areas of online marketing.

The website communicates our community's economic development priorities reflecting a regional strategy that was based on extensive stakeholder interviews and 790 e-survey responses, which represents about 7 percent of the Estes Valley's population. More existing and potential businesses are reaching out for assistance looking to do business in the Estes Valley.

Since the inception of our marketing plan and social media content calendar 12 months ago, we have seen 75% growth in Twitter followers to 269 followers. Facebook has 53% growth in page likes to 368 likes, a 120% increase in page views and a 425% increase in post likes.

The Website enhances the credibility of our e-newsletters and our open rate for our newsletters is 46.08% while the industry average open rate is 1.2%. Our Newsletter Signup feature on our website has seen 57% growth month over month.

Population: 25,000 - 200,000

Gold Winners



www.augustaVAbusiness.com

Augusta County Economic Development
Verona, VA

Augusta County, Virginia's new Economic Development website is a living, breathing extension of the County's economic development efforts. We view the site as a real-time accessibility tool for industrial prospects, site selection consultants, existing or new businesses looking to build or expand, and small business entrepreneurs. Augusta County's exciting growth, agricultural foundation, happy and talented workforce, location and access, and speed-to-market as well as our strong educational and healthcare systems all influence our positioning statement – Augusta County, VA: where industrial growth meets exceptionally beautiful living.

Gold Winners Continued



OAKVILLE

Invest Oakville Website
Town of Oakville
Oakville, ON
Canada

The Town of Oakville's Invest Oakville website is an online resource providing site selectors, companies and investors with all the information needed to make an investment decision quickly and efficiently.

The site was designed as customer-facing platform with user- and mobile-friendly navigation to streamline the investment process.

Previously housed within the municipal website, the new website was designed as a standalone site to better promote Oakville as an ideal location for business investment through digital marketing.

Visitors can access the latest demographic and workforce data, market trends, leading sectors, top employers, as well as explore potential sites for investment through the Find Oakville site selection tool. This interactive tool layers development information, demographic data, and market data with available sites and buildings.

The Invest Oakville website project was undertaken thanks to funding received through a federal program in support of FDI activities in Canadian communities.

Silver Winner



Website for Kyle Economic Development
Kyle Economic Development
Kyle, TX

It is a great honor to be selected as a Silver Award recipient of the 2017 IEDC Excellence in Economic Development for the Kyle Economic Development website. The city of Kyle, Texas is strategically located along the I-35 corridor and has experienced unparalleled growth over the past 15 years. Just 7 short miles south of Austin city limits and 39 miles north of San Antonio city limits, Kyle is in the enviable position along the booming I-35 corridor in the direct path of rapid growth.

In a time when a large percentage of site selection begins online, a clean, user friendly website is a must for any community looking to attract businesses. The Kyle Economic Development department strives to keep the information on the website useful and relevant and is a true representation of our attractive community. Special thanks to EDsuite for helping bring the website to life. By combining Kyle staff's vision and EDsuite's creative style, they delivered a dynamic website that we are all very proud of.

Population: 25,000 - 200,000 Continued



Bronze Winners



New Invest Kelowna.com Website
Regional District of Central Okanagan
Kelowna, BC
Canada

In 2016, the Regional District of Central Okanagan's Economic Development Commission (COEDC) undertook a complete overhaul of its website, InvestKelowna.com to reflect the region's status as a driver of economic growth and innovation in British Columbia and Canada. Promotion of the Okanagan has historically leveraged the region's natural beauty, great weather and unparalleled lifestyle. Recent research conducted by the COEDC and partners indicated that people, particularly young professionals, are aware of the "lifestyle" benefits of the Okanagan, but less aware of the region's vibrant, diverse economy and many career opportunities. Additional research indicated that career opportunities are the primary attraction for young professionals considering relocation. With this knowledge, the COEDC shifted its messaging to reflect the sophistication and potential of our growing region with the new website while adding new functionalities like mobile responsiveness, a quick stats dashboard, searchable resources, photo essays and a community blog. The project was funded through a 50% matching contribution from Foreign Affairs Canada with a goal of increasing awareness of the region in key foreign markets and increasing FDI opportunities. Since the launch of the site in January 2017, the COEDC has seen traffic from target foreign markets increase by 272%.

Effingham Regional Growth Alliance New Website
Effingham Regional Growth Alliance
Effingham, IL

As the new President/CEO of the Effingham Regional Growth Alliance in September of 2016, it was clear that a new and improved website needed to take top priority. The old website was not clean, crisp, or easy to navigate. The data was dated and did not provide the best information on Effingham County. A complete website makeover was needed.

Our goal was to give the website new life and provide the user a clear and concise interface with current data, information layers, and photos that represent the people of Effingham County and the opportunities available to industry. The new website was to be our calling card and the most important web based tool used to attract industry and developers to Effingham County, IL. Our finished product delivered the desired results.

Population: 200,000 - 500,000

Gold Winners



Moreno Valley Business Attraction Website
City of Moreno Valley
Moreno Valley, CA

In 2016, the City of Moreno Valley embarked on the development of a Business Attraction Website that showcases the City's business location advantages.

GOALS

The website needed to be responsive for viewing on various devices, intuitive to navigate, stunning in imagery, delivering the essential data, and point-and-click simple to edit. The finished product integrates video, two GIS story maps, and external property search services, delivering critical City and site specific information to relevant decision makers.

IMPACTS

- Improved communication: delivers data businesses need to make site decisions; "responsive" to smartphone and tablet displays.
- Boosted productivity: AIR Xceligent and OppSites enable searches for available spaces and developable properties.
- Enhanced relationships: The website builds trust, expresses understanding of development challenges, and assists real estate professionals with their marketing efforts.

REPLICABLE

Cities interested in replicating video, website, and / or GIS Story Map components are encouraged to:

- Demand mobile responsive site features
- Incorporate keyword analysis
- Integrate glamorous photography and drone footage
- Include short video and infographics
- Consider the website's navigation
- Ensure compatibility with online tools and graphic designs
- Package all into a marketing program easily presented to prospective and existing businesses



ThinkDutchess.com
Think Dutchess Alliance for Business
Poughkeepsie, NY

Think Dutchess Alliance for Business is the premier one-stop shop for business development needs and activities in New York's Dutchess County. A premier business-led organization, Think Dutchess brings together 10 agencies under one unified vision for one-stop shop site selection, financing, incentives, permitting and advocacy, strategic planning and counseling, marketing and networking.

Think Dutchess For Life is an impactful video montage collected with third-party footage from many of our great businesses and nonprofits. It displays the reasons why more than 300,000 people and growing call Dutchess County home, and features more than 30 of our greatest assets – historic sites, breweries and wineries, the County Fair, recreational activities, hiking and nature, higher education, rail-road-runway-river transportation network, and our beautiful urban centers and suburban paradise.



TULSA REGIONAL CHAMBER

Grow Metro Tulsa Website
Tulsa Regional Chamber
Tulsa, OK

GrowMetroTulsa.com is the primary economic development website for the Tulsa region. Now starting its third five-year plan, the Tulsa Regional Chamber's economic development initiative, Tulsa's Future, is designed to leverage diverse strategies to enhance the Tulsa region's standing as a place for business, residents, and superb quality of life.

Population: 200,000 - 500,000 Continued

Silver Winners



Access Prosperity Website

Central Alberta: Access Prosperity
Red Deer, AB
Canada

Central Alberta: Access Prosperity launched a new website in December 2016. The website has three functions: it promotes the Central Alberta, Canada region to international investors; encourages international expansion of local Central Alberta companies; and describes our services as a regional economic development organization.

Promoting the region as well as providing industry facts, economic data, and statistics, the site is designed to appeal to both international investors and local business owners. The site design was arrived at through a process of persona building; using these profiles, the site was designed to be a seamless, valuable experience for all users.

Access Prosperity is an economic development organization based in Central Alberta, Canada. Access Prosperity represents a population of over 310,000 in over 40 municipalities. Through a combination of business coaching, event hosting, trade mission attendance, and other customized services, Access Prosperity promotes economic development in our region through the attraction of foreign direct investment as well as assisting in the expansion of local companies into international markets. We create a tailored experience for all our clients; we connect personally, develop an original strategic plan, and gather resources as befits each situation.



Small Business Website

WindsorEssex Small Business Centre
Windsor-Essex, ON
CA

The WindsorEssex Small Business Centre website is the premier one-stop site for starting a business in the Windsor-Essex region. The website is a hub of information directing users through rules/regulations, financial incentives, writing a business proposal, import/export, marketing, taxation, hiring, and more. Users find the robust calendar of events with direct links to registration easy to use and can learn about the Centre's extensive programs such as Starter Company, Summer Company, Futurpreneur, Neighborhood Grants, Business Advantage Program and ScaleUp Financial. Features include the Small Business Spotlight; profiling clients monthly, business blog and "In the News" section, which features media coverage of clients. The website is an important strategic marketing tool demonstrating the Centre's mandate and services and works to educate and foster the development of entrepreneurship. It is an invaluable website for entrepreneurs to bookmark and visit regularly for their business needs.

As a department of the WindsorEssex Economic Development Corporation, the Small Business Centre in partnership with the Ontario Ministry of Economic Development and Growth provides entrepreneurs with the support necessary to start and grow successful businesses. The Centre is a one-stop hub; providing professional advice and services from concept, through start-up and early growth stages of business.

Population: Greater than 500,000

Gold Winner



Choose Colorado
Colorado Office of Economic Development and International Trade
CO

OEDIT works with statewide partners to create a positive business climate and job growth. ChooseColorado.com is an interactive multimedia website highlighting the state's leading industries and assets.

Silver Winners



CRDA Website Redesign 2016
Charleston Regional Development Alliance
Charleston, SC

The Charleston Regional Development Alliance (CRDA) is a public/private, not-for-profit economic development organization representing the three-county Charleston metro. We serve as a catalyst for long-term regional prosperity by attracting the world's best companies, talent, and entrepreneurs.

CRDA's website, crda.org, is our community's 24/7 "storefront." It communicates our brand, our assets, our professionalism, and our vital information to the world. 2006 was the last site redesign, and despite yearly tweaks and updating graphics, by 2015 the platform was dated. We needed a site that offered more visual storytelling, flexibility for data updates, and responsiveness across devices. In collaboration with a local firm, Blue Ion, the CRDA launched our redesigned economic development website in December 2015.

The goal was to develop an easily navigable, world-class site on par with the best global brands that differentiates Charleston. Designed with key audiences in mind, the site provides a user-friendly experience with easy-to-access data on the region's high impact clusters, workforce and labor stats, taxes and incentives, entrepreneurial resources, infrastructure, and lifestyle.

The CRDA website turns economic data and stats into interactive storytelling by combining the use of vibrant imagery, dynamic videos, custom-made infographics and easy-to-navigate data pages.



Fentress County Website
Tennessee Dept of Economic and Community Development
Nashville, TN

The purpose of the Distressed Counties Website Enhancement program is to assist these lower-tier counties in corporate recruitment and expansion. This program gives at-risk and distressed counties the tools they need to compete economically.

The Fentress County Economic Development website showcases the workforce, quality of life, industries and location that the county has to offer. This website makes Fentress County more accessible to prospect companies and site selectors by delivering messages that are unique to the advantages that they have to offer.

Population: Greater than 500,000 Continued

Bronze Winners



aeped.com redesign
American Electric Power
Columbus, OH

Redesigned in 2015, *aeped.com* is the digital platform for American Electric Power's Economic & Business Development organization. The responsive website was built to provide relevant and timely information through a great user interface to our key audiences – site selectors, expanding companies and community economic development partners. Features include detailed data on AEP's 11 state region, including certified sites and target industries; over 300 static and interactive maps, including a service territory locator and a county profile application; and multimedia content, including a blog, infographics and videos.



Investinhamilton.ca
City of Hamilton
Hamilton, Ontario
Canada

The award winning *investinhamilton.ca* website is the general investment information website for the City of Hamilton. It contains key information about the key economic sectors, technical information like zoning and licensing, an award-winning site selection tool, and multimedia information among other information on the site.

12. Special Purpose Website

Population: less than 25,000

Gold Winner



Naturally Wild: Tourism Atikokan -
www.VisitAtikokan.com
Atikokan Economic Development Corporation
Atikokan, ON
Canada

Naturally Wild: Tourism Atikokan is a pilot project created by the Atikokan Economic Development Corporation (AEDC), in partnership with the Town of Atikokan and Tourism Northern Ontario. The overall objective for the project is to help increase tourism revenues and community brand awareness through product development, marketing, workforce development and regional collaboration. AEDC has taken on a principal role of tourism development due to their relationship with those on both the for-profit and the government officers in the field, on the local, regional, provincial, national and international levels. This is Atikokan's first foray into tourism as an economic development tool in over 30 years, and *www.VisitAtikokan.com* is the flagship piece of *Tourism Atikokan*, one of six projects developed under the program and a major piece of its social media strategy. This project is meant to bring a focused approach to developing, building, implementation and eventual sustainable marketing of tourism opportunities in Atikokan and its service area, and also serves as an investment/community attraction tool for industrial employers – it's proof that rural economic development through tourism is not only possible, but can be successful on a small budget.

Population: less than 25,000 Continued

Silver Winner



Grow Waynesboro

Waynesboro Economic Development & Tourism
Waynesboro, VA

GrowWaynesboro.com serves as a marketing and outreach arm of Grow Waynesboro, an initiative of the City of Waynesboro's Economic Development Department to support new, locally-owned small businesses. The website is part of a multi-tier effort including print, social media, and interpersonal interaction to stimulate excitement and interest in our entrepreneurship development program.

Key aspects of the Grow Waynesboro initiative and website include but are not limited to the following:

- Hosting a competitive grant program, awarding (in 2017) \$51,000 to the most promising new entrepreneurs in Waynesboro.
- Matching prospective entrepreneurs with training and mentorship opportunities, including an in-depth 8-week business planning course.
- Celebrating existing entrepreneurs in Waynesboro, showcasing our local economy as vibrant and as a quality destination for new businesses.

Features and functionality of the website include serving as an application portal for entrepreneurs, creating an online showcase of existing local economy leaders, and serving as an online and social media-integrated hub for building excitement and awareness of Waynesboro's entrepreneurship development initiatives.

The City of Waynesboro Office of Economic Development and Tourism works to build prosperity in the City by offering services and opportunities for business development with business assistance, financing, promotion, and marketing programs.

Bronze Winner



Progress For Ada Website

Ada Jobs Foundation
Ada, OK

This is a website created to inform local citizens of the impact of a sales tax fund dedicated to economic development. The site focuses on summarizing the fund, providing examples of all of the projects which have received money from the fund, and analyzing local economic indicators since the fund's inception in 1998. This website is unique in that it was created in-house with a miniscule budget. We realized early on that we did not need to host a complicated website design to communicate this information in an attractive way. The website does not use a content management system, such as WordPress, and the site is not dynamically generated. Instead, we utilized a static website hosted on Github pages. The site's code is based on an existing design with a creative commons license and the code was modified to suit what we needed. By going with a simple design and a low-cost implementation, we hope that this is a model other economic development organizations use to market their communities.

Population: 25,000 - 200,000

Gold Winner



JobsRockHill.com

Rock Hill Economic Development Corporation
Rock Hill, SC

JobsRockHill.com is a resource for businesses and job seekers to connect locally, without competition from the nearby metropolitan market of Charlotte, North Carolina. On this site, companies in York County can showcase their knowledge-economy job openings to an audience eager to work closer to their own community. In the first six months after the site's launch, more than 3,000 applicants and companies have signed up and over 500 jobs have been posted

Silver Winner



Career Pathways Website

Santa Rosa Economic Development Office
Milton, FL

SantaRosaCareerPathways.com is designed to provide students and their families guidance on local career opportunities, including the expected wages, and the public-school career academies, training opportunities, and degree programs available in the area that will allow them to move into that career. This website is utilized by middle schools, high schools, technical schools and post-secondary schools to focus on creating a highly competitive and educated workforce.

The Santa Rosa Economic Development Office serves businesses that want to expand their existing operations as well as out-of-state businesses wanting to relocate to the county. We attract industries and create jobs through development, project financing,

business support and marketing activities. We develop the resources that industries demand and foster entrepreneurship among ambitious and innovative residents. We grow the Santa Rosa County economy through the development of a forward-thinking and sustainable industrial market. To help clients make intelligent decisions on expanding or relocating to the area, information and resources on our ever-evolving economy are rapidly provided. Santa Rosa County offers shovel-ready certified sites, modern infrastructure and a trained, educated and experienced workforce. Industries can maximize ROI by locating in Santa Rosa County, where the sites, employees and civic support they need are in place and ready.

Bronze Winner



Aviation Website

Santa Rosa Economic Development Office
Milton, FL

SantaRosaAviation.com is a micro-site serving as a landing page showcasing Santa Rosa County's advantages to companies in the aviation, aerospace, and related industries. The County is in a region with a rapidly growing aviation and aerospace industry.

The Santa Rosa Economic Development Office serves businesses that want to expand their existing operations as well as out-of-state businesses wanting to relocate to the county. We attract industries and create jobs through development, project financing, business support and marketing activities. We develop the resources that industries demand and foster entrepreneurship among ambitious and innovative residents. We grow the Santa Rosa County economy through the development of a forward-thinking and sustainable industrial market. To help clients make intelligent decisions on expanding or relocating to the area, information and resources on our ever-evolving economy are rapidly provided. Santa Rosa County offers shovel-ready certified sites, modern infrastructure and a trained, educated and experienced workforce. Industries can maximize ROI by locating in Santa Rosa County, where the sites, employees and civic support they need are in place and ready.

Population: 200,000 - 500,000

Gold Winner



DC is Calling

Arlington Economic Development
Arlington, VA

Arlington Economic Development (AED) created the “DC is Calling” website (dciscalling.com) as an attraction and retention tool for Nestlé USA to move their headquarters from Glendale, California to Arlington, Virginia. “DC is Calling” was created as a resource for Nestlé USA employees to learn about the Washington, D.C. area. As the company considered relocating across the country, AED offered to create the website as part of a soft incentives package to help entice Nestlé USA by assisting the company in retaining their quality workforce and reducing recruitment costs.

On the home page, “DC is Calling” welcomes visitors through a customized introductory video. The website is also built around three themes: Live, Work and Play.

- The “Live” page houses a regional overview map that allows users to click on the nine jurisdictions within the D.C. metro region. Subpages further break down these jurisdictions by school systems, neighborhoods, amenities, and commuting options and times.
- The “Work” page houses information on the Rosslyn neighborhood and information about the new Nestlé USA headquarters in Arlington.
- The “Play” page provides a view of the region’s available amenities, quick getaways and cultural attractions that exist for individuals and families living and working in the D.C. region.

Silver Winners



Make It Kitchener

City of Kitchener
Kitchener, ON
Canada

Located an hour west of Toronto, Kitchener is a city that has been shaping its destiny for more than 150 years. With a history rooted in manufacturing, Kitchener has become a more complete and competitive city; it is now one of the top 25 startup ecosystems in the world, with startup density second only to Silicon Valley. With over 50,000 people making products in the region, Kitchener recently launched Make it Kitchener, an economic development strategy aimed at celebrating and cultivating the city’s maker economy. More than just a strategy, Make it Kitchener is a story; it’s a way for the city to capture and share the often intangible things that make it a success. The Make it Kitchener website is critical to the city’s success. It was designed to showcase how Kitchener is bringing its economic development strategy to life while also creating an ongoing conversation about the inspiring and successful businesses ‘making it’ in the city. It encourages businesses to become brand ambassadors and champions of Kitchener while showcasing ‘everyday’ economic development in a way that creates value for citizens and residents. Most importantly, it provides potential investors, future residents and other cities a glimpse into what makes Kitchener so unique.

Population: 200,000 - 500,000 Continued

Silver Winners Continued



TULSA REGIONAL CHAMBER

Digital Marketing Campaign for Economic Development
Tulsa Regional Chamber
Tulsa, OK

The Digital Marketing Campaign was a very successful, low-cost per contact marketing program that created online ads promoting GrowMetroTulsa.com to a highly targeted group of individuals. Now starting its third five-year plan, the Tulsa Regional Chamber's economic development initiative, Tulsa's Future, is designed to leverage diverse strategies to enhance the Tulsa region's standing as a place for business, residents, and superb quality of life.

Bronze Winner



TULSA REGIONAL CHAMBER

Choose Tulsa Website
Tulsa Regional Chamber
Tulsa, OK

ChooseTulsa.com is the primary website bringing together new or expanding businesses and prospective new employees. The site also provides numerous resources for relocating employees and their families.

Population: Greater than 500,000

Gold Winners



Auckland
Tourism, Events and
Economic Development
An Auckland Council Organisation



Auckland Innovation Dashboard
Auckland Tourism Events and Economic Development
Auckland, NI
New Zealand

The Auckland Innovation Dashboard is an interactive online website which presents a series of indicators relating to Auckland's Innovation performance and how this performance compares to peer cities across the globe. The tool draws information from a range of domestic and international sources and seeks to use these key indicators to show Auckland's innovation journey since 2010. The dashboard was marketed using a social media campaign across ATEED and partnering social media platforms and the broader Auckland innovation ecosystem.



China Investment and Trade
Georgia Department of Economic Development
Atlanta, GA

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment. These 3 IEDC Gold Awards for video, new media and specialty website are a result of a multichannel marketing strategy deployed in-country in China using cutting-edge technology and creative strategies to generate new leads and increase website traffic.

Silver Winners



IMadeltSC.com Campaign
SC Technical College System
Columbia, SC

The SC Technical College System launched the imadeitsc.com campaign in July 2016. This awareness and education campaign is designed to promote manufacturing, information technology, health care and other STEM-related occupations as great jobs with great futures, good wages and opportunities for advancement. In fact, currently in South Carolina, there are more jobs than skilled people in these careers.

The campaign has several outreach components that range from K-12 audiences through parents and caregivers as well as guidance counselors. The campaign centers around the imadeitsc.com website which hosts testimonial videos, success stories, occupation and wage information, fields of study information and links to all 16 technical colleges throughout the state.

Clever radio spots support the message by addressing many of the stereotypes and misconceptions associated with these occupations. This medium is used to reach adult audiences while proactive social media and targeted curriculum are used to influence younger audiences.

In addition, as part of the campaign, guidance counselor outreach programs were hosted at each of the colleges. These programs were designed to expand this critical audience's awareness and understanding of careers in these industries and the educational pathways to them.

ENTERPRISE FLORIDA

The Future Is Here Boundless Campaign Microsite
Enterprise Florida, Inc.
Orlando, FL

The Boundless Florida website serves as the primary component for a fully integrated marketing & communications campaign across a variety of mediums. The website provides key brand messaging in support of a variety of other mediums including: premier print and digital advertising, multimedia content, social media, PR, airports, out of home, sponsorships, and special events.

Enterprise Florida, Inc., in its mission to make Florida the most sought-after address for business, developed a new marketing campaign that launched January 29, 2016. The campaign is designed to convey the unique combination of business fundamentals that Florida offers so companies of all kinds can find their competitive advantage here. The campaign theme is "Boundless," using expansive imagery to depict the state's many business advantages, coupling these images with statements proving companies can and are thriving here, right now. The "Florida – The Future is Here" tagline inspires a sense of possibility – an urgency to take action and take advantage of the many benefits of doing business in Florida.

Population: Greater than 500,000 Continued

Bronze Winners



LVGEA Data Portal

Las Vegas Global Economic Alliance
Las Vegas, NV

The Las Vegas Global Economic Alliance (LVGEA) data portal is designed to provide information about Southern Nevada's vibrant economy and its diverse population base. Data exists at the regional and city level within Clark County. The data portal is a gateway allowing you to visualize how the region is trending, see where businesses are located, and compare the Southern Nevada market to others around the United States.

The LVGEA is a 501(c)6 membership organization dedicated to developing the economies of Las Vegas, Clark County, Henderson, North Las Vegas, Boulder City, and Mesquite through regional cooperation, global trade, and global connectivity. The organization is the regional economic development authority in Southern Nevada and has a mission to grow the economy in our region through connectivity, community development, aggressive business recruitment, and business retention outreach.

Jonas R. Peterson currently serves as President and CEO of the Las Vegas Global Economic Alliance (LVGEA). Jonas received a M.S. in Community and Economic Development from Pennsylvania State University and a M.B.A. from North Dakota State University. He is a CEcD, graduate of OUED, graduate of Stanford University's Executive Program, Leadership Series graduate at Harvard's Kennedy School of Government and a Certified BRE Consultant.



CTvisit.com

Connecticut Department of Economic and Community Development
Hartford, CT

Connecticut was quite overdue for an all-new tourism website, so after 100s of focus groups with the industry stakeholders and thousands of survey responses from consumers, The Connecticut Office of Tourism designed, built and launched the brand new site in June of 2016.

Don't think of CTvisit.com as just another pretty tourism website. Behind the highly graphic façade and intuitive navigation lives over 6,000 pages of destination inspiration and information, including:

- Over 4,000 hotel, attraction and restaurant listing pages, each displaying images, videos, information, social feeds, TripAdvisor reviews, events, deals, maps, and cross-sells of nearby attractions, and each controlled by the partner via the CMS.
- Hundreds of inspiring articles and suggested itineraries that are cross-sold by relevance throughout the site.
- Curated featured partners, articles and deals.
- A "season selector" feature that allows the visitor to see offerings optimized for their season of choice

And since the launch of this all-new site a year ago, the results have been amazing:

- Despite the media budget being down 50%, traffic is up 64%
- Mobile usage is up 256%
- Bounce rate has improved 31%
- Pages per session are up 26%
- And the site sent 2.2 million leads to our hotel, restaurant and attraction partners!!

13. New Media

Population: 25,000 - 200,000

Gold Winner



Pulse of the Region radio program
MetroHartford Alliance
Hartford, CT

The MetroHartford Alliance's radio program is utilized to highlight the tremendous work and partnerships taking place within the City of Hartford and the entire region, and has included timely and compelling content on a variety of topics, including:

- Public policy (1-on-1 interviews with Connecticut Governor Dannel Malloy and Hartford Mayor Luke Bronin)
- Marketing the Region (interviews with economic development leaders, hospitality officials and sports coaches and athletic directors)
- Health care (Leading doctors, hospital CEOs, payors and insurance executives, all of whom work to ensure the health care industry serves as an economic driver in Connecticut)
- Transportation and economic development (in-depth discussions with officials at Bradley International Airport, and local officials developing the land around the airport)

The mission of the MetroHartford Alliance is to compete aggressively and successfully for jobs, talent and capital for the Hartford Region and to ensure that the Hartford Region is a premier place for all people to live, work, play, start and grow a business, and raise a family. Through its members' intellectual capital and financial investment, the Alliance is able to implement key strategies that further our regional goals of job growth, wealth creation, and talent attraction and retention. Become an investor today.

Silver Winner



Alpharetta 360- Experience Alpharetta
City of Alpharetta
Alpharetta, GA

The motto behind Alpharetta 360 is "Seeing is Believing". To put visuals in front of the words we use day to day to promote Alpharetta as a business and lifestyle destination. There are no facts and figures on this site. There are no info-graphics or stat sheets. There are only videos of the people, places, events, businesses and amenities that make Alpharetta the place it is. When you see it, hear it and experience it for yourself, the words I say only reinforce your experience.

Alpharetta360 is not just a single video. It is a series of 26 videos over a year, with a new video launched every two weeks on Alpharetta. With a focus on either the businesses in Alpharetta or the community aspects of Alpharetta that make it a great place. It is the consistent release of content that make the program work.

Our new addition to Alpharetta 360 is the "Experience Alpharetta" section. As part of our new initiative, we are adding in a Virtual Reality section in which viewer can experience through the use of their smart phone, tablet or VR headset a literal 360 view of the places in Alpharetta.

Population: 25,000 - 200,000 Continued

Bronze Winner



FDC Video Marketing Campaign
Fairborn Development Corporation
Fairborn, OH

In an effort to reach out and engage business owners and potential business owners FDC staff worked with a full-service marketing firm to create a digital marketing video series that highlights Fairborn and educates prospects of the benefits of locating a business in Fairborn. With the video series we are also highlighting the new FDC brand and logo that was launched in 2016.

Content development for the series was created through the use of infographic style animation and is being advertised on YouTube, Facebook, and LinkedIn. The Fairborn Development Corporation is creating a digital marketing presence to highlight the advantages that we have to attract, retain, grow and foster startup businesses within our community.

The Fairborn Development Corporation (FDC) is the economic development arm for the City of Fairborn. The FDC works closely with the City and the community to pursue economic and business development initiatives to benefit the Fairborn community.

Population: 200,000 - 500,000

Bronze Winner



Mannequin Challenge
Loudoun County Dept. of Economic Development
Ashburn, VA

Our department made a one-minute "Mannequin Challenge" video and promoted it across our social media channels. At the time we shot it (December 5, 2016), making "Mannequin Challenge" videos was a super-hot, global Internet trend that was covered by news media such as the New York Times, NPR and Time magazine. Celebrities, entertainers, pro athletes and businesses of all sizes produced "Mannequin Challenge" videos and posted them on social media. Making this video raised awareness of our organization with people who might otherwise have never heard about us. Within the first month of posting the video, it was almost 24,000 times just on our YouTube channel -- that is the highest response to any video produced in-house by our department. It was viewed an additional 13,000 times on our Facebook page, and we also had 593 views on Instagram. It helped raise awareness of our organization locally and regionally, as well as across the U.S. and overseas.

Population: Greater than 500,000

Gold Winner



China Investment and Trade
Georgia Department of Economic Development
Atlanta, GA

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment. These 3 IEDC Gold Awards for video, new media and specialty website are a result of a multichannel marketing strategy deployed in-country in China using cutting-edge technology and creative strategies to generate new leads and increase website traffic.

Silver Winner



Welcome to the Prairie
Greater Omaha Chamber
Omaha, NE

To bring greater awareness to Omaha's tech and startup scene – our Silicon Prairie – we created a video parody of the animated intro to HBO's Silicon Valley. Creative and fun, our video showcased the breadth of Omaha's tech scene and highlighted our new direct flight to San Francisco. Through a targeted social media campaign, we instilled the message into viewers that the geographical Silicon Valley isn't the only place to have a startup. Omaha has a strong startup scene with lots of benefits to locating here and a community of established major companies, including Facebook, Google, LinkedIn, Paypal and Yahoo!.

The Greater Omaha Chamber is a catalyst organization that ensures Greater Omaha is a vibrant place to do

business, work and live. We embrace an innovative two-state, regional approach to economic development, increasing jobs and investment in eastern Nebraska and southwest Iowa by providing a full range of services.

Bronze Winner



PowerMap featuring StateBook and PowerVision
Kentucky's Touchstone Energy Cooperatives
Winchester, KY

PowerMap is the first-of-its-kind mobile app to put the power of locational intelligence in the palm of your hand. GPS located, wherever you're standing in one of Kentucky Touchstone Energy Cooperative's 87 counties, you can automatically click through to the appropriate StateBook microsite to have access to 63,000+ site selection data points specifically aggregated for that community.

Developed by Kentucky based software company Interapt, PowerMap enables companies and site selectors to find the perfect location for their next great development project.

PowerMap also delivers an industry first: PowerVision, from the Kentucky engineering firm QK4. PowerVision showcases some of the best industrial sites in Kentucky with the latest drone technologies. These drone flights deliver 1080P aerial footage of sites that include virtual buildings added in post processing as well as the latest surveying and mapping technologies. 3D files of the site can be downloaded and utilized in the latest CAD (Computer Aided Design) software to determine site potential as well as development costs.

Utilizing PowerMap featuring StateBook and PowerVision, our cooperatives have secured more than \$2 Billion in new investment, over 6,000 jobs and a 14% increase in industrial electric load on their lines since our initial rollout in 2015. www.DatalsPower.org

Program Awards

14. Multi-Year Economic Development Program

Population: less than 25,000

Gold Winner



Winter Storm Atlas Recovery & Catalyst of Growth
City of Sturgis
Sturgis, SD

Throughout Oct. 3-5, 2013, Sturgis and the surrounding Black Hills region experienced Winter Storm Atlas. The storm began with a large heavy rainfall and developed into up to 4' of heavy wet snow being dumped on the community. The immediate aftermath saw hundreds of thousands of cattle killed, dozens of buildings partially or completely collapsed and weeks of snow plowing and debris removal. During this recovery period, the City of Sturgis partnered with the not for profit Sturgis Economic Development Corporation to ensure that every affected business was able to temporarily relocate and eventually rebuild. The reconstruction effort led to significant expansions and no fewer than 6 new retailers opening in our rural community. This significant expansion caught the attention of the local media which in turn helped to catalyze more residential, commercial and industrial expansions. In the time following the Presidentially declared disaster, the community has continued to see the largest expansion of its economy in its history. With sustainable growth in all sectors. Looking back the community has seen that the community's response to the disaster helped to forever transform the community.

Population: 25,000 - 200,000

Gold Winner



Home-Based Business Assistance Program
York County Economic Development
York County, VA

Data showed that two-thirds of York County's businesses were home-based, a growing trend both here and nationwide. No programs existed to help this group, thus the York County Home-Based Business Assistance Program was born! This comprehensive initiative began in 2011 and was enhanced in 2015 to help our home-based businesses grow, by providing the resources, support, and opportunities they need to do so.

The first component of the program was a Transition Grant, aimed at moving home-based businesses into commercial space. In 2015, two new components were developed to meet the educational and networking needs of this sector. The Home-Based Business Resource Fair & Conference is an annual day-long event that features 30+ service-providing exhibitors, plus conference sessions on topics relevant to all types of home-based businesses. The Home-Based Business Lunch & Learn Series is an in-depth continuation of popular topics from the conference. Lastly, staff reviewed existing business assistance programs, reworking them so that home-based businesses could benefit from them.

York County's Economic Development Office and Authority strive to create a diverse economic base by aggressively recruiting, expanding and retaining businesses, industries, and tourism, thus increasing capital investment in the County and providing new employment opportunities for its citizens.

Bronze Winner



Creation of a Local ED Financial Assistance Tool

North Brevard Economic Development Zone and Economic Development Commission of Florida's Space Coast
Brevard, Florida

Faced with the prospect of high job loss and displacement following NASA's termination of the Space Shuttle program in 2011, political and business leaders in Brevard County and the City of Titusville, Florida - home to NASA's Kennedy Space Center - created a 200-square mile tax increment financing district to generate incentive dollars for inducing business recruitment and commercial redevelopment. The resulting "North Brevard Economic Development Zone" has since leveraged its annual allocation of tax revenue to induce planned capital investment totaling more than \$314 million. Working with private aerospace firms such as Blue Origin and OneWeb Satellites, along with non-aerospace firms, such as Barn Light Electric and Ecklers Industries, the Zone anticipates the creation of more than 2,000 new jobs for the area through the application of its incentive programs, thus helping to stabilize the local economy and diversify its base.

Population: 200,000 - 500,000

Silver Winner



Savannah Area Film Office

Savannah Economic Development Authority
Savannah, GA

In 2011, the Savannah Economic Development Authority (SEDA) commissioned a Competitive Positioning and Target Industry Study by Stanford Research Institute. The study showed the film, television and commercial production industry as one of Savannah's greatest opportunities to expand and further diversify the local economy. In 2012, SEDA took action on the study's results by organizing the Entertainment Industry Committee. The committee's purpose was to identify barriers and assets for the film industry in Savannah, and to provide recommendations based on those findings. In 2014, those recommendations led SEDA to hire a Los Angeles based, seasoned, industry professional to market Savannah as a production location. In 2015, the SEDA Board approved local incentives to further attract productions and crew to the area, capitalizing on the state's already aggressive incentives. In 2016, a partnership was formed between SEDA, the City of Savannah and Chatham County to fund the Savannah Area Film Office as a more regional approach to marketing the Savannah Area. The Savannah Area has now seen a 650 percent increase in economic impacts produced by the film industry from 2011 to 2016.

Population: Greater than 500,000

Gold Winner



Opportunity Next: Building a globally competitive economy for Charleston

Charleston Regional Development Alliance
Charleston, SC

The Charleston Regional Development Alliance is a public/private, non-profit economic development organization supported and led by the region's most influential business leaders, three county governments, five largest municipalities, and top academic institutions. The CRDA serves as a catalyst for long-term, sustainable economic growth in the Charleston metro area.

In July 2010, the CRDA engaged Avalanche Consulting and McCallum Sweeney Consulting to facilitate the creation of the community's most comprehensive economic development initiative, Opportunity Next: Building a globally competitive economy for the Charleston region.

The nine-month planning process included an in-depth competitive assessment of strengths and challenges, target audiences for future economic and workforce development initiatives, a Talent Gap Analysis study, detailed action plans for growing target industry clusters, and an organizational program of work aligning the efforts of regional stakeholders. This multi-year economic development program was planned and implemented from 2010 – 2016.

Opportunity Next was a collaborative effort to supercharge the region's economy, strengthen employment, and position Charleston for sustained success in a global economy. It balanced new business recruitment, local business retention/expansion, and entrepreneurial support. And it leveraged limited resources by aligning for the first time the region's community development, workforce development, and economic development initiatives on shared targets.

Silver Winner



The Atlanta Beltline
Atlanta BeltLine, Inc.
Atlanta, GA

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails and transit along a former 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other. Atlanta BeltLine, Inc. (ABI) is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments. For more information on the Atlanta BeltLine, please visit www.BeltLine.org.

15. Business Retention and Expansion (BRE) - Single Events

Population: 25,000 - 200,000

Gold Winner



Real People, Real Jobs

Four Corners Economic Development, Inc.
Farmington, NM

Real People Real Jobs NM' (RPRJ) was a public relations and media campaign launched the fight to save San Juan Generating Station (SJGS) and San Juan coal mine. Our mission was to send the message that we needed the approval by the commissioners of our State Public Regulation Commission (PRC) of a proposal from the SJGS to shut only a portion of the plant as opposed to shuttering it completely in order to save 740 combined jobs and avoid a \$400 million negative impact to the local economy. It was vitally important for local voices to be heard to prevent a potential double in the unemployment rate for the area. The Real People Real Jobs 'Opportunity Expos' were also held to assist those individuals that did get laid off due to the downsizing of the plant to find new positions, make connections for retraining, find entrepreneurial opportunities, retire, or find investment resources leading to new opportunities in the area. The RPRJ campaign continues to be used to this day.

Silver Winner



NORTHEAST TENNESSEE
Regional Economic Partnership

Talent Connect Program

Northeast Tennessee Regional Economic Partnership
Johnson City, TN

Talent Connect is a program designed to familiarize college students from around the Southeast US with the Johnson City, TN area, its top employers, and the career paths available here. The main goal the program focuses on is recruiting top graduates in various engineering and business/finance fields for the Northeast Tennessee regional workforce. Talent connect was established out of a need from existing employers in the Region who were having a difficult time recruiting talent to fill key roles in their organization. Talent Connect became the matchmaker, giving students the opportunity to explore life as a young profession in the region and employers a chance to engage them before they entered into a ultra-competitive job market.

Bronze Winner



SURPRISE
ARIZONA

City of Surprise Bridge-to-Business Program/Bell & Grand Campaign
City of Surprise
Surprise, AZ

From October 2015-February 2017, the Surprise Economic Development Department created and implemented an original “Bridge-to-Business” campaign to assist and retain 277 local businesses who were potentially threatened by a 14-month, \$40 million Arizona Department of Transportation (ADOT) bridge construction project. The bridge construction project proposed to ease traffic and promote safety at one of the State of Arizona’s busiest intersections, located at Bell Road and Grand Avenue in Surprise, by constructing a major overpass bridge over a BNSF railroad line. With 277 retail and commercial business facing the impacts of a full intersection closure, the Economic Development Department and its partners at the Surprise Regional Chamber of Commerce created a successful Bridge-to-Business campaign strategy. The Surprise Bridge-to-Business campaign that was developed included: (1) a “Bridge Buddy” Program to help businesses mitigate potential losses and (2) a Shop Bell & Grand Digital Marketing Campaign to encourage consumers to continue shopping at the intersection despite the closure.

Population: 200,000 - 500,000

Silver Winners



ECONOMIC DEVELOPMENT

Gilbert Business Walk
Gilbert, AZ Office of Economic Development
Gilbert, AZ

A “Business Walk” is a day dedicated to learning more about the local business community through face-to-face interviews on their turf. Business Walks involve a partnership for local leaders and representatives to connect with businesses face to face in an informal way. Over a few short hours large portions of the community are covered and the group has gathered industry intelligence to foster business growth and better equip the Town to support and stimulate economic activity in the area.

Gilbert, Arizona is one of the fastest growing communities and the largest town in the United States. Encompassing 72.6 square miles, just southeast of Phoenix, Gilbert has transformed from an agricultural community into a thriving and economically-diverse suburban community. The Gilbert, Arizona Office of Economic Development is committed to attracting, growing and retaining business and industry to the Gilbert community.



Ellicott City Flash Flood Response and Recovery
Howard County Economic Development Authority
Ellicott City, MD

On Saturday, July 30, 2016 Historic Ellicott City in Howard County Maryland experienced a one in a thousand-year rainstorm which dropped 6” of water in a two-hour period. The rain gathered in the upstream watershed and funneled through this historic mill town bringing a 6-foot wall of water with it. In this short period of time 148 business and their 955 workers were impacted, two individuals lost their lives, and tremendous damage was done to the buildings and surrounding infrastructure. Starting immediately and continuing through the next year the HCEDA worked with the business and property owners to help them rebuild and recover. Because of the diligence and customer service of the HCEDA, 95 of the 104 businesses impacted by the flood have reopened, a 92% reopen rate. Additionally, 14 new businesses have opened with 8 more committed to open in the future. Many businesses are reporting some of their best seasons or increased sales over previous years.

Population: 200,000 - 500,000

Bronze Winner



Norfolk Works Waterside Week Hiring Event
City of Norfolk
Norfolk, VA

In 2017, Norfolk had created 6,000 job openings from projects underway in the city. The Norfolk City Council wanted to make the jobs available to residents in the city and the Economic Development Department opened NorfolkWorks, a job resource center for job seekers, employers and our workforce development network. The Waterside District (Entertainment Consulting International) was the first client. They identified their hiring needs and process requirements prior to the event. During the event, Waterside District provided on-site recruiters and a manager able to make on-the-spot hires.

Development Department staff, including Norfolk Works, conceived of the event and pitched the idea to the client. Department staff recruited partner organizations; coordinated outreach efforts; and managed all logistics during the event.

Partners helped promote the event and provided staff assistance during it. They include: AARP; Norfolk Department of Social Services; Norfolk Redevelopment and Housing Authority; Opportunity Inc. (Workforce Development Board); Virginia Department for the Blind and Visually Impaired; Virginia Department of Aging and Rehabilitative Services; and Second Chances reentry program.

Waterside District was positively affected in that it hired over 230 people, many of whom had one or more barriers to employment and were provided training.

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

Population: 25,000 - 200,000

Gold Winner



ICAP (Industry Certification Assistance Program)
Ponca City Development Authority
Ponca City, OK

The Industry Certification and Assistance program or ICAP began in 2011. The program provides assistance with industry certification fees (half of the fee up to \$5,000) to local industries interested in pursuing specific industry certification for their business sites including the ISO series, European Conformity and A.S.M.E. These types of site certifications are quickly becoming mandatory to secure larger national, as well as international, contracts for manufactured products. This program, which often takes up to two years for a company to complete, is available to any company located in Ponca City and contiguous to Ponca City using Ponca City utilities. This program was designed by PCDA's Director of Business Retention and Expansion, Laurence Beliel, a manufacturing industry expert who holds a Six Sigma Black Belt.

Beliel is able to assist companies with their initial third party audits as well as edit and assist with the written plans needed for attaining many industry certifications. ICAP is part of the Ponca City Development Authority's BR&E program which assists existing industry interested in growing their company or diversifying the opportunity to do so. PCDA is a public trust of the City of Ponca City and has been AEDO certified for eight years.

Population: 25,000 - 200,000 Contined

Silver Winner



Annual Creative Talent Network Animation eXpo Partnership

City of Burbank / Business & Economic Development Division
Burbank, CA

The City of Burbank Business and Economic Development's partnership with the Burbank-based Creative Talent Network (CTN) over a six-year period has helped CTN grow its annual convention, the CTN eXpo, into an event of international importance. Founded as an online community in 2004, CTN evolved in response to the lack of opportunities for Burbank animators to showcase their work, market their talent, pursue common goals, and connect with other professionals worldwide. Burbank offered the perfect location for such an organization, given the city's reputation as "Media Capital of the World." With more than 1,000 entertainment companies and 33,400 creative industry jobs. Burbank Economic Development has championed the CTN eXpo by offering annual in-kind support, having City Council declare "Animation Week," helping facilitate event permits, involving the Mayor at ribbon cuttings, and much more. Support has also included a \$5,000 contribution from Economic Development in 2010, which doubled to \$10,000 in 2011. In 2016, the eXpo attracted a record 8,500 attendees, and generated 1,448 room nights at Burbank hotels.

Population: 200,000 - 500,000

Silver Winner



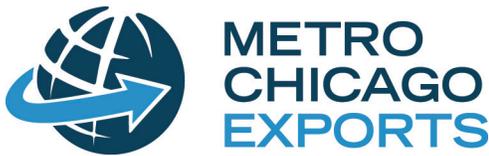
WhyNOLA Campaign
New Orleans Business Alliance
New Orleans, LA

A public-private partnership, the 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 earned Accredited Economic Development Organization status from IEDC in April 2017.

NOLABA launched its WhyNOLA campaign in August 2016 to continue promoting New Orleans as an advantageous city to start and grow businesses. The campaign is multi-faceted in execution, including video vignettes, blog posts on NOLABA.org and infographics on social media. The content spotlights members of the New Orleans business community across all industries - from company CEOs to younger entrepreneurs - who tell their stories and encourage others to discover New Orleans as a place both to live and to work. The campaign serves both to engender civic pride in business people already in New Orleans and to encourage businesses and entrepreneurs not yet in New Orleans to expand to the market.

Population: Greater than 500,000

Gold Winner



Metro Chicago Exports
Metro Chicago Exports
Chicago, IL

Metro Chicago Exports is an unprecedented regional collaboration between the City of Chicago and the seven counties of Northeastern Illinois (Cook, DuPage, Kane, Kendall, Lake, McHenry and Will) with the goal to increase exports from small- and medium-sized enterprises and support regional job growth. As part of the region's Business Retention and Expansion strategy, Metro Chicago Exports developed a comprehensive export initiative including grant programs to help new, moderate, and existing exporters access their products' and services' international market potential. The program continues to execute on three main strategies: Fill the pipeline of exports and expand the market, using targeted channels and strategic marketing communications to increase the volume of exports and the number of exporters; Strengthen the local network and enhance the region's export ecosystem by improving coordination amongst area firms and service providers; and Reduce the costs of international trade growth for SMEs by providing grants to help firms cover costs with export planning and implementation, in addition to export counseling and referrals.

Metro Chicago Exports' program development has been in conjunction with the Global Cities Initiative, a partnership between JPMorgan Chase and The Brookings Institute to help metropolitan leaders row their regional economies by strengthening international connections.

Silver Winner



YORK LINK

The Regional Municipality of York
Newmarket, ON
Canada

YORK LINK is the Regional Municipality of York's (York Region) multi-year Business Retention, Expansion & Attraction strategy and campaign targeting knowledge-based industry sectors. The campaign is managed and executed by York Region's Economic Development team, in collaboration with local municipalities and external partners.

A comprehensive strategy consisting of research, marketing, and direct-to-business services, the YORK LINK campaign leverages regional economies of scale to solidify York Region's position as a premier business location in the Greater Toronto Area, Ontario and Canada.

The campaign was developed with extensive input from industry-leading stakeholders in the areas of marketing, creative, real estate and economic development. It is rooted in evidence-based, customer-focused and audience-tested core messaging, showcasing York Region's rapid growth, business investment, urban transformation, extensive talent pool, leading industry clusters, and unprecedented investments in infrastructure.

York Region is a top business location in the Greater Toronto Area, home to 1.2 million residents, 51,000 businesses, 600,000 jobs, 4,300 technology companies and four provincially designated urban growth centres. The YORK LINK campaign's underlying strategies play a key role in facilitating continued local business expansion and attraction in knowledge-based sectors.

17. Entrepreneurship

Population: 25,000 - 200,000

Gold Winner



Salinas AgTech Innovation Ecosystem

City of Salinas
Salinas, CA

City of Salinas, CA launched its Agricultural Technology (AgTech) Innovation Ecosystem strategy in 2012. The long-term strategy focuses on entrepreneurial development, workforce training and marketing, all in the agtech industry – a bold task in a largely low-income farming region that had little to no existing startup culture.

In just a few years, this has led to a buzzing entrepreneurship ecosystem, including a new incubator downtown, a new accelerator program, new programs to help youth develop their tech skills, and the hosting of three Forbes AgTech Summits, which have brought hundreds of industry leaders and entrepreneurs together in the city.

This initiative is truly a game-changer for Salinas, which has dealt with negative perceptions and challenges surrounding crime and poverty for decades. The AgTech Innovation Ecosystem is helping to create new entrepreneurial opportunities and increase quality of life for Salinas youth and residents – as well as Salinas farmers, who are turning to technology as resources like water and labor become scarcer.

Silver Winner



Planet Hatch
Ignite Fredericton
Fredericton, NB
Canada

Planet Hatch, New Brunswick's flagship accelerator, is an economic initiative led by Ignite Fredericton and Knowledge Park. Planet Hatch is an entrepreneurial hub connecting startups to the best resources in order to help them soar, and aims to be the destination for entrepreneurs and technology enthusiasts. We have a collaborative, state of the art work environment for startups and growth stage companies.

Ignite Fredericton, Knowledge Park and Planet Hatch operate as a single organization but with three distinct brands and service offerings. The startup suite of services runs from Planet Hatch - offering a full range of programming designed to help entrepreneurs turn their ideas into game-changing products and services in all sectors.

Bronze Winner



AZ TechCelerator
City of Surprise
Surprise, AZ

The AZ TechCelerator in the City of Surprise is among Arizona's biggest and best-performing community-owned-and-operated business incubators and accelerators. When it launched in 2010, it was a first of its kind, proposing the creative reuse of 60,000 square feet of former City Hall space to provide business support services and education to Greater Phoenix West Valley businesses. Recently, the program expanded significantly to serve home-based businesses, community workforce services, and even international affiliate companies who are seeking to start up securely and affordably in the Southwest USA. The AZ TechCelerator facility space has also been successfully deployed as an incentive tool for a number of significant build-to-suit projects that used the space to save operational costs and accelerate their employment and services while waiting for a new building to be constructed in Surprise. The AZ TechCelerator has assisted the direct creation of more than 250 tech jobs, 32 new businesses, and two of the most successful incubator graduates throughout the State of Arizona, one of which was purchased by Google.

Population: 200,000 - 500,000

Gold Winner



Prince William Science Accelerator
Prince William County Department of Economic
Development
Prince William County, VA

Prince William County, Virginia is home to one of the fastest-growing biotechnology clusters in the Greater Washington, D.C. Metropolitan Area. At the epicenter of this burgeoning growth is Innovation Park, which is anchored by the George Mason University (Mason) Science and Technology Campus, making it Northern Virginia's only university-centered research campus. The Park houses a number of businesses and institutions in the industry including ATCC, Corning Mediatech, Inc., Mason Biomedical Research Labs (BSL-2 & BSL-3 facilities) and more.

The 9,126 sq. ft. Prince William Science Accelerator offers nine wet labs, ranging from 440 sq. ft. to 1,141 sq. ft., and are equipped with lab benches, fume hoods (in 5 labs), biosafety cabinets and access to a common equipment area, all in a secure Class A office building. The facility offers flexible lease agreements of 1-3 years at competitive lease rates, and the County's economic development staff provides business support and technical assistance services to tenants.

Importantly, four of the seven companies at the Science Accelerator are minority-owned businesses. This is consistent with Prince William County's demographic profile as the County's diverse population makes it one of the most globally represented communities in the mid-Atlantic region.

Population: Greater than 500,000

Gold Winner



BioInc@NYMC

Hudson Valley Economic Development Corporation
Goshen, NY

BioInc@NYMC is the first biotechnology incubator in the Hudson Valley, offering shared resources, professional services and turnkey wet lab space to biotech, medical device and digital health startups and entrepreneurs throughout the region. The incubator provides cutting-edge infrastructure and operational services, while also assisting its members with business strategies, conservation of capital, building strong teams and achieving key funding and development milestones.

BioInc@NYMC originated out of NY BioHud Valley, a cluster development initiative that has transformed the Hudson Valley into a major hub for the biotech industry in the northeastern United States. An initiative of the Hudson Valley Economic Development Corp. (HVEDC), NY BioHud Valley has created numerous economic opportunities for the region's biotech companies, research institutions and highly educated workforce.

Since its launch in 2014, BioInc@NYMC, located on the campus of New York Medical College in Valhalla, has become the most successful incubator space between New York City and Cambridge, Massachusetts. BioInc@NYMC currently hosts clinical trials, and several clients have already received substantial funding – over \$23 million – as well as recently launched a new long-term strategic partnership with Philips Healthcare Research.

Silver Winner



Innovation Services

Economic Growth Institute
Ann Arbor, MI

The Economic Growth Institute's 'Innovation Services' address the two most critical barriers to getting a new technology to market: 1) access to a lab and technical expert to resolve a product development issue (Technology Commercialization Assistance), and 2) identification of and access to a large business customer to demonstrate market demand and enhance financial stability (First Customer). This serves both early stage technology companies at various levels of the commercialization process and scalable firms with existing products and initial sales. The Institute partners with 15 public universities, 1500 private sector experts, incubators, federal programs, and regional partners. Companies receiving this support have experienced a \$470.6 million increase in new sales and outside investment.

18. Neighborhood Development Initiatives

The program has yielded impressive outcomes since its inception. The program has supported existing businesses, has helped to attract new businesses to Allegheny Together communities, and it has leveraged private investment within those communities.

Population: Greater than 500,000

Silver Winner



Allegheny Together
Allegheny County Department of Economic
Development
Pittsburgh, PA

Allegheny Together is a program that provides downtown-based communities with services aimed towards the sustainable revitalization of their business districts. Allegheny Together was founded on the principle that community involvement is essential to the strength and vitality of any business district initiative and that public support and collaborative district planning will encourage private investment in areas that have experienced disinvestment.

The program has evolved to meet the needs of the communities and business districts in the program. The participating communities enroll in the program for a five-year period, and work with ACED and program consultants over that five-year period to create and implement business district plans and projects to create stable, attractive, and vibrant business districts. ACED has worked within 12 communities through the program.

Services provided through the program to the communities vary based on the needs of each community, and include but aren't limited to:

- Tracking Downtown Business Composition
- Tracking Downtown Vacancies & Undeveloped Land
- Improving Downtown Building Conditions
- Promoting Available Properties
- Creating and Implementing Progressive, Business-Friendly Zoning
- Long-Range CBD Planning
- Strategic Action Planning

19. Human Capital

Population: less than 25,000

Silver Winner



Bastrop Youth Career Day
Bastrop Economic Development Corporation
Bastrop, TX

Bastrop is a booming city of 8,700 residents in Central Texas, 30 minutes southeast of Austin. The Bastrop EDC, established in 1995, has taken a lead role in bridging the gaps between education and sustainable employment through workforce development. Bastrop Youth Career Day is one of its key community initiatives to advance high school graduates' workforce readiness while enhancing economic development. This annual event for juniors and seniors couples formal presentations by business professionals with a career fair featuring private- and public-sector employers, post-secondary educational institutions, and recruiters from the armed forces. The community-supported endeavor gives students a unique glimpse into their potential futures post-graduation and an otherwise-unavailable opportunity for one-to-one interactions with businesses and organizations. They see real-world applications of what they learn in school and the diverse career opportunities available in Bastrop post-graduation. By connecting education and industry, the program also enables employers to identify and recruit work- and trade-ready employees within the community. Youth Career Day is hosted and sponsored by the Bastrop EDC, Workforce Solutions Rural Capital Area, the City of Bastrop, the Bastrop Chamber of Commerce and Bastrop ISD. The Bastrop EDC serves as the central coordinating body and conduit to employers and area leaders.

Population: 25,000 - 200,000

Gold Winner



Grow Lee
Lee County Economic Development Group
Keokuk, IA

Grow Lee is a workforce/BRE project focused on growing and increasing the quality of Lee County's Workforce. Lee County, located in Southeast Iowa, has a population of 35,000. Developed by the Lee County Economic Development Group, Grow Lee has continued to provide innovative programs and solutions for our workforce issues. Grow Lee programs include, uptraining our existing workforce, Lego robotics, apprenticeships, scholarships, externships and many other connections designed to touch all the residents of our county.

Starting in 2014 our organization brought together industries, schools, students, partner agencies and stakeholders to develop a new set of workforce initiatives. Each of our Grow Lee meetings is strategically designed to last 58 minutes. Our strategy of Data – Knowledge – Action has resonated with our stakeholders. We've seen unprecedented collaboration between all the groups involved.

We listened to a broad range of stakeholders and turned their ideas into action. Grow Lee has continued to expand into new areas and the level of participation has increased over the last several years. Grow Lee has had a tremendous impact on the future of our county.

Lee County EDG is a county wide, public/private economic development organization consisting of three staff members.

Silver Winner



BCRTA R6 Job Connector Bus Route
City of Hamilton
Hamilton, OH

After recognizing lack of transportation as a potential threat to business growth in Hamilton, the City partnered with the Butler County Regional Transit Authority (BCRTA), the Butler County Commissioners, the City of Fairfield, and the Hamilton Community Foundation to create the R6 Job Connector route. This route, which was established in April 2016, travels from Hamilton neighborhoods to major employment centers throughout both the county and the region, connecting our workforce to local employers.

To promote the new bus route and to help people understand how to ride it, a “mobile job fair” was held in the late summer of 2016. This route invited job seekers to ride the new route to local employers, who got on the bus at each stop to discuss job opportunities with their company. The City of Hamilton Economic Development Department is committed to projects that improve the quality of life for residents.

Bronze Winner



NoCo Manufacturing Sector Partnership
City of Fort Collins
Fort Collins, CO

The NoCo Manufacturing Partnership is a volunteer-run, business-led, free membership organization designed to support northern Colorado manufacturers. It was formed in 2013 as a result of Governor Hickenlooper’s State Economic Development Plan called the Colorado Blue Print. The Blue Print identified 11 key sectors of the economy in Colorado by region. Advanced manufacturing was identified as one of two main sectors for the northern Colorado region.

The sector partnership’s mission statement is: Partners working passionately to ensure northern Colorado manufacturers and our communities thrive. The partnership is served by a board of directors representing each affiliation from private business to local government, as well as two active committees: Networking and Manufacturing/Talent Rocks!

Now 250 members strong, NoCo Manufacturing hosts monthly educational opportunities, provides school tours, hosts a successful annual trade show, and participates in career fairs. Additionally, the organization has become a vehicle for fellow manufacturers to address innovation, share best practices, and explore talent. The partnership has reached over 1,000 students and educators and awarded \$8,100 scholarship in 2016. Additionally, the Partnership sponsored the first Parent’s Manufacturing Day with Fort Collins manufacturer, Woodward, Inc., as a host to introduce parents and student to the possibilities of advanced manufacturing careers for their children.

Population: 200,000 - 500,000

Gold Winner



Anchor Collaborative
New Orleans Business Alliance
New Orleans, LA

A public-private partnership, the 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 earned Accredited Economic Development Organization status from IEDC in April 2017.

The Anchor Collaborative launched in 2014 through a partnership among NOLABA, the Network for Economic Opportunity, Greater New Orleans Foundation and 15 major employers committed to expanding employment and contracting opportunities to local residents and businesses. The Anchor Collaborative was formed to deliver customized strategies to help businesses connect to a needed workforce. The initiative is also looking to connect disadvantaged job seekers with high-growth sectors. An additional goal is to provide access for employers to five Workforce Opportunity Centers that assess candidates and provide intensive workforce readiness training with a one-year period of proactive post-placement support.

Silver Winner



Springfield, Missouri Talent Attraction Initiative
Springfield Business Development Corporation
Springfield, MO

Our Human Capital Program is what we call the Talent Attraction Initiative (TAI) for the Springfield, Missouri region. In 2012, we learned many of our local employers were facing the same hurdle: attracting the right talent. While the region offers a strong talent pipeline through area colleges and universities, employers struggled to find the right candidates for advanced roles. In response to this challenge, employers recruit outside of the region, but lacked the right resources to adequately provide community information to attract job candidates. We realized these employers needed help to tell the story of what it's like to work and live in Springfield. After identifying this trend through our Business Retention & Expansion Program, the Springfield Area Chamber of Commerce and its economic development subsidiary, the Springfield Business Development Corporation, set out to develop a campaign to complement talent recruitment efforts of local companies. In January 2014, the TAI launched with LiveInSpringfieldMO.com. Over the past 3 years, we have expanded our toolbox of resources to include a print brochure, a biennial relocation guide publication, a recruitment event tradeshow booth, and a video series that includes an anthem video, 3 industry videos, and 3 quality of life videos currently in production.

Population: Greater than 500,000

Gold Winner



Internship Challenge Program

Massachusetts Life Sciences Center
Waltham, MA

The Massachusetts Life Sciences Center's mission is to ensure that the life sciences in Massachusetts remain the most dynamic, verdant ecosystem of its kind in the world. The MLSC offers the nation's most comprehensive set of incentives and collaborative programs that propel the growth that has made Massachusetts a global leader in life sciences.

Industry-based experiential learning opportunities are critical to growing and strengthening the talent pipeline. To support SMEs and students in a gig economy, we launched the Internship Challenge, a workforce development program that creates hundreds of new internship opportunities each year by enabling companies to hire paid interns. Using an innovative technology platform, students and companies match talent and need with maximum efficiency and ease. Companies can search talent and students can publicize their interests and skills state-wide. The program funds 12-week internships and runs year-round, offering a variety of full/part time positions for college students and recent graduates interested in a career in the life sciences.

To date, the MLSC has subsidized over 3,000 internships for more than 600 companies in all sectors of the life sciences including biotechnology, drug discovery, medical device, digital health, diagnostics and more.

Silver Winners



Human Capital Program Recruteurs de talents

Québec International
Québec City, Québec
Canada

Since 2008, Québec International has been assisting businesses with international mobility by constantly honing its expertise and offer. In addition to the individual company counselling, training and international recruitment missions, the organization wanted to go a step further by inviting businesses with outstanding human resources practices to join a professional co-development group focusing on international mobility, called "Recruteurs de talents" [Talent Hunters]. This group is geared towards businesses that are looking for international talent, that are wanting to begin international recruitment, that are in the early stages or that are more experienced in diversity management. Businesses of all sizes can take advantage of the program's services, which include: business diagnostics, six hours of coaching with a certified immigration consultant, four hours of coaching with an HR marketing specialist, two co-development sessions, four advanced training sessions in international mobility, and permanent access to a bank of thousands of CVs and an international network.

The mission of Québec International is to contribute to economic development in the Quebec City metropolitan region and enhance its international status. As a regional economic development agency, Québec International fosters business growth and development, supports key clusters and attracts talent and investment to the region.

Population: Greater than 500,000

Silver Winners Continued



NORTH LOUISIANA ECONOMIC PARTNERSHIP

NWLA Manufacturing Week

North Louisiana Economic Partnership
Shreveport, LA

In 2014, the North Louisiana Economic Partnership (NLEP) and the Manufacturing Managers Council of Northwest Louisiana (MMC) launched a pilot project to promote manufacturing as a career to high school students in two parishes in Northwest Louisiana. The NWLA Manufacturing Week program offers tours of manufacturing facilities and training programs over the course of a week, culminating with national Manufacturing Day. Participants receive a magazine, featuring top demand manufacturing occupations and training in Northwest Louisiana.

The program goals are to increase awareness of manufacturing as a smart career choice among high school students, their parents and their teachers/ counselors and to increase enrollment in manufacturing training at regional high schools and higher education institutions.

The event has grown significantly from 150 high school participants in two parishes to almost 900 participants in nine parishes during the last three years, and tour sites grew from seven to 27. With NWLA Manufacturing Week's success, NLEP hopes to boost participation in the State's new Jump Start career diploma, developed through a collaborative effort of state departments to increase the number of skilled workers needed by industry. Completion of a Jump Start diploma signifies that the student is prepared for either a career or college.

20. Sustainable and Green Development

Population: 200,000 - 500,000

Silver Winner



East Liberty Station TOD

Urban Redevelopment Authority of Pittsburgh
Pittsburgh, PA

The East Liberty Station Transit Oriented Development project transformed six acres of idle publicly-owned property into a state-of-the-art multimodal transit center, 360 multifamily housing units, a 554-space shared-use parking garage, a 120-space bike garage, and 43,000 square feet of retail space. By facilitating public transit use, this development type reduces dependence on fossil fuels, lowers residents' transportation costs, eases congestion, improves safety, promotes walking/health and improves environmental quality.

Population: Greater than 500,000

Silver Winner



QUEBOX
Québec International
Québec City, Québec
CA

The Quebec City area is an expert in designing and constructing sustainable buildings. For that reason, the area, with the help of Québec International, established the Capitale-Nationale Green and Smart Building (GSB) niche of excellence through the ACCORD program. Through this initiative, Québec International and GSB have been able to take concrete steps to develop a support and training program, called the “Cercle de conformité LEED” [LEED Certification Group]. They have also been able to launch trade missions, welcome American specifiers who specialize in LEED-certified buildings, and make a series of presentations to architects and Quebec specifiers. Finally, they have launched QUEBOX, a strategic promotional and marketing showcase, to establish and support the industry in Quebec, Canadian and American markets.

The mission of Québec International is to contribute to economic development in the Quebec City metropolitan region and enhance its international status. As a regional economic development agency, Québec International fosters business growth and development, supports key clusters and attracts talent and investment to the region.

21. Real Estate Redevelopment & Reuse

Population: less than 25,000

Gold Winner



Village on the Parkway Redevelopment Project
Town of Addison
Addison, TX

The Village on the Parkway redevelopment project has been a transformative initiative for the Town of Addison. It has taken an aging, underperforming retail center, and rejuvenated it into a premier retail and entertainment location for the area. The financial benefits of the project have been tremendous, but so too have the aesthetic and community wide impacts. Village on the Parkway is now a crown jewel for Addison, and attracts people from all over the North Texas area to eat, shop, and play in Addison. The entire community has been very pleased with the redevelopment of the center. 90% of the local businesses visited as part of our Business Retention and Expansion Program mention that Village on the Parkway has been a great addition to the community for their employees.

Population: less than 25,000 Contined

Bronze Winners



The City of Aztec HUB Incubator Revitalization
City of Aztec & 4CED
Aztec, NM

The Aztec HUB is an innovative redevelopment and reuse project that took a downtown core building that was in disrepair and in need of significant renovation and turned it into a thriving tool for creation and incubation of new businesses in the city. The City of Aztec is one of 4 communities in San Juan County and is striving to create ways to foster growth organically through business creation. Operated by the city, it serves as a business incubator operated which houses incubation, co-working, business training and meeting space, an outdoor market for pop-up businesses and a home for the Aztec Chamber of Commerce.

This collaborative project brought together the many entrepreneurial resource partners from the region to provide services in the Aztec area. Likewise, San Juan College and Four Corners Economic Development worked to support the project through community surveying and applying for grant funding to the project.

The HUB provides a convenient and much needed business education, training and services in a location in the heart of Aztec's business center and downtown core. The added benefit is continued revitalization and renovation of our downtown core.



Coke Plant Redevelopment
Paducah Economic Development
Paducah, KY

The renovation of the historic Coca-Cola Bottling Plant (The Coke Plant) began with the vision of two local entrepreneurs. Three years ago, Ed and Megan Musselman bought a run down building that once was a hub of Paducah's midtown and was an economic driver of jobs and wealth for the community.

When the almost 30,000 square foot bottling plant shut down during a time of recession, it became a constant reminder of a struggling economy. At the physical center of our community, it was a visual representation of layoffs and negative momentum. But the Musselman's saw opportunity. Beginning with the Dry Ground Brewing Company, new life began to flourish in the space and new life for the community. The abandoned building that once brought discouragement to all that passed it, now brought hope and energy to Paducah. Three years later, it is the home to nine businesses that provide jobs to almost 300 people. These businesses include: Dry Ground Brewing Company, Piper's Tea and Coffee, Ochre Art Gallery, The Ice Cream Factory, Mellow Mushroom, True North Yoga, Time on the String, Baptist Health and Socially Present.

Population: 25,000 - 200,000

Gold Winner



CAPITALIZE ALBANY
CORPORATION

Wellington Row's Revitalization
Capitalize Albany Corporation
Albany, NY

For more than 30 years, prime property in the state's capital city sat abandoned. This \$68 million project saved beautiful historic architecture, brought a global luxury brand, and signaled the rebirth of Albany, New York—a 400 year old city. Wellington Row encompasses 352,000 sq. ft., involving the adaptive reuse of six vacant buildings, the construction of a 300 space parking garage and a climate controlled pedestrian walkway connecting visitors to Albany's new convention center and adjoining 15,000+ seat Times Union Center arena and other attractions. The properties, originally constructed in the early 1800's, in recent decades were left underutilized and dilapidated.

The redeveloped properties today provide mixed-use retail, residential, commercial office space opportunities and a Renaissance hotel in the heart of NY's capital city. The project is located along an entire city block in downtown Albany's central business district, is a stone's throw away from the New York State capitol and Wellington Row's Renaissance hotel connects to the Albany Capital Center which opened March 1, 2017. The \$78 million convention center will attract 100,000+ annual visitors.

Silver Winners



NORTHEAST TENNESSEE
Regional Economic Partnership

Farmers Exchange Building Redevelopment
Northeast Tennessee Regional Economic Partnership
Johnson City, TN

In January of 2014 developer Brent Long decided he wanted to do more for his community and invested his money in a old building in hopes to help turn the page for redevelopment in Downtown Johnson City, TN. Little did he know that this project would become a catalyst for growth in Johnson city not just helping shape the landscape in the city's historic district but also creating momentum for Johnson City to become a destination for outdoor recreation. The former Farmers Exchange building transformed from an empty three story building into 26 high end apartments and became home to a Trek Concept Bicycle Store. Along with the \$2 Million investment in the building, over \$20 Million in public and private investments have now taken place around the project. The biggest investment though has been the development of community pride centered around biking. Trek's engagement in Johnson City is truly what has made this project a homerun. From social rides around town that bring anywhere from 200 to 300 people out to the creation of a new mountain bike park less than half a mile from Downtown, this project has set the tone for growth in our community.

Population: 25,000 - 200,000 Continued

Silver Winners Continued



Attracting and Facilitating Economic Growth

Canada Education Park
Chilliwack Economic Partners Corporation
Chilliwack, BC
Canada

The Chilliwack Economic Partners Corporation (CEPCO) is responsible for attracting and facilitating economic growth for the city of Chilliwack, British Columbia. CEPCO is the lead agency involved in the development of the Canada Education Park.

Over the last 13 years, the Canada Education Park has unfolded on 200 acres of the former Canadian Forces Base Chilliwack (400 acres total of institutional, commercial and residential development) that was closed by the federal government in 1998.

The real estate and infrastructure improvements and new commercial and residential developments at the Canada Education Park and Garrison Crossing have resulted in a complete, sustainable and viable neighbourhood that minimizes the impacts of redevelopment, while retaining and celebrating the military legacy.

The innovative development at Canada Education Park and Garrison Crossing has provided institutional facilities that expand and enhance skills in the local labour force, created new opportunities for attracting students and families to our community, created new jobs, and contributed significantly to the overall economic growth in Chilliwack.

Population: 200,000 - 500,000

Silver Winner



824 Military Highway
City of Norfolk
Norfolk, VA

In 2012, the City commissioned a ULI Technical Assistance Program (TAP) to study the Military Highway corridor, including a struggling, obsolete and deteriorating shopping mall. The report generated ideas for revitalizing the corridor, including the Military Circle Mall, which opened in 1970, with high density, mixed-use urban development.

This submission, "824 Military," is a City-owned, 209K SF former JCPenny department store on a 15-acre site which was adapted for reuse into a state of the art office building. The City purchased the store for \$2.5 million and invested another \$15+ million in upgrades to control a portion of the 122 acre mall site, influence its long-term revitalization as a stakeholder and demonstrate Norfolk's commitment to renewal of the entire corridor.

In addition to being a redevelopment success, the 824 Military property is a financial success - approximately 75% leased and approximately 850 new jobs to the city.

The 824 Military project sought to and achieved several goals, including: 1) establishing an ownership position within the Military Circle Mall to ensure Norfolk had a say in its redevelopment; 2) bringing a large, strategically located, property back to productive use; and 3) showing leadership in and commitment to a redevelopment vision for the corridor that shifts focus from retail to mixed-use, increases density to support future development and takes advantage of transportation and nearby hospital and medical services. And most importantly, to promote high quality employment opportunities in the City.

Bronze Winner



The Indiana Army Ammunition Plant Reuse Project
River Ridge Development Authority
Jeffersonville, IN

In 1998, Clark County, Indiana created a Re-Use Authority, the River Ridge Development Authority (RRDA), for the purposes of accepting conveyance of the 6,000-acre former Indiana Army Ammunition Plant, managing and leasing the real estate and improvements of the property, removing conditions of blight, and developing the 6,000 acres into a commerce and industrial park to increase the economic well-being of Clark County and the State of Indiana.

The RRDA board of directors is appointed by four local units of government and one from the state. RRDA operations are managed by a staff of 15.

In 2004, the 6,000-acre park was named River Ridge Commerce Center (RRCC). Property transfers began in 2005 and were completed in 2016.

In 2010, RRDA adopted an updated master plan in order to guide development within RRCC into a world-class business and manufacturing park. The Park consists of a 1,547 Certified Megasite, a 300-acre Office and Research Campus and an Industrial Park.

The RRCC is a main contributor to economic growth and job creation in the Southern Indiana/Louisville, Kentucky Metro, with over 7,000 employees on-site and \$1.7 Billion in overall annual economic impact. This impact includes industrial output, disposable income, local and state taxes.

Population: Greater than 500,000

Gold Winner



Naval Training Center/ Liberty Station Base Reuse Project
City of San Diego Economic Development Department
San Diego, CA

The Naval Training Center San Diego (NTC)/Liberty Station Reuse Project is the ongoing, public-private redevelopment of 430 acres of the former NTC, which opened in 1923 and closed in 1997 under the federal Base Realignment and Closure Act. With extensive public input, the NTC Reuse Plan aimed to create jobs and dollars lost with the closure, revitalize the then-flagging economy and add recreational amenities – all while celebrating San Diego’s rich maritime heritage in a vibrant, mixed-use, pedestrian-friendly community.

Spanning more than two decades, the project involved building NTC Park (former Navy Parade grounds), Sail Ho golf course, 349 private homes, two hotels and 1.4M SF of commercial, educational and civic/arts space. The City leases and sells parcels that are now subject to property tax, allowing tax increment reinvestment in the \$400M redevelopment project.

More than 2,500 San Diegans reside here, enjoying NTC Park, Preble Field natural habitat and Liberty Station’s artisan spaces and eclectic restaurants. Nearly 300 businesses employ more than 5,100 people, contributing more than \$13M in tax property revenue. In 2016, Redevelopment Property Tax Trust Fund activity was \$5.8M, more than double the projected \$2.2M in annual tax revenue. Nearly complete, NTC has become a center of history, tourism, commerce and a “best place to live.”

Population: Greater than 500,000

Silver Winner



NORTH LOUISIANA ECONOMIC PARTNERSHIP

Eatel Business Tier III Data Center
North Louisiana Economic Partnership
Shreveport, LA

The Eatel Business Tier III Data Center is a redevelopment project that converted a blighted, historic Shreveport, LA department store into a state-of-the-art, Tier III data center- the only one in Louisiana. After rigorous testing of its redundant power circuits, structural integrity, extensive security systems and network equipment, the Uptime Institute certified the Shreveport data center as one of only 46 Tier III data centers in the U.S.

Built in 1955, the Selber Bros. building stood vacant since the 80's. The project goal was to establish a Tier III Data Center while preserving the feel of the historic department store. This was accomplished by installing 26 historically accurate window frames that contain clothing and accessory displays, depicting how the storefront would look if it were in operation today.

The facility not only carries out data-center functions—housing computer systems and associated components, such as telecommunications and storage system, but the data center has also played a role in revitalizing downtown Shreveport. The project generated a \$20 million investment, 10 retained jobs, 15 new direct jobs and 19 indirect jobs. The building offers two floors of commercial space available for lease, creating the opportunity for another 50 associated jobs with tenants.

Bronze Winner



Hotel Henry Urban Resort
Erie County Industrial Development Agency
Buffalo, NY

The ECIDA serves as the economic development agency for Erie County and Buffalo, New York. The Hotel Henry is a historic renovation project involving several public-private partnerships, including Empire State Development, the City of Buffalo, and preservationists, who rehabilitated the former Psychiatric Hospital into the beautiful Hotel Henry Urban Resort Hotel. The Hotel Henry Urban Resort Center is an innovative 100-acre hotel and conference campus honoring the history and the architectural legacy of the Richardson Olmsted Complex, a National Historic Landmark. The former psychiatric hospital complex was designed by the late Henry Hobson Richardson and originally constructed in the late 1800s. Renowned parks planner Richard Law Olmsted, famous for designing New York City's Central Park, originally created the surrounding grounds.

The ECIDA provided approximately \$5.8 million in real property tax savings and approximately \$2.2 million in sales tax benefits to enable the Richardson Center Corp. to renovate the abandoned campus into a beautiful \$55 million boutique hotel and conference center. A once abandoned, decaying historic landmark is now a tax-generating, tourist attraction that created 47 full-time jobs, hundreds of construction jobs, encouraged development and renewal in the surrounding neighborhood, and preserved the original design intentions of HH Richardson and Frederick Law Olmsted.

Partnership Awards

22. Public-Private Partnerships

Population: 25,000 - 200,000

Gold Winner



Riverwalk: Public Private Partnership Creates a Dynamic Community after the Demise of Textiles
 City of Rock Hill
 Rock Hill, SC

Rock Hill, SC prospered with the textile industry for a century. After the demise of textiles, Rock Hill pursued a new economic base and sought to overcome millions of square feet of empty textile factories. Riverwalk is a project that succeeded on both fronts: creating a 21st century economic base for the community by redeveloping a vacant, environmentally tainted textile site. In 2005, Assured Administration purchased the sprawling Celanese Plant site, landfills, and two hazardous waste management units regulated by EPA. The entire 1,000 acres was located just outside the City of Rock Hill. The developer took responsibility for remediation of environmental conditions. From 2005 to 2007, Assured invested \$40 million in demolition/ remediation. Assured and the City worked for two years to negotiate a financing agreement that would allow the project to start during the depths of the Great Recession. The parties collaborated in the design, construction and financing of the \$431 million Riverwalk project, resulting in \$338 million invested and 869 jobs (thus far), \$20 million in annual sports tourism economic impact, and an unprecedented array of public recreation amenities.

Silver Winner



Eccles Theater / Regent Street Development
 Redevelopment Agency of Salt Lake City
 Salt Lake City, UT

The George S. and Dolores Doré Eccles Theater is Salt Lake City's newest performing arts center. The state-of-the-art theater features the 2,500-seat Delta Performance Hall, the intimate Regent Street Theater, event and rehearsal spaces, a six-story grand lobby, the outdoor McCarthy Plaza, and a galleria which connects the theater to the adjacent 111 Main office tower. The project included the master plan, coordination, and concurrent development of a privately-developed 25-story, 450,000 sq. ft. 111 Main office tower by City Creek Reserve, an entity affiliated with the Church of Jesus Christ of Latter-Day Saints.

The Eccles Theater project is also part of the Main & Regent District Development, which is a mixed-use, public-private, redevelopment project in the center of downtown Salt Lake City. Part of the overall project is the theater-adjacent Regent Street as a destination pedestrian-oriented festival street and retail environment.

This Main & Regent District / Eccles Theater development is a collaboration of adjacent property owners, private developer, SLC Redevelopment Agency, Salt Lake City, and Salt Lake County.

Population: 25,000 - 200,000 Continued

Bronze Winner



Smart Financial Centre at Sugar Land

City of Sugar Land
Sugar Land, TX

The \$84 million Smart Financial Centre at Sugar Land is the Houston region's state-of-the-art, indoor live performance venue. Owned by the City of Sugar Land, the Smart Financial Centre at Sugar Land sets a new standard for live performance venues. Designed for flexibility, the 200,000-square-foot venue incorporates innovative moveable walls that can adjust to four different seating capacities that range from an intimate setting of 3,400 seats to a maximum of 6,400. The venue has hosted A-list entertainers including Jerry Seinfeld, Don Henley, Reba McEntire, Rod Stewart, Billy Crystal, Sting and more.

The City of Sugar Land has a long history of pursuing entrepreneurial public/private partnerships. ACE SL, LLC, the city's private sector partner in the project, specializes in the design, construction and operation of live-performance theaters across North America. The venue was constructed through a unique package of special funding sources that are restricted for economic development and tourism purposes – without the use of any general property tax dollars.

The Smart Financial Centre at Sugar Land is projected to attract more than 260,000 local and regional visitors annually and provide an annual economic benefit to the community of more than \$26 million.

Population: 200,000 - 500,000

Gold Winner



Health-Tech Corridor

City of Cleveland Department of Economic Development
Cleveland, OH

The City of Cleveland Department of Economic Development enhances the lives of the citizens of Cleveland by catalyzing investment, development and growth in the community, ensuring a vibrant economic future for the City. The Health-Tech Corridor is a 1,600 acre transit-oriented development centered around the HealthLine, a transit system connecting Cleveland's vibrant Downtown to its cultural hub of University Circle. Since the HealthLine opened, jobs have nearly doubled in the HTC, with total investment in the HTC now over \$4 billion with an additional \$1.5 billion investment underway. The Health-Tech Corridor has leveraged the City of Cleveland's anchor institutions and assets to become the Medical Capital for biomedical, healthcare and technology companies. With close proximity to four world-class healthcare institutions, six business incubators, four academic centers, and more than 170 high-tech and health-tech companies engaged in the business of innovation, the Health-Tech Corridor has been a successful public-private partnership in the City of Cleveland that has been able to leverage public and private investment in a transit-oriented development model. As a key partner, the City of Cleveland has invested nearly \$100M in the Health-Tech Corridor, which has leveraged \$785M of total investment and led to the retention of 2,390 jobs and the creation of 2,047 jobs.

Bronze Winner



Federal Express MRO Facility
Alaska Industrial Development and Export Authority
Anchorage, AK

In the 1990s, FedEx determined there was potential to enhance their operation by performing maintenance on their 747 aircraft operating through and over Anchorage and approached the Alaska Industrial Development and Export Authority (AIDEA) to finance a hangar and maintenance facility. As a public corporation of the State of Alaska, AIDEA was created to promote, develop and advance the general prosperity and economic welfare of its people. The facility consists of a hangar, fire suppression system, ramp, taxiway, road and utilities. Tax-exempt bonds sold by AIDEA financed the project. The total construction budget was \$30.75 million. In 1995, FedEx signed a 20-year lease with AIDEA for use of the facility which was repaid through user fees. The lease was renewed to March 2023. This is the only civilian hanger capable of supporting 747 aircraft and jumbo jets in Alaska and is located mid-point along the North Pacific flight path between the United States west coast and East Asia. The public-private partnership between AIDEA and FedEx, coupled with the long-term agreements, established this facility as an anchor industry for air cargo in Alaska – directly contributing to economic stability and allowing FedEx to continue to extend their worldwide reach.

Population: Greater than 500,000

Silver Winner



The Scioto Greenways
Columbus Downtown Development Corporation
Columbus, OH

Rarely do you get a chance to completely change the way people view your city. But the Scioto Greenways project did just that.

The revitalized Downtown Riverfront project, led by the Columbus Downtown Development Corporation (CDDC), not only provided a new view of the city, creating greenspace and pathways where water once flowed, it also renewed a sense of civic pride in Columbus' riverfront.

Before the transformation, the Scioto River was an artificially wide sedimentation pond that was an underutilized asset of the city. Instead of an active river, there was a mud flat. Instead of people strolling along the banks, there were walls and barriers preventing access.

Now, the Downtown Columbus Riverfront is the signature image for our community and a gleaming example of what public-private partnerships can accomplish.

Franklin County, the City of Columbus, CDDC and the private sector worked side by side to facilitate the \$127 million investment in 179 acres of new and renovated parkland. This infusion of capital has led to the return of millions of visitors to the riverfront annually and has triggered nearly \$1.4 billion in additional private investment in the neighborhoods that surround the Scioto River.

Population: Greater than 500,000 Continued

Bronze Winner



Wood Buffalo Business Recovery Hotline

Economic Developers Alberta

Calgary, AB

Canada

From May 30-August 31, 2016 Economic Developers Alberta (EDA) operated the Wood Buffalo Business Recovery Hotline in Calgary, Alberta as a resource for businesses affected by the Fort McMurray wildfire. Solely funded by the Canadian Red Cross, the Hotline was developed and operated by EDA, in close collaboration with the Red Cross and the Regional Municipality of Wood Buffalo Economic Development Department as their offices at the time were inhabitable.

During that time, some highlights include:

- 15,669 calls were processed
- 4,134 companies were registered
- 3,296 companies received Canadian Red Cross emergency financial assistance via transfers arranged by ATB Financial (a total of \$3,296,000)
- A social media campaign was implemented. As part of this, there were more than 1200 unique website visits, reaching over 40,000 individuals in the region.

23. Partnerships with Educational Institutions

Population: less than 25,000

Bronze Winner



CULLMAN

Economic Development Agency

Recruitment of Sequence Health

Cullman Economic Development Agency

Cullman, AL

Cullman, Ala. had been eliminated from consideration for a new medical contact center project that would create 128 jobs in the community, because there was not an existing building that fit its needs. In an effort to win this project, Cullman pledged to construct a 15,000SF building specifically for Sequence Health. The problem was, the company needed to begin operations almost immediately and did not have time to wait on construction. Cullman EDA contacted Wallace State Community College (WSCC) for assistance. Knowing that Sequence Health would hire its healthcare graduates in the future, WSCC stepped in and offered space to the company, free of charge, until construction of the building is complete. Since beginning operations on the campus of WSCC in the fall of 2016, Sequence Health has hired over 35 people and continues to grow. The building is expected to be complete in October 2017. Without the partnership between WSCC, the City of Cullman, the City IDB, and TVA, Sequence Health would not be in our community today.

CEDA is an office of the City of Cullman. Its purpose is to create and support economic growth in the City of Cullman and Cullman County, Ala.

Population: 25,000 - 200,000

Gold Winner



Attracting and Facilitating Economic Growth

Canada Education Park

Chilliwack Economic Partners Corporation
Chilliwack, BC
Canada

The Chilliwack Economic Partners Corporation (CEPCO) is responsible for attracting and facilitating economic growth for the city of Chilliwack, British Columbia. CEPCO is the lead agency involved in the development of the Canada Education Park.

The Canada Education Park is a multi-agency educational partnership that brings together respected education, training and research facilities, including the University of the Fraser Valley, the Royal Canadian Mounted Police Pacific Region Training Centre, the Justice Institute of British Columbia, and the Canada Border Services Agency.

The development of the Canada Education Park has resulted in state-of-the-art training facilities for all of the partners involved, 472 jobs, and close to 13,000 students and trainees on campus each year.

Silver Winner



SURPRISE

ARIZONA

City of Surprise and Ottawa University Partnership

City of Surprise
Surprise, AZ

In February 2017, the City of Surprise announced its partnership with Ottawa University on 35 acres of city-owned land inside its City Center, welcoming 250 students, 4 colleges, and 19 collegiate sports for its first year and projected to grow to 3,000 students.

The project was initiated as a part of a City Council 2011 strategic plan and identified the facilitation and development of a new private university as one of the city's top priorities. The purpose of the initiative was to establish post-secondary offerings within a residential university campus environment to help the community retain talented high school graduates, begin to develop its new City Center, and support new industry recruitment. The initiative was successful because the City of Surprise and Ottawa University worked closely together to align the partnership model into a mutually beneficial one. A major beneficiary from the project partnership is the Surprise community, with increased access to education and university campus life.

Bronze Winner



Warren County ATC Machine Tool and Robotics and Automation Programs

Bowling Green Area Chamber of Commerce
Bowling Green, KY

The Warren County Area Technology Center (WC ATC) Machine Tool and Robotics and Automation programs were developed as a result of the partnership among private industry, the Bowling Green Area Chamber of Commerce and the WC ATC and would not be possible without the collaboration between the WC ATC and the South Central Kentucky Community and Technical College, which provides opportunities for dual credit and continuity of learning upon graduation. The programs were designed based on the community's explicit need for qualified workforce for the manufacturing sector, which is our largest and fastest-growing employment sector.

Population: 200,000 - 500,000

Silver Winner



South Plains College Lubbock Center
Lubbock Economic Development Alliance
Lubbock, TX

Lubbock is proud to be the home of Texas Tech University, but the city of Lubbock also recognized a significant need for a comprehensive community college program within the city limits. The closest community college, South Plains College, is located almost 40 minutes north of Lubbock. Feedback from the Lubbock community showed there was an interest from citizens to attend college, but were unable to due to lack of transportation, class hours, etc. The Lubbock Economic Development Alliance, The CH Foundation and the Helen Jones Foundation partnered together to provide funding totaling \$9.9 million for South Plains College (SPC) to create a new educational center in Lubbock. Open as of August 2017, the 70,000-square-foot building offers programs such as: automotive technology, industrial manufacturing/emerging technologies, paralegal studies, etc. LEDA personally committed \$1.9 million to fund the first phase of renovations. LEDA committed another \$1 million, which is reserved for future expansion of programs and operations. This project was part of a joint venture with SPC to expand and equip the workforce for high-demand jobs in our community.

Population: Greater than 500,000

Gold Winner



The Nonprofit Academy
City of San Diego Economic Development Department
San Diego, CA

City of San Diego awards millions of dollars in grants annually to nonprofits serving San Diegans. The Nonprofit Academy (NPA) -- a partnership between the City and The Nonprofit Institute at University of San Diego (USD) -- is a free, two-day workshop designed to strengthen the effective management and organizational capacity of local nonprofits that provide (or intend to provide) essential services to San Diegans. NPA's applied learning aims to increase the quantity, quality and diversity of nonprofits applying for City service contracts funded by CDBG and other economic development grants.

Held twice a year, NPA offers core courses (e.g., Program Design, Financial Basics) and electives (e.g., Partnering with the City) taught by leading nonprofit education and research experts. Several are from USD's School of Leadership and Education Sciences, which offers a master's in nonprofit management. The City uses \$55,000 in CDBG administrative funds for each NPA, which averages 150 attendees representing 100 nonprofits. In post-NPA surveys, 75% of respondents indicated a better understanding of City funding opportunities, and 70% had taken steps to implement new practices. Qualified CDBG applicants increased 33% from FY2017 to FY2018. Of 33 nonprofits awarded FY2018 grants, 14 were NPA participants.

Silver Winners



Utah Governor's Office of Economic Development
BUSINESS • TOURISM • FILM

Career Pathways Programs

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

Career pathways programs encourage industry partners to collaborate with education. Doing so has helped to build the talent pipeline and enhance education. Career pathways have been successful as industry works to refine curriculum, offer work-based learning opportunities and provide certifications for high school students and adult learners. Delivering a clear pathway for students has created awareness around career opportunities while industry partners have also been able to fill their workforce needs. Career pathway programs in Utah have been the foundation of a new initiative, Talent Ready Utah, which will help to build industry and education partnerships around the state.



GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

Software Engineering Apprenticeship Program (SWEAP)

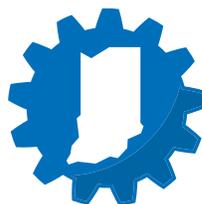
Greater New Orleans, Inc.
New Orleans, LA

Facilitated by Greater New Orleans, Inc., GE Capital partnered with the University of New Orleans in January 2014 to offer computer science students a unique opportunity to work alongside experienced software engineers and gain first-hand technical experience through the Software Engineering Apprenticeship Program (SWEAP). As a result of the program, students are able to access several different career tracks offered by GE. Selected tracks include; business intelligence, user experience, user interface, software engineering, and security. These programs allow students to discover which discipline best suits their strengths and interests. All students who go through the apprenticeship work as a paid, part-time software developer, earning the hourly equivalent pay of a junior-level position. As a result of the relatable, on the job experience, twenty-four students who participated in the SWEAP program have been hired to full-time positions at GE since the program's inception in 2014.

24. Regionalism and Cross-border Collaboration

Population: 25,000 - 200,000

Silver Winner



Indiana
A State that Works®

Indiana Regional Cities Initiative

Indiana Economic Development Corporation
Indiana

The Indiana Regional Cities Initiative sets a framework for communities across Indiana to come together to develop long-term visions that are supported by compelling strategic plans to transform their regions into nationally-recognized destinations to live, work and play. With employers continually stressing the need for a large, skilled workforce, Indiana is building upon its strong economic foundation to create a quality of place that attracts and retains future generations of talent. Now, 70 percent of the state's population lives in a region with a bold and viable plan to transform its future, with regions across the state breaking ground on quality of place projects that will enhance and enrich communities' arts, culture, recreation, innovation and connectivity.

Passed in 2015 with bipartisan support by the Indiana General Assembly, the initiative is overseen by the Indiana Economic Development Corporation. The state has committed a total of \$126 million in matching funds to three regions to support their development plans, with at least 60 percent of the total investments coming from the private sector.

Population: 25,000 - 200,000 Continued

Bronze Winner

TOURISM RED DEER

Central Alberta Tourism Alliance
Red Deer County
Red Deer County, Alberta
Canada

Red Deer County along with 10 other local municipalities have come together to work collaboratively on a Destination Management Plan. We proposed working together to create an experience that will engage the visitor and encourage them to spend longer periods of time in our area and increase the economic impact of the region. When municipalities collaborate, the tourism dollars are increased and can reach farther than acting as an individual.

We are planning theme based tourism to connect our municipalities together. Attention will be paid to retaining and /or providing an authentic sense of place that features agriculture, western culture, heritage arts, outdoor activities and focus on the region as a whole. Attention will also be paid to retaining authentic architecture and the integrity of historic places and assets such as buildings, historic main streets and museums.

Population: 200,000 - 500,000

Silver Winner



Mahoning River Corridor Initiative
Mahoning River Corridor Mayors' Association
Youngstown, OH

The Mahoning River Mayors Association brings together nine mayors from the cities built along the banks of the Mahoning River, once the third largest steel producing region in the world. This project proves that collaboration is more effective than competition in community development. Along with the nine cities, two counties and six economic development agencies work together to advance the shared goals of the region: to revitalize the infrastructure, build shovel-ready sites, and enhance recreation and conservation along the Mahoning River Corridor.

The Project established an action plan that helped to bring an additional \$30 million in new public investment, leveraging over \$1 billion in private investment. It helped to craft coherent policy recommendations around brownfield revitalization and public works funding as a vital component to reversing the rust belt image of the former industrial cities.

Western Reserve Port Authority staff created the Mahoning River Mayors' Association and coordinated the action steps to accomplishing its goals. The Western Reserve Port Authority is a political subdivision as recognized by the State of Ohio with a mission to promote aviation and economic and community development in Mahoning and Trumbull Counties, Ohio. It promotes regional development that will facilitate job-creation and community enhancement.

Bronze Winner



Dongsheng-U.S. Entrepreneurship Competition
Arlington Economic Development
Arlington, VA

The Dongsheng-U.S. Entrepreneurship Competition is a collaborative initiative between Arlington Economic Development (AED) and Dongsheng Science and Technology Park (DSTP), a leading technology accelerator in Beijing, located at the heart of China's Silicon Valley.

The Competition's goal is to provide existing startup companies in Arlington, Virginia and the Greater Washington, D.C. region an opportunity to win prize money, access to financial investors, and expand into China. Due to Arlington's reputation for fostering technology entrepreneurship, Arlington was selected to host DSTP's first U.S. entrepreneurship competition in 2015. DSTP provided the prize money for the top three U.S. finalists ranging from \$6,000 - \$15,000, plus an all-expenses paid trip to Beijing to compete for the first prize of \$160,000 in the final round of the Dongsheng Global Entrepreneurship Competition.

With the success of the 2015 Competition, DSTP approached AED to host a second Competition in 2016. The Competition serves as a unique way for AED to leverage outside resources for business retention and expansion purposes by promoting local technology companies and supporting their growth.

Population: Greater than 500,000

Bronze Winner

TAMPA BAY EXPORT ALLIANCE



Tampa Bay Export Alliance/ Global Tampa Bay
Tampa Hillsborough Economic Development Corporation, Pinellas County Economic Development & Pasco County Economic Development Council
Hillsborough, Pinellas & Pasco, FL

Following the success of the Tampa Bay Export Alliance's collaborative partnership between the Tampa Hillsborough Economic Development Corporation and Pinellas County Economic Development created in 2014, the Pasco Economic Development Council joined the alliance in 2016 to usher in a new era of regionalism and integrated international strategy. By leveraging resources, all three EDOs focus on creating and implementing an effective trade and investment strategy for Tampa Bay, which is being viewed as a model example of collaboration throughout the state of Florida and at the national level.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

SPONSORED BY:



**AMERICAN
CITY & COUNTY**

