SHOWCASING EXCELLENCE IN YOUR COMMUNITY:

WHAT YOU NEED TO KNOW ABOUT IEDC'S EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS

2018
INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL
EXCELLENCE
IN ECONOMIC DEVELOPMENT
AWARDS

March 7, 2018

Presenters

Quentin L. Messer Jr.
New Orleans Business Alliance
IEDC Awards Advisory Committee Chair

Siobian Smith
HQ Vancouver
2017 Best in Show Recipient

IEDC's Awards Program

IEDC's Excellence in Economic Development Awards program distinguishes the world's best economic development programs and partnerships, marketing materials, as well as the year's most influential leaders.

IEDC will recognize winners at the 2018 Annual Conference in Atlanta, GA Sep. 30-Oct. 3.

2018 Timeline

- Early Bird Deadline: **April 6**
- Final Deadline: **May 11**
- Judging: **June**
- Notifications: **July/August**
- Awards Ceremony: **September 30-October. 3.**

Award Categories

34 categories within the five main groups below:

- Promotional (10)
- Internet & New Media (3)
- Program (8)
- Partnership (3)
- Leadership & Honorary (10)

PROMOTIONAL

INTERNET & NEW MEDIA

PROGRAM

PARTNERSHIP

LEADERSHIP & HONORARY

Award Categories

- **Four Population Categories:**
  - Population less than 25,000
  - Population between 25,000 and 200,000
  - Population between 200,000 and 500,000
  - Population greater than 500,000
- **Gold, Silver, or Bronze** awarded in each population category
- **Best in Show Award**
  - Recognizes the top entry out of all 24 categories
  - Revealed at Awards Ceremony at Annual Conference

New Program Awards Category

Economic Equity and Inclusion

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

The three year program requirement is reduced to one year for this category.

Innovation in EDW Campaign

- **During Economic Development Week (May 7-12)**
- **Free**
- **Separate judging criteria**
- **Deadline: June 1**

Eligibility

- Any organization with a qualifying project
- Promotions – if the promotion is still active and still shows results, it is eligible!
- Program Categories – note that many have a 3 year minimum of activity

Pricing (Per Entry)

Participants	**Early Entry: By April 6**	**Regular Entry: April 7 - May 11**
Communities with populations < 25,000	$110	$110
IEDC Members	$110	$165
Non members	$190	$210

BEST IN SHOW: HQ Vancouver

HQ VANCOUVER

A HOME FOR GLOBAL BUSINESS

“This is my HQ” Profile Cards – Goal

- Who: HQ Vancouver
- What: Profile cards that profiles the company leader in “their HQ” with a compelling image from their HQ operation and their motivation or rationale for continuing to lead their global or regional operations from a base in BC.
- Why: To highlight the BC HQ value proposition and effectively market the area as an ideal location for any HQ.

“This is my HQ” Profile Cards – Transferability

- Highly replicable
- Profile Cards can be applied to locality to effectively market itself and attract businesses
- The cost of the printed materials are fairly low

“This is my HQ” Profile Cards – Participants

- Planning/Implementation:
  - Small, focused team with broad awareness of previous marketing efforts but a fresh perspective
- Distribution:
  - Limited branding to increase distribution and use
  - Through our partner networks domestically and overseas
  - Simple digital version available as well

What can an IEDC Award do for You?

- Opportunity for unbiased peer review of current projects
- Media attention
- Improves professional and team building efforts
- Exposure to peers in the economic development field
- Recognition for your organization, partners, sponsors, investors, participants, etc.

Tips

- Follow instructions exactly and answer all questions
- Time is of the essence - give judges the essentials and any stand out results up front
- Partnership is important
  - Multiple implementing partners
  - Multiple funding partners
- Clear and consistent **results** shown

Tools IEDC Provides Winners

Recognition at Conference and on IEDC Website

Gold, Silver, Bronze Ribbons for Marketing Materials

Press Release

Sample Marketing

HQ VANCOUVER
A HOME FOR GLOBAL BUSINESS

ABOUT | WHY VANCOUVER | NEWS | WHAT'S YOUR HQ? WEB TOOL | CONTACT

HQ VANCOUVER RECEIVES BEST IN SHOW EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD FROM THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

WASHINGTON, DC (Sept. 19, 2017) – HQ Vancouver won Best in Show for their Gold Excellence in Economic Development Award for its "This is my HQ" Profile Cards, a Promotion project in the category of Special Purpose Print Promotion from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, Sept. 19, during the IEDC Annual Conference, which was held Sept. 17 – 20, in Toronto, Ontario, Canada.

"On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to HQ Vancouver. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark." – Michael Langley, FM, CEO of GREATER MSP, Minneapolis–St. Paul, MN, and 2017 IEDC Board Chair

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.

"The awards process is a thorough, non-biased and multi-layered process. These are extraordinary accomplishments for all winners, and an overall great effort by all participants. We look forward to next year's awards competition," Langley said.

Local News Placement

Your Own Website

Weather: Longmont, CO

TIMES-CALL
BUSINESS

News - Sports - Business - Lifestyle - Events - Obituaries Opinion - Milestones -

HOT TOPICS: Airport noise complaints | Teen's murder defense | Gunbarrel gun scare | Mead cop on Brady

Estes Park Economic Development Corporation Receives Excellence in Economic Development Award from the International Economic Development Council

Adam Shake - For the Trail Gazette
POSTED: 09/20/2017 01:43:34 PM MDT
UPDATED: 09/20/2017 01:53:01 PM MDT

WASHINGTON, DC (Sept. 20, 2017) – The Estes Park Economic Development Corporation won a Silver Excellence in Economic Development Award for its *General Purpose Website*, a project in the category of General Purpose Website of the International Economic Development Council (IEDC).

ESTES PARK EDC

e honor was presented at an awards ceremony on Tuesday, Sept. 19, during the IEDC Annual nference, which was held Sept. 17 - 20, in Toronto, Ontario, Canada.

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"On behalf of the IEDC board of directors and Excellence in Economic Development Awards Advisory Committee, congratulations to the Estes Park Economic Development Corporation. Not only did they work to provide a necessary service to their community; but also, their participation in the awards program sheds light on their stellar projects which other communities can now use as a benchmark," said Michael Langley, FM, the CEO of GREATER MSP, Minneapolis–St. Paul, MN, and 2017 IEDC Board Chair.

The Judging Process

- Held in June in Washington, D.C.
- One (1) full day
- 50 judges participate in teams of 5-6 members
- Invite judges from across the country
- Expertise and experience in all categories
- Website & New Media categories are reviewed online/ offsite

What Judges Look for

- Complete documented entry?
- Correct award and population categories?
- All criteria met?
- Measurable results?
- Key characteristics setting competing entries apart?
- Is the purpose clear?
- Was it successful?
- Sufficient information?

A Complete Entry

Make special note of:

- Instructions
- Awards categories
- Population categories
- Submit by mail - May 11th deadline
- Profile/description - sufficient documentation
- Completion of **all information**

- https://www.iedcevents.org/Atlanta/Awards_Packets.html

Questions?

- To learn more and to enter:

https://www.iedcevents.org/Atlanta/Awards.html

- Questions?

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

Upcoming IEDC Webinars

- **March 8:** Fighting Neighborhood Decay: From Blight to Bright
- **April 12:** Cultivating a Great Outdoor Recreation Economy
- **May 17:** Strengthening Your Workforce and Economic Development Partnerships

For the full list of 2018 webinars, visit our site:

http://www.iedconline.org/web-pages/conferences-events/economic-development-webinars/