***“British Columbia Economic Development Awards”***

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**2014**

**BCEDA AWARDS**

**NOMINATIONS**

**PACKET**

**SPONSORED BY**

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***2014 BC* *Economic Development Awards***

**Guidelines, Deadlines, and Fees**

**2014 BC Economic Development Awards**

The BC Economic Development Association and BC Hydro’s *BC Economic Development Awards* recognizes the province’s best economic development marketing materials; programs and partnerships. These prestigious awards honor organizations and/or individuals for their efforts in creating positive change in urban, suburban, and rural communities. Two awards will be given in each category – based on population. One award for population under 20,000 and one award for population over 20,000.

**Timeline**

Call for Entries Begins: **February 4, 2014**

Final Deadline: **April 25, 2014**

Judging Completed: **May 9, 2014**

Awards Presentation: **June 10, 2014**

**Entry Fees (per entry)**

**$30.00 + GST**

**Presentation of Awards at 2014 BC Economic Summit**

Winners will be recognized at the BC Economic Summit, June 8-11, 2014 in Richmond, BC. All entrants are encouraged to register and attend. For more information, visit: [www.bceda.ca](http://www.bceda.ca)

**Frequently Asked Questions**

1. **Can I submit my organization for multiple awards?** Your organization may submit more than one entry including multiple submissions for the same category. A separate Entry Form and Entry Fee are required for each.
2. **Can I use one project for multiple awards categories?** You may submit the same project for the Community Project Award and the Marketing award. A separate Entry Form and Entry Fee are required for each.
3. **Can I submit an entry on behalf of another organization or person?** You may submit an entry on behalf of yourself or a colleague. If you are submitting on behalf of another organization/person, you are required to notify the other party. The nominated organization must be a BCEDA member in order to be considered.
4. **Will I get my entry back after the judging?** All submissions become the property of BCEDA.
5. **How will I know that my entry has been received?** A confirmation email will be sent upon receipt of your entry. Please allow 10 business days.
6. **If I nominate but do not win will I still be recognized at the event?** BCEDA out of respect for nominees will only announce all nominations under a given category if more than five nominations are received for the award.

****2014 BCEDA *Economic Development Awards* and Nomination Process at a Glance**

**BC ECONOMIC DEVELOPMENT AWARDS**

**Marketing Award**

Examples of Typical Submissions:

* General Purpose Brochure
* Special Purpose Brochure
* General Purpose Promotion
* Annual Report
* Paid Advertising Campaign
* Newsletter/Newspaper
* Magazine
* Special Event
* General Purpose Website
* Special Purpose Website
* New Media

**Community Project Award**

Examples of Typical Submissions:

* Technology Based Economic Development
* Multi-Year Economic Development
* Economic Development Training
* Business Retention & Expansion
* Entrepreneurship
* Neighbourhood Development
* Human Capital Program
* Responding to Globalization
* Sustainable and Green Development
* Real Estate Redevelopment & Reuse
* Public-Private Partnerships
* Partnerships with Educational Institutions
* Regionalism and Cross-Border Collaboration

****2014 BCEDA *Economic Development* *Awards* and Nomination Process at a Glance**

**BC ECONOMIC DEVELOPMENT AWARDS**

**AWARDS & NOMINATION PROCESS**

* **Community Project Award** *recognizes a community or partnership working together in economic development*
  + Population < 20,000
  + Population > 20,000
* **Marketing Award** *recognizes achievement in marketing that supports economic development*
  + Population < 20,000
  + Population > 20,000

The importance of local economic development has been credited as being one of the main engines of economic growth and diversification. Individuals, communities and local business associations who plan for success, provide quality information, education and implement strategic marketing programs are known to be at the forefront of economic growth and job creation.

In recognition of this, the British Columbia Economic Development Association presents the annual ***“BC Economic Development Awards”*** commemorating the effort and achievement of individuals and communities. One award will be given in each category.

The selection of winners is made by a panel of judges.

**HOW TO APPLY**

Simply fill out the attached nomination form and email to:

[info@bceda.ca](mailto:info@bceda.ca)

or mail to:

**BC Economic Development Awards Committee**

c/o BCEDA

#102-9300 Nowell Street

Chilliwack, BC, V2P 4V7

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NOMINATIONS ARE ACCEPTED UP TO FRIDAY, April 25, 2014

The awards presentation will be held at the:

**Sheraton Vancouver Airport Hotel**

**Richmond, BC**

**June 10th, 2014**

****2014 BCEDA *“BC Economic Development***

***Awards”* and Nomination Process**

**At a Glance**

## How to Prepare Your Entry: \*Due April 25th, 2014\*

Carefully review the judging criteria and any additional submission requirements for each category. Please include the following items to complete your entry submission:

1. Complete one Entry Form for each entry.Refer to the Category Description and Judging Criteria Sheet for your category when completing the Entry Form.
2. Submit any supporting material.

* A profile of the project (Max. 3 pages, double-spaced)
* Any appendices including charts, graphs and photographs.

1. Complete the Payment Form.

Submit your entry by email prior to April 25th, 2014 to:

[info@bceda.ca](mailto:info@bceda.ca)

Questions? Contact Dale Wheeldon at [dwheeldon@bceda.ca](mailto:dwheeldon@bceda.ca) or 604-795-7119

****2014 BC Economic Development Awards**

## Entry Form

## *Please complete this section for all entries.*

Organization:

Contact Name:       Email:

Project/Item Name:       Category for entry:

Date Project Began:       Date of Completion (if applicable):

For website related entries, enter your website URL:

**Project Description**

Please refer to the***Category Description and Judging Criteria Sheet***corresponding to your category when answering the following questions in the space provided.

**Select:**

**Marketing Award** - **See Sheet A** (pages 6-7)

* < than 20,000 population
* > than 20,000 population

**Community Project Award** - **See Sheet B** (pages 8-9)

* < than 20,000 population
* > than 20,000 population

This section is intended to provide an overview of the project. Please keep answers to each question under 200 words.

*You may expand on this information in a separate profile of no more than 3 pages, double-spaced.*

1. Please provide a brief description of the project.

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

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

1. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

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

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

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

****Marketing Award**

**Category Descriptions & Judging Criteria**

**Please refer to this sheet when completing the project description section of the entry form for a Marketing Award.**

This award recognizes innovative and effective marketing materials used for attracting, retaining and fostering business as well as communication vehicles used by economic development organizations.

**Award:**

The Award will be presented to the entry that has scored the highest marks. Two awards will be given – based on population. One award for population under 20,000 and one award for population over 20,000.

**Judging Criteria:**

The Marketing Award will be judged by the following criteria:

* Effectiveness of the promotion
* Innovation/Creativity
* Quality and Completeness of Information
* Contribution to the economic development efforts

**Examples of Typical Submissions:**

* + **General Purpose Brochure**

A brochure introducing your province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.

* + **Special Purpose Brochure**

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

* + **General Purpose Promotion**

A folder, poster, or other type of promotional piece (other than a brochure), series of such items, or direct mail campaign (a single or series of two or more letters or mailing pieces with a theme).

*- Mount item(s) on heavy stock with 1 inch margins.*

* + **Annual Report**

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

* + **Paid Advertising Campaign**

One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

*- Mount advertisement on heavy stock with 1 inch margins as proof of publication.*

* + **Newsletters/Newspaper**

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

*- Submit one issue.*

* + **Magazine**

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

*- Submit one issue.*

* + **Special Event**

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

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

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

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**Marketing Award (con't)**

**Category Descriptions & Judging Criteria**

… Continued

* **General Purpose Website**

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

*- Include active URL of the home page.*

* **Special Purpose Website**

A specialized website designed for a specific purpose such as promoting community data/demographics, sites and buildings, tourism or other specific types of marketing relating to economic development.

*- Include active URL of the home page.*

* **New Media**

Innovation in economic development through the deployment of new media formats. It stresses the innovative use of technology to further economic development initiatives (all types of initiatives are eligible such as marketing, BRE, entrepreneurship development, or talent attraction). Applicants could include, but are not limited to, the use of podcasts, webinars, blogs, wikis, virtual worlds, mobile devices applications, extranets or intranets, GIS, and the development of new software for economic development purposes.

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**Community Project Award**

**Category Descriptions & Judging Criteria**

**Please refer to these sheets when completing the project description section of the entry form for the Community Project Award.**

This award recognizes a community or regional partnership that works together in on-going economic development work and activities. It rewards such things as strategic planning processes, marketing strategies, community involvement etc. The basic assessment of proposals will focus on achievements in the context of the original environment, challenges faced, strategies determined and change over time.

**Award:**

The Award will be presented to the entry that has scored the highest marks. Two awards will be given – based on population. One award for population under 20,000 and one award for population over 20,000.

**Judging Criteria:**

Community Project Award will be judged by the following criteria:

* Extent of the economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program
* Achievement of its stated objective with measurable results
* Development of strong relationships with relevant players and widespread support in the community
* Innovation, originality, and cost effectiveness
* Relevance and transferability of elements to other communities

**Typical Award Submissions:**

* **Business Retention and Expansion (BR+E)**

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

* **Entrepreneurship**

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

* **Neighborhood Development Initiatives**

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

## Workforce Development

Economic development efforts that develop strategic approaches to meet one or more of following objectives: 1) strengthening the skills of the workforce; 2) increasing and developing the pool of knowledge workers, including youth in the pipeline; 3) enhancing the skill sets of low-skilled and other disadvantaged workers; and 4) better integrating and aligning economic and workforce development activities through systematic attempts at building a workforce system.

****Community Project Award (con't)**

**Category Descriptions & Judging Criteria**

**Please refer to these sheets when completing the project description section of the entry form for a Community Project Award.**

* **Responding to Globalization/Strategic Planning**

Economic development strategies and programs that seek to enable communities, businesses, and/or economic development organizations to better integrate into the global economy or to more resiliently respond to challenges. Strategies and programs may include elements of, but are not limited to, international strategies, the restructuring of economic development organizations, the use of the internet and networks for integrating globally, and assisting businesses to understand global sourcing and increase their global competitive position.

## Sustainable and Green Development

Programs that simultaneously target and create relationships between economic development and environmental sustainability. These efforts include, but are not limited to, programs which encourage energy efficiency and renewable energy, green buildings, materials and products, environmental technologies and industries, sustainable tourism, smart growth, green infrastructure, and green chemistry.

* **Real Estate Redevelopment & Reuse/Revitalization**

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

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**2014 BC Economic Development Awards**

## Payment Form

|  |  |
| --- | --- |
| Name: | Title: |
| Organization: | |
| Address 1: | Telephone: |
| Address 2: | Fax: |
| City/Province /Postal Code: | Email: |

**Categories Entered:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Award Category** | **Quantity** | **Description** | **Amount** |
| Economic Development Marketing |  |  |  |
| Community Project |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Community Population Size\*  <20K  20K or more | | **Total:** |  |

*Awards will be given in each category.*

Total Entries Submitted: \_     \_ @ $30.00 ea. (please calculate GST)

Total Fees Enclosed: $ \_     \_\_ (must include 5% GST)

PAYMENT METHOD

Payment MUST be received with nominations. Nominations will not be considered until payment is rendered. Cheques should be made payable to BCEDA. *Entry fees are non-refundable.*

Cheque/Money Order #\_     \_\_\_\_\_ payable to BCEDA is enclosed.

Please charge to the following credit card:

VISA  MASTERCARD

|  |  |
| --- | --- |
| Credit Card Number: | 3 Digit Security Code: |
| Name on Card: | Exp. Date: |
| Signature: | Date: |

2014 Economic Development Association of British Columbia

**BC ECONOMIC DEVELOPMENT AWARDS**

Previous Years’ Winners

**Community Project Award**

2013 Less than 20,000 population: District of Logan Lake – "Tax Exemption Revitalization Program"

2013 Greater than 20,000 population: Central Okanagan Economic Development Commission – "Business Walks Project"

2012 Community Futures Boundary, Boundary Sawmill

2011 Corie Griffiths, Marketing and Research, Central Okanagan Economic Development Commission

2010 Village of McBride’s Eco-Sensitive Solution to Waste Water Treatment

2009 “China Business Trade Mission”, Venture Kamloops

2008 “Skills Recruitment, Foreign Attraction Program,” Economic Development Commission, Regional District of the Central Okanagan

2007 “Move to Kamloops”, Venture Kamloops

2006 “BizMapbc – market area profiles”, Vancouver Economic Development Commission

1. Symphony Orchestra of the Pacific, Powell River
2. Kelowna Manufacturers Alliance
3. Southern Exposure Giftware Initiative, CFDC Sun Country
4. Parksville Civic & Technology Centre
5. Terrace Integrated Economic Development Information System Platform
6. Gibson Landing Harbour Improvement Project

1999 Driftwood Landing Residential Sales Project - Massett

**Economic Development Marketing Award**

2013 Less than 20,000 population: Misty Isles Economic Development – "Haida Gwaii Business to Business"

2013 Greater than 20,000 population: Economic Development Cowichan – “Once Upon A Day… Cowichan”

2012 District of Maple Ridge, Town Centre Investment Incentive Program

2011 Corien Speaker, Chief Administrative Officer, District of Elkford

2010 Comox Valley Olympic Legacy Development

2009 The City of Langley – “Downtown Master Plan”

2008 The City of Langley – “The Place to Be”

2007 “Fraser Valley Circle Farm Tour”, Abbotsford, Agassiz, Chilliwack, Langley, Maple Ridge, Mission, Pitt Meadows

2006 “More Money in Your Jeans”, Salmon Arm Economic Development Society

2005 Dawson Creek E-Card

2004 Cowichan Regional Branding & Marketing Initiative

2003 Richmond Awareness Marketing Campaign

2002 “Wine Capital of Canada Campaign” – Oliver

2001 BC Call Centre Team Project

2000 Surrey High Tech Sector Marketing Initiative

1999 Alberni Valley Marketing Campaign

**HOW TO APPLY**

Submit by email to [info@bceda.ca](mailto:info@bceda.ca)

BC Economic Development Awards Committee

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