Promotional Awards

General Purpose Brochure

Population Less than 25,000
BRONZE

Torbay Community Profile 2013
Town of Torbay
Torbay, NL
Canada

The Town of Torbay is Newfoundland & Labrador’s second fastest growing municipality and is one of the most easterly communities in North America. The town has a population of 7,397 as per the Canadian Census of 2011. It is going through an unprecedented population boom as the offshore oil industry and vast mineral exploration in the province drives economic growth. Even with this boom, Torbay still prides itself on having a rural look and feel while having all the amenities of an urban municipality. The town is located adjacent to the provincial capital—St. John’s and is just minutes from the St. John’s International Airport, Port of St. John’s and Trans-Canada Highway. The community profile was developed as a project to continue attracting new residents and businesses to our community. It contains updated demographic, municipal, historic information and stunning photographs of the Town to highlight all that is beautiful in Torbay.

Population 25,000–200,000
GOLD

City of Stillwater
Oklahoma

Planting Seeds of Success:
Consumer Business Report
City of Stillwater
Stillwater, OK

Stillwater, Oklahoma, is a strong, vibrant, growing city. To better serve investors, local developers and community needs, the City of Stillwater recently added an economic development director to its staff. While the City had been active in business development, including launching a downtown business improvement district, we wanted the new office to have marketing materials that were memorable, yet professional. To introduce the new office, we decided to develop the marketing materials around the “Planting Seeds of Success” theme. In-house marketing professionals wrote, design and took the images used in the brochure, the one-page fact sheet and the video. We’ve been fortunate to have a great student photographer who was able to capture Stillwater’s character. The brochure features a rich black background and vibrant accent colors, a non–traditional widespread to better showcase the outstanding photos, and the textured paper adds another level of quality. The brochures are printed a few hundred at a time at a professional printer shop, which allows us the option to update information as needed. We were also able to print selected pages a poster, which are displayed in conference rooms where investors and developers meet with the city manager and other community leaders.
B R O N Z E

ARVADA
ECONOMIC DEVELOPMENT ASSOCIATION

General Purpose Brochure
Arvada Economic Development Association
Arvada, CO

The Arvada Economic Development Association (AEDA) is Arvada’s community business-to-government liaison and a strategic resource for business information and support. AEDA facilitates business development in Arvada to enhance the community by empowering businesses to succeed, increasing city revenue, and creating new jobs.

Arvada Economic Development Association (AEDA) produces an annual Community/Business profile of the City of Arvada. AEDA designs the piece to be visually appealing, concise, and easy to read online and on a mobile device. The objective of the profile is to highlight the City of Arvada to potential businesses, developers and real estate brokers. The profile is an effective communication tool. Departments within the City of Arvada ask to use the profile for a variety of projects. City, County, and Regional partners ask for copies of the profile to distribute to their audience. Arvada businesses look forward to their annual copy and it is a great business attraction piece.

In 2013, AEDA distributed 1500 profiles to the real estate community and 1200 to Arvada Businesses. AEDA works with the City of Arvada Employee Committee and hosts a yearly employee photo contest. The winning photos are featured in AEDA collateral materials including the Annual Report, and Business/Community Profile.

G O L D

Population 200,000–500,000

Economic Development Brochure
City of Wichita
Wichita, KS

Wichita, Kansas is a community of nearly 400,000 which offers big city amenities and a small town, friendly atmosphere. Short and easy commutes, low cost of living, exceptional educational opportunities, broad range of arts and cultural attractions, and many entertainment options make Wichita the ideal place to call home.

Wichita’s diverse cultural attractions are nationally renowned and rival other metropolitan areas of comparable size. The city offers a professional opera, symphony, ballet and music theater as well as numerous cinematic and performance theaters that stand ready to impress with plays and independent, classic and new films. From traditional to contemporary, the city features a variety of art galleries and world-class museums. Accomplished local musicians and artists entertain and inspire on a monthly basis during the First Friday music crawl and Final Friday art crawl throughout the downtown area.

Wichita is nationally recognized for its low-cost, pro-business climate, highly desirable central location and status as a top global trade exporter.

City of Wichita staff worked with Lifeboat Creative and Craig Hacker Photography to create a marketing brochure to inform individuals and companies about the many amenities the City has to offer and to promote its economic development programs.
AWARDS  PROMOTIONAL AWARDS

SILVER

LEDAsite Selector Piece
Lubbock Economic Development Alliance
Lubbock, TX

The Lubbock Economic Development Alliance (LEDA) created a piece to be specifically distributed to site selectors showcasing Lubbocks strengths for relocating or expanding businesses. This piece needed to have all of the important information site selectors seek in one, easy-to-navigate location. The goal of the site selector piece was to showcase and highlight the important qualities Lubbock can offer to businesses looking to relocate or expand. The piece includes information such as population statistics, accessibility, workforce resources, the cost of doing business in Lubbock, housing costs, cost effectiveness, real estate opportunities, as well as location and transportation needs. The site selector piece continues to be a conversation starter for the LEDA Business Recruitment Team. The Marketing & Communications Team also developed an interactive version of the piece for the LEDA Recruitment Team’s iPads for ease of use and demonstration.

BRONZE

Bowling Green Area Chamber of Commerce
Bowling Green, KY

The Bowling Green Area Chamber of Commerce is the driving force for one of America’s premier business communities. Through its Economic Development Partnership, South Central Kentucky, the chamber strives to provide valuable services to their partners, advocate business environment and stimulate economic development for the region.

GOLD

Wake County, Make A Smart Move
Greater Raleigh Chamber of Commerce
Raleigh, NC

Wake County Economic Development created a dual purpose brochure called “Make a Smart Move to Wake County, NC” to provide a general overview of the distinct advantages Wake County offers for corporate and talent recruitment efforts. The brochure provides information on location, education, infrastructure and access, utilities, business information, key industry clusters, and quality of life. The piece was designed to further brand Wake County as “Smart” by incorporating the Wake County Economic Development brand and tag line “Smarter All Around” and the a design featuring photos and “angle” graphics, to play off the “Work in the Triangle, Smarter From Any Angle,” talent initiative. The brochure features photographs of the local companies, venues, universities and recreation in Wake County. The brochure has become a valuable relocation tool for companies to help sell the community to talent they are trying to recruit from outside the area.

Wake County Economic Development is the lead marketing and recruitment agency for Wake County, home to the capital city Raleigh, 12 municipalities and the Research Triangle Park. To learn more why Wake County is Smarter All Around visit www.raleigh-wake.org or via Twitter @RaleighWake
Transformation, Innovation, Reinvention:
Creating Tomorrow’s Economy Today

SILVER

Northeast Wisconsin Business Locator
New North Inc
Green Bay, WI

The Northeast Wisconsin Business Locator guide is a 22-page business investment attraction tool for the 18 county region of Northeast Wisconsin, known as the New North region. Rich in facts and statistics, the Business Locator communicates the value our region offers to businesses. Real, computed and verified value that is proved through workforce metrics, education rankings, health care costs and abundant resources is communicated in the guide about our region. The Locator Guide is the key tool to prove our region’s value to business prospects.

The Northeast Wisconsin Business Locator guide is the answer to a vital question for the New North region: what is the unique selling proposition for business investment in Northeast Wisconsin? This question is fundamental to the success of economic development strategies in the New North region. Now, with the Northeast Wisconsin Locator guide, the New North region has one clear, common and strong answer to this vital question: Our advantage is value.

Invest in the Québec City Region
Québec International
Québec
Canada

Produced by Quebec International in association with Deloitte, the brochure entitled “Invest in the Québec City Region” showcases the region’s powers of attraction and lists 10 reasons to invest in Quebec City based on various localization factors. It plays a key role in convincing potential investors and CEOs of foreign subsidiaries operating in the region that the Quebec City region is a wise choice when it comes to setting up new operations, developing markets and finding business partners. The ultimate goal is to foster the growth of foreign investment in the Quebec City region, including new investments and reinvestments by foreign subsidiaries. The brochure is used by our investment prospecting and promotional teams. The information is presented logically (Canada, province of Quebec and Quebec City region), and the localization factors are listed in order, which greatly facilitates use of the content.

Quebec International contributes to the economic development of the Quebec City metropolitan region and to its international standing. As an economic development agency, Quebec International fosters business growth, supports key industry clusters and attracts talent and investment to the region. For further information, please visit www.quebecinternational.ca.

BRONZE

2013 Community Overview Brochure
Tampa Hillsborough Economic Development Corporation
Tampa, FL

Established in 2009 as a partnership between the public sector and private corporate investors, the Tampa Hillsborough Economic Development Corporation is the lead economic development agency for Hillsborough County and the cities of Tampa, Plant City and Temple Terrace, Florida. Since its formation, the EDC has worked with more than 100 companies to facilitate the creation of over 12,000 jobs and nearly $600 million dollars in capital investment.

The 2013 Community Overview Brochure serves as the primary print marketing tool for domestic and international business recruitment efforts. Designed
to provide a narrative overview of the key assets and advantages of doing business in Hillsborough County, Florida, this beauty piece features striking imagery and compelling content that supports a clear marketing message and community philosophy… “Think Big. We do.”

Special Purpose Brochure

Population Less than 25,000

GOLD

Cultural District Alliance PID Brochure
Orasi LLC
Fort Worth, TX

In five years, the transformation of the Cultural District, an enclave of Fort Worth, has produced massive new development and that success means a new generation of challenges that the all-volunteer Cultural District Alliance (CDA) needed real solutions for. Solutions require resources so Orasi recommended the creation of a Public Improvement District (PID) to raise the funds.

To educate those involved and gain support from the percentage of landowners required to create the PID, Orasi needed a persuasive piece that easily and compactly explained the issue and positioned the PID as the ideal solution. The compact, ten-page brochure set the stage for the discussion; addressed each of the challenges and positioned the PID as the most viable solution; explained the nature and benefits of the PID District; and urged recipients’ support. The graphics included maps that defined the parameters of the District, and depicted the old and new faces of the area.

Orasi is a one-stop, full-service economic development center that assists economic development entities, communities, and other public organizations to successfully create progress by using the firm’s expertise to strategically plan and execute customized initiatives for residential and commercial growth. Orasi is named after the Greek word for VISION.

SILVER

Niagara’s South Coast Arts & Culture Route
City of Port Colborne
Port Colborne, ON
Canada

The Niagara’s South Coast Arts & Culture Route was designed to build awareness, attract tourists and promote economic diversity. It provides a tangible opportunity to support small business and develop strategic/unique tourism experiences—both identified as key priorities in the City’s Economic Development Strategy.

Originally envisioned by the City of Port Colborne for its local artists and galleries, through research, word-of-mouth and an overall need to fill a void in information, the project grew to include the four municipalities that make up Niagara’s South Coast. The result of this initiative is a visual and narrative map that provides a self-directed, year-round guide to the studios and galleries of some of the most creative people in Canada. The Arts & Culture Route map has become a popular reference guide and information piece at distribution points throughout the community and surrounding region. By combining high-impact, full-colour photos and engaging biographies, the map showcases over 40 artists, studios, galleries, antique shops, museums and boutiques.
WDC Rebranding Project
Watertown Development Company
Watertown, SD

Through an extensive re-branding project undertaken in 2012, the Watertown Development Company uncovered the need to create a strong, unifying identity for a community that is largely absent from a national stage. The need to produce marketing materials that supported the key message that came from this branding project resulted in a brochure that sold the area with hard data to potential new and expanding companies.

Watertown is a rural community with abundant natural resources and a rich history that has great tourist appeal. The WDC previously did not have any economic development recruitment materials to distribute to potential companies; potential new businesses have been unaware of what the area has to offer. The Watertown Development Company worked with the marketing firm Lawrence and Schiller of Sioux Falls, SD to create a marketing campaign to include a brochure for Watertown that showcases the area’s scenic outdoors, amenities, transportation, and business incentives and climate. Watertown has since been distributing this brochure and actively promoting the Watertown area in the hopes of making Watertown a destination for many new businesses.

The Watertown Development Company brochure is 16-pages with a back pocket. The brochure uses demographic and quality of life information to promote the area’s economic development and quality of life strengths. The back pocket can be used to include time-sensitive and customized information while the brochure itself contains more to-date material. The purpose of this printed piece is to help the Watertown Development Company recruit major employers in target market categories such as high-tech manufacturing, life science and research and development, and professional service companies including call centers, software developers, and engineers, among others.

population 25,000–200,000

**GOLD**

**Madison County United for Progress Brochure**
Madison County Economic Development Authority
Ridgeland, MS

Madison County, MS United for Progress special purpose brochure was created by Tim Coursey, Executive Director of Madison County Economic Development Authority (MCEDA), along with JBHM. The brochure served as a presentation piece that Madison County stakeholders provided to lawmakers during a visit to Washington D.C. Madison County, MS United for Progress delegation, which included more than 30 of Madison County’s top elected officials and business leaders, used the special purpose brochure to champion federal funding for eleven projects selected from a priority list submitted by a various organizations in Madison County. The presentation piece proved to be an effectively useful tool that provided clear and concise communication to lawmakers about eleven priority projects for Madison County.

The mission of Madison County Economic Development Authority is to assist our existing businesses and to attract new investments and higher-paying jobs to Madison County in an effort to increase our tax base and improve the quality of life and economic wealth of our citizens.

**SILVER**

**City of Hamilton Initiative Update**
City of Hamilton, Ohio
Hamilton, OH

The City of Hamilton Initiative Update is a 28 page brochure that communicates the City’s vision and the projects currently undertaking, including information such as project description, timeline, status, projected
investment, partners, and project pictures. Developed for a wide audience, the goal of the Initiative Update is to be comprehensive, digestible, accurate, and visually engaging.

The development of the Initiative Update responded to the need for a informational piece to highlight the many quality of life projects occurring in Hamilton, ranging from downtown revitalization to sustainability initiatives. Hamilton is a Rust Belt city that is working to transform its image, and the Initiative Update has fostered a great deal of enthusiasm about the future of the city.

BRONZE

Elgin County Heritage Guide
County of Elgin
Elgin County, ON
Canada

The Elgin Heritage Guide is a promotional brochure that showcases the area’s rich history and encourages travelers to visit historic places and events. The comprehensive guide includes museum listings, heritage walking tours, heritage buildings and attractions, historical plaques and information on barn quilt trails in the area.

Located in the heart of southwestern Ontario, Elgin County is a dynamic and growing community with a diverse base of agricultural, environmental, manufacturing, tourism and creative industries. Elgin County is welcoming, progressive and naturally breathtaking. A powerful entrepreneurial spirit drives Elgin’s businesses to excel and compete.

Business Resource Guide
Elk Grove Village
Elk Grove Village, IL

Located adjacent to O’Hare International Airport and the City of Chicago, Elk Grove Village, Illinois is an integral component of the Chicago Land Metropolitan Region’s economy. A planned community with approximately 33,000 residents, Elk Grove boasts the largest consolidated business park in the United States with over 62 million square feet of industrial inventory. Elk Grove’s business community is diverse, with major employers representing a broad range of industries including; technology, manufacturing, retail, health care, warehousing, and logistics.

The Village of Elk Grove developed the Business Resource Guide to serve as a one-stop-shop on how to open a business in the Village. The guide is a professionally produced piece enhanced with original Village photos and an easy to follow timeline format. It was first published in 2011 and is provided to all prospective and new businesses.

The goal of Elk Grove Village is to be recognized as the most business friendly community in America. The Business Resource Guide along with numerous other tools can be found on the Village’s website that is exclusively designed for businesses at www.egvbizhub.com.

For more information on business opportunities in Elk Grove Village please contact Josh Grodzin, Director of Business Development and Marketing at 847-357-4005 orjgrodzin@elkgrove.org.

Elk Grove Village… Beyond Business Friendly
Population 200,000–500,000

GOLD

Commercial Corridor Snapshot, 2012/2013
City of Richmond, Virginia Department of Economic & Community Development
Richmond, VA

The City of Richmond, Virginia’s Commercial Corridor Snapshot booklet gives detailed descriptions and demographic statistics on ten commercial corridors within the city. In addition, each page includes quotes from businesses located in the neighborhood, walking scores, images, maps, and bullet points on top assets of each of the areas. The booklet is of value to companies interested in learning about the different areas of the city in which they could locate.

SILVER

Charlotte IQ 2012: An Executive Summary of the Local Economy
Greater Reading Economic Partnership
Reading, PA

The Greater Reading Economic Partnership (GREP), which is an AEDO, is a public-private 501c(3) nonprofit organization focused on attracting, retaining and growing businesses in Greater Reading, Pennsylvania. GREP exists to successfully market a unique and wonderful brand: Greater Reading, PA. The more GREP educates people about our brand, Greater Reading, the easier it is to consistently communicate and reinforce our image as the place to be something greater—where businesses can grow and prosper and entrepreneurs can fulfill their dreams of success.

The “Greater Reading is Ready” brochure is industry specific, featuring one of the region’s targeted industries; Business and Financial Services (or call centers). The brochure serves to highlight Greater Reading’s readiness for a plug-and-play call center. The region’s readiness is based on the bi-lingual workforce and a specific property; the StonePointe Business Center, formally home to Lucent Technologies/Agere Systems.

The content for this brochure was originally developed for a specific company which had short-listed a property in Greater Reading. When the project did not come to fruition, Greater Reading Economic...
Partnership (GREP) brainstormed additional uses for the comprehensive information and data collected for the project. We were able to successfully translate the work into a marketing opportunity for the region.

**Population Greater than 500,000**

**GOLD**

**Montréal International**

Greater Montréal Life Sciences and Health Technologies Industry Profile
Montréal International
Montréal, QC
Canada

Montréal International has produced an electronic version of the Greater Montréal Life Sciences and Health Technologies Industry Profile, in collaboration with Montréal InVivo, the Life Sciences and Health Technologies (LSHT) Cluster of Metropolitan Montréal. This profile provides an overview of Greater Montréal’s LSHT industry and focuses on its major companies, organizations and sector highlights. The publication also includes several testimonials from executives that showcase the depth of the know-how and the creative synergy that exist in the industry. A series of video testimonials have also been produced and inserted into this profile.

**SILVER**

**calgary economic development**

Energy Sector Profile
Calgary Economic Development
Calgary, AB
Canada

As an authoritative resource for business information in Calgary, Calgary Economic Development strived to create relevant, succinct and visually appealing sector summary for Calgary’s energy industry, highlighting its strengths and leadership qualities as well as the tremendous opportunities for trade, investment and labour attraction.

**BRONZE**

**BUFFALO NIAGARA ENTERPRISE**

Buffalo Niagara Relocation Guide
Buffalo Niagara Enterprise
Buffalo Niagara, NY

Buffalo Niagara Enterprise’s (BNE) relocation guide is comprised of helpful references and lists that include education, health care, business organizations and top employers as well as tips for traveling to Canada, suggestions for day trips and descriptions of the areas, cities, towns and villages. Cultural and entertainment listings and even a checklist for moving day are also included. The relocation guide provides relocation information for businesses investing in our region, as well as local businesses recruiting employees from outside of our immediate area. Until the creation of our guide, this resource did not exist in Buffalo Niagara. This marketing tool is available in both print and BNE’s website at no cost.

Buffalo Niagara Enterprise (BNE) is a nonprofit, private business development and regional marketing organization dedicated to the proposition that, as a place where life works, the Buffalo Niagara region is the ideal place for businesses to locate, grow, and start up. We’re made up of a team of local investors, a board of directors, economic development partners, and professional staff who are passionate about what life in Buffalo Niagara has to offer our people and our businesses.
Transformation, Innovation, Reinvention: Creating Tomorrow’s Economy Today

AWARDS

PROMOTIONAL AWARDS

General Purpose Promotion

Population Less than 25,000

GOLD

Team Texas: Site Consultant Forum Promotional Video
Bastrop Economic Development Corporation
Bastrop, TX

Dave Quinn, CEcD, executive director of the Bastrop Economic Development Corporation decided to take an innovative approach and present a video as his 3 minute pitch to site consultants during the Team Texas Consultant Forum. The video visually took the audience to Bastrop and vividly illustrated the city’s features as Quinn made his pitch.

However, the Bastrop video was not the typical, highly produced travel log of area amenities and resources. The Bastrop video depicted Quinn in every scene, in different roles as a chef, bartender, shop keeper, technician and skilled laborer.

One of Bastrop’s key selling features is its friendly and motivated work force. This lighthearted video clearly illustrated these points while highlighting the city’s diverse business base. It also allowed Quinn to personalize the communities brand by putting a face with the name. It became a remarkable moment that was shared among the site consultants throughout the rest of the conference.

Population 25,000–200,000

GOLD

The Broken Arrow Economic Development Corporation knows that first impressions are key in attracting the attention of companies and site consultants. You only have a brief period in which to convey your message, and the more efficient you are at providing them what they need, the better. The annual Grounds for Development publication does just that through appealing and descriptive visuals, easy to locate data, and a quick introduction to the key highlights of the community. The long-term reach of this publication lies in its online presence. A dedicated website, www.brokenarrowretail.com, hosts the publication along with supplemental data that would not fit in the print version. We also distribute USB drives with the website etched in them such that, even if the documents are deleted from the drive, they always have access to them online and will be able to access the latest edition. Retail is crucial to the growth of our city as Oklahoma municipal governments receive most of their revenue through sales tax. As such, retail has become a cornerstone of our recruitment efforts, as is reflected in this publication.

SILVER

Urban Development & Investment Video
Saint John Development Corporation
Saint John, NB Canada

The project objective was to create a promotional video that had “punch” and stood out from other economic visual initiatives. We wanted to present the viewer with a tightly packed visual with accurate information and data to portray the City of Saint John as a favorable place to live, work and invest.

This video offered an incredible sound-track, stunning scenery, superb narration and a down-home approach giving the viewer a snapshot of Saint John’s lifestyle and business environment while creating a positive attitude and renewed pride in the community.
2012 Annual Meeting Video
Economic Development Corporation of Sarasota County
Sarasota County, FL

The Economic Development Corporation of Sarasota County (EDC) is a private, not-for-profit corporation leading the county’s economic development strategy to add high-wage jobs and diversify the economy. The EDC provides business assistance to companies in Sarasota County and those relocating here by working in partnership with local governments, chambers of commerce, workforce training providers and other organizations throughout the county and region. Sarasota County is located in the Tampa Bay region on the West Coast of Florida.

Our 2012 Annual Meeting Video was developed for presentation at our first annual meeting. Our goal was to communicate the work of the EDC and information typical of an annual report in a non-traditional, interesting and memorable way. The video is presented from the perspective of our President/CEO as he interacts with leaders of companies assisted, our board members, elected officials and EDC investors. The business leaders share their experiences with the EDC, assistance provided and company successes. Each of them, telling their own story, made the video very personal and memorable to the audience.

Through the video, we were also able to highlight the thriving film industry activity in our county and show our community’s competitive strengths as well. Visit www.edcsarasotacounty.com to view.

WorkIT Nashville
Nashville Area Chamber of Commerce
Nashville, TN

The WorkIT Nashville is a multi-faceted national marketing campaign targeted at recruiting technology talent to move to the Nashville/Middle Tennessee region. The campaign includes three major components that work to promote open technology positions in Nashville and to spread the word about technology opportunities in the Nashville area.

(1) A website, www.workitnashville.com, contains a unique job-matching technology that connects job seekers and companies and tells the story of Nashville for technology talent around the world, (2) The WorkIT Nashville Playbook provides a printed and virtual guide that helps employers sell the attributes and features of Nashville, and (3) a national marketing strategy centered on social media strategies pushes the word out around the nation about WorkIT and Nashville.

During the first six months of the campaign, over 1000 tech workers from around the world have loaded their resumes and been looking for positions, and employers are having real success in recruiting candidates to move to Nashville. The campaign is a joint public-private regional initiative.
SILVER

Greater Halifax Partnership

The Halifax Index
Greater Halifax Partnership
Halifax, Nova Scotia
Canada

The Halifax Index is a new and smarter way to measure economic development because it assesses key indicators such as immigration, taxes, life satisfaction and sustainability. These insightful indicators, when used to measure economic and community progress year over year, will become indispensable tools for helping companies, investors and governments make better decisions, rather than solely considering the traditional economic indicators of GDP and employment rates.

The Halifax Index tells the city's story of where we are today and what our best opportunities are. By aligning our city's resources there is a tremendous potential for long-term growth, particularly in maximizing Halifax's natural assets like our harbour and universities.

The Halifax Index is divided into four key areas—people, economy, quality of place and sustainability. It tracks the progress of the city's Economic Strategy and measures Halifax against five benchmark cities.

The Greater Halifax Partnership is the lead economic development organization for Halifax, Nova Scotia. As a public-private partnership, it brings all three levels of government together with more than 130 private-sector investors—large and small companies alike—to stimulate and drive economic development and growth.

BRONZE

small business development program

LocallyAustin.org
City of Austin, Economic Development Department, Small Business Development Program
Austin, TX

Recognizing that small business is vital to the local economy, LocallyAustin.org is a tool for residents and visitors to discover the many locally-owned, small businesses that give Austin its treasured and unique character. The website and mobile app offer an easy to use map and directory of locally owned small businesses.

The City of Austin Small Business Development Program launched coordinated campaigns timed with Austin's first ever hosting of the Formula 1 Grand Prix and the subsequent holiday shopping season. The campaign, aimed at attracting local businesses wishing to be listed on LocallyAustin as well as advertising the project to residents and visitors in search of goods and services, featured print ads in local papers; digital ads placed with popular visitor websites; signs placed in downtown circulator buses; street banners; and yard signs blanketing the footprint of the largest downtown festival.

To date, LocallyAustin has attracted listings from over 1,000 local businesses while helping thousands of residents and visitors to discover these businesses.

The mission of the Small Business Development Program is to foster job creation and support the growth of new and existing businesses by providing capacity building information, tools, and resources.
Annual Report

Population Less than 25,000

SILVER

Hutto Economic Development Corporation 2012 Annual Report
Hutto Economic Development Corporation
Hutto, TX

The Hutto Economic Development Corporation 2012 Annual Report is a sixteen page, full-color report designed to communicate the activities of the 2012 Fiscal Year to the Hutto community. The concept, design, layout, and copy editing was completely done in house by Hutto Economic Development Corporation staff and the finished copy is presented to the Hutto community at the Hutto Economic Development Corporation Year in Review Banquet.

As a publicly funded organization, the Hutto Economic Development Corporation has a responsibility to the constituents of the community to report its activities to the public. The 2012 Annual Report was designed to communicate the activities and financial standing of the organization during the 2012 Fiscal Year (October 2011 to September 2012) and the year to come, providing a timeless presentation of pertinent content that is necessary for organizational accountability.

This report was also designed to embrace the spirit, heritage and unique aspects of the Hutto community that make it such an exceptional place to call home. By encouraging integration of the rustic theme coupled with personal images throughout the document, a sense of document ownership was instilled throughout the community.

Population 25,000–200,000

GOLD

Chippewa County Economic Development Corporation Annual Report
Chippewa County Economic Development Corporation
Chippewa Falls, WI

Chippewa County Economic Development Corporation (CCEDC) publishes an annual report each year & distributes it to investors & stakeholders at its annual meeting held each May. CCEDC also provides copies to site selectors, prospects, & other interested parties throughout the year.

The annual report represents CCEDC’s identity & serves as an overview of the organization. It reveals major accomplishments in the areas of Business Development, Business Retention & Expansion, Entrepreneurialism, Government Efforts, Marketing & Communications, Regional Efforts & other successes.

The annual report provides accountability of the corporation to its stakeholders by not only reporting on the programs & finances but by highlighting benchmarks as well.

CCEDC’s annual report serves as an effective internal marketing tools. It successfully assists in recruiting new companies to the area by its extensive circulation. It becomes a collector’s item for board members, businesses & organizations that are listed or featured within. All of these factors contribute to the annual report meeting the CCEDC’s work plan marketing goal to build awareness & support for Chippewa County both locally & within its target markets as the place to do business in Western Wisconsin.
New Jersey has a rich tradition of bringing the world some very big thinking. In fact, we have more scientists and engineers per square mile than anywhere in the world, making ours one of the most highly skilled and educated workforces available. That means you have access to more of the top-level talent you need, right where you need it. Choose New Jersey, and enter a State of Brilliance.

For more information on how we can help you take your company to the next level, call Choose New Jersey, Inc. at 609.297.2200, or visit us today at choosenj.com.

choose: new jersey

Highly educated, perfectly located.
SILVER

Purdue Research Foundation 2011–2012 Annual Report: Our Global Connection
Purdue Research Foundation
West Lafayette, IN

This project covered the creation, publication and distribution of “Purdue Research Foundation 2011–2012 Annual Report: Our Global Connection.” The Foundation is a not-for-profit organization based in West Lafayette, Ind., with the mission to advance Purdue University’s quest for preeminence in discovery, learning and engagement through effective stewardship of assets.

The project entailed interviewing Foundation leadership and preparing annual report messaging for the acting president, senior vice president and senior staff. The seven-month process included appraising reports from leaders in seven departments, searching news releases and announcements for preeminent stories, organizing data and graphics to quantify accomplishments, and identifying and emphasizing successful Purdue Research Park-based companies. The Foundation manages the Purdue Research Park, which is the largest university-affiliated incubation complex in the country.

BRONZE

Annual Report 2011–2012
Henderson County Partnership for Economic Development
Hendersonville, NC

Each year, the Henderson County Partnership for Economic Development in Hendersonville, NC produces an annual report to recap on the events of the year. For the 2011–2012 year, the Partnership took a different approach by using a timeline to tell the story of each event and to show how economic development projects often overlap and can often be a lengthy process. The organization worked with companies to develop their story as well as accurately document their success through photography.

The Henderson County Partnership for Economic Development is the professional economic development organization for Henderson County, NC and assists over 135 manufactures that call Henderson County home as well as actively recruit like-minded advanced manufacturing companies that would complement the area.

“High Point USA: Moving Forward”
High Point Economic Development Corporation
High Point, NC

“High Point USA: Moving Forward” is the 2012 annual report of the High Point Economic Development Corporation. The report highlights the economic development activities and projects of the city. In addition, seven-year trends in construction capital investment and job creation are featured. Also presented are the city’s attributes and recent accolades along with the largest employers and largest taxpayer listings.

The annual report’s companion piece is a folder called “High Point USA: Profile 2012–2013.” Positive quotes from business leaders are included. Featured are High Point’s internationally-based companies, the city’s transportation assets, the city’s business parks, and industry clusters.

The High Point EDC—a department of city government in High Point, NC— is a public/private organization whose mission is to assist local companies in expanding and to attract new businesses to the city.
AWARDS  PROMOTIONAL AWARDS

Population 200,000–500,000

GOLD

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE

2011–2012 Year in Review
Lubbock Economic Development Alliance
Lubbock, TX

The Lubbock Economic Development Alliance (LEDA), Visit Lubbock (the Convention and Visitors Bureau) and Lubbock Sports host an annual Economic Forecast Luncheon for the public to attend. The luncheon serves as a time to highlight each entity’s accomplishments throughout the year. A Year In Review piece is distributed during the luncheon showcasing the successes of the entities’ past fiscal year in an easy-to-read and eye-catching format. The piece includes information such as economic impact numbers of each entity, new business locations, highlights of each entity’s annual events, groups serviced, marketing accomplishments, honors and awards for staff members and goals for the next fiscal year. The Year in Review also features testimonials from clients that have received support from the organizations throughout the past fiscal year. The goal of this piece is to educate the Lubbock community about the impact each of these organizations has on the local economy.

SILVER

VIRGINIA BEACH ECONOMIC DEVELOPMENT

Virginia Beach 2012 Annual Report
Virginia Beach Department of Economic Development
Virginia Beach, VA

The 2012 Virginia Beach Economic Development Annual Report, titled “Big Bold Beach 2012”, highlights the key economic development achievements for the City of Virginia Beach during the past year. Designed as both a promotional and informational piece, the 2012 format was deliberately changed to more succinctly and directly emphasize key results and facts, while also reflecting strong incorporation of graphics and images to tell the successful economic story of Virginia Beach. The report addresses each initiative area of the City’s economic development program, using both hard data as well as relevant achievements of individual local businesses within each initiative area. It was distributed as an insert with Inside Business, the regional business journal, to their 10,000 subscribers. The report is also available electronically on theyesvirginiabeach.com website, and in PDF format on Economic Development staff iPads for use in client meetings. Virginia Beach Economic Development is the primary business attraction, retention and service organization for the City of Virginia Beach, Virginia. With 440,000 residents, Virginia Beach is the largest City in the Virginia Beach MSA of 1.7 million people.
Population Greater than 500,000

GOLD

Greater Richmond Partnership, Inc.
Richmond, VA

Business First Greater Richmond is the business retention and expansion program of The Greater Richmond Partnership, the economic development organization representing the City of Richmond and the Counties of Chesterfield, Hanover and Henrico, Va.

The Business First Greater Richmond annual report is the result of 571 interviews between program volunteers and local company decision makers. The information gathered from these interviews helps us determine the needs of the company and understand the region’s business climate. The Business First program relies on the local economic development agencies to organize and rally teams of volunteers.

The annual report has seen several variations in the few years that we have produced it, but obviously this format is the best for all parties. The gatefold interior pages reveal the past fiscal year’s results, making it a selling point for participating businesses and volunteers alike.

The brochure also reported details regarding the program’s results, successes and awards it had received.

SILVER

2011 Tulsa’s Future Annual Report
Tulsa Regional Chamber
Tulsa, OK

The 2011 Tulsa’s Future Annual Report provides a summary of Economic Development’s regional accomplishments and goals for 2011. Tulsa’ Future is a five-year economic development plan created by the Tulsa Regional Chamber including 29 regional partners in Northeast Oklahoma. The partnership’s goal is to build a highly competitive, globally integrated regional economy by mobilizing private-sector leadership to focus on resources for economic growth and vitality.

BRONZE

2011 Annual Report
Calgary Economic Development
Calgary, AB
Canada

In previous years, Calgary Economic Development has published a very traditional annual report and distributed it at the annual Report to the Community luncheon for 600 business and community leaders in Calgary. For the 2011 report, a different approach was taken:

The organization was in the midst of rebranding and planned to unveil the new identity at the Report to the Community. The annual report would be the first pieces of the brand that would be presented to the public and so a fresh approach was developed and would consist of three key elements:

- A printed piece that would tell the story of the organizations key accomplishments in a highly visual manner
- A six minute video that would be shown at the Report to the Community and would be hosted on CalgaryEconomicDevelopment.com
- Downloadable PDF, hosted on the website, and would provide the in-depth financial reports of a traditional annual report.

Taking this approach allowed the energy to be showcased in a very visual format.
The Greater Richmond Partnership, Inc. is an economic development team representing the counties of Chesterfield, Hanover, Henrico, and the City of Richmond, Va.

The Partnership offers site location assistance and other services to domestic and foreign companies planning new or expanded facilities. It is a single point of contact to the network of private sector and state and local government professionals that supports a company’s location decision.

The Partnership’s 2011–12 Annual Report highlights our organization’s fiscal year results and program successes. This year, we incorporated more photography—particularly screenshots of our successful video series, “Greater Richmond: Come & Stay,” which wrapped in April of 2012. These shots helped kick off each section, in addition to further promoting the series to our readers.

We take a lot of pride in telling a well-rounded story of our organization to current and potential investors. A large part of this story is accurately reporting our results in a clear manner with easy to understand verbiage and visuals. A clean design facilitates the transparency we provide to our investors and stakeholders.

Greater Richmond Partnership, Inc.
Richmond, VA

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The South Dakota Governor’s Office of Economic Development (GOED) works to expand primary job opportunities for all South Dakotans. We strive to retain and expand existing businesses, foster new businesses, facilitate business succession and recruit out-of-state businesses. The GOED publishes a yearly annual report and distributes it to shareholders, media, partners and prospects. The intent of the project is to inform our shareholders about our success during the past year. We also use it as a recruiting tool for companies looking to expand to South Dakota. With the exception of the printing, this piece was done entirely in-house.

Paid Advertisement Campaign

Population Less than 25,000

GOLD

Bio-food Manufacturing Investment Campaign—Carbohydrate Valley
City of Port Colborne
Port Colborne, ON
Canada

The Bio-food Manufacturing Investment campaign encourages new investment in Carbohydrate Valley, as Port Colborne’s bio-food manufacturing cluster is branded. Since its inception in 2012, the bio-food manufacturing investment attraction campaign has been introduced to the marketplace via a multi-disciplined approach that includes a strategic mix of print, electronic, and online media. A series of print advertisements incorporating the Carbohydrate Valley messaging have been inserted in publications targeting site selectors. Two award-winning videos have been produced, and distributed through YouTube and DVD. As well, a stagger cut brochure has been developed and is distributed at conferences, in information packets, and to targeted leads.

“Carbohydrate Valley” consists of a growing cluster of companies actively engaged in the biotechnology and food-ingredients/food-processing sector. These include a grain and oil seed milling, grain terminals. Through partnerships between these companies, a local supply chain exists where locally grown grain can be milled and refined into value added products and ingredients that are shipped internationally.
The theme of the Campaign—“all the right ingredients”—emphasizes that Port Colborne one of the few locations in North America with local access to glucose and citric acid means and is well positioned for major investments in the bio-food industry. Port Colborne’s transportation network, “open for business” attitude, labour force, and attractive lifestyle means Port Colborne has all the right ingredients for success in business. It offers the amenities that businesses require, and the lifestyle that employees want.

The City of Port Colborne is a beautiful waterfront community located on Niagara’s South Coast, 20-minutes from the Canada-US Border crossing at Buffalo, NY. With a population of 19,000 people, the city’s largest sectors include manufacturing, tourism and government services.

**SILVER**

**H-H**

Village of Hinsdale
Hinsdale, IL

“H-H” was an eight-month long integrated print and online advertising campaign that was designed to encourage residents of the west suburban region of Chicago to visit the historic Village of Hinsdale. With approximately 55 to 60 percent of Hinsdale’s sales taxes generated by non-residents, ongoing outreach to the region has been deemed critical to the health of the local economy. The goals of the “H-H” advertising campaign were to generate awareness of the community, particularly with those who are unaware of its offerings; complement the Village’s concentrated shop local campaign, “Village Values”; and, generate additional sales- and food and beverage-tax revenue to bolster infrastructure investment and protect public services. An initiative of Hinsdale’s Economic Development Commission, “H-H” was integral to Distinctly Hinsdale, a multi-media branding effort that strives to promote economic health and vitality, ensure relevance in an evolving economy, and celebrate the community’s unique and historic sense of place.

**Village Values**

Village of Hinsdale
Hinsdale, IL

“Village Values” was an eight-month long print advertising campaign designed to encourage residents of the historic Village of Hinsdale in west suburban Chicago to consider first the local retail establishments of the community when their shopping and dining decisions are being made. “Village Values” was designed to reinterpret the ubiquitous “shop local” message; highlight the Village’s retail establishments in such a manner so as to develop personal connections with residents; remind residents of the full range of options at home, from meeting daily needs to finding special gifts to enjoying special nights out; educate citizens and business owners on the direct linkage of local spending to municipal projects and services; and, generate additional sales- and food and beverage-tax revenue to bolster infrastructure investment and protect public services. An initiative of Hinsdale’s Economic Development Commission, “Village Values” was integral to Distinctly Hinsdale, a multi-media branding effort that strives to promote economic health and vitality, ensure relevance in an evolving economy, and celebrate the community’s unique and historic sense of place.
Transformation, Innovation, Reinvention: Creating Tomorrow’s Economy Today

**AWARDS**

**PROMOTIONAL AWARDS**

**Population 25,000–200,000**

**GOLD**

**Pflugerville Business Recruitment Advertising Campaign**

Pflugerville Community Development Corporation

Pflugerville, TX

This campaign for the Pflugerville Community Development Corporation is meant to convey that the city of Pflugerville (in this ad’s case for the One Thirty Commerce Center) has everything a business needs to be successful.

The overall objective was to lease or sell property within the One Thirty Commerce Center. The concept and graphical direction was chosen because it allowed us to convey several key messages:

1. One Thirty Commerce Center is unique, multi-use industrial park with property ready to lease or purchase.
2. One Thirty Commerce Center provides everything a business needs to be successful including sustainable energy sources, access to major transportation routes, access to a qualified workforce, proximity to major markets, and an established infrastructure.

The Pflugerville Community Development Corporation’s mission is to make the City of Pflugerville a regional employment center by actively pursuing opportunities in the areas of business retention, expansion and attraction through the promotion of economic and community development.

**SILVER**

**Board Meetings…Don’t Have To Be Boring**

Business Development Board of Martin County

Stuart, FL

The unique nature of the ad spotlights actual Martin County, Florida’s CEO’s in a setting that says it all. On a beautiful Martin County day, the shot was taken on Stuart Beach simulating a board meeting amongst CEO’s from Martin County. Included are: Scott Stier, Marty Stern and Eddie Kolos of H2Ocean; Stephanie Holloran of SEPCO; Jana Stolper of Seatorque; Janie Vallery of Armstrong Nautical; and Bill Greene of Level 3 Inspection. The BDBMC developed the tag line, designed the ad and coordinated the photo shoot with these executives. All of whom represent targeted industry businesses in our area.

The Business Development Board of Martin County is the county’s official economic development organization, and partner of Enterprise Florida, Inc. and Florida’s Research Coast. The mission of the BDBMC is to promote economic growth in Martin County by retaining and assisting existing targeted businesses and attracting desirable new businesses while preserving the quality of life, and expanding educational and employment opportunities. Also involved in this ad, is our state partner Enterprise Florida’s new branding logo.
**Population 200,000–500,000**

**GOLD**

**Think Arlington Marketing Campaign**  
Arlington Economic Development  
Arlington, VA

Arlington Economic Development (AED) launched the Think Arlington targeted marketing campaign, “Intersections” as a tool to attract new companies to the area and grow existing ones. The campaign and its slogan, “Arlington: at the intersection of business, technology, innovation, culture and diversity” positions Arlington as a premier location for start-up and relocating high-tech, research and related companies by highlighting Arlington’s existing, highly-skilled workforce and culture-rich amenities. This approach shows how Arlington County is comprised of smart, forward-thinking businesses/industries/amenities “intersecting” with, or in close proximity to, each other. The coexistence of these elements within Arlington makes the community a desirable destination for relocating businesses and individuals. Building on AED’s previous campaign, which had a more narrow focus, targeting the C-level decision makers, AED broadened the audience to include the workforce and developed the “Intersections” campaign. More and more, the decision makers of a company are influenced by their workforce. They value the opinions of where their workforce wants to be located.

**Population Greater than 500,000**

**GOLD**

**LocallyAustin.org Paid Promotional Campaign**  
City of Austin, Economic Development Department, Small Business Development Program  
Austin, TX

Recognizing that small business is vital to the local economy, LocallyAustin.org is a tool for residents and visitors to discover the many locally-owned, small businesses that give Austin its treasured and unique character. The website and mobile app offer an easy to use map and directory of locally owned small businesses.

The City of Austin Small Business Development Program launched coordinated campaigns timed with Austin’s first ever hosting of the Formula 1 Grand Prix and the subsequent holiday shopping season. The campaign, aimed at attracting local businesses wishing to be listed on LocallyAustin as well as advertising the project to residents and visitors in search of goods and services, featured print ads in local papers; digital ads placed with popular visitor websites; signs placed in downtown circulator buses; street banners; and yard signs blanketing the footprint of the largest downtown festival.

To date, LocallyAustin has attracted listings from over 1,000 local businesses while helping thousands of residents and visitors to discover these businesses. The mission of the Small Business Development Program is to foster job creation and support the growth of new and existing businesses by providing capacity building information, tools, and resources.
Transformation, Innovation, Reinvention: Creating Tomorrow’s Economy Today

AWARDS

SILVER

ONTARIO CANADA

Your Next Big Idea Advertising Campaign
Ministry of Economic Development, Trade and Employment, Government of Ontario
Toronto, ON
Canada

The Ontario Ministry of Economic Development, Trade and Employment is focused on attracting foreign direct investment by encouraging and assisting businesses from around the world to expand into the province. In these challenging economic times, it has never been more important to aggressively pursue FDI to generate wealth and stimulate trade.

In 2011, Ontario launched a new multi-platform advertising campaign that rebranded the province as a growth engine; a dynamic and innovative place where things are happening. This campaign leverages the insight that a business person, regardless of where they are from, wants to achieve both personal and business success. It boldly asserts that Ontario is a choice so smart, if could be their next big idea.

Here’s Your Next Big Idea is a compelling invitation to prospects, supported by colors that represent optimism and visuals that put Ontario at the centre of the globe, with callouts and statistics that describe the advantages to doing business in Ontario.

And the results speak for themselves. Despite a global decline in FDI, Ontario maintained its position among the top three sub-national jurisdictions in North America, and was number #1 on a per capita basis for major states and provinces.

BRONZE

COLUMBUS 2020

“Think you know US?” Digital Advertising Campaign
Columbus 2020
Columbus, OH

Columbus 2020’s digital advertising campaign was targeted to business leaders across the United States, with placements that included a mix of animated static and animated banners, interactive units including live feeds and video, and mobile units. Media partners were carefully selected through an extensive selection process, resulting in placements on highly regarded national news sites and more than 50 local news media sites in targeted markets.

Creative executions highlighted advantages and accolades unique to the Columbus Region, raising awareness of the area as a thriving place to grow a business or a career. Multiple creative executions were developed so that each individual placement was delivering a strategically targeted message, while still remaining cohesive to Columbus Region brand and broader campaign.

The campaign exceeded all goal metrics, overdelivering on purchased impressions, yielding a clickthrough rate well above the benchmark for its category, and tripling web traffic.
Newsletter/Newspaper

Population Less than 25,000

GOLD

Wilmington Air Park

News From the Runway
Wilmington Air Park
Wilmington, OH

The Wilmington Air Park is Aviation and Logistics Business Park located in central Ohio. The Air Park features a fully-functional airport that can land virtually any aircraft built today. The Park features over 3 million square feet of industrial, office and hangar space. The Air Park is strategically located between Cincinnati, Columbus and Dayton, Ohio.

The Air Park is the former home to DHL’s US operations. When DHL ceased operations in the US, the city of Wilmington lost over 8,000 jobs. An extensive redevelopment initiative was launched to attract tenants to the Air Park and replace lost jobs. The Air Park marketing team also launched a marketing campaign which included rebranding, electronic and print advertising, media relations and trade relations. As part of the marketing program, it became apparent that it was critical to communicate at the local level the progress being made within the Park. “News from the Runway” is a year-long newspaper and electronic campaign. It was designed to educate the local community, both businesses and consumers, about the economic development progress taking place at the Air Park. This campaign has been instrumental in shaping the spirit of the local community.

Population 25,000–200,000

GOLD

The EBI Network

The Entrepreneurial Mindset
City of Galesburg—EBI Network
Galesburg, IL

The EBI Network, in its efforts to prepare and position the Galesburg/West Central Illinois Region for economic growth and the transition into a ‘21st Century Economy’ seeks to engage, educate, empower and promote the regions businesses and stakeholders. Through the delivery of information and tools that can be used transform businesses from ‘old-industrial-era’ to ‘new-innovation-era’ businesses that grow and thrive as opposed to those that just survive.

The EBI Network staff contributes content for this bi-monthly e-newsletter, and continuously modifies it to best serve its clientele. Currently there are 957 subscribers to the e-newsletter, and reader feedback has been positive and constructive.

Content designed to educate clientele in the areas of Entrepreneurship, Innovation, Globalization and Sustainability are often presented and linked to events that further these initiatives such as an Innovation Certification Workshop presented in conjunction with the University of Illinois’ Business Innovation Services, workshops on business succession planning, and inbound trade missions.

The EBI Network is a collaboration among economic development stakeholders in the Galesburg/West Central Illinois Region, and led by the city of Galesburg. The EBI Network focuses on Entrepreneurship, Innovation, Globalization and Sustainability.
SILVER

Energy Newsletter
Big Sky Economic Development and Billings Chamber/CVB
Billings, MT

Big Sky Economic Development (BSED) partners with the Billings Chamber/CVB to publish the Energy Newsletter—a monthly e-newsletter customized for a targeted audience. Energy development plays a large role in Montana's current economic landscape and this monthly newsletter highlights information about the industry and how the economy in our region is impacted. The newsletter is sent to over 1,500 recipients that deal with energy development in our region.

The newsletter is designed to reach individuals that are directly and indirectly impacted by energy development. We believe the e-newsletter can be used to educate recipients about opportunities, advancements and challenges presented by energy development. The project affects Yellowstone County and the businesses surrounding Billings, MT.

Big Sky Economic Development (BSED) is a public-private partnership. BSEDA, the public agency, evolved from the Montana TradePort Authority launched in 1989 by the Yellowstone County Board of Commissioners. BSEDC, the private business side, was started in 2002. Over 125 of the county's top businesses are member-investor partners in the EDC. Together, the organization's mission is to sustain and grow Yellowstone County's vibrant economy and outstanding quality of life, by providing leadership and resources for business creation, expansion, retention, new business recruitment and community development.

BRONZE

Purdue Research Park Innovation Express e-news, A publication of the Purdue Research Foundation
Purdue Research Foundation
West Lafayette, IN

This project covered the planning, creation and distribution of “Purdue Research Park Innovation Express e-news, A publication of the Purdue Research Foundation.” The Foundation is a not-for-profit organization based in West Lafayette, Ind., with the mission to advance Purdue University's quest for preeminence in discovery, learning and engagement through effective stewardship of assets.

The Foundation manages the Purdue Research Park, which is the largest university-affiliated incubation complex in the country.

Population 200,000–500,000

GOLD

Mesa Economic Reporter Newsletter
City of Mesa Office of Economic Development
Mesa, AZ

The City of Mesa Office of Economic Development publishes Mesa's Economic Reporter, a quarterly newsletter, distributed to more than 4,000 business, academic, and community representatives, highlighting recent project announcements, featuring business assistance programs, and providing trend data and information pertinent to Mesa's targeted industries including healthcare, education, aerospace/aviation, tourism and technology (HEAT).
The primary goal of the newsletter is to raise awareness regarding the volume of economic development activity occurring in Mesa, Arizona. This communication tool enables staff to tell a more comprehensive story about the types of projects locating and expanding in Mesa, the infrastructure improvements (Light Rail), and the industries Mesa is attracting and growing in our City. The Office of Economic Development uses the newsletter to share the momentum we have created and to generate additional enthusiasm for the community and economic development.

The City of Mesa is located in the eastern area of the Phoenix metropolitan region and is the third largest city in Arizona with a population of over 400,000. The Office of Economic Development has a talented staff of fourteen professionals working to help build a vibrant, competitive and desirable community for Mesa's residents and businesses.

BRONZE

Economic Development Weekly E-Newsletter
City of Riverside—Office of Economic Development Riverside, CA

The City of Riverside Economic Development team works in partnership with a consultant who is well engaged in the community to produce a weekly E-Newsletter sent every Tuesday that pulls together the week’s stories from the Office of Economic Development blog and the community-focused Seizing Our Destiny blog. The newsletter serves as a source of continued communication and engagement with our local businesses and community members, as well as numerous subscribers from outside of the City to drive traffic to our website, keep the conversation going, tell our story, and celebrate our successes. The Office of Economic Development has taken an active role in helping to tell Riverside’s story through many forms of media and online communications and the e-newsletter was created as a way to capture our major online content sources into one consistent, concise, informative, and eye-catching blast that can be easily shared among the recipient’s connections.

Population Greater than 500,000

GOLD

Choose New Jersey, Inc.
Princeton, NJ

Choose New Jersey, Inc., New Jersey’s economic development marketing and lead generation agency, launched Jersey Byte to provide timely updates about the state’s business climate, project announcements, expansions, rankings, legislative changes and other relevant news to a business audience.

A non-traditional rapid e-news post designed to look similar to a postcard, Jersey Byte does as its title suggests: delivers brief nuggets of information about New Jersey economic development activity. Just a few sentences in length, the e-news post is respectful of its readers’ time while providing in-depth information on each topic via a link to the Choose New Jersey website.

Choose New Jersey, Inc. is an independently funded and operated 501 (c)(3) nonprofit corporation created by New Jersey’s business leaders to position the state as a world-class leader in the competitive global marketplace. The organization’s mission is to encourage and nurture economic growth throughout New Jersey, including a focus on making the state’s most distressed cities engines for growth and opportunity.

Choose New Jersey is one of four elements of the New Jersey Partnership for Action (PFA) which also includes the Business Action Center, reporting directly to the Lt. Governor; the Secretary of Higher Education; and the New Jersey Economic Development Authority.
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Creating Tomorrow's Economy Today

AWARDS

SILVER

Greater Phoenix Economic Council

GPEC Connection eNewsletter
Greater Phoenix Economic Council
Phoenix, AZ

GPEC Connection is the monthly eNewsletter produced by the Greater Phoenix Economic Council (GPEC). It is sent to 1,628 constituents and outlines the previous month’s prospect and locate activity. Prospect generation includes number of prospects during the month, potential capital investment, total jobs projected and the average salary per worker. The locate report includes year-to-date numbers on locates, jobs created, total payroll and square feet absorbed. Links to other reports are included in the eNewsletter, such as the Progress Toward Goals monthly report, which summarizes the organization’s performance metrics and the Prospect Overview report, which provides a more in-depth review of the region’s prospect pipeline, including percentages derived from each target industry. Finally, the eNewsletter also provides recent news headlines, lists upcoming GPEC events and includes three feature articles highlighting regional advancement and spotlighting a regional municipality.

GPEC is a public-private partnership representing 23 municipalities and more than 160 private investors in the Greater Phoenix region. GPEC has been working on behalf of businesses looking to relocate or expand for nearly 25 years. Its mission is to attract quality businesses to the Greater Phoenix region from around the world, and to advocate and champion foundational efforts to improve the region’s competitiveness.

GOLD

DAVID JOHNSTON
RESEARCH+TECHNOLOGY PARK
UNIVERSITY OF WATERLOO

WATCH Magazine
David Johnston Research & Technology Park at the University of Waterloo
Waterloo, ON
Canada

This dynamic annual publication of the David Johnston Research + Technology Park at the University of Waterloo captures the exciting people and projects that work in this collaborative environment located on the north campus of the institution and is distributed to all the tenants in the park as a pride piece, to major stakeholders, economic development partners, and to consulates around the world. Today the R+T Park is home to 50+ companies and 3,500 knowledge workers. Tenant companies include global leaders such as SAP, Open Text, CISCO, Blackberry, AGFA Healthcare and almost two dozen start-ups in the Accelerator Centre. [W] www.rtpark.uwaterloo.ca [W] www.acceleratorcentre.com

SILVER

2012 GEDP Investor Profile
Galveston Economic Development Partnership
Galveston, TX

The 2012 GEDP Investor Profile was a first of its kind publication for the Galveston Economic Development Partnership. The 88-page, full color magazine illustrates the many facets of Galveston’s economic base. Data was collected from various sources to compile demographic data and other pertinent information about Galveston (i.e. Top 10 employers, Top 10 Taxpayers, the major industries contributing to
Galveston's success and results of the 2012 Business Employer Survey, etc.). The publication was unveiled at the GEDP Developer Conference, was distributed in over 20,000 newspapers in the Galveston County region through the Galveston County Daily News subscriber list and is used for potential developer and investors interested in Galveston.

Population 200,000–500,000
GOLD

Santa Clarita Valley Economic Development Guide
Santa Clarita, CA

The Santa Clarita Valley Economic Development Guide (the Guide) was developed by the Santa Clarita Valley Economic Development Corporation (SCVEDC) as a 48-page, full-color publication showcasing the regional attributes and competitive advantages of residing, working and recreating in the Santa Clarita Valley. The publication features a center gatefold inclusive of a map indicating new developments on the horizon for Santa Clarita as well as information showcasing Santa Clarita’s lifestyle and pro-business appeal.

SILVER

25th Anniversary Magazine
Anchorage Economic Development Corp.
Anchorage, AK

Anchorage Economic Development Corp. (AEDC) was created in 1987 to grow and diversify the Anchorage economy. In 2015 AEDC will be hosting the IEDC Annual Conference in Anchorage. In early 2012 AEDC partnered with Alaska Journal of Commerce (AJOC) to publish a commemorative 25th Anniversary magazine.

The 60-page, full color, glossy magazine celebrated the past 25 years of economic development in Anchorage, Alaska. AJOC published 15,000 copies of the special edition magazine at no cost to AEDC and in return AEDC recognized AJOC for their contribution at the highest level of AEDC Investor membership. Using AEDC’s reputable brand and recognition AJOC was able to cover their costs through ad sales. The response to the publication was overwhelmingly positive with many businesses requesting additional copies for employees and customers. Some businesses began incorporating the magazine into relocation packets for new employees. The magazine has a strong shelf-life with content that remains relevant today. Copies of the magazine are still being requested a year later.

Population Greater than 500,000
GOLD

Catalyst
Baton Rouge Area Chamber (BRAC)
Baton Rouge, LA

In 2011, the Baton Rouge Area Chamber (BRAC) launched The Creative Capital Agenda; a five-year strategic plan centered around six core strategies. In order to ensure that the campaign’s investors stay aware of the results accomplished, BRAC publishes a magazine entitled Catalyst three times a year. The magazine provides detailed information on the organization’s recent accomplishments, while also supplying glances into future goals and general regional economic information. Care is taken with the design of each issue to ensure that the publication remains visually interesting while keeping a consistent format. This encourages readers to go through the entire publication and remain informed.
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SILVER

Florida High Tech Corridor Council
Heathrow, FL

The Florida High Tech Corridor Council (FHTCC) is a regional economic development initiative of the University of Central Florida, the University of South Florida and the University of Florida whose mission is to grow high tech industry and innovation through partnerships that support research, marketing, workforce and entrepreneurship.

Since 2002, FHTCC has produced an annual magazine, florida.HIGH.TECH, which showcases homegrown research and innovation within the 23-county Corridor region to increase awareness of the area’s growing high tech industry. florida.HIGH.TECH highlights groundbreaking research between university faculty and industry partners, business leaders changing the game in diverse high tech clusters, full-length editorial stories of innovation and FHTCC’s annual report.

BRONZE

Wisconsin Economic Development Corporation
Madison, WI

The Wisconsin Economic Development Corporation (WEDC) worked with BizTimes Media to create a flagship magazine—WisconsinBiz—to promote business development in the state. Building upon positive changes in Wisconsin’s business climate and the creation of WEDC to lead economic development efforts in the state, the planned publication and its corresponding online website was seen as an opportunity to celebrate the state’s economic assets.

The goal of WisconsinBiz was be threefold:
1. To help businesses in Wisconsin grow.
2. To provide solid reasons for businesses to move to and expand in Wisconsin.
3. To help businesses in Wisconsin attract and keep the brightest talent.

The publication sought to deliver value by highlighting the state’s economic development tools available to businesses and showcasing the most dynamic industry clusters, research partnerships and regional economic opportunities.

Many organizations came together in this publication to tell their unique stories and to relate the benefits of doing business here. WEDC used the editorial opportunity WisconsinBiz afforded us to highlight key strategic initiatives we are pursuing to accelerate business growth and job creation within the state. Each WEDC-authored article contained a specific call to action meant to connect readers with the resources available to help them succeed.

Special Event

Population 25,000–200,000

GOLD

Schmooze Cruise
Economic Development Association of Skagit County
Mount Vernon, WA

EDASC is a member based Economic Development Association in Skagit County, WA. EDASC provides relocation services for companies looking to relocate or expand into WA State. Since 1972, they have been the official Economic Development entity in Skagit County and host the region’s Small Business Development Center, and Latino Business & Retention program.
Schmooze Cruise is a community wide, self-guided, behind the scenes tour over one and a half days featuring 10 Skagit County, WA Manufacturers. Tickets for the general public cost $15 each. In conjunction with the event, EDASC coordinated a VIP Tour for prospective companies looking to expand or relocate to Skagit County.

The initial invitation to VIP’s was a spiral bound book with return RSVP that not only included the invite—but included advertising for relocation/expansion in an editorial format.

Each week for 5 weeks, EDASC produced a series of articles that were inserted into local newspapers and also mailed directly to the entire prospect list who received the initial invitation book.

This event brought significant positive media exposure to manufacturing in their community. 100% of people who completed the post event survey said they were more supportive of manufacturing as a result of the event.

**SILVER**

**Innovation Summit**
Juneau Economic Development Council
Juneau, AK

The Juneau Economic Development Council, in collaboration with others, implements initiatives to maintain, expand and create jobs and economic opportunities. JEDC recognizes the important role that innovation plays in our economy. Through the Innovation Summit, JEDC brings together representatives from key industry groups, entrepreneurs, government and civic leaders that are committed to greater prosperity in our region. The Innovation Summit:

- Shares best practices in economic development at the local and state level.
- Introduces new paradigms for conducting and supporting business.
- Offers real examples of what innovation looks like in companies in Alaska.
- Focuses attention on priorities of key industry groups in our region.
- Engages policy makers with industry representatives and their issues.
- Sharpens the dialog about economic development.
- Invites new people to engage in these efforts.

Highlights of the 2013 Innovation Summit included presentations on Shared Value, Cluster Work in Portland, Oregon, and state strategies that support Science, Technology, Engineering and Mathematics (STEM) education, technology commercialization, and innovation. You can see much of the event at www.jedc.org/innovation. Come join us at the 2014 Innovation Summit in Juneau, Alaska, January 29–30

**BRONZE**

**ElginLicious Marketing Tour**
County of Elgin
Elgin County, ON
Canada

The ElginLicious marketing tour was developed to market and promote the quality culinary attractions and businesses that are part of Elgin County’s Savour Elgin Program with an overall goal of increasing tourism visitation to the County and thus increasing revenue for Savour Elgin member businesses. For 10 days in October 2012, ElginLicious invited residents and visitors to take advantage of the area’s finest restaurants, wineries, specialty food shops and agri-tourism destinations at three fixed price points.

Located in the heart of southwestern Ontario, Elgin County is a dynamic and growing community with a diverse base of agricultural, environmental, manufacturing, tourism and creative industries.

Elgin County is welcoming, progressive and naturally breath-taking. A powerful entrepreneurial spirit drives Elgin’s businesses to excel and compete.
Hackathon
Anchorage Economic Development Corp.
Anchorage, AK

Anchorage Economic Development Corp. was created in 1987 to grow and diversify the Anchorage economy. In 2015 AEDC will be hosting the IEDC Annual Conference in Anchorage. The Hackathon was a weekend-long event that brought together coders from disciplines across the technology sector in Anchorage. The Hackathon went for a straight 48 hours and was organized as a friendly competition among coders to develop apps, databases and web-based services. The goal was to bring programmers from across Anchorage together to create applications from government data and create solutions to improve the community. We also wanted to help build the technology community in Anchorage as this is an industry we would like to grow.

The event was a smashing success with four ideas presented to judges at the end of the weekend that ranged from a public transportation app to a database of employment data. A group that met at this Hackathon went on to continue coding collaboratively to develop the “Adopt-A-Hydrant” web app for Anchorage. The app went on to win an award from Code for America. Since the inaugural Hackathon, AEDC has hosted two more successful Hackathons that have brought together more than 40 programmers that have developed more than a dozen apps.

City of Mesa Mayor’s Downtown Summit
City of Mesa Office of Economic Development
Mesa, AZ

In March 2012, the City of Mesa, Arizona hosted an event called the Mayor’s Downtown Summit which provided a unique opportunity for Mesa to showcase available sites for redevelopment, share its vision of transit-oriented development (TOD), unveil the new form-based code, and prepare the development community to work in tandem with the City to realize its vision.

Hosted by Mesa Mayor Scott Smith, the Summit brought together developers, investors and key city staff to share the TOD vision for downtown Mesa. More than 50 developers attended the event and learned about assets and opportunities currently available in the downtown area.

The Summit included a full day of activities featuring presentations, a bus tour of downtown Mesa, and a networking event—a Cubs spring training baseball game at Mesa’s Hohokam Stadium. Ten sites in downtown and along the light rail alignment were highlighted during the virtual tour and many other development opportunities were mentioned.

The City of Mesa is located in the eastern area of the Phoenix metropolitan region and is the third largest city in Arizona with a population of over 400,000. The Office of Economic Development has a talented staff of fourteen professionals working to help build a vibrant, competitive and desirable community for Mesa’s residents and businesses.
Art of the Deal—Why Bingham Chose Lexington for its Global Services Center
Commerce Lexington Inc.
Lexington, KY

In December 2012, Commerce Lexington Inc. held a new and exciting event for our key investors and supporters called “Art of the Deal: Why Bingham McCutchen Chose Lexington, KY for its Global Services Center.” This unique event gave people an inside look at the process of how Lexington recruited such a well-known international law firm and their new Global Service Center to the region. Over 100 people were involved in the recruitment process including our economic development group, Governor Steve Beshear, Lexington Mayor Jim Gray, University of Kentucky President Dr. Eli Capilouto, and the Kentucky Cabinet for Economic Development.

After we held a press conference with the firm’s Chair, Jay Zimmerman, and the COO, L. Tracee Whitley, alongside the Governor, Lexington Mayor and Commerce Lexington Inc.’s CEO, we recognized that our board of directors, investors, council members and other stakeholders heard the praise and great reasons why Bingham chose Lexington, but the press conference didn’t get into the details of how Lexington was chosen. There were so many details and facts about the project that didn’t surface during the press conference. We then planned Art of the Deal to share the behind the scenes story of how Lexington was chosen out of 350 cities.

Ireland Scotland Labour Attraction Mission
Calgary Economic Development
Calgary, AB
Canada

As companies in Calgary and Alberta continue to face shortages of skilled workers, Calgary Economic Development is working to help organizations address the issue through a number of initiatives. In 2012, one of these initiatives was to lead a labour attraction mission to Ireland and Scotland with the following agenda:

- Introduce Calgary companies to a new market for skilled talent from Ireland and Scotland to help address their current and future skill worker shortages
- Tell the Calgary story to Irish and Scottish workers to create awareness about the city as a great place to live, work and make a life

In October 2012, Calgary Economic Development led a delegation of 42 business people representing nine Calgary-based companies, and included representatives from both the Government of Alberta and Jason Kenney, Minister of Citizenship, Immigration and Multiculturalism on a labour attraction mission to Dublin, Ireland and Glasgow, Scotland.
The Iowa Economic Development Authority (IEDA) invited site selectors to an iconic Iowa event—RAGBRAI. RAGBRAI is a weeklong bicycle tour across Iowa. Riders in 2012 rode over 400 miles with temperatures reaching 100 degrees some days. They also experienced authentic Iowa hospitality, great food and major fun along the route.

Kathy Anderson spearheaded the event and coordinated execution with essential partners. Local economic developers showcased their community through housing with business leaders and hosting receptions. IEDA produced thoughtful marketing and event materials that were bicycle-friendly and appropriate to the spirit of the event. Considering the team of riders was essential to ensure the right mix of those who could ride the required mileage, articulate Iowa’s strengths, assist with bicycle repair/maintenance, or assist with logistics. RAGBRAI officials were also key partners.

Tremendous preparation, team-building, articulation of the vision, and attention to detail were necessary to create this memorable and successful familiarization event. Within a few months, Iowa had become a finalist for a project as a direct result of the familiarization event. This familiarization event was one element within a larger outreach effort to site selectors. Since January 2011, IEDA has funded/assisted projects with $7.8 billion in capital investment.

General Purpose Website

Population Less than 25,000

GOLD

Tullahoma Area Economic Development Corporation Website
Tullahoma Area Economic Development Corporation
Tullahoma, TN

Seeking to capitalize on its reputation as a smart community, the Tullahoma Area Economic Development Corporation re-branded its marketing campaign with the slogan “think Tullahoma” and rolled it out with a creative, website highlighting the city's history in aviation and aerospace. Known for its research and testing in aerodynamics, Tullahoma wanted to focus on its intellectual capital by producing a website that was creative, yet provided a glimpse into the city’s history with Arnold Air Force Base and it’s renown wind tunnels used for flight testing. The website also was designed to highlight the community’s retail, medical, and fiber assets. The Tullahoma Area Economic Development Corporation is a newly formed organization by the City of Tullahoma, Tennessee.

SILVER

Website for Marble Falls Economic Development Corporation
Marble Falls Economic Development Corporation
Marble Falls, TX

The Marble Falls EDC partnered with EDSuite to overhaul the organization’s web site and better reflect
the dynamic nature of our lakefront community in the Texas Hill Country. The end result is a cleaner site with fresh images, a better content management system, a robust property search tool, a multitude of available reports, and integrated feeds for social media platforms. Site traffic is considerably higher on the new site, with 86% more visits, 68% more unique visitors, and 197% more page views so far this year. In addition, visitors are spending more time on the new site (+123%) and viewing more content (69% more pages per visit). 45 minutes west of Austin and 75 minutes north of San Antonio, Marble Falls is uniquely positioned to capitalize on growth opportunities while preserving the character and charm for which we’re known.

GoKeneddale.com
Orasi LLC
Fort Worth, TX
The Kennedale EDC spent almost a decade creating a business environment that was ripe to attract successful entrepreneurs. To make the business world aware of the new opportunities, Orasi designed a branding campaign (Keneddale: Progress Central) that used a new and enticing Website as the face, heart and superhighway of the business development effort. But instead of the traditional approach of primarily using the Website as a data center, the EDC specifically designed its Website to be a lead generator. Each of the pages was designed and written to prompt visitors to self-qualify as being actively interested in learning more about the community and its opportunities. Each Web page made a compelling case for its subject area and ended with a call-to-action to motivate visitors to instantly link through to an EDC contact point for additional information and/or a personal follow-up to open a dialogue that ultimately would lead to attracting the business to Kennedale.

Population 25,000–200,000
GOLD

The City of Waterloo
City Of Waterloo
Waterloo, ON
Canada
The City of Waterloo is a community in which to live, work, learn, and play. Recognized for its ability to reinvent itself throughout history, Waterloo’s community offers a high quality of life, strong tradition of industry, entrepreneurship, and is internationally recognized in the fields of research, science, technology, and innovation. Located only an hour west of Toronto, Waterloo’s diverse economic base includes high tech, manufacturing, financial services, and three post-secondary institutions. With a population of approximately 130,000, Waterloo is home to major knowledge economy employers, global think-tank organizations and Quantum Valley. In 2007, Waterloo was recognized as the World’s Top Intelligent Community by the Intelligent Communities Forum, and most recently as an age-friendly city by the World Health Organization.

In 2011 the City undertook a three phase process to develop a new website that would connect and engage citizens with municipal government and empower both to work together. The project focused on creating an outward facing website that was about the community and accountable to the citizens. The website provides: easy-to-use navigation; timely and relevant information and content; robust search capabilities; numerous online services; citizen engagement tools and complies with the new Provincial accessibility standards. For more information about the City of Waterloo please visit www.waterloo.ca
Transformation, Innovation, Reinvention: Creating Tomorrow’s Economy Today

AWARDS  INTERNET AND NEW MEDIA AWARDS

SILVER

LANCASTER SC WORKS  LANCASTER COUNTY ECONOMIC DEVELOPMENT CORPORATION

New Organizational Website
Lancaster County Economic Development Corporation
Lancaster, SC

Lancaster County Economic Development Corporation (LCEDC) is a 501-C4 organization, formed in 1986 and governed by a 19-member Board of Directors, made up of 8 public sector appointments and 9 private sector members.

LCEDC is part of the Charlotte Region and works with the South Carolina Department of Commerce and the Charlotte Regional Partnership to bring and retain industries to Lancaster County.

LCEDC President since 2003, Keith Tunnell has more than 12 years of Economic Development experience. Elaine J. McKinney, Director of Business Retention and Expansion, Grants and Agribusiness along with Jennifer Nelson, Graphic Artist and Marketing Associate assist Mr. Tunnell.

Based on the interest of our diverse audience, we took our website to a more user-friendly format by allowing our viewers to access their interest within three clicks. Our site focuses on the needs of the site selector, our existing industry and the general public. With a multi-generational audience, we wanted to appeal to each of their interests by supplying the information necessary for their particular visit. This site provides information on our organization, sites, county and access to our document library, which is quite helpful. Please visit www.lancasterscworks.com and learn more about LCEDC and Lancaster County.

BRONZE

Building an Unexpected, Unforgettable Economic Development Website
Columbus Economic Development Board
Columbus, IN

Columbus, Indiana is a small Midwestern community that prides itself on its nationally recognized economy and living experience. The strengths of the community often come as a surprise to the uninitiated, thus a community-wide tag line was adopted—“Columbus, Indiana: Unexpected. Unforgettable.”

Unfortunately, the local economic development website, ColumbusIN.org, was far from offering an unexpected, unforgettable user experience. Formerly a static website, with outdated and missing data, no clear targets, and lacking a site & building database, the site provided an inadequate user experience for site consultants, corporate decision-makers, and existing businesses.

In response, the Columbus Economic Development Board launched its “Unexpected, Unforgettable Website” project. Marketing firm TD Advertising was given the task of building an award-winning economic development site, and today, ColumbusIN.org utilizes the latest innovations in web development to meet the needs of site consultants, prospects, and existing businesses.

ColumbusIN.org today offers near real-time data & information that is showcased with custom graphics, local photos, success stories, and a responsive design that allows the site to automatically reconfigure its layout for desktop, tablet, or smart phone viewing. With these enhancements and more, the site now lives up to its expectation of offering an unexpected, unforgettable user experience.
Population 200,000–500,000

GOLD

Gilbert Economic Development Information Website
Gilbert, Arizona Office of Economic Development
Gilbert, AZ

The goal of the Gilbert Economic Development Information website (www.gilbertedi.com) is to increase the awareness of Gilbert, Arizona through the engagement of national and international investors, decision makers and influencers. To best serve the needs of the targeted audience, the website features in depth pages highlighting Gilbert’s targeted markets, development incentives, workforce, market access and location; a unique feature called the custom report builder; a digital news room; and a commercial real estate search.

Located in the southeast valley of the Phoenix metropolitan area, Gilbert, Arizona is capitalizing on the community’s existing research and development activity, workforce and collaboration efforts to be a regional and national leader within the science and technology industry sectors.


SILVER

WindsorEssex Website Refresh
WindsorEssex Economic Development Corporation
Windsor and Essex County, ON
Canada

The mission of the WindsorEssex Economic Development Corporation is to maximize economic diversity, growth and prosperity in the Windsor-Essex Region. Our team and partners focus on business attraction, business retention and expansion strategies that is necessary to strengthen the economy of community and region.

A redesign of the WindsorEssex Economic Development Corporation’s website www.choosewindsoressex.com included the delivery of a mobile-enable site.

Our number one objective of the website redesign project was to continue to build brand identity, awareness and interest in the Windsor-Essex region while improving accessibility, search engine optimization, increasing traffic and improving the overall user experience. The new website was launched in early October of this year and now provides a consistent experience across all devices from smart phones to desktop computers and everything in between. Since the new website was developed for 20% less the cost of a traditional agency by working with a local private consultant team, the cost savings allowed us the opportunity to invest in research and analysis work prior to development to ensure the site meets and exceeds the objectives. The analysis work provides a focused guide for planning and developing the new website. In-house resources were utilized to enhance the content quality of the website to ensure it was relevant to each audience.

BRONZE

Website Redo
Greater Fargo Moorhead Economic Development Corporation
Fargo, ND

The Greater Fargo Moorhead Economic Development Corporation built a new user-friendly, content driven website as a tool to market the Fargo, N.D.—Moorhead, Minn. MSA to job seekers and businesses.
Attention was paid to ensuring the website was well optimized for search engines in order to increase traffic. More than half of the website traffic is from search engines. Today, the WindsorEssex Economic Development Corporation ranks in the top 5 organic listings when searched by name or region within the top 3 search engines.

Some promising trends we’ve seen since launching the new site:

- Visits increased by 24.2%
- Unique visitors increased by 15.8%
- Page views increased by 50.5%

The result was an increased quality of content and added substantial value to our users. In 2013, the website received 131,922 visits and 91,464 unique visitors. By having a more effective and user friendly page, we also saw an 11% decrease in incoming research inquiries to our research coordinator.

**SILVER**

**Website**

Canada’s Technology Triangle Inc
Waterloo Region, Ontario
Canada

Canada’s Technology Triangle Inc (CTT Inc), established in 1987, is a not-for-profit, public/private economic development partnership focusing on Foreign Direct Investment to market the Waterloo Region to the world. Typically, we are the first point of contact for international organizations looking to expand. Working with business partners and community leaders, we connect Global with Local.

The Waterloo Region is a leading global investment location, attracting innovation-driven businesses, entrepreneurs, and talent.

Our website strives to share the message of Waterloo Region as a place of profound opportunity, to showcase the strengths of Canada’s Technology Triangle, provide simplified translation to our international audience, promote our Social Media interactions, integrate with our CRM system for better web-lead tracking as well as highlight our corporate and community partners. Our partner carousels demonstrate the strength and scope of collaboration in the Region—all sectors contribute to the economic development and prosperity of Canada’s Technology Triangle.
Special Purpose Website

Population 25,000–200,000

GOLD

Akron BioMedical Corridor Website
The City of Akron
Akron, OH

The Akron Biomedical Corridor is the brainchild of Akron’s Mayor Don Plusquellic. His vision is that the Akron Biomedical Corridor will become a globally recognized leader in patient care, medical education, biomedical research, and the commercialization of innovative biomedical technologies, products and services. Its mission is to leverage Greater Akron’s current institutional and commercial strengths in healthcare, higher education and research by creating a platform for meaningful regional cooperation that spurs economic growth, the creation of wealth, and a better standard of living for our city and region. Its primary strategies are: to capitalize on the area’s foundation clusters (polymers, metalworking, industrial controls and electronics) by focusing on biomaterials/advanced materials as they relate to orthopedics, wound healing, medical devices and medical IT; develop strategic international technology bridges to attract innovative companies, technologies and talent; and, to globally promote the Corridor and its assets through various media. The Akron Biomedical Corridor contracted with Whitespace Creative of Akron to develop its marketing materials and website.

SILVER

MaricopaMatters.com Website
City of Maricopa
Maricopa, AZ

The City of Maricopa is a community with a “Proud History and Prosperous Future.” Located between Phoenix and Tucson, in the high growth Sun Corridor, Maricopa is poised for success. Maricopa became Arizona’s 88th municipality when it was incorporated in October 2003. Since that time, the city experienced an extreme amount of growth that catapulted it from a population of less than 5,000 to more than 45,000. Historically an agricultural community, Maricopa’s business base has translated those ties into the agritech, cleantech and research and development fields. Two cutting-edge agricultural research facilities call Maricopa home—United States Department of Agriculture’s Arid-Land Agricultural Research Center and University of Arizona’s Maricopa Agricultural Center. Maricopa is also home to Arizona’s first ethanol plant and Volkswagen’s North American proving grounds.

As a city celebrating its tenth anniversary, site selectors and corporate real estate professionals are often unaware of the tremendous assets Maricopa has to offer. We launched MaricopaMatters.com to showcase the advantages of locating in Maricopa and help real estate professionals evaluating the community find the information they need as quickly as possible. The result is a website that streamlines the site selection process by delivering valuable content coupled with a straightforward navigation system.
yesmartinfl.com
Business Development Board of Martin County
Stuart, FL

The Business Development Board of Martin County (BDBMC) has voluntarily subjected itself to Florida’s open records law; “Sunshine”. We are required to notice all meetings, upload all financial data and other relevant public information to our website.

In an effort to not detract from our Business Recruitment & Expansion efforts, the Business Development Board of Martin County (BDBMC) developed an additional website “yesmartinfl.com” solely for the purpose of business development. The website is geared toward site selectors and others looking to relocate or expand their business. It allows site selectors and business owners to obtain the infrastructure and demographic information that they are looking for without having to wade through BDBMC administrative information. We listened to what we heard from site selectors and developed the site around them.

We also have a unique map page feature located on the bottom of the home page. These interactive maps highlight attributes of three of our local communities.

We have received great feedback from site selectors around the world and have seen a dramatic increase in traffic to this site as opposed to our BDBMC website. The interactive maps are also receiving increased traffic now that they are included on the new site.

Myrtle Beach Regional Economic Development Corp.
MBREDC Educational EDC Website—Public Relations
Conway, SC

This website was designed to help educate people about our organization and economic development in our county and region.

WindsorEssex Economic Development Corporation
Windsor and Essex County, ON, Canada

The mission of the WindsorEssex Economic Development Corporation is to maximize economic diversity, growth and prosperity in the Windsor-Essex Region. Our team and partners focus on business attraction, business retention and expansion strategies that is necessary to strengthen the economy of community and region.

In 2010, the WindsorEssex Economic Development Corporation launched an online database that went far beyond what its previous business directory had to offer. The goal was to develop a user friendly, comprehensive, self sustaining system that listed in detail the capabilities of the manufacturing businesses within our region.

The database was built with the users as the focal point. With the information tailored specifically to who will be viewing it. Esthetically pleasing profiles coupled with key information points provide potential partners all of the vital information they need to know before
they even decide to pick up the phone or type out an email. It helps the Economic Development team to highlight the regions capabilities even when we are far from home. More importantly the buywindsorsexess Manufacturing Capabilities Database provides a free, user friendly and professional showcase for companies in our region, highlighting what they bring the table in terms of capabilities and services offered.

On average, the current site gets 4000 visits a month, including both general and keyword driven searches. With a powerful analytics tool, we are able to see where people are accessing the site from, what they are looking for, and in turn are able to then tailor the site based on current trends. The success of the database is dependent on its user base, by creating a useful, easily accessible tool; we have also created a self sustaining system that is continuously updated by our businesses, who know the value and importance of having a tool such as the Manufacturing database assisting to promote their company’s skills and expertise.

Population Greater than 500,000

GOLD

WorkIT Nashville
Nashville Area Chamber of Commerce
Nashville, TN

WorkIT Nashville is a multi-faceted campaign to recruit technology workers to the Nashville / Middle Tennessee region. One of the central marketing components of the campaign is the web site www.workitnashville.com. The website contains a unique job-matching technology that benefits both job seekers and companies. Candidates upload their resumes, connect to LinkedIn and search for jobs. Local companies can post their IT job openings (free of charge), create a company page, and search the database of candidates. The website also contains 40 pages of content about the IT community, neighborhoods, entertainment, cost of living, demographic information, philanthropy, family activities and more.

The WorkIT Nashville web site is the central connecting point for all aspects of the marketing campaign. Other components include the WorkIT Nashville Play Book—a glossy, printed guidebook to be used by employers as they work to recruit technology talent from other markets in the country, and the world. The final component is a robust national marketing strategy utilizing social media, blogs, online advertising, and direct mail campaigns that tell the story of the technology scene in Nashville. Since the launch of the campaign four months ago, over 1100 candidates from around the world have uploaded their resumes to the site and there are numerous employer success stories from the campaign.

SILVER

Work in the Triangle, Smarter from Any Angle
Greater Raleigh Chamber of Commerce
Raleigh, NC

The Work in the Triangle campaign is a regional talent attraction initiative lead by the Greater Raleigh Chamber of Commerce that launched on May 9, 2012, to recruit and connect top talent with employers and job opportunities in the key industry clusters of the Research Triangle Region of North Carolina. The initiative’s talent recruitment strategy is to position the Triangle nationally and internationally to highly skilled talent as a smarter place for skilled professionals to work, live, play and learn.

To do this the initiative has leveraged social, digital and mobile media, developed content, including videos, testimonials and resource links, using the campaign's specially designed talent attraction website portal, as the one-stop shop for all of this information. A unique feature of the website includes a What’s Your
Angle Profile page that enables local residents to create profiles on why they love working and living in the Triangle. This human facing element has been instrumental for companies to recruit talent. The site has also has an dedicated ambassador page for local residents, “Smarty Pants Ambassadors”, to engage with the initiative, subscribe or contribute to the “Smartopia” blog. For more information visit www.WorkintheTriangle.com or via Twitter @orkTriangleNC.

**BRONZE**

**PoweringFlorida.com**
Florida Power and Light Company
Juno Beach, FL

FPL’s PoweringFlorida.com is an online resource designed to strengthen Florida’s competitive advantage in business recruitment/attraction and grow the state’s economy by helping businesses start up, expand or relocate their operations in Florida.

The site showcases the diverse benefits that Florida has to offer and makes it simple for decision-makers to choose the perfect location in Florida for their business. Before we developed this site, we asked site selection consultants what they would want in a utility-driven website. Unequivocally, we were asked for black and white, objective data. So, we built the site to offer compelling data on Florida’s cities and counties, on a platform site consultants are accustomed to using.

PoweringFlorida.com provides information about workforce, available real estate, utility rate options and potential incentives. Based on GIS Planning’s award-winning Zoomprospector tool, we took it one step further by integrating EMSI workforce data, creating the most comprehensive community profiles available.

Additionally, the site provides a platform for Florida’s communities to market available real estate.

PoweringFlorida.com boasts the state’s most complete property database. We provided a local interface to each county in Florida so that no matter where a prospect/consultant began exploring our state, they would receive the same, robust information.

**BRONZE**

**National Public Relations**
 Halifax, NS
Canada

Led by the NATIONAL Public Relations team in Halifax, Nova Scotia, Canada, the six-month Build Your Centre public engagement program sought the input of citizens on the architectural design of Nova Centre, a one-million square foot mixed-use development by Rank Inc. in the heart of Nova Scotia’s capital city. The project website BuildYourCentre.ca became a critical online hub for information sharing, feedback capture, and discussion. Thousands from communities across the province participated in the process both in-person and online.

The program resulted in an exciting new design that reflected citizens’ aspirations for Nova Centre as a place where Nova Scotians can connect to one another and the world. The online engagement via BuildYourCentre.ca increased the engagement program’s reach and effectiveness in building community support for the project.

NATIONAL Public Relations is the largest public relations consultancy in Canada, with offices in Victoria, Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax, St John’s, as well as New York and London. The Firm serves leading corporate, government and institutional clients and offers the full range of communications services, including corporate communications, investor relations, public affairs, employee engagement, public consultation and participation, marketing, technology and healthcare communications, as well as digital communications.
New Media

**Population 25,000–200,000**

**GOLD**

**SPARK**

@ann_arbor_usa

**Integrated Marketing Strategy with New Media**
Ann Arbor SPARK
Ann Arbor, MI

In 2012, Ann Arbor SPARK made a significant strategic shift in its marketing efforts. It committed to an integrated marketing plan that delivered consistent messaging across a range of new media: Social media, online newsletters, website, videos and podcasts as well as direct communication with stakeholders and clients. Ann Arbor SPARK integrated new with "traditional" marketing platforms, including print collateral materials, press releases, email campaigns, and information boards at its incubators.

By implementing a new, integrated approach to marketing, Ann Arbor SPARK has been able to broaden its reach national and globally, extend its messaging and more fully engage its target audiences. In doing so, the organization has improved its overall outreach and effectiveness at generating awareness of the region as a destination for business growth.

**SILVER**

**Map-N-Tour**

Map-N-Tour, Inc.
Midland, MI

Map-N-Tour (http://www.mapntour.com) is a 3D mapping application that enables communities to more effectively convey lifestyle benefits to potential businesses, highlight city attractions as an economic draw for tourism, and help increase revenues for participating businesses. It makes a community’s story more immersive, interactive, and engaging. This tool helps decrease costs, increase outreach, and provide anytime/anywhere access via web, mobile, and tablet devices. Map-N-Tour offers the advantage of simplicity, affordability, and versatility. Only basic computer skills are required to create professional, dynamic web, mobile, and tablet applications using our unified content management system. The Map-N-Tour app is available in both the Apple and Android app stores. As a complimentary product to traditional statistical and demographic data of GIS systems, Map-N-Tour can seamlessly integrate with GIS augmenting it with a more visual representation of a community’s assets.

**BRONZE**

**Southwest Indiana Video Booklet**
Economic Development Coalition of Southwest Indiana
Evansville, IN

The Economic Development Coalition of Southwest Indiana looks for innovative ways to promote the Southwest Indiana brand to site selection professionals and corporate relocation consultants; and, the video booklet creatively meets that objective. The video booklet visually marriages printed narrative with broadcast quality on-demand video focusing on why companies choose Southwest Indiana as the place for their success. The iPod-like video display runs four broadcast-quality commercials with stunning photography along with testimonials from top Indiana business leaders while capturing the essence of the region’s tagline: Southwest Indiana—You might be surprised at what you’ll find.

The Coalition acts as the umbrella economic development organization and brand marketing arm for Gibson, Posey, Vanderburgh, and Warrick Counties in Southwest Indiana. The Coalition facilitates and coordinates business attraction, retention and
expansion activities; and, supports efforts to enhance the business climate through regional capacity building. Since its formation in late 2006, the Coalition has helped to secure $437 million in new investment and 3,034 new jobs from existing and new companies such as AT&T, Berry Plastics, Mead Johnson, Toyota Boshoku and Vuteq. The Coalition helps communities build new capacity for future development and has helped secure more than $70 million in grants.

**Virginia Beach Community Profile iBook**
Virginia Beach Department of Economic Development
Virginia Beach, VA

The 2013 Virginia Beach Community Profile iBook is a mobile-friendly comprehensive presentation with key facts, demographics and statistics on the city of Virginia Beach, and represents a significant structural innovation in how the Virginia Beach Department of Economic Development (VBDED) markets itself. By incorporating videos and other interactive features, the iBook format allows VBDED to present its information in a highly intuitive new medium that is easily shared and updated; it also becomes part of the City’s branding strategy—Virginia Beach is a City that understands and utilizes new technologies. The flexibility of the iBook format also allows VBDED to be more efficient and effective in preparing and making presentations, as existing data does not have to be reformatted into a new presentation program: presenters can easily move from chapter to chapter within one dynamic document, or, using tablet devices, switch between different digital documents quickly & easily as required. It has become a truly transformative marketing tool for the Department. Virginia Beach Economic Development is the primary business attraction, retention and service organization for the City of Virginia Beach, Virginia. With 440,000 residents, Virginia Beach is the largest City in the Virginia Beach MSA of 1.7 million people.

**AEDC Connections E-Zine**
Anchorage Economic Development Corp.
Anchorage, AK

Anchorage Economic Development Corp. was created in 1987 to grow and diversify the Anchorage economy. In 2015 AEDC will be hosting the IEDC Annual Conference in Anchorage. The AEDC Connections E-Zine is a digital publication that AEDC produces quarterly. In 2012 AEDC migrated all quarterly newsletter publications from print to digital. It was a cost-saving decision that allowed AEDC to better track readers and their interaction with our material. The digital platform enables AEDC to better share our material with a wider audience and allows a more engaging experience for the reader with embedded videos, links and access to social media feeds.

**PoweringFlorida® Resource Center**
Florida Power and Light Company
Juno Beach, FL

FPL’s PoweringFlorida® Resource Center is a one-of-a-kind resource that empowers each community in Florida with tools to help increase their competitiveness in business attraction. The Center assists economic development organizations within the state of Florida, as well as businesses and site selection consultants who are considering Florida as a location for a project.

The Center provides a number of tools designed to increase competitiveness when attracting and
retaining corporations. A Regional Evaluator enables the user to evaluate a community’s strengths, weaknesses, opportunities and threats. The Targeting Browser leverages the SWOT analysis to identify target markets and companies for recruitment within those sectors. It also uses a unique algorithm that generates prospects that might be considering an expansion to FPL and Enterprise Florida, the state’s economic development agency.

The Resource Center has been called a “game changer” for Florida’s economic development efforts. FPL provides local EDOs statewide with this unique tool for free. By educating local EDOs on what sectors are a fit for their communities, the Resource Center is enabling every Florida community to compete for projects and win!

SILVER

Work in the Triangle, Smarter from Any Angle
Greater Raleigh Chamber of Commerce
Raleigh, NC

The Work in the Triangle campaign is a regional talent attraction initiative lead by the Greater Raleigh Chamber of Commerce that launched on May 9, 2012, to recruit and connect top talent with employers and job opportunities in the key industry clusters of the Research Triangle Region of North Carolina. The initiative’s talent recruitment strategy is to position the Triangle nationally and internationally to highly skilled talent as a smarter place for skilled professionals to work, live, play and learn.

The Work in the Triangle initiative has leveraged twitter to supplement physical job fairs with “Virtual Career Fairs”, allowing job seekers both at the event and from across the country to connect with the campaign and find top positions available in the region. The site also hosts a top 10 jobs list titled “TriangleTuesdays” of companies that are hiring every Tuesday and leverages Twitter and a RSS feed to promote the jobs. The initiative has leveraged Twitter, Facebook and their website to generate engagement in their local ambassador program, called “Smarty Pants Ambassadors”. They have leveraged YouTube and Instagram to host contests as part of their external marketing efforts to engage potential talent interested in relocating to the Triangle. For more information visit www.WorkintheTriangle.com or via Twitter @WorkTriangleNC.

Program Awards

Tech-Based Economic Development

Population 200,000–500,000

BRONZE

BBDP SBIR/STTR Rent Subsidy Incentive Program
Bluegrass Business Development Partnership
Lexington, KY

The Bluegrass Business Development Partnership’s (BBDP) Rent Subsidy Incentive Program is an initiative created for out of state SBIR/STTR companies that have relocated their companies to Lexington, Kentucky. The rent program reimburses out of state SBIR/STTR companies for their first year of rent, up to $10,000.00. This program was created by the BBDP, a collaboration between the city of Lexington, the University of Kentucky, and Commerce Lexington Inc. These three entities work together to recruit high-tech R&D companies to Lexington. Money for this program is allocated from the city, which saw the need to assist small companies that have the potential for growth. The rent program is a proactive approach to leverage the state’s SBIR/STTR match program, which matches a Phase I federal SBIR/STTR award up to $150,000 and a Phase II federal SBIR/STTR award up to $500,000. The state program is attractive to SBIR/STTR companies because the state’s money is more
flexible and can be used to assist the companies to reach commercialization faster. The local Rent Subsidy Incentive Program has been helpful in attracting match recipients to look more closely at Lexington as opposed to other parts of the state or other states across the United States.

Population Greater than 500,000

GOLD

SCRA Technology Ventures

SC Launch
SCRA Technology Ventures
N. Charleston, SC

SCRA Technology Ventures helps innovative companies grow, develop new technologies and create jobs in South Carolina. This is primarily accomplished through our SC Launch economic development program. SC Launch is a private, not-for-profit SCRA affiliate. It is a collaboration among SCRA and South Carolina’s university research foundations (Clemson University, the Medical University of South Carolina and the University of South Carolina). SC Launch supports the growth of the Knowledge Economy in South Carolina by:

- Supporting the creation of knowledge-based companies and high wage-earning jobs
- Assisting early-stage companies commercialize their products and services
- Helping turn intellectual property from research universities and commercial markets into innovative technologies
- Promoting industries that contribute to growing technology clusters in the state
- Facilitating the relocation of technology companies to the state

SILVER

The JumpStart Entrepreneurial Network: A Collaborative, Connected Approach to Delivering Entrepreneurial Support
JumpStart Inc.
Cleveland, OH

In 2003, Entrepreneur reported Northeast Ohio had the “worst performing entrepreneurial outcomes for a large U.S. region between 1990–2002.” This report catalyzed the region to take action: the community mobilized to bring public, private and philanthropic partners together to prioritize tech-based entrepreneurship. As the decade progressed, entrepreneurial activity increased, and so did the number of programs and capital sources available to founders. This necessitated an organized way to help entrepreneurs leverage the most appropriate resources to help move their high growth companies forward.

The JumpStart Entrepreneurial Network is a connected group of mentors, educators, seed funds, accelerators and incubators that work closely to provide early-stage entrepreneurial support across 21 counties and nearly 4M people. This Network builds on the region’s positive entrepreneurial momentum and ensures tech-based ventures receive the right resources at the right time in their development. By working together, the partners provide specialized resources to growing tech companies in a manner that is complementary, efficient and cost-effective. Cleveland-based JumpStart Inc., a nonprofit venture development organization committed to strengthening the economic vitality of Northeast Ohio and the US by helping communities realize their entrepreneurial potential, is a participant in and the manager of this collaborative group.
Global Water Center, Milwaukee, Wisconsin
Wisconsin Economic Development Corporation and
The Water Council
Milwaukee, WI

The Global Water Center is a public/private partnership with three distinct goals:

- Provide physical space for the Water Council and its industry, academic, and economic development partners
- Catalyze development of the surrounding area
- Foster entrepreneurship

The refurbished 98,000 square foot, seven-story brick warehouse is designed specifically for water technology firms and cluster-supporting stakeholders. The $21 million dollar project includes state-of-the-art water-flow testing laboratories, exhibit space for new prototypes, accelerator space for eight startups, and a 45-seat auditorium. The Center will support a workforce of some 200 people.

As a result of this development, an 18-acre brownfield site across the street is now an industry park devoted exclusively to water technologies. To the south and east of the Global Water Center is also a lightly populated industrial mixed-use area now slated for redevelopment.

WEDC is underwriting the rent and acceleration programming for six startup enterprises located in the building. This investment allows the Water Council to offer the world’s first mentor-driven seed accelerator focused on addressing global challenges in fresh water. Partners in the initiative include the International Water Association, UW-Whitewater School of Business, and venture company Imagine H20.

Multi-Year Economic Development

Population Less than 25,000

GOLD

Hutto Economic Development Corporation Program of Works 2008–2012
Hutto Economic Development Corporation
Hutto, TX

The Hutto Economic Development Corporation (EDC) is the designated economic development entity for Hutto, Texas, a suburb of 20,000+ people on the Northeast edge of the Austin-metro region. This organization has developed over the last five years from just another rural economic development organization to one that is lauded as a premier economic development organization for not only the Austin region, but across the state of Texas. Establishing and sticking to a five-year strategic and growth plan has enabled this organization to be effective and change the face of Hutto forever.

The implementation of these strategies signify what a drastic effort was taken to develop a small, rural community economic development program into one of the premier organizations throughout the state of Texas and the United States. By focusing on developing a well-respected, transparent, cutting-edge organization, the Hutto EDC has been able to change the face of the community through marketing initiatives, development of a business retention and expansion program, developing key infrastructure to enable green field development, developing educational partnerships with multiple higher education institutions and community partners, and establishing the community as a successful player within the Austin-metro region.
Storefront Improvement Program
City of Universal City, TX
Universal City, TX

In 1927 the Army Air Corps obtained 405 acres of farm land and began the construction of Randolph Air Force Base (RAFB). Scores of temporary buildings were built to support the endeavor; buildings that later became the core of Universal City. Economically, the Quonset and clapboard structures have no historical value, and only attract the typical businesses near a military base; tattoo parlors, auto sales/repair shops, and bars.

In 2004, Universal City’s economic development board implemented the Storefront Improvement Program to stimulate private investment and encourage impactful improvements to building exteriors. The competitive Program offered a dollar-for-dollar reimbursement of up to $10,000 for selected projects. Since its inception, the Program has awarded 69 projects which resulted in $2M of capital improvements to the business district; $1.7M in private investment; $408k investment by the ED Board. Other tangible results have included the rise of gross sales from all industries from $214,948,264 in 2004 to $397,438,245 in 2011. Reporting outlets increased from 423 to 630 for the same time period. Within that data, the retail sector increased by 125 outlets and over $96 million. Tenant mix has also been improved and the automotive sales/repair presence reduced.

City of Fort Wayne Commercial Façade Grant Program
City of Fort Wayne Division of Community Development
Fort Wayne, IN

The City of Fort Wayne’s Commercial Façade Grant Program is a dollar-for-dollar matching grant that provides up to $20,000 to single-tenant buildings and $40,000 to multi-tenant buildings. These grant projects revitalize the exterior of older buildings in the core of the City, transforming them into inviting, vibrant, commercial gems. It is designed to help local businesses and encourage entrepreneurship, while at the same time cultivating the “local flavor” of Fort Wayne within the heart of the City.

The City of Fort Wayne’s Department of Redevelopment pursues aggressive development partnerships between the public and private sectors. As part of the department’s economic development efforts, staff provides direct liaison/support to Greater Fort Wayne Inc. Metro Chamber Alliance, supports international trade, and provides services that support and stimulate business growth, community investment, and development.
Lehigh Valley Land Recycling Initiative
Lehigh Valley Economic Development Corporation
Lehigh Valley, PA

The Lehigh Valley Land Recycling Initiative (LVLRI) focuses on facilitating brownfield remediation throughout the Lehigh Valley region of Eastern Pennsylvania. LVLRI is a project of the Lehigh Valley Economic Development Corporation (LVEDC) and is funded primarily by Lehigh and Northampton Counties. Since 1998, LVLRI has focused on improving human health and the environment by promoting the remediation and redevelopment of former industrial properties. LVLRI provides access to various sources of state and federal financing for brownfield redevelopment. LVLRI is the only local or regional organization in the Lehigh Valley focused specifically on brownfield redevelopment. As such, LVLRI serves as the region’s single point of contact for financing Phase I and II assessments, marketing brownfields, conducting redevelopment outreach, and securing PA voluntary cleanup and reuse of contaminated industrial property ACT 2 releases. LVLRI has a strong record of success in the implementation of seven (7) EPA Brownfields Assessment grants. The initiative works with public, non-profit, and private partners to maintain fiscal solvency.

Belcampo Meat Processing Expansion
Siskiyou County Economic Development Council
Yreka, CA

The Siskiyou County Economic Development Council (SCEDC) worked hard in 2012 to assist with the expansion of the Belcampo Meat Company into a new, state-of-the-art meat processing facility in Yreka that could add as many as 30 jobs to the local community. This success highlights an excellent year for the organization that saw the successful implementation of more than 10 state and federal grants totaling more than a million dollars. The SCEDC’s motto of “leading the economic development team to attract, grow and retain business,” describes how effective the organization was in this last year in bringing together different organizations to achieve a common goal. Through the cooperation of myriad municipalities, state and local organizations, and the SCEDC, a path was found to place the Belcampo Facility in Siskiyou County. The SCEDC utilized Brownfields, Enterprise Zone and Technical Assistance grants, along with organizational expertise, to successfully attract the company to this location. This location now benefits the area by attracting new resources, providing skilled employment, and meeting the meat processing needs of the region. Through the hard work of the SCEDC and its partners, this project was a great success for the community.
Population 25,000–200,000

GOLD

Sabre Industries Expansion
City of Sioux City
Sioux City, IA

Sabre Industries, Inc. is a leading manufacturer of towers and steel structures for the wireless communication and utility industries. Sabre began in Sioux City, Iowa 36 years ago but has facilities in multiple states. Growing demand in both the cell phone and electric transmission industries created the need for the company to expand their operations.

The Sioux City Economic Development team worked with Sabre for five years, initially to meet critical space needs and ultimately competing with several locations across the country for the expansion project. The City and its partners were able to provide innovative site, workforce and financial solutions to meet the needs of the project. A ribbon-cutting for the new 150-acre campus located in the City’s new Southbridge Business Park was held in January 2013. Sabre’s multi-phase expansion includes seven buildings with an office building and over 192,000 square feet of production space. Plans include an investment of $28 million and 532 jobs.

In cooperation with state and local partners the pro-active 5-member City Economic Development team works to provide creative solutions for business expansion and retention. They play a leadership role in new business park development, marketing the community, and encouraging commercial and industrial growth.

BRONZE

Everybody Wins in Saginaw County
Saginaw Future Inc.
Saginaw, MI

Saginaw Future Inc. (SFI) is in the business of generating new investment and job growth in Saginaw County, MI, USA. SFI works directly with companies on projects, develops initiatives that will stimulate new investment and utilizes existing development tools to help spur growth.

In 2012, a major employer, Morley Companies, was in the middle of a substantial growth spurt. The data collection and research provider had additional opportunities, but needed another facility. At the same time, AT&T, a worldwide communications provider, was transitioning from land line phone usage to wireless. AT&T, with a regional hub in City of Saginaw and a service center in Saginaw Charter Township, was considering options on how to best serve rapidly increasing mobile customers and utilize assets.

Through its Corporate Watch Call program, SFI became aware of and was able to assist both companies. AT&T consolidated in Downtown Saginaw bringing jobs, foot traffic and energy. Morley Companies purchased the AT&T building in Saginaw Charter Township, which went from having a potentially vacant building to a new technical support center. Saginaw County, the Great Lakes Bay Region and the State of Michigan were able to retain both companies, which could have relocated outside of the State.
Business Retention & Expansion—3 Years or More

Population less than 25,000
BRONZE

“Opportunity First” BR&E Program
Grenada County Economic Development District
Grenada, MS

“Opportunity First” is a comprehensive BR&E Program that has created or retained over 700 jobs in the past 3 years in a community of less than 22,000 people through expansion projects done through a partnership of the local economic development office and 87% of the manufacturing companies in the County. The goal of the program is to accelerate investment and new job creation by existing manufacturing companies through the use of existing state, regional, and federal programs.

Some relevant program elements include: 1. Annual Existing Business Summit, 2. Headquarters Visitation Program, 3. Tax Savings Assessment Team, 4. Manufacturers Roundtable, 5. Annual Corporate Citizen of the Year Award Dinner, 6. Partnerships. In the past 3 years, the program has spearheaded 14 expansions, created over 700 jobs, and attracted over 26 million dollars in private investments that were leveraged through 2.2 million dollars in economic development grants from various local, state and federal programs. The program's success rests on 3 key principles: 1. Build Trust by Having a Clear Value Proposition, 2. Focus on the Bottom Line of your Customers and, 3. Concentrate on Demonstrating Speed and Risk reduction Opportunities to your Existing Companies.

Population 200,000–500,000
BRONZE

NKY Boost
Northern Kentucky Tri-ED
Ft. Mitchell, KY

NKY Boost is the enhanced Business Retention and Expansion program of Northern Kentucky Tri-ED, representing Boone, Campbell, and Kenton counties in Kentucky as part of the Cincinnati metro area. NKY Boost coordinates a systematic and extensive business visitation program with local communities utilizing a customized software program. Intelligence gained from these coordinated visits helps identify expansion opportunities, troubleshoots problems, provides resources, expands market reach and engenders new capital investment and job growth.

Northern Kentucky Tri-ED leads in the regional effort to assist in the expansion of local primary industry companies and works with local communities to enhance infrastructure and business climate advantages. Northern Kentucky Tri-ED also markets and promotes the three Northern Kentucky counties on a national and international basis as a location for new or expanding projects in targeted sectors including Advanced Manufacturing, Professional Office, Technology, Aviation, Distribution, Logistics and E-Commerce, in emerging clusters including Life Science and Water Technology, and supports Entrepreneurial Start-Up Companies in these sectors. Since 1987, Northern Kentucky Tri-ED has assisted 564 companies to expand or locate in Northern Kentucky with over $6.6 billion in new capital investment and helped raise over $121 million in capital formation for entrepreneurial companies.
Population Greater than 500,000

BRONZE

Greater Akron Partnership Business Retention and Expansion Program
Greater Akron Chamber
Akron, OH

The Greater Akron Partnership is the Greater Akron Chamber’s business retention and expansion program. Launched during the Third Quarter of 2003 as the Summit Business Partnership, the program was originally administered solely in Summit County.

In 2011, the Greater Akron Chamber worked with JobsOhio, Medina County Economic Development Corporation and Portage Development Board to expand the program to include both geographically adjacent Medina and Portage Counties and renamed it the Greater Akron Partnership. In 2012, the Partnership reached a milestone by conducting 500 visitations during the calendar year. Over 3,000 visitations have been conducted since the program was launched. The Greater Akron Partnership is a business friendly program that acts as a “one-stop shop” to assist local companies with their economic development needs.

The mission of the Greater Akron Partnership is to retain and grow those companies already conducting business (i.e., creating jobs, opportunity and wealth) in the Tri-County Region. The Greater Akron Partnership is designed to be a formalized and systematic delivery system for economic development that is modeled after proven private sector customer satisfaction programs. It takes a comprehensive and proactive focus on both establishing and strengthening relationships with existing regional businesses through visitations (i.e., meetings) with ownership and top level executives and management.

Entrepreneurship

Population 200,000–500,000

GOLD

PASCO

SMARTstart and Pasco Enterprise Network
Pasco Economic Development Council, Inc.
Lutz, FL

The Pasco Economic Development Council, Inc. established an unconventional, collaborative entrepreneurship program called the Pasco Enterprise Network and it led to the creation of a microloan fund for entrepreneurs and the launch of a new “SMARTstart” business incubator. By engaging community partners to make start-up and small business resources available through a “No Wrong Door” strategy, the Pasco Enterprise Network had a huge impact on the generation of entrepreneurial leads and economic development growth in the community of Pasco County.

SILVER

LOUDOUN VIRGINIA

Loudoun County Entrepreneurship and Small Business Program
Loudoun County Department of Economic Development
Leesburg, VA

The Loudoun County, Virginia Department of Economic Development has created a vibrant entrepreneurial ecosystem by increasing connectivity and access among entrepreneurs, investors, the workforce and business resources. The department achieved significant growth in its small business and entrepreneurship program since 2011 through the creation of, or participation in:
1. LoudounSourceLink.org, a website dedicated to small businesses. Its core is the Resource Navigator, which allows owners to search more than 50 local, regional and state nonprofit resources to find the one that can best assist with their immediate need. The site includes a robust startup checklist, a blog, a business events calendar, online resources and more.

2. Idea Fusion™: a monthly meet-up group that allows tech-focused entrepreneurs, mentors, investors and resource gurus to connect, share ideas and experiences, and create business relationships.

3. The Business Assistance Team: a new governmental, intradepartmental team that focuses on improving front-counter customer service for small businesses, with the goal of providing consistent information no matter which county department the business owner contacts first.

4. One Million Cups: a weekly meeting where two entrepreneurs pitch business ideas and get valuable feedback from participating business owners.

5. Multiple networking and education events.

**Population Greater than 500,000**

**GOLD**

Business & Entrepreneurship Center (BEC) Program

*California Community Colleges Workforce and Economic Development Program*

California

The Business & Entrepreneurship Center (BEC) Program, an initiative of the California Community Colleges Workforce and Economic Development Program, was created and designed to have a direct impact on Entrepreneurship within the largest system of higher education in the nation, with 2.6 million students attending 112 colleges. The BEC was a network of Community College professionals working in strategic partnerships with business, industry and community organizations to identify and meet California’s economic development needs in the areas of business improvement and Entrepreneurship training.

The Business & Entrepreneurship Center (BEC) Program worked with private, public and nonprofit resources to build strong, sustainable and successful businesses. The result was job and business creation and retention, an increase in business sales and profits and better economic health in California.

By reaching out to the students on many of the 112 community college campuses and offering encouragement, motivation and programs, the BEC strengthened the Entrepreneurial spirit in California by showcasing Entrepreneurship as a legitimate lifetime career path. By expanding Entrepreneurship education on our college campuses and infusing this important subject matter into Career Technical Education, students have more options afforded to them after graduation from their AA or certification programs.

**SILVER**

The JumpStart Entrepreneurial Network: A Collaborative, Connected Approach to Delivering Entrepreneurial Support

JumpStart Inc.

Cleveland, OH

In 2003, Entrepreneur reported Northeast Ohio had the “worst performing entrepreneurial outcomes for a large U.S region between 1990–2002.” This report catalyzed the region to take action: the community mobilized to bring public, private and philanthropic partners together to prioritize tech-based entrepreneurship. As the decade progressed, entrepreneurial activity increased, and so did the number of programs and capital sources available to founders. This necessitated an organized way to help entrepreneurs leverage the most appropriate resources
to help move their high growth companies forward. The JumpStart Entrepreneurial Network is a connected group of mentors, educators, seed funds, accelerators and incubators that work closely to provide early-stage entrepreneurial support across 21 counties and nearly 4M people. This Network builds on the region’s positive entrepreneurial momentum and ensures tech-based ventures receive the right resources at the right time in their development. By working together, the partners provide specialized resources to growing tech companies in a manner that is complementary, efficient and cost-effective. Cleveland-based JumpStart Inc., a nonprofit venture development organization committed to strengthening the economic vitality of Northeast Ohio and the US by helping communities realize their entrepreneurial potential, is a participant in and the manager of this collaborative group.

Neighborhood Development

*Population 25,000–200,000*

**GOLD**

**Uptown Cincinnati**

Uptown Consortium Inc.
Uptown Consortium Inc.
Cincinnati, OH

The Uptown Consortium, Inc. was founded in 2004 by Uptown Cincinnati’s five largest employers: Cincinnati Children’s Hospital Medical Center, Cincinnati Zoo & Botanical Garden, UC Health, TriHealth, and the University of Cincinnati. UCI is a non-profit development organization dedicated to building strong public-private neighborhood partnerships to restore and revitalize the five urban neighborhoods that comprise Uptown Cincinnati. Consortium activities and investments are focused on initiatives for public safety, transportation, marketing and communications, and community and economic development.

The overarching goal of the Consortium’s work is to improve the overall livability of Uptown Cincinnati through a multifaceted approach that includes the following objectives:

- Promote Uptown neighborhoods as vibrant communities where people of diverse economic and cultural backgrounds live, work, learn, and play through marketing and communications initiatives.
- Support economic development through integrated strategies that support the growth and vitality of the business community, create and retain jobs, and create a welcoming place to do business.
- Promote Community Development efforts by building partnerships with neighborhood stakeholders and leveraging Uptown’s many assets including diverse and interesting neighborhoods, students and home to the city’s major employers.
- Ensure Uptown is a safe, attractive and walkable community for its residents, employees, students and visitors.
- Create a clear sense of direction, distinct place and better access to neighborhoods, retail centers and major institutions.

Catalytic and comprehensive neighborhood development distinguishes the unique work of UCI. Since its inception nearly ten years ago, the Uptown Consortium has invested over $120 million through direct investments and federal New Markets Tax Credits, inducing over $1 billion in development throughout Uptown. These investments have created and retained an estimated 3300 jobs, nearly 400,000 square feet of office and retail space, and over 500 residential units.

**SILVER**

**The College Hill Corridor**

College Hill Alliance
Macon, GA

What started as a student project at Macon, Georgia’s Mercer University has blossomed into a
multimillion-dollar effort to transform a neighborhood and strengthen the core of Macon. The College Hill Corridor initiative began as a concept to draw Mercer students from campus to downtown Macon, but through engagement at every level—from front porches to City Hall—it has become a full-fledged effort to reenergize and revitalize the two square mile area that makes up the Corridor, providing a place to launch new ideas and new businesses, all while building community.

Thanks to many partnerships, the $12 million invested in the area by the John S. and James L. Knight Foundation has leveraged $29 million in private and public investment in College Hill.

Today, the College Hill Corridor initiative is carried forward by residents, business owners, non-profits and volunteers, who all work to implement the recommendations of the public-guided Master Plan to make the Corridor a wonderful place to live, work, play and create.

BRONZE

Lake Worth NSP2
Lake Worth Community Redevelopment Agency
Lake Worth, FL

The Lake Worth NSP-2 Consortium undertook a significant housing redevelopment effort, beginning in 2010. With just over $23M from the federal government through the Neighborhood Stabilization Grant, the CRA, as lead agency, put together a team of almost twenty partners that together, acquired foreclosed, dilapidated property in a very specific and targeted area of the City, completed substantial rehabilitation on the homes and then sold or rented the units to income qualified families or individuals.

While creating this comprehensive implementation plan, careful thought and consideration was given to providing a complete program of stability and self-sufficiency. Classes and opportunities were incorporated into the program, such as budgeting, credit counseling and individual deposit accounts were offered to help people save. Training was also offered for residents at the local community college.

The CRA was responsible for purchasing all the properties for the program and conveyed most to partners, while keeping 20 for development by the CRA. In conjunction with another CRA program, called LULA—Lake Worth Arts, the CRA focused on a specific group of individuals to help revitalize the area—artists. By integrating arts and arts-related activities into the stabilization plan, the local arts community was able to not only participate but grow in strength and numbers, providing additional opportunities for artists to live and practice their craft.

The project also paid close attention to the CRA’s commitment to the environment and embraced not only cost cutting improvements to benefit the homeowners but environmentally sensitive materials, appliances and methods, leading to green certification.

GOLD

Washington Park Renovation & Revitalization
The Cincinnati Center City Development Corp. (3CDC)
Cincinnati, OH

The Cincinnati Center City Development Corp. (3CDC) is a 501(c) 3, tax-exempt, private, non-profit corporation. Its mission and strategic focus is to strengthen the core assets of downtown by revitalizing and connecting the Fountain Square District, the Central Business District and Over-the-Rhine (OTR).

Washington Park is an important civic space in the heart of Cincinnati that has evolved over the last 150 years to accommodate the needs and aspirations of the community. The latest improvements came as a result of a unique partnership between the Cincinnati Park Board and the Cincinnati Center City Development Corporation (3CDC). Working together, the two organizations engaged in a community-based master planning process to create a new plan...
Transformation, Innovation, Reinvention:
Creating Tomorrow’s Economy Today

for the park in 2007. The vision which emerged not only preserved what is unique and special about the park, but also added new amenities to support the revitalization of the neighborhood.

Human Capital

Population Less than 25,000
GOLD

Switzerland County EcO15
Switzerland County Economic Development Corporation
Switzerland County, IN

For some communities, workforce data is a strong selling point. In others, especially rural communities, the data reveals critical issues that offset other advantages that communities offer to prospects.

In Switzerland County, Indiana, we realized we could not successfully negotiate with prospects demanding a pipeline of skilled workers until we have constructed that pipeline for them.

In 2008, as participants in a ten-county initiative to raise educational attainment and earnings of Southeast Indiana residents, the Switzerland County Economic Development Corporation looked at the workforce demands of regional employers, and compared the results to the available workforce data. These results demanded change.

Five years later, the SCEDC’s Eco15 initiative assists residents seeking the necessary skills to enter, re-enter, or re-position themselves in the workforce. Our approach focuses on people, not programs. We measure success one person at a time. We work to eliminate barriers to success, and to provide options that will meet individual needs of our residents seeking to improve their skills. Our high school now has an advanced manufacturing lab and a renewed focus on STEM education. And the community receives frequent, regular messages on the importance of upgrading their workplace skills to remain competitive in today’s economy.

Population 25,000–200,000
GOLD

Opportunity Dubuque
Greater Dubuque Development Corporation
Dubuque, IA

Greater Dubuque Development Corporation is known for aggressive and measurable outcomes, connecting with local businesses and the global community to forge solutions that benefit both employers and the Greater Dubuque region. Greater Dubuque Development takes a unique, proactive approach to Workforce Solutions, providing incoming and existing businesses exceptional workforce assistance and services. By partnering with leaders in education, business, economic development, workforce development and philanthropy, a new certification initiative was launched with the goal of upgrading workers’ skills, creating non-credit to credit career pathways and ultimately filling local employer demand for talent in high wage advanced manufacturing careers. Fittingly named Opportunity Dubuque, the program has graduated over 135 individuals to date and placed 90% into local advanced manufacturing careers.

Population 200,000–500,000
GOLD

CareerEdge Funders Collaborative Workforce Development Initiatives
CareerEdge Funders Collaborative
Bradenton, FL

CareerEdge is a collaborative effort that prepares low-wage workers for high-demand, mid-skilled positions in the healthcare, manufacturing, and (soon to be included) transportation and technology sectors. Through its work, the collaborative ensures workers
have a career pathway and the region has a talent pipeline for current and future employers. CareerEdge takes a uniquely holistic, demand-driven approach to workforce development that begins with a sector by sector analysis of employer needs and industry skill gaps. This allows CareerEdge to better address incumbent worker training, job readiness, and re-tooling programs, in line with actual employer needs. CareerEdge accomplishes this through: leveraging philanthropic resources toward workforce development (raising $3.45 million for its first 3 years of operations; providing employer and employee services to enhance existing regional workforce system activities; jointly investing with employers to map career ladders and fund training that advances incumbent workers into higher-skill positions; and jointly investing with other workforce intermediaries and educational institutions to close skill gaps and guide new workers into sustainable wage positions.

SILVER

RENEW
City of Minneapolis
Minneapolis, MN

RENEW began in 2010 with a four million dollar U.S. Department of Labor employment and training grant, assisting Minneapolis and St. Paul residents to access credentialed skills training and job placement support, leading to living wage jobs. By September of 2012, at the close of the initial grant period, RENEW engaged 586 residents in job training programs in manufacturing, construction, building systems maintenance and renewable energy with a focus on solar power, credentialed 487 trainees, and placed 420 in unsubsidized employment. Of those placed, 80% secured jobs in training-related employment. By collaborating with the City of St. Paul, through Ramsey County Workforce Solutions, the City of Minneapolis Employment and Training Program designed an innovative, regional approach to employer engagement. Connections to business ensure RENEW training is based on current industry information, scheduled according to participant training demand, and aligned for strong job placement outcomes. This collaboration delivered value to the business community by supplying a trained candidate pool, equipped with high-value skills and prepared to contribute “day one” on the job.

Population Greater than 500,000

GOLD

Innovation Works

Strategic Human Resources Initiative
Innovation Works
Pittsburgh, PA

Innovation Works’s (IW) Strategic Human Resources Initiative helps companies plan for and address their human resources needs through a variety of targeted consulting services. These services include talent sourcing and selection process tools (from entry-level through C-level), wealth-building strategies and initiatives, leadership development, and performance management process design and are provided to early stage, high-growth companies in the Pittsburgh region. The program is designed to help companies grow effectively, through both the sourcing of new talent and the promotion of greater productivity from existing employees. The Initiative is directed by IW’s Human Resources Strategist who draws upon more than 25 years of extensive strategic and operational human resources management, and brings innovative, results-oriented solutions to businesses in need.

Innovation Works fuels the technology economy in southwestern Pennsylvania through direct investment and business expertise. Since 1999, the organization has invested over $60 million in more than 400 technology companies. These companies have gone on to raise over $1.4 billion in follow-on funding and have created thousands of jobs for the region.
Responding to Globalization

Population 25,000–200,000

GOLD

Entrepreneurs, Innovate, and Go Global
City of Galesburg—EBI Network
Galesburg, IL

In response to the disruption and opportunities brought about by globalization to its local economy, the city of Galesburg adapted and developed a new approach to economic development. A bold plan was developed that would move the Galesburg regional economy from an ‘old-industrial-age-economy’ to a ‘new-innovation-age economy’. The efforts to transition the Galesburg Region economy into a robust, resilient, and one adaptable to change formed the basis of our project, was led the newly created Entrepreneur, Business and Industry Network (the EBI Network).

The project known as ‘the Entrepreneurs, Innovate and Go Global Initiative’ was designed to develop entrepreneurs at every level; encourage the widespread practice of innovation; assist with the commercialization of products/services for national and global markets; and foster ‘sustainable’ development by growing a ‘green’ economy. Among the companies the EBI Network assisted were an engineered bamboo company that recently won the Illinois Governor’s Export Award in the Emerging/New Exporter category; a renewable energy company with a winter cover crop/bio-diesel feed stock; a sustainably caught salmon distributor; and a tank-less water heater manufacturer. All these companies were tenants at our incubator, the Sustainable Business Center, and were nominees to the Chicago Innovation Awards. Additionally, we took a very proactive approach to initiating contacts with foreign consulates and trade organizations, and organized seven inbound and outbound trade missions.

The EBI Network is a collaboration among economic development stakeholders in the Galesburg/West Central Illinois Region, and led by the city of Galesburg.

The EBI Network focuses on Entrepreneurship, Innovation, Globalization and Sustainability.

SILVER

REDP International Business Development Program
Richardson Economic Development Partnership
Richardson, TX

Seeing the need to respond to globalization in the telecom/wireless industry in Richardson, Texas, the Richardson Economic Development Partnership (REDP) and the City of Richardson formed the Mayor’s Office for International Business in 2011 to seek FDI into the community and to assist local companies with their globalization efforts.

Mike Skelton was hired to lead the program. Some of Mike’s accomplishments to date are creating an international advisory council of 12 local business, civic, academic and U.S. DOC leaders, appointing 15 ambassadors who travel overseas, launching an international business concierge program, and conducting economic development trips to Scandinavia, Spain and France. Since launching the program, Richardson has been designated the International Business Capital of North Texas by the State of Texas House of Representatives.

Population Greater than 500,000

GOLD

International Economic Development Strategy
City of Austin, Economic Development Department
Global Business Recruitment and Expansion Division
Austin, TX

The EBI Network focuses on Entrepreneurship, Innovation, Globalization and Sustainability.
Accrinet Corporation has consistently exceeded the International Economic Development Council’s expectations in the creation of our new website.

Jeff Finkle
President/CEO
International Economic Development Council
The City of Austin’s Economic Development Department’s creative and nontraditional International Economic Development Strategy recognizes that to become a truly international economy, cities must take a holistic approach to leveraging the forces of globalization to strengthen the local economy.

Economic developers are now very familiar with the fact that foreign direct investment is an important source of job creation and investment for many communities. The City of Austin’s strategy focuses not just on bringing in new foreign investment today, but on building Austin’s global reputation as a creative, innovative business destination over the long term. Our global strategy also identifies tactics to catalyze growth of existing companies through international markets. The strategy addresses the need for Austin businesses to be knowledgeable about accessing international markets, have staff with multicultural literacy and international business acumen, and be preceded by an awareness abroad of Austin’s strengths.

The City of Austin’s Economic Development Department leads the global business recruitment and expansion, urban regeneration, small business development, cultural arts, and music programs for the City of Austin.

SILVER

FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Global Outreach
Fairfax County Economic Development Authority
Fairfax County, VA

The Fairfax County Economic Development Authority (FCEDA, www.fairfaxcountyeda.org and www.powerofideas.org) constantly considers new ways to promote Fairfax County as a business location, and one of the most innovative strategies has been development of a program to market the county globally to businesses interested in expanding into the American market.

The FCEDA opened its first overseas office in 1997. Global outreach today includes offices in Bangalore, London, Munich, Seoul and Tel Aviv (there also are offices in Boston and Los Angeles), and focuses exclusively on increasing direct foreign investment in Fairfax County. The FCEDA approach creates jobs in Fairfax County and investment that adds to the county’s tax base. More than 400 companies from 43 countries have 25,000 employees in Fairfax County.

Time magazine called Fairfax County, “one of the great economic success stories of our time.” Business growth and innovation helps Fairfax County fund the nation’s top-rated school system and other public services that contribute to the quality of life of residents.

BRONZE

MSP Regional Export Initiative
Minnesota Trade Office, City of Minneapolis, Greater MSP
Minneapolis, MN

The MSP Export Initiative team convened a steering committee of top leadership from MSP’s public sector, economic development and industry organizations, higher education, and export service providers to pursue a partnership with Brookings Institution and develop an export plan that increases the region’s exports and realizes its potential as a global economic engine. The team confirmed that MSP is rich in globally savvy businesses and individuals, but that these resources are not being effectively used to help small and mid-sized businesses tap foreign markets. A plan was developed to create export champions, conduct outreach to exporting organizations and develop a message to define the region’s strengths.
**Sustainable & Green Development**

*Population 25,000–200,000*

**GOLD**

Camden POWER Program  
Cooper’s Ferry Partnership  
Camden, NJ

Founded in 1984 as a private, non-profit corporation, Cooper’s Ferry Partnership (CFP) works to revitalize the impoverished City of Camden by planning and implementing high-quality urban redevelopment initiatives aimed at replenishing the depleted tax base and creating a significant number of jobs for City residents. CFP establishes public/private partnerships to generate sustainable economic revitalization and promote Camden as a place to live, work, visit and invest.

Camden POWER (Program Offering Widespread Energy Recovery) is a City of Camden initiative administered by CFP with fiscal agent New Jersey Housing Mortgage & Finance Agency. POWER grants Camden homeowners funds to complete energy efficiency retrofits of their homes for no charge with CFP managing construction of those upgrades. Funded by grants from the U.S. Department of Energy and NJ Economic Recovery Board, POWER leverages existing state programs through NJ Board of Public Utilities to leverage substantial value for Camden residents. To date, 160 homes have been retrofitted, delivering up to $18,600 of energy-efficient improvements. A minimum of 25% total energy savings (TES) is required, with homes achieving up to 45% TES, providing long-term sustainable energy and utility bill savings for Camden homeowners while stabilizing neighborhoods and putting local contractors to work.

**SILVER**

Sustainable Business Incubator and En Season Café  
The Sustainable Business Center  
Galesburg, IL

The Sustainable Business Center (SBC), located in Galesburg, IL, is a business incubator designed to accelerate the successful development of green, innovative companies through an array of business support resources and services offered both in the incubator and through its network of partners. From our research the SBC was one of two, if not “the” first incubator solely focused on sustainability. We encourage and embrace the practices and principles built around a triple bottom line business model. Also known as the three “P’s,” this philosophy means that people, planet and profit are all equally important to a successful business.

The SBC recruited six sustainable businesses to its incubator. Intellihot Green Technologies (water and utility conversations), Blackburn Sampling (environmental testing equipment), Lamboo (bamboo construction materials), Sitka Salmon Shares (sustainable food systems), Pennycress Energy Company (bio-diesel agriculture) and Good Life Baking (sustainable culinary entrepreneur).

In addition to being a business incubator, a restaurant, En Season Cafe, was established which is the SBC’s showcase for sustainable agriculture. All of the items served are literally in season from local farmers in the region who practice sustainable farming criteria—no herbicides, pesticides, hormones or any chemicals—just clean, fresh food.
Transformation, Innovation, Reinvention:
Creating Tomorrow’s Economy Today

AWARDS

PROGRAM AWARDS

Population Greater than 500,000

SILVER

CPS Energy

New Energy Economy
CPS Energy
San Antonio, TX

CPS Energy is the nation’s largest municipally-owned natural gas and electric company providing service to more than 740,000 electric and 331,000 natural gas customers in San Antonio. CPS Energy is recognized with an Excellence in Economic Development award from the International Economic Development Council (IEDC) for its New Energy Economy (NEE), a program specific to San Antonio’s commitment to protect the environment by diversifying its generation portfolio to include 20% renewable energy, investing in clean technologies and creating economic development opportunities in San Antonio. The CPS Energy New Energy Economy (NEE) project is built on partnerships with companies who are dedicated to turning innovation into economic development, having generated more than 1,000 new jobs in San Antonio to date. The San Antonio Economic Development Foundation (SAEDF) assisted in the joint effort with government, community and educational organizations to attract new energy economy partners and their suppliers to San Antonio. The New Energy Economy program was implemented with a long term goal that visualizes growth through 2020, transitioning into competitively priced power from multiple sustainable sources. With emphasis on positioning the city’s economic competitiveness, San Antonio is expected to see an economic impact of more than $970 million thanks to CPS Energy and the visionary New Energy Economy.

Real Estate Redevelopment & Reuse

Population 25,000–200,000

GOLD

The College Hill Alliance
College Hill Alliance
Macon, GA

The College Hill Alliance (CHA) was formed by a grant from the John S. and James L. Knight Foundation to Mercer University and is charged with fostering neighborhood revitalization in a distressed part of Macon, Georgia’s urban core, the College Hill Corridor. CHA has helped catalyzed $29 million in public and private investment in the area as well as increase the tax base by $1 million.

The commercial centerpiece of this revitalization is Mercer Village, an area once filled with vacant, dilapidated buildings now transformed into a vibrant retail destination. The Village includes two mixed-use buildings, totaling 110,000 sq. ft., that contain retail, restaurant and office space on the ground floor, with three floors of loft-style student housing above. The area is now home to new residents, eight food and retail merchants, Georgia Public Broadcasting, the Macon Telegraph and Mercer’s Center for Collaborative Journalism, retaining and growing a total of 111 jobs.

The Alliance has also leveraged funding to help build a new pharmacy in College Hill and spearheaded efforts to open a downtown grocery store, both identified as critical gaps for residents. CHA is also currently developing a plan to foster entrepreneurship and well-paying jobs in the Corridor.
Goodyear Redevelopment  
Greater Akron Chamber / City of Akron  
Akron, OH

The Goodyear Tire and Rubber Company was founded in Akron, Ohio in 1898. Originally referred to as Riverwalk—and now marketed as the East End Development—the project was comprised of two initial phases. Phase I was the construction of the new Goodyear North American and Global Headquarters, and Phase II was the redevelopment of the former Goodyear campus. Initial capital investment for the proposed projects was estimated in excess of $900 million. Industrial Realty Group (IRG) out of California was chosen as the development partner and project manager.

On December 5, 2007, after conducting the appropriate due diligence, Goodyear announced that it would move forward with the design and construction of a new world-class campus. The City of Akron, Summit County, Development Finance Authority of Summit County, State of Ohio and the Greater Akron Chamber successfully worked with the company on a historic public-private partnership to keep Goodyear’s headquarters in the City of Akron.

The groundbreaking for Goodyear’s new headquarters took place on April 18, 2011 and the construction was completed in February, 2013. 3,000 Goodyear employees started moving into their new offices in March and April of 2013, and the ribbon cutting and official dedication took place on May 9, 2013.
uncompromising commitment to sustainability. The Navy Yard is home to more than 130 companies and 10,000 employees in the office, industrial/manufacturing, and research and development sectors, occupying 6.5 million square feet of real estate in a mix of historic buildings and new LEED® certified construction.

The Philadelphia Industrial Development Corporation (PIDC) is Philadelphia’s city-wide economic development corporation. Founded in 1958 as a non-profit, public-private partnership between the City of Philadelphia and the Greater Philadelphia Chamber of Commerce, PIDC plans and implements real estate and financing transactions throughout all neighborhoods that attract investment and jobs to the City of Philadelphia. In its master developer role at The Navy Yard, PIDC manages all aspects of the property’s management and development, including master planning, leasing, property management, infrastructure development, utility operation, and structuring development transactions.

PIDC accomplishes this mission by developing and managing public and private resources that are used to leverage even greater investments from a diverse range of governmental, for-profit, and non-profit clients throughout all of Philadelphia’s neighborhoods.

Public-Private Partnerships

Population 25,000–200,000

GOLD

Coon Restoration—City of Hamilton Partnership
City of Hamilton, Ohio
Hamilton, OH

The public-private partnership between the City of Hamilton, Ohio and Coon Restoration has yielded three large-scale projects in downtown Hamilton—the $8.6 million renovation of the of the Historic Mercantile Lofts into 29 market rate apartments and 4 street level retail spaces, the $2.5 million renovation of the former JournalNews building into a cultural hub for Butler Tech School of the Arts, Miami Valley Ballet Theatre, and Hamilton City Schools ABLE program, and the $1.5 million renovation of the Robinson-Schwenn building, the 147 year old former opera house, which includes 3 floors of office space and 3 first floor retail spaces.

Prior to this partnership, the City struggled to facilitate urban core reinvestment. This partnership has brought the first market rate apartments to downtown in decades, attracted new office and retail businesses, and is spurring new development interest.

Located on the Great Miami River in the heart of the Cincinnati-Dayton metroplex, Hamilton is home to 63,000 residents. The City of Hamilton owns and operates all four major utilities and is known for its quality water—recognized as the “Best Tasting Water in the World” at the 2010 Berkeley Springs Competition—and for its goal of 100% renewable energy in 2015—70% of which will come from Hamilton’s hydroelectric facilities.

SILVER

Downtown Kent Revitalization Project
City of Kent, OH
Kent, OH

The City of Kent, in conjunction with our development partners, have combined to create a $110 million revitalization project that will serve the City of Kent, Portage County, and greater N.E. Ohio region for years to come. This public/private partnership includes the City of Kent, Kent State University, The Portage Area Regional Transportation Authority (public partners) and Fairmount Properties, The Pizzuti Companies and Phoenix Properties (private partners).

The project covers three city blocks, includes over 250,000 sq. ft. of new mixed use space, a new KSU Hotel & Conference Center (94 rooms and conference
Exelon Corporation is the nation's leading competitive energy provider, with operations and business activities in 47 states, the District of Columbia and Canada. Its family of companies participates in every stage of the energy business, from generation to competitive energy sales to transmission to delivery. It is one of the largest competitive U.S. power generators, with approximately 35,000 megawatts of owned capacity comprising one of the nation's cleanest and lowest-cost power generation fleets. Its Constellation business unit provides energy products and services to approximately 100,000 business and public sector customers and more than 1 million residential customers. Exelon’s utilities deliver electricity and natural gas to more than 6.6 million customers in central Maryland (BGE), northern Illinois (ComEd) and southeastern Pennsylvania (PECO). All three of Exelon’s utilities are proud sponsors of the 2013 IEDC conference in Philadelphia.
space to 300), Esplanade connecting KSU campus to Downtown, & a Municipal Courthouse. 50 new businesses have opened including two corporate anchor tenants, Davey Tree Resource Center and AMETEK.

A third corporate anchor tenant, Smithers Oasis, committed to relocate to downtown Kentin October of this year (2013).

The project has produced 969 construction jobs and will boast 700–800 permanent new jobs in Kent’s Central Business District. This project utilized Tax Increment Financing, Downtown Kent Corporation (CIC) Land Banking, State, Federal, local investment, A $20 million Federal FTA TIGER Grant, Ohio 629 Infrastructure grant, ODOT Jobs & Commerce ED Program Funding, CLG/Historic Preservation, Clean Ohio CORF funding.

**BRONZE**

**Elgin County Business Resource Centre Satellite Office Pilot Project**

County of Elgin
Elgin County, ON
Canada

In 2012, the County of Elgin and the Elgin Business Resource Centre (EBRC) partnered with the owners of the Elgin Innovation Centre to open a satellite office of the EBRC. The goal of this project was to provide business support services to entrepreneurs and small businesses in eastern Elgin County resulting in the creation of jobs and new businesses in an area that was hard hit by the decline in the tobacco industry and further hit by the economic recession of 2008.

Located in the heart of southwestern Ontario, Elgin County is a dynamic and growing community with a diverse base of agricultural, environmental, manufacturing, tourism and creative industries. Elgin County is welcoming, progressive and naturally breathtaking. A powerful entrepreneurial spirit drives Elgin’s businesses to excel and compete.

**Population 200,000–500,000**

**GOLD**

**CITY OF CLEVELAND**

Mayor Frank G. Jackson

**Flats East Development**
City of Cleveland
Cleveland, OH

Flats East Bank Project is a $500 M redevelopment of the Flats East Bank located in downtown Cleveland. The project transforms 20 blighted acres along the banks of the Cuyahoga River and Lake Erie into a thriving waterfront district. The joint venture of the Wolstein Group and Fairmount Properties was truly a collaboration with many public partners to ensure the project became one of the nation’s most exciting urban waterfront districts. A phased development, the first phase alone represents over $272 million in project costs and includes an 18 story, 476,000 square foot office tower; a 150 room Aloft Hotel; 31,000 square feet of retail and restaurants; a 550 space parking garage and engaging public spaces including a river front promenade and a 1,200 square foot boardwalk. Ernst & Young (E & Y) and the law firm Tucker, Ellis, and West LLP anchors the office tower.

With the economic recession in 2008, funding for the project became complicated.

Therefore, the project was cut into phases with an additional focus on public funding before private. A diverse team of 35 funders successfully employed a plethora of capital tools to make the Flats East Bank a reality. The City of Cleveland supported the project from its inception providing more than $53 million in funding to the project using a variety of sources and programs. The largest component was a $30 million HUD 108 loan, the largest loan of its type ever deployed. In addition to the HUD 108 loan, the City approved the project’s TIF District, provided the Recovery Zone Facility Bond allocation, and passed over 30 pieces of legislation to support the project.

**PARTNERSHIP AWARDS**

Exelon Corporation is the nation’s leading competitive energy provider, with operations and business activities in 47 states, the District of Columbia and Canada. Its family of companies participates in every stage of the energy business, from generation to competitive energy sales to transmission to delivery. It is one of the largest competitive U.S. power generators, with approximately 35,000 megawatts of owned capacity comprising one of the nation’s cleanest and lowest-cost power generation fleets. Its Constellation business unit provides energy products and services to approximately 100,000 business and public sector customers and more than 1 million residential customers. Exelon’s utilities deliver electricity and natural gas to more than 6.6 million customers in central Maryland (BGE), northern Illinois (ComEd) and southeastern Pennsylvania (PECO). All three of Exelon’s utilities are proud sponsors of the 2013 IEDC conference in Philadelphia.
Nationally, the project was the first multi-tenant high rise to close after the financial crisis. The Flats is also the first office tower built in downtown Cleveland in almost twenty years. Furthermore, the project retained the 625 financial services jobs tied to the E&Y national office at risk to leave the state. The office tower houses an additional one thousand employees and 150 new jobs will be created in the hotel and retail spaces. Phase II of the project is currently underway.

**SILVER**

**Nathan Benderson Park**  
**Sarasota County**  
**Sarasota, FL**

Nathan Benderson Park is located within unincorporated Sarasota County, Florida, at the Interstate 75 and University Parkway interchange, and is adjacent to the University Town Center project owned by Benderson Development. In 1990, the property was an unimproved borrow-pit lake used by local fishermen. Today, it’s being transformed into a 600-acre regional park to include a world-class rowing venue. The project is a representation of a partnership that includes the county, state, private developer, local economic development corporation, recreation experts, schools, rowing clubs and local residents.

The completion of the park project, tentatively scheduled for December 2014, will include a 2,000-meter sprint course and a 30-acre regatta center. The park is becoming a regional attraction with opportunities to significantly impact the economic development of Sarasota and Manatee counties, as well as the entire southwest Florida region. Through a variety of public and private partnerships, this park is being developed at a price tag of $24.5 million, mostly from Tourist Development Tax (TDT) revenue.

According to local experts, this partnership project could redefine the region as the amateur sports capital of Florida. It will be home to competitions in more than a dozen sports on a year-round basis.

**BRONZE**

**CITY OF CLEVELAND**  
**Mayor Frank G. Jackson**

**Expansion of the RTA Free Trolley Program**

The City of Cleveland, The Greater Cleveland Regional Transit Authority, the Northeast Areawide Coordinating Agency, and Downtown Cleveland Alliance  
**Cleveland, OH**

The City of Cleveland, Downtown Cleveland Alliance, the Greater Cleveland Regional Transit Authority, the Northeast Ohio Areawide Coordinating Agency (a regional planning organization), and the private sector comprised of downtown businesses, collaborated to expand the free trolley service for 2012–2015. Total cost of the expansion of the Trolley services was $3.6 million. The purpose of the Trolley Program was to improve transportation by connecting workers, residents and visitors to the employment centers and attractions within the Central Business District.

Many of these include: the Horseshoe Casino, Global Center for Health & Innovation / Convention center, the Great Lakes Science Center, and the Rock & Roll Hall of Fame. The collaboration to fund the $3.6 million budget was a public-private partnership to promote a sustainable, efficient and free transportation alternative to the public. The project connects available underutilized parking to the employment centers allowing for lower cost parking to workers. “Smile and Ride Free” scrolls on the trolleys’ displays as they circulate through Downtown.

The Trolley expansion has had a great impact on Downtown Cleveland. The trolleys are clean, safe and comfortable and provide great transportation within Downtown. The trolleys allow passengers to avoid inclement weather such as cold, rain and snow. Businesses have cited the trolleys as a factor in their decision to relocate to Downtown Cleveland. This is particularly true for companies which employ young professionals who prefer a car-free lifestyle. The trolley project has improved connections and has lessened the need for a car in the central city.
**Philadelphia Civic Center Redevelopment**

Philadelphia Industrial Development Corporation, Penn Medicine, and Children’s Hospital of Philadelphia, PA

The Philadelphia Industrial Development Corporation (PIDC) is Philadelphia’s city-wide economic development corporation that plans and implements real estate and financing transactions that attract investment, jobs and tax rate tables to the City of Philadelphia. PIDC works with the University of Pennsylvania, Penn Medicine, and the Children’s Hospital of Philadelphia (CHOP) on the redevelopment of the City’s former Civic Center into a world-class medical research and treatment center. Penn Medicine and CHOP are among the world’s pre-eminent health care and research institutions and are two of Philadelphia’s largest private sector employers. A joint development agreement between PAID, Penn, and CHOP was signed in 2005 outlining a timeline and coordinated development and design requirements for each institutions’ parcel(s) within the 19 acre site. Seventeen acres of the Civic Center site were divided to create a central parcel owned by CHOP, flanked by two Penn parcels, and the remaining two acres designated for a jointly developed parking facility.

Since 2005, Penn and CHOP have completed over 1.75 million square feet of medical research, clinical, office, outpatient treatment, parking, and ancillary commercial space on the site. Penn’s parcels include The Perelman Center for Advanced Medicine, The Smilow Center for Translational Research, and the Roberts Proton Therapy Center. CHOP’s site includes the Ruth and Tristam Colket, Jr. Translational Research Building and the Buerger Center for Advanced Pediatric Care. An additional one million square feet of space is in active construction and will be completed by 2015. To date, both institutions have invested over $2 billion in their respective facilities on the site.

**Water Technologies Economic Development**

The Water Council and Wisconsin Economic Development Corporation

Milwaukee, WI

Milwaukee, Wisconsin has a 100+ year heritage in developing innovative water technologies designed to move, store, measure, use, treat, and return water to nature. With over 125 water companies—including five of the largest in the world—located in southeastern Wisconsin, the concentration of firms here creates a unique opportunity for technology-based economic development.

The Water Council’s mission is to align the regional fresh water research community and water-related industries, affirming the Milwaukee region as a world hub for water research, economic development, and education. The organization identified three strategies in its 2009–2014 plan to achieve this vision:

- Boost public/private business partnerships
- Develop talent pipelines and educational integration
- Encourage technological innovation.

These initiatives have all been accomplished to a remarkable and measurable degree. Industry and research resources are aligned across Wisconsin; workforce talent pipelines and educational pathways have been developed; and the Water Council’s new Global Water Center building opened in September 2013.

Nationally and internationally recognized, the Water Council is a catalyst for water management solutions at the local, regional, state, national, and international levels.
Devon Energy Center and Oklahoma City’s Project 180
Greater Oklahoma City Chamber & The Alliance for Economic Development of Oklahoma City
Oklahoma City, OK

Devon Energy, an independent oil and natural gas exploration company founded in 1971, used the construction of their 1.8-million-square-foot, 50-story tower to create a tax increment financing (TIF) district valued at $175 million. Instead of using the TIF-generated funds to offset construction costs, then-CEO of Devon Energy Larry Nichols committed that money to fund Project 180, a complete redesign of 180-acres of Oklahoma City’s central business district. Project 180 updates to Oklahoma City’s infrastructure included the addition of pedestrian-friendly streets, sidewalks, parks, plazas, landscaping and new street lighting and the renovation of two existing green spaces. The TIF funds also included a budget allocation for other economic development projects that would attract and assist other corporations relocating their headquarters to downtown Oklahoma City.

The Greater Oklahoma City Chamber leads business efforts to grow existing industries, recruit new companies and develop an active entrepreneurial environment, resulting in quality job creation and a diverse economy. The Alliance for Economic Development of Oklahoma City is a not-for-profit organization dedicated to advancing economic development efforts in Oklahoma City.

Education Matters!
The Roane Alliance
Roane County, TN

Roane County TN’s economic development agency established Education Matters! in January 2009 with the goal to ensure ‘every child in Roane County goes on to a postsecondary school… and does well at it!’

The county’s secondary school supervisor says the program has had such a “dramatic impact on student achievement, attendance and increased postsecondary enrollment rates… (that)students are beginning to realize that a college degree is obtainable.”

Education Matters! consists of a highly-effective, results-oriented coalition of programs and partnerships with the county’s public schools, our community and technology colleges, and a host of other educational nonprofits and includes: a highly-active community education outreach effort; a recognition program that has more than doubled the number of students taking more rigorous, well-rounded coursework; a mandatory-for-all-juniors high school career day; a last-dollar scholarship/mentoring program for high school seniors which has significantly increased the first-generation college student enrollment; an internship initiative; an educators in the workplace program; a teacher’s supply closet, as well as assistance to numerous existing community educational programs geared toward stimulating and/or rewarding academic achievement.

The Roane Alliance is Roane County, TN’s economic development umbrella organization, which includes the Chamber of Commerce, the Industrial Development Board and the Visitor’s Bureau.
ZF Group and the Center for Advanced Manufacturing (CAM)
Division of Economic Development and Workforce Competitiveness
Laurens, SC

In 2011, ZF Group, a top-tier automotive supplier, announced their plans to produce 8 and 9-speed automatic transmissions at a new facility in Laurens, SC. To support this start-up, the SC Technical College System’s Division of Economic Development and Workforce Competitiveness (the Division) partnered with private industry, local city and county government and the area’s technical college. The Division houses readySC™ and Apprenticeship Carolina™, two nationally recognized programs that provide SC companies with workforce training and development solutions for start-ups and beyond. In February 2011, readySC™ and Piedmont Technical College (PTC) representatives flew to Germany to meet with ZF officials to understand fully their hiring plans and training requirements. It became evident that a partnership was essential in meeting ZF workforce training & development needs. Thus, planning discussions between the Division, PTC and Laurens County began, leading to the development of the Center for Advanced Manufacturing (CAM). The CAM houses CNC labs, CMM labs and classrooms which will benefit ZF as well as other industries and the residents of Laurens County for years to come. The CAM partnership met the needs of ZF while providing the local workforce with a means for upgrading their work skills with relevant technology-based training.

Philadelphia Civic Center Redevelopment
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SILVER

Research Park/FAU Collaboration
Research Park at Florida Atlantic University
Boca Raton, FL

The Research Park at Florida Atlantic University was created as a special district by Palm Beach and Broward counties to foster a research park and broaden the economic bases of the two counties.

The environment fosters a close relationship between the Research Park and the students and faculty at FAU, which has led to new partnerships being formed and additional joint projects. Bright minds from industry and academia meet to create an environment where innovation and invention naturally occur.

The Research Park is home to 25 technology companies working in conjunction with various colleges of FAU and also hosts the Technology Business Incubator. It is fully occupied with 35 startup technology companies, each receiving business and consulting services with the goal of becoming established businesses and permanent residents in the Research Park.

Planned outcomes are to increase research capacity and activity at FAU within the companies; increase the quality of the student’s education as they undertake internships and visits to companies; created jobs for graduates and increase the ability of students to create their own companies (jobs) as a result of their involvement. www.research-park.org

BRONZE

Innovation Works

Commercialization Initiative
Innovation Works
Pittsburgh, PA

Innovation Works’s (IW) Commercialization Initiative is a set of programs that collectively meet the underserved commercialization needs of southwestern Pennsylvania’s universities and federal research laboratory. The programs that make up IW’s Commercialization Initiative are the University Innovation Grant program, in which IW partners with technology transfer offices to provide up to $25,000 to qualifying innovations to answer fundamental business questions regarding a technology’s viability; the i6 Agile Innovation System, a structured, scalable system of mentorship, coaching, and financial support designed in partnership with Carnegie Mellon University to help technology-driven startups thrive; and the Commercialization Alliance, a partnership with the National Energy Technology Laboratory, that is increasing the lab’s technology transfer success by applying IW’s proven commercialization methodologies. These initiatives assist technology transfer offices in their commercialization efforts, increasing the number of companies formed as a result of innovative technologies and growing the overall economy of the region.

Innovation Works fuels the technology economy in southwestern Pennsylvania through direct investment and business expertise. Since 1999, the organization has invested over $60 million in more than 400 technology companies. These companies have gone on to raise over $1.4 billion in follow-on funding and have created thousands of jobs for the region.
Regionalism & Cross-Border Collaboration

Population Greater than 500,000

GOLD

The Ohio River Bridges Project—Build the Bridges Now!
One Southern Indiana and Greater Louisville Inc.
Southern Indiana and Louisville, KY

Man’s need to cross the mighty Ohio River near the Falls of the Ohio has long played a key role in U.S. growth. Lewis and Clark’s Voyage of Discovery launched here, and the services needed to get safely around the Falls contributed to the rise of Louisville, Ky., on the river’s south bank and the communities of Clarksville, Jeffersonville and New Albany, Ind., to the north. Bridges stitched these diverse communities into one larger metropolitan area. Beginning in 1969, business, civic and political leaders periodically studied and pushed for construction of additional crossings to span the mile-wide gap.

The federal government, two states, several municipalities and dozens of other entities and individuals finally came together to launch two new crossings—together, they comprise the $2.6 billion Ohio River Bridges Project. The State of Indiana agreed to lead the design, construction and financing of an East End crossing, and the Commonwealth of Kentucky agreed to build a Downtown crossing. Bridge openings are targeted for the fall of 2016.

One Southern Indiana and Greater Louisville Inc., the organizations that promote economic development activities and serve as the chambers of commerce for the region, played key roles in finally bringing stakeholders together.

SILVER

Baxter Selects Georgia
Georgia Department of Economic Development
Atlanta, GA

On April 19, 2012, the state of Georgia announced that Baxter International Inc. had selected Georgia for a $1.3 billion bio-pharmaceutical manufacturing investment that would create approximately 1,800 jobs. On August 1, 2012 the company broke ground on the 1 million-plus-square-foot facility. The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm and lead agency for attracting new business investment planning, and mobilizing state resources for economic development.

Baxter embarked upon a global search for the right location, and its eventual selection of Georgia demonstrates the collaborative efforts of the Department, community partners and the incredible life science ecosystem that spans the value chain. Georgia’s life sciences industry and university research, plus the U.S. Centers for Disease Control and Prevention, have a $23 billion annual economic impact on Georgia and employ more than 105,000 people.

Leading life science and HIT companies in Georgia include Allscripts—American Red Cross Biomedical Services—Baxter—Dendreon—Ethicon—GE Healthcare—Greenway Medical Technologies—Immucor—McKesson Technology Solutions—Merial—Philips Healthcare—and UCB Inc.
TechBelt Initiative
Southwestern Pennsylvania, Northeastern Ohio and Northern West Virginia

The TechBelt Initiative is a network of technology and innovation stakeholders collaborating to accelerate economic growth within the Northeast Ohio, Western Pennsylvania and Northern West Virginia region. Its members are broad-based, representing the region’s economic development organizations, foundations, researchers, and chambers of commerce.

TechBelt provides a platform to collectively identify, and rapidly launch, collaborative opportunities and partnerships that will establish the region as a global center for public and private investment, research, innovation, and manufacturing. The Initiative maintains a flexible foundation for collaboration that identifies proactive opportunities in targeted industry sectors, but which can also rapidly respond to opportunities as they arise. The TechBelt looks for opportunities that involve more than a single organization and more than a single state.

TechBelt’s role is convening, planning, and coordinating with the Initiative’s members to assess new opportunities and prioritize new initiatives for economic growth.

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REMAINING 2013 WEB SEMINARS

1. Diversifying Your Economy: Creating Opportunities and Transforming Sectors
   Join us on Wednesday, October 16 – just a week away – from 2:30 – 4:00 p.m. EST for this web seminar.

2. Unlock Strategies to Attract Investment from Asia
   Thursday, November 14, 2:40 – 4:00 p.m. EST

3. Partner with Your Local Healthcare Industry and Grow Your Economy
   Thursday, December 12, 2:30 – 4:00 p.m. EST

Register
www.iedconline.org

Stay tuned for the 2014 web seminar schedule, announced in November.