PROMOTIONAL AWARDS

General Purpose Brochure

POPULATION LESS THAN 25,000

Population 25,000-200,000

Gold

INITIATIVE UPDATE
CITY OF HAMILTON, OH
HAMILTON, OH

The purpose of the Initiative Update is to get people excited about what is going on in Hamilton. Hamilton is an old Rust Belt city that for years struggled with job loss and decline. The 2015 Initiative Update’s completed and ongoing projects illustrate that we have reversed that trend. Projects include job announcements, infrastructure projects, building renovations, and new parks. Before the Initiative Update, we had no means to communicate great things happening. Putting every project together into one document is a powerful challenge to any notion that Hamilton is still in decline. It is intended to be attractive and eye-catching so that recipients actually read it.

The Initiative Update is shared with a vast audience within Hamilton and beyond. It is posted prominently on our website, on social media, and included in our e-newsletters. The brochure is in the lobby of every city department and shared with every prospective business, current business, developer, and small business owner we meet with. Furthermore, it is meant as an overall Hamilton marketing piece, so many other Hamilton businesses and organizations have it in their lobbies and distribute it to their audiences.

Silver

WILLIAMSON 101
WILLIAMSON, INC.
FRANKLIN, TN

Williamson, Inc. incorporates both the Chamber of Commerce and Economic Development, which together provide unparalleled access to education, leadership development, relationship-building and up-to-the-minute information about doing business in one of the country’s fastest growing counties. Williamson 101 is the go-to piece for people interested in learning about Williamson County and gaining snapshots into the economy and quality of life. The brochure shows a map of the region on the front to establish where Williamson County is - in Tennessee just south of Nashville - and includes some recent accolades and rankings of the county. Inside Williamson 101, the reader will find out things like commuting patterns, median earnings, demographics, top employers and educational attainment of the population.

Population 200,000-500,000

Silver

VIRGINIA BEACH COMMUNITY PROFILE
VIRGINIA BEACH DEPARTMENT OF ECONOMIC DEVELOPMENT
VIRGINIA BEACH, VA

The Virginia Beach Community Profile is a high-quality, magazine style publication designed to provide residents and prospects with an in-depth look at the City of Virginia Beach. The 56 page publication covers everything from Virginia Beach’s population and key industries to the business environment and quality of life.

The mission of the Virginia Beach Department of Economic Development is to attract and retain national and international businesses to stimulate
For more information, visit www.yesvirginiabeach.com.

City in the country. The Department of Economic Development received re-accreditation through the International Economic Development Council in 2012. For more information, visit www.yesvirginiabeach.com.

Population Greater than 500,000

Gold

2015 CONNECTICUT ECONOMIC REVIEW CONNECTICUT ECONOMIC RESOURCE CENTER AND EVERSOURCE ROCKY HILL, CT

The Connecticut Economic Review, produced by the Connecticut Economic Resource Center, Inc. (CERC) and EverSource, features data about Connecticut's economic landscape -- from the abundance of talent and attractiveness of location, to array of industries and quality of life. Used extensively for state business recruitment efforts, the current annual publication was developed with assistance from the Connecticut Department of Economic and Community Development (DECD) and creative firm Adams & Knight to reflect a design that complements the state's "Connecticut still revolutionary" branding. "Our research team looked at a myriad of economic indicators and key statistics that show readers where Connecticut stacks up against other regional locations as well as where we rank on a national level," said Robert Santy, CERC President and CEO. "It ultimately places Connecticut at the forefront as a competitive environment for attracting investment and potential new business growth, which is consistent with the State of Connecticut's and CERC's mission."

CERC is a nonprofit corporation and public-private partnership that provides economic development services consistent with state strategies, leveraging Connecticut's unique advantages as a premier business location. EverSource is New England's largest energy delivery company. For a digital copy of the award-winning publication, visit www.cerc.com.

Silver

REGIONAL SNAPSHOT: WE ARE ALL TAMPA BAY TAMPA BAY PARTNERSHIP TAMPA, FL

The Tampa Bay Partnership’s Regional Snapshot: We are ALL Tampa Bay is a 33-page book outlining the business attributes of the eight-county region. Filled with testimonials from the businessmen and women who live in the area, along with robust facts and figures, the snapshot gives a first-hand account of the economic climate of the Tampa Bay region.

Bronze

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Silver

MONTRÉAL INTERNATIONAL PROMOTIONAL “MAKE-IT-YOUR-OWN” BROCHURE MONTRÉAL INTERNATIONAL GREATER MONTRÉAL, QUÉBEC CANADA

WHO? Montréal International (MI) acts as an economic driver for Greater Montréal (Canada) to attract, retain, and develop foreign direct investment, international organizations and international strategic workers, as well as promoting the competitive and international environment of the region.

WHY? Many mandates for different clienteles, fierce competition, plus our internal clients asking for some specific packaged information. We needed a tool that could put forward the region’s economic potential and its many assets for these different target audiences and clients.

WHAT? Instead of producing different documents for each specific purpose, we gathered all the information in one modular and versatile tool called Montréal International Promotional «Make-it-your-own» Brochure.

Special Purpose Print Brochure

Population 25,000-200,000

Gold

MIDLAND SPACEPORT BUSINESS PARK MIDLAND DEVELOPMENT CORPORATION MIDLAND, TX

Midland, Texas, is striving to create a hub of activity and collaboration between commercial space companies in the Permian Basin. In September 2014 Midland became the first primary commercial service airport to be certified by the FAA under the Federal Aviation Regulation (FAR) Part 420 as a spaceport. The Spaceport Business Park brochure was created as an informational tool to educate prospects on what the business park currently has and will have to offer upon further construction. The content of the brochure is relevant to commercial space companies who might consider Midland as a good fit for relocation.

Silver

BROWNSVILLE ECONOMIC JOURNAL BROWNSVILLE ECONOMIC DEVELOPMENT COUNCIL BROWNSVILLE, TX


This is a 28-page, full color, publication. More than 500 copies have been printed. An electronic version of this publication is available at www.BEDC.com. The purpose of the this special issue is to highlight and promote the innovation, entrepreneurship, educational and economic opportunities the space industry is expected to bring to Brownsville, Texas, and surrounding communities. Printed copies and electronic links of the publication have been delivered to corporate executives and local, regional, and state public officials. The information provided has become a tool for thoughtful and engaging conversations with the executives and public officials. This publication has been successful in branding Brownsville as an ideal community for ventures in the space industry.

The Brownsville (Texas) Economic Development Council’s mission is to lead, facilitate, and promote the economic and industrial development for the Brownsville-Matamoros BORDERPLEX and to build economic prosperity and create employment opportunities in the region by utilizing the resources and expertise of public/private institutions in collaboration with the Greater Brownsville Incentives Corporation.

Bronze

CITY OF HAMILTON DATA CENTER BROCHURE CITY OF HAMILTON, OH HAMILTON, OH

Hamilton, Ohio is an ideal location for a data center due to its utilities, access to workforce, and proximity to major markets. But what truly sets Hamilton apart is its green and low-cost utilities. Hamilton owns and operates all four major utilities: electric, natural gas, water, and wastewater. Hamilton is also among the most affordable providers of utilities in the entire state of Ohio and has abundant water and energy capacities. When the Meldahl Hydroelectric facility comes online in the summer of 2015, the City will provide customers with 70% non-carbon emitting energy not subject to the same market fluctuations as fossil fuels. With these factors in mind, the Economic Development Department of the City of Hamilton recognized that data centers should be a target industry. The first thing to do was to compile all of these assets into one marketing message. We were able to accomplish this through our Data Center Industry Brochure.

Since it was completed, not only has the City utilized in our marketing efforts, we have hired a commercial broker that nationally specializes in data centers. The consultant utilizes the document in all his recruitment efforts.
The purpose of the DiscoverLNK Guide is to capture many functions for our organization internally, such as collateral for veteran job fairs and alumni events around the country attended by our staff. For Partnership investors, the Guide will be available to encourage our recruiters as a memorable take-away they can provide to interviewees from out of town. The ultimate goal of the Guide is to captivate a younger demographic with the stirring energy of Lincoln, so that they want to dig deeper into relocation information.

Bronze

DATA CENTER FOLDER
LOUDOUN COUNTY ECONOMIC DEVELOPMENT
Leesburg, VA

Data centers are the top industry targeted by Loudoun County. Virginia. In order to market Loudoun to this key I.T. sector, the director requested an appealing marketing piece to present to prospects. The result is not only upscale and elegant, but engaging and user-friendly. The decks are an important tool that supports EDAWNs overall entrepreneurial development efforts: to attract, support and educate entrepreneurs through every step of their journey.

Silver

RENO STARTUP DECK
ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA (EDAWN)
RENO, NV

The Reno Startup Deck is a deck of playing cards that hosts the Reno-Sparks community resources (Events, Organizations, Places, Connectors and Role Models) that support entrepreneurs. The decks are used by EDAWN staff, entrepreneurial support organizations and community members, to quickly identify and communicate the relevant resources in our community to entrepreneurs. The deck is an important tool that supports EDAWNs overall entrepreneurial development efforts: to attract, support and educate entrepreneurs through every step of their journey.

Gold

AWARDS

Population 200,000-500,000

The Greater Richmond Partnership, alongside other publications during marketing missions and conferences as an example of the information available during their site search. The craft beverage industry is a growing sector in many areas, especially within Virginia and Richmond. Specifically, there has not been another publication of this sort developed that lends to the creative summarization of market trends and relevant information. Because this publication is developed entirely in-house, we are able to update it as needed, allowing us to share complete, relevant and up-to-date information in an instant. This flexibility is invaluable to the client as legislative changes are happening. New companies are entering the market at a rapid pace and significant industry changes and investments are imperative to strategic decisions. The Greater Richmond Partnership, alongside other allies and community partners, worked to bring two craft brewing projects to the Richmond Region in 2014 including Stone Brewing Company and Garden Grove Brewing.

Population Greater than 500,000

20TH ANNIVERSARY BROCHURE
GREATER RICHMOND PARTNERSHIP, INC.
RICHMOND, VA

In October of 2014, Greater Richmond Partnership, Inc. celebrated its milestone 20th Anniversary. Following our annual meeting, preparation for our 20th Anniversary celebration continued and this publication was developed as a part of that campaign. This publicaton became directly linked to GRP’s fundraising efforts as our cycle for the 2013-2014 fiscal year was nearing an end. It served as a go-to resource highlighting the accomplishments of the GRP and their community partners over the past 20 years and created a visual transition into meetings for prospective investors.

Pursuit Fundraising Campaign
The Right Place, Inc.
GRAND RAPIDS, MI

As a non-profit organization, every five years The Right Place embarks on a fundraising campaign to support the organization’s operations and mission. Historically, all campaigns have been led by the President and CEO. However, for the first time in the organization’s 30-year history, this fundraising campaign was led by a newly hired fundraising director. Thus, the new director needed a strong communication plan and compelling materials to support their work.

To support the campaign, a customized “Pursuit Packet” was developed. The packet relied heavily on variable, customizable content, and urges potential supporters join in the pursuit of economic growth and job creation in West Michigan. Used by nearly everyone in the organization, the packet and campaign have already achieved 90 percent of the organization’s goal in the first 16 months of its launch.

2015 IEDC ANNUAL CONFERENCE | ANCHORAGE, ALASKA | OCT 4-7, 2015

CRAFT BEVERAGES BROCHURE
GREATER RICHMOND PARTNERSHIP, INC.
RICHMOND, VA

The Craft Beverages brochure is used as a specialty publication to attract companies to Greater Richmond, VA. It is used alongside other publications during marketing missions and conferences as an example of the information available during their site search. The craft beverage industry is a growing sector in many areas, especially within Virginia and Richmond. Specifically, there has not been another publication of this sort developed that lends to the creative summarization of market trends and relevant information. Because this publication is developed entirely in-house, we are able to update it as needed, allowing us to share complete, relevant and up-to-date information in an instant. This flexibility is invaluable to the client as legislative changes are happening. New companies are entering the market at a rapid pace and significant industry changes and investments are imperative to strategic decisions. The Greater Richmond Partnership, alongside other allies and community partners, worked to bring two craft brewing projects to the Richmond Region in 2014 including Stone Brewing Company and Garden Grove Brewing.
UNMANNED AIRCRAFT SYSTEMS BROCHURE
ANCHORAGE, AK

A group of Alaskan agencies – the Division of Economic Development (DED), Fairbanks North Star Borough, Alaska Department of Military and Veterans Affairs, Alaska Center for Unmanned Aircraft Systems Integration, and University of Alaska Fairbanks Geophysical Institute – joined forces to host an Alaska booth at the Association for Unmanned Vehicle Systems International annual conference. With multiple organizations ready to promote the state’s new Pan Pacific UAS Test Range Complex, cohesive materials clearly defining opportunity in Alaska for the Unmanned Aircraft Systems (UAS) industry were needed. Working with stakeholders, DED developed two distinct pieces of collateral for development: 1) A brochure about Alaska’s business climate, and 2) A brochure about advantages offered to the UAS. The brochures clearly articulated the advantages of Alaska as a place to do business and showcased the state’s unique attributes – arctic airspace, culture of aviation, relevant university programs, close ties with the military, and welcoming government – in support of UAS industry attraction and expansion efforts.

DED supports the growth and diversification of Alaska’s economy through business assistance, financing, promotion, and public policy. The division works closely with industry leaders, allied agencies, and economic development organizations across the state, including state designated Alaska Regional Development Organizations.

General Purpose Print Promotion

Population 25,000-200,000

Gold

OUTLOOK WILLIAMSON, 2015 TRENDS REPORT
WILLIAMSON, INC.
FRANKLIN, TN

Williamson, Inc. incorporates both the Chamber of Commerce and Economic Development, which together provide unparalleled access to education, leadership development, relationship-building and up-to-the-minute information about doing business in one of the country’s fastest growing counties. The Williamson County 2015 Annual Trends Report is designed and compiled by Williamson, Inc. Economic Development as a resource for business and community leaders. The report provides an analytical look at local and regional economic indicators and trends. The trends focus on demographics, housing data, education, and other data as well as projections and analysis of location quotients and shift shares. The success of the first trends book in 2014 was overwhelming; twice as many reports will be printed this year due to high demand. The goal of the report is to provide our external market (potential relocating companies, site consultants) as well as our internal market (community leaders, stakeholders, chamber members) informed and connected to high quality data to add value to their decision making process.

Population 200,000-500,000

Gold

CAPITOL RIVERFRONT MARKETING VIDEO
CAPITOL RIVERFRONT BUSINESS IMPROVEMENT DISTRICT
WASHINGTON, DC

The Capitol Riverfront Business Improvement District (BID) provides place management services to assist stakeholders in creating a neighborhood that is accessible, unique, and attractive. The Capitol Riverfront marketing video is a representation of DC’s fastest growing and most vibrant mixed-use community, the Capitol Riverfront. It is one tool in a larger marketing/PR/branding campaign that reflects the dynamic energy of this new downtown along the Anacostia River in Washington, DC. The two and half minute video depicts “what the Capitol Riverfront looks like” by highlighting the attractive amenities of this premier waterfront destination: regional accessibility, world-class dining, walkability and close proximity to the U.S. Capitol, a high quality public realm featuring cleanliness and safety, rapid growth, parks and open spaces with 1.8 miles of beautiful riverfront views, year-round events and entertainment that provide a sense of community of residents and visitors alike, and a convenient lifestyle for all ages to enjoy.

Population Greater than 500,000

Gold

HALIFAX CONVENTION CENTRE
“IMAGINE” DIRECT MAIL CAMPAIGN
NATIONAL PUBLIC RELATIONS & HALIFAX CONVENTION CENTRE
HALIFAX, NOVA SCOTIA
CANADA

The “Imagine” campaign centers on direct mail, with a focus on the details that can make or break a convention experience for planners and their clients.

In every case, we personalize the DM execution, and integrate them with measurable online tactics like our blog, social feeds, landing pages, video content and mass email to extend the experience.

We’ve made sure our planners have been a part of the new facility from the ground up, so they’re inspired to bring an event here.

The Halifax Convention Centre will attract thousands of new and returning visitors, and provide local experts with the opportunity to build connections and showcase Nova Scotia’s strengths in business, research and academia to the world. It’s a part of the Nova Centre, a one-million square-foot, mixed-used development including a hotel, financial tower and retail space. It is the largest integrated development project yet in the province’s history.

Silver

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Population Greater than 500,000

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Population 25,000-200,000

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By appealing to a specific audience, we hope to accomplish the goal of re-framing false perceptions about the business climate and type of quality of life in our city. The greatest outcome from this project has been in re-shaping perceptions of Alpharetta through a deliberate marketing and branding strategy.

Silver

**COLLINSVILLE VIDEO TABLET AND FLASH DRIVE BUSINESS CARDS**
**CITY OF COLLINSVILLE, IL**
**COLLINSVILLE, IL**

The revitalization of Collinsville’s economic development campaign began with the creation of a new brand, website and marketing strategy that includes inventive uses of digital marketing tools. A team of progressive thinkers led this initiative.

In 2014 our flash card had not only differentiated us from other communities, it became the most talked about marketing tool in the St. Louis metropolitan area. Impact of the business card was only surpassed by the launch of our tablet in May 2015. Our location is solidified as the most progressive and innovative city in the St. Louis region for economic development and overall positive marketing strategy.

Our innovative next step was the design of the video tablet to complement the brand’s efforts. This became the apex marketing piece showcasing our diverse economic development offerings. Our interactive tablet is formulated to display customizable videos, presentations and still slideshow images for prospects and developers. Since its launch, the response from our customer base, ranging from real estate brokers, developers, site selection firms, as well as existing businesses has been overwhelmingly positive.

These tools are evidence that the City of Collinsville is poised and ready for smart growth; the development community knows that we mean business.

Bronze

**LAUNCH BROWNSVILLE**
**BROWNSVILLE ECONOMIC DEVELOPMENT COUNCIL**
**BROWNSVILLE, TX**

Launch Brownsville is an initiative put forth by the Brownsville EDC to bring awareness and knowledge to our community about the SpaceX project. Brownsville was one of the proposed sites being looked at by the space company, created by Elon Musk, to build the first ever commercial rocket launch site in the world. In September 2014, SpaceX held an official groundbreaking ceremony for the launch site at Boca Chica Beach in the outskirts of Brownsville. It took more than 3 years for the project to become a reality.

During that time, Launch Brownsville became the channel the BEDC used to inform the public about the advancement of the project, as well as the economic and educational benefits it is expected to bring to our region. The initiative helped the community become aware and involved with the project. Launch Brownsville generated the support the project needed to become a reality. Over 1,000 people attended two public scoping meetings done by the FAA for the project. During both meetings, the project received overwhelming support from the public.

BEDC used social media, made over 300 PowerPoint presentations, created two promotional videos as well as several e-mail campaigns to distribute information to the public.

**Population 200,000-500,000**

Gold

**SBDC**

**SPRINGFIELD, MISSOURI TALENT ATTRACTION INITIATIVE VIDEO SERIES**
**SPRINGFIELD BUSINESS DEVELOPMENT CORPORATION**
**SPRINGFIELD, MO**

The development of our Talent Attraction Video Series is part of the Talent Attraction Initiative for the Springfield, Missouri region. An often-cited challenge facing many companies in our region is the ability to provide information to potential job candidates about what it is like to live and work in Springfield. After identifying this trend through our Existing Business Support Program, which actively seeks to overcome barriers to companies’ continued growth, the Springfield Business Development Corporation, the economic development arm of the Springfield Area Chamber of Commerce, set out to develop a set of tools to complement talent recruitment efforts of local companies. The overall initiative was designed to provide a one-stop shop for human resource and recruitment professionals with an end goal to provide employers with a comprehensive toolbox of resources that aid their existing efforts.

Silver

**ORANGE COUNTY PARTNERSHIP**
**NEW YORK**

“ORANGE COUNTY, NY WANTS YOU!” VIDEO CAMPAIGN
**ORANGE COUNTY PARTNERSHIP**
**GOSHEN, NY**

The Orange County Partnership’s “Orange County, NY Wants You!” campaign video, produced by StageSixMedia, was created to boast Orange County, NY’s assets and the services offered by our Economic Development Office. The video is a fast paced, humorous production, designed to catch the audience’s attention, while giving them insight into what Orange County has to offer. The video campaign reached thousands across multiple social media platforms, capturing the attention of national site selectors.

The Orange County Partnership is a private, not-for-profit economic development agency that serves as the one-stop resource for businesses development in Orange County, NY. Its team of economic development professionals works with commercial real estate brokers, developers, site selection firms and regional and statewide economic development agencies to find the most advantageous and cost-effective locations for corporate attractions and expansions.

Bronze

**HALIFAX PARTNERSHIP**
**HALIFAX, NOVA SCOTIA, CANADA**

With a strategic location on North America’s east coast, the ocean-related focus of its universities and community college, and the depth of its science-based workforce, Halifax, Nova Scotia is a world leader in ocean science and business. The Halifax Partnership worked with ocean sector partners to develop a marketing video that positions and promotes Halifax and Nova Scotia as a global hub for ocean science, technology, tourism, education and business. It is a compelling marketing piece that is being used by all ocean sector stakeholders to attract ocean-related investment, business, research, funding and talent. The video was launched in June 2014 in time for World Oceans Day on June 8th and Oceans Week celebrations in Halifax. The video has been shown at a number of major sector conferences and tradeshows including the 5th International Conference on Ocean Energy held in Halifax in November 2014 which was attended by 700 delegates from 25 countries. The video has also been viewed over 1,000 times online via the www.oceaninnovators.com website and YouTube.

**Population Greater than 500,000**

Gold

**BUFFALO NIAGARA ENTERPRISE**
**BUFFALO NIAGARA ENTERPRISE | 43NORTH | PAGET FILMS**

**NEXT THINGS NOW: INNOVATION & ENTREPRENEURSHIP IN BUFFALO**
**BUFFALO NIAGARA ENTERPRISE | 43NORTH | PAGET FILMS**
**BUFFALO NIAGARA, NY**

Launched in October 2014, Next Things Now is a five minute video produced by Buffalo Niagara Enterprise and 43North, and directed by Paget Films that highlights dozens of innovative moments in Buffalo’s history, ranging from the opening of the Erie Canal to the first successful skin graft to today’s...
promotes the services, programs and resources of businesses to grow and prosper. The second video details the advantages of why Mississauga is an ideal location for leadership and education. Speaking about the many benefits Mississauga has to offer a business audience. Our first video showcases a story from an economic development perspective of the dynamic city Mississauga is today and is a key marketing communications tool, and has been used to target three key audiences: international talent and investment to the City and Mississauga's rich and colorful past, a vision for its future, and a platform to profile key investment opportunities generating further economic growth. This story was told through an immersive multimedia presentation using innovative fly-through technology and digital animation. The presentation positioned Mississauga as a 'city of convergence' built on three majestic harbors, and was designed to target three key audiences: investors and business stakeholders; partners; visitors to Auckland; and Auckland residents. The presentation continues to be used as a key marketing communications tool, and has been translated to appeal to Auckland’s key trade and investment markets including China.

As part of the new brand launch and implementation, two business videos were created to tell Mississauga's story from an economic development perspective to a business audience. Our video showcases testimonials from world-renowned business leaders and educators speaking about the many advantages of why Mississauga is an ideal location for businesses to grow and prosper. The second video promotes the services, programs and resources of the Mississauga Business Enterprise Centre (MBEC) that also uses real client and partner testimonials to reinforce Mississauga's support for entrepreneurship and small businesses.

AUCKLAND INVESTOR PRESENTATION
AUCKLAND TOURISM EVENTS AND ECONOMIC DEVELOPMENT (ATEED)
AUCKLAND, NEW ZEALAND
Over the 2014/15 Southern Hemisphere summer, Auckland – New Zealand’s largest city – played host to an unprecedented line-up of events, including the ICC Cricket World Cup 2015, Volvo Ocean Race and the city’s 175th anniversary. These events offered Auckland Tourism, Events & Economic Development (the Auckland region’s economic growth agency) a unique opportunity to share stories of Auckland’s rich and colorful past, a vision for its future, and a platform to profile key investment opportunities generating further economic growth. This story was told through an immersive multimedia presentation using innovative fly-through technology and digital animation. The presentation positioned Auckland as a ‘city of convergence’ built on three majestic harbors, and was designed to target three key audiences: investors and business stakeholders; partners; visitors to Auckland; and Auckland residents. The presentation continues to be used as a key marketing communications tool, and has been translated to appeal to Auckland’s key trade and investment markets including China.

FOR GEORGIA THE FILM INDUSTRY WORKS VIDEO
GEORGIA FILM OFFICE
ATLANTA, GA
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ORLANDO, YOU DON’T KNOW THE HALF OF IT.
ORLANDO ECONOMIC DEVELOPMENT COMMISSION
ORLANDO, FL
Orlando is known around the world for its theme parks. Unfortunately, that’s all it’s known for. That’s why the Orlando Economic Development Commission decided it was time to tell the other half of Orlando’s story; the part that highlights the fact that this is more than just a great place to vacation. Orlando is home to thinkers, dreamers and leaders.

The primary purpose of the commercial is to pique the interest of viewers and entice them to learn more about Orlando and discover the “other half” of the story. Our secondary goal includes inspiring pride and therefore creating community ambassadors who can help educate our local, regional, state and even national audience.

To work toward this goal, the commercial is executed with strong imagery of iconic places, real residents in their “element,” as a soothing, majestic voice narrates the story line of our rich, diverse community. The story makes reference to a place that believes in magic, fantasy and wishing upon stars but not just because of our theme parks. Industry innovation, cutting-edge technology and unbeatable quality of life reveal that Orlando is a place where dreams really do come true.

The Ad Jobs Foundation Annual Report for 2014 was designed in-house and contains an overview of the current and projected demographics, workforce statistics, industry trends, progress on long term initiatives, completed projects, and sets goals for the next year. The report is shared widely as an informational document but also used internally by staff and Ad Jobs Foundation Board. The report measures successes as well as set-backs and helps the board and community establish accountability for both, from year-to-year, while looking forward to the upcoming year. This year’s report was designed as notebook and implemented our community branding efforts for the first time in an annual report. Successful years will be based on this design to create a comprehensive, branded record of activity in the organization and community.

The Ad Jobs Foundation is a 501c3 non-profit economic development organization in Ada, Oklahoma. The organization works in partnership with state and local government, educators, training providers, financial institutions, and local businesses to retain existing jobs; recruit new firms; and encourage start-up business. Funding is provided through memberships, donations, and a contract with the City of Ada.
The Annual Report provides year-over-year statistics required by Council while seamlessly integrating success stories about local businesses. The theme of the 2014 Annual Report, “The Environment for Innovative Growth” celebrates the innovative environment that makes Oakville a priority destination for business. Established in 1857, the Town of Oakville is situated between Mississauga and Burlington along the shore of Lake Ontario. The town provides municipal government services to more than 187,000 residents and thousands of private businesses. The 2014 Annual Report is an initiative of the town’s Economic Development department which provides a variety of services and undertakes initiatives for business attraction, retention and expansion.

Bronze

CCEDC 2013-2014 ANNUAL REPORT
CHIPPEWA COUNTY ECONOMIC DEVELOPMENT CORPORATION
CHIPPEWA FALLS, WI

The Chippewa County Economic Development Corporation (CCEDC) publishes and distributes its annual report to the public and private investors and stakeholders at its annual meeting held each May, and to site selectors, prospects, and other interested parties throughout the year.

The report represents CCEDC’s identity and serves as an overview of the organization. It reveals major accomplishments in the areas of business growth and retention, advocacy, direct foreign trade, economic development projects, workforce development, marketing and branding, business attraction, entrepreneurialism, and other successes within Chippewa County, WI. The annual report provides accountability of the corporation to its stakeholders by not only reporting on the programs and finances but by highlighting benchmarks as well. Public and private investors of the organization are also touted in the report, and because it is an attractive piece it has the benefit of bringing in new investors.

The annual report is one of the CCEDC’s most effective internal marketing tools and supports the CCEDC’s work plan marketing goal to build awareness and support for Chippewa County both locally and within its target markets as the place to do business in Western Wisconsin.

FY14 ANNUAL REPORT - NEWSPAPER COMICS VERSION
GAINEVILLE COMMUNITY REDEVELOPMENT AGENCY
GAINEVILLE, FL

How do you make public infrastructure projects and their link to economic development interesting and appealing to a general audience?

In an effort to reach a larger and more diverse audience than ever before, Gainesville Community Redevelopment Agency (CRA) partnered with a local arts school to transform its annual report into a parody of a Sunday comics newspaper. Cartoonists from the Sequential Artists Workshop hand-drew 16 custom illustrations ranging from a Peanuts-styled sketch about its façade grant program to a Dilbert-inspired office strip about the behind-the-scenes work that goes into revitalizing urban spaces. More than 31,000 copies of the report were distributed through a partnership with the local newspaper—breaking a new community outreach record for the agency. This unconventional approach increased the public’s understanding of CRA projects, while showcasing unique local talent.

2014 FAIRBORN DEPARTMENT OF ECONOMIC DEVELOPMENT ANNUAL REPORT
CITY OF FAIRBORN/FAIRBORN DEVELOPMENT CORPORATION
FAIRBORN, OH

The 2014 Fairborn Department of Economic Development Annual Report was a collaborative effort between the City of Fairborn and the Fairborn Development Corporation (FDC). It is the first annual report for the City’s Economic Development department and the FDC.

The report was written by economic development department staff and highlights our department’s progress, and achievements for the year. Our goal in this report was to convey much information as possible to our community’s citizens, businesses, our colleagues, and our city council in an easy to follow and eye catching format.

2014 was the first full year of focused economic development activity for the City of Fairborn. The number of completed and on-going projects along with job numbers, marketing numbers, and new investment in the Fairborn area allow for us to keep momentum flowing as we move forward with development activity in the City.

The City of Fairborn is located in the Dayton Region of Western Ohio. With a population of approximately 33,000, we are the gateway to Wright-Patterson Air Force Base the largest single site employer in Ohio. The report was distributed through our city council, the FDC board and is available on the Fairborn Development Corporation website.

2014 VIRGINIA BEACH ANNUAL REPORT
VIRGINIA BEACH DEPARTMENT OF ECONOMIC DEVELOPMENT
VIRGINIA BEACH, VA

The 2014 Virginia Beach Annual Report, titled Launch Virginia Beach, highlights key economic achievements and tech initiatives over the past year. The report was designed to be both a promotional and informational piece. Copy was condensed in order to place more emphasis on key results and facts. Topics highlighted in the report ranged from capital investment and job growth from the past year to target industry sector reports and a description of the Department’s marketing initiatives. The report was first distributed to the Virginia Beach City Council, and then sent out to the public through a targeted list of regional business professionals to build awareness and garner support. It is also available electronically on the Department’s website.
The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other.

The mission of the Greater Fargo Moorhead Economic Development Corporation (GFMEDC) is to grow and diversify the economy in Cass County, North Dakota, and the surrounding area. The GFMEDC works to attract new businesses and retain existing ones by providing a range of economic development programs and services. The GFMEDC is a private, nonprofit organization that is publicly and privately funded to facilitate new business opportunities, work with existing businesses, advance resources that will enhance the economic viability of the region, and foster regional cooperation among the public and private entities that are involved in economic development activities.

VGIR's 2014 Annual Report reflects the results and happenings from the year, highlighting the organization's local events and marketing missions, new initiatives and other activities. It also exists to celebrate the partnership of investors, report annual metrics indicating progress on VGIR's programs, relay exciting local economic development news and more. The book is a professional-grade production, 100% designed and written in-house by a collective effort from the organization's entire staff.

The Augusta Economic Development Authority (AEDA) completely changed the reporting of the previous year's activities for 2014 by instituting an electronic-only Annual Report. Developed by our staff in conjunction with our web designer, the Annual Report highlighted the Board of Directors and Staff, the goals of the organization, and the numerous successes in economic development that were accomplished during the year. The electronic Annual Report was emailed to site selection consultants, statewide project managers, local manufacturers, elected officials and community leaders. The Annual Report was also posted at www.AugustaEDA.org.

This was the first time we developed an electronic Annual Report, and, according to a detailed survey later, readership increased by more than 82%.

The Greater Richmond Partnership Annual Report provides a detailed look into the Partnership's activities, programs and achievements over the most recent fiscal year (July 1, 2013-June 30, 2014). The Annual Report analyzes the impact of the Partnership's programs, its progress in reaching long-term goals, and informs investors about the latest successes.

Everyone at Montréal International (MI) worked hard in 2014 to generate outstanding results and drive remarkable job creation to make Greater Montréal a more thriving and competitive region. MI’s 2014 Activity Report highlights our organization’s achievements and encourages the Montréal business community to work together to make the region even more competitive and attractive. Greater Montréal is indeed enjoying great momentum. Last fall, the region’s residents and leaders joined forces to revitalize our economy through initiatives like “I see Montréal” (a citizen movement showcasing 180 ambitious projects). MI wants to keep this momentum going by aiming higher and achieving more. The printed and electronic version of MI’s 2014 Activity Report was produced with that goal in mind. The idea behind our slogan, “Toward a Greater Montréal” is echoed by each section of the Activity Report: Building greater wealth/Reaching ever further/Supporting a more innovating economy.

Calgary Economic Development works with business, government and community partners to achieve economic success, embrace shared prosperity and build a strong community for Calgary. Managed by an independent Board of Directors, Calgary Economic Development is a not-for-profit corporation funded by the City of Calgary, community partners, other orders of government and the private sector through the Action Calgary program. As the stewards of building on our energy, the ten-year Economic Strategy for Calgary, Calgary Economic Development acts in accordance with the key objectives set out in the strategy and supports the Leadership Team responsible for the strategy’s implementation.

Calgary Economic Development is a conduit, connector, catalyst and storyteller. We are opportunity-makers, helping to spark and fuel the growth that has made Calgary an economic powerhouse. We nurture prospects and potential. We harness possibilities. And we support individual and business prosperity.

Population Greater than 500,000

Silver

Gold

Bronze

The Greater Richmond Partnership, both financially and through participation in marketing events and mission-critical programs. We are held accountable to those investors, who want to see that their funding and time has been spent wisely and our economic development efforts were as successful as possible. As the centerpiece of our Annual Meeting and 20th Anniversary Celebration, it was a publication that facilitated discussion, networks, and relationships, which led to continued investment and success. The 2013-2014 Annual Report also wraps up the last five-year strategic cycle, demonstrating that our work is on the cutting edge of economic development efforts in the nation.

Virginia's Gateway Region Economic Development Organization (VGIR) exists to enhance the economic development opportunities for eight communities in south central Virginia. VGIR is a private, nonprofit organization that is publicly and privately funded to facilitate new business opportunities, work with existing businesses, advance resources that will enhance the economic viability of the region, and foster regional cooperation among the public and private entities that are involved in economic development activities.

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We are connectors, linking business people with change-makers: investors, advisors, industry leaders, partners and employees. We introduce companies to new locations, markets and customers. And help new Calgarians meet mentors and employers – and find their place in our workforce, and in our community. We are storytellers, charged with the happy responsibility of getting to know Calgary, and sending its good news well beyond the city limits. We are proud to be part of the energy.

Bronze

ANNUAL REPORT 2014
INVEST HONG KONG, THE GOVERNMENT OF HONG KONG SPECIAL ADMINISTRATIVE REGION
HONG KONG
CHINA

The annual report summarizes Invest Hong Kong’s major initiatives and achievements in 2014. The theme of the report is “From Startups to Multinationals”, demonstrating Invest Hong Kong’s commitment and support to all companies, both large and small, to set up or expand their business in Hong Kong. For the first time, the department introduced an html version (www.investhk.gov.hk/ar2014) to embed multimedia materials, such as visuals and videos.

InvestHK is the department of the Hong Kong Special Administrative Region Government established in July 2000 to attract Foreign Direct Investment and support overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customized services to help businesses succeed in Hong Kong’s vibrant economy. As of December 2014, InvestHK has completed over 3,440 investment projects creating more than 37,500 new jobs in the first year of operation or expansion and over HK$91 billion of investment. For more information, please visit www.investhk.gov.hk.

Paid Advertisement Campaign

Population 25,000-200,000

Gold

FOCUS ON FRISCO
FRISCO ECONOMIC DEVELOPMENT CORPORATION
FRISCO, TX

The Frisco Economic Development Corporation continued to hear from corporate executives about how their businesses and personal lives were thriving in Frisco, TX. Focus on Frisco was created to be a tool to share those positive testimonials with a broad audience. The ad campaign is contracted through CBS Radio. A 60 second, good news story airs twice a day on KRRL Newsradio 1080. In addition to local broadcast, the Frisco EDC can purchase air time in targeted markets on other CBS Radio stations in the country.

The goal of the program is to promote business relocation through lifestyle and business success stories that are told peer-to-peer. Focus on Frisco is also a vital business retention tool that gives our corporate leaders a platform and a sense of pride when their story hits the airwaves. Features also include promotion of local events to attract the greater North Texas audience to a fun day visiting Frisco.

Since its establishment in 1991, the Frisco EDC has facilitated more than 300 projects that have the potential to occupy over 25 million square feet of commercial space, generate new capital investment in excess of $3.9 billion, and create or retain more than 36,000 direct jobs in the city of Frisco.

Silver

SAVOUR ELGIN / ELGIN ARTS TRAIL DISCOVERY GUIDE INSERT
ELGIN COUNTY
COUNTY OF ELGIN, ONTARIO
CANADA

Elgin County Economic Development provides opportunities for economic development that foster competitiveness and a positive and attractive business environment. This is achieved through the cultivation of creativity and talent in our rural communities to ensure continued economic growth, and by capitalizing on our distinctive local characteristics including local cultural heritage and historical traditions to create appealing and unique places where people want to live, work and play.

The Savour Elgin/Elgin Arts Trail Guide is a beautifully designed brochure that highlights Elgin’s quality culinary attractions (wineries, restaurants, farmers’ markets) and vibrant arts community. 175,000 copies of this brochure were inserted into the Summer 2014 edition of “Food and Drink Magazine” which is popular with ‘foodies’ across the province of Ontario.

The goal of this campaign was to raise awareness of Elgin’s culinary and arts attractions to a targeted audience and thus increase visitation and revenue for businesses featured in the Savour Elgin/Elgin Arts Trail Guide.

Bronze

GEORGIA TREND MAGAZINE AD
MACON-BIBB COUNTY, GEORGIA ECONOMIC DEVELOPMENT TEAM
MACON, GA

Each March the statewide business publication, Georgia Trend Magazine, features Macon-Bibb County, Georgia in a detailed article. For a number of years, the Macon Economic Development Commission and Greater Macon Chamber of Commerce have collaborated with some of our economic development partners on an ad designed to attract the attention of GA Trend’s readers and let them know why Macon-Bibb County is a great place for business and tourism. This year, eight (8) different organizations, Macon-Bibb County, the Bibb County School System, the Macon Water Authority, Macon-Bibb County Convention & Visitors Bureau, the Macon-Bibb County Industrial Authority, New Town Macon, the Greater Macon Chamber of Commerce, and the Macon Economic Development Commission collaborated with the marketing company, Bright Ideas Group, to design this ad which features a coffee shop filled with people who represented a variety of economic development aspects of our community. To see our ad, please go to http://www.macontrends.com/news-and-press.cms?id=243.

Population 200,000-500,000

Gold

WINDSOR-ESSEX TECHNICAL & SKILLED TRADES CAREER FAIR
WINDSOR-ESSEX ECONOMIC DEVELOPMENT CORPORATION
WINDSOR-ESSEX, ONTARIO
CANADA

Although planning and implementing a career fair is not the mandate of the WindsorEssex Economic Development Corporation, supporting our Region’s businesses to grow and expand is. Responding to our local manufacturers who are experiencing the impact of a skilled trades shortage EcoDev created and implemented a Technical and Skilled Trades Career Fair “the first of its kind” and an extensive far-reaching National advertising campaign. Over 400 applicants participated and the positive effects of this campaign can still be felt by the participating companies.
“Launch Virginia Beach” was a print and digital campaign using innovative media approaches to elevate the Virginia Beach brand among a targeted group of decision makers. The media mix included Fortune Magazine cover wraps, custom channel web banners, contextual targeted web banners, custom audience web banners, and native website ads. The creative for this campaign focused on the Department’s key messages: Biotech, corporate headquarters, skilled workforce, exiting military, international appeal, and a high quality of life. Population Greater than 500,000

Choose DuPage and their advertising agency MACLYN developed an advertising campaign aimed at positioning DuPage County as the premier global commerce and industry for the United States and international business location. The campaign target was site selectors, real estate brokers, and business executives and decision-makers. Like celebrities, business leaders look to their peers when deciding the merit of their decisions: If Brad Pitt eats at that restaurant, it must be good. If Justin Timberlake likes that club, it must be cool. If John Calamos, CEO of Calamos Investments, a Fortune 500 company – choose DuPage County for his headquarters, it must be a good decision. The City of Hamilton is a Rust Belt city that for decades experienced decline and consequently suffered from a bad reputation both locally and regionally with the business community. However, after new leadership and energy jump-started the local economy, we recognized that making positive things happen is only part of the battle - we needed to ensure the progress was communicated to as many people as possible to change the perception Hamilton struggled with. The City of Hamilton is a Rust Belt city that for decades experienced decline and consequently suffered from a bad reputation both locally and regionally with the business community. However, after new leadership and energy jump-started the local economy, we recognized that making positive things happen is only part of the battle - we needed to ensure the progress was communicated to as many people as possible to change the perception Hamilton struggled with. The City of Hamilton is a Rust Belt city that for decades experienced decline and consequently suffered from a bad reputation both locally and regionally with the business community. However, after new leadership and energy jump-started the local economy, we recognized that making positive things happen is only part of the battle - we needed to ensure the progress was communicated to as many people as possible to change the perception Hamilton struggled with. The City of Hamilton is a Rust Belt city that for decades experienced decline and consequently suffered from a bad reputation both locally and regionally with the business community. However, after new leadership and energy jump-started the local economy, we recognized that making positive things happen is only part of the battle - we needed to ensure the progress was communicated to as many people as possible to change the perception Hamilton struggled with. The City of Hamilton is a Rust Belt city that for decades experienced decline and consequently suffered from a bad reputation both locally and regionally with the business community. However, after new leadership and energy jump-started the local economy, we recognized that making positive things happen is only part of the battle - we needed to ensure the progress was communicated to as many people as possible to change the perception Hamilton struggled with.

Each quarter, the Greater Waco Chamber Economic Development team publishes the Greater Waco Economic Development Update electronic newsletter. The newsletter details the most up-to-date information related to projects, development activity, key demographic data in the Greater Waco area, and provides a connection to additional resources including: WacoProspector.com for local real estate offerings and community specific data via WacoCustomReports.com. This report is distributed to over 10,000 economic development contacts including: local, regional, state and national economic development consultants, real estate professionals, clients and the Greater Waco Chamber membership directory.

As the first LEED Certified Chamber building in the United States, the Greater Waco Chamber is committed to sustainable office practices. Through this initiative, the Greater Waco Chamber Economic Development Update is delivered in electronic format to decrease the amount of paper used and eliminate postage costs. Greater Waco’s Central Texas location and accessibility along the Interstate 35 corridor play a key role in the community’s success in attracting new businesses and supporting existing companies. With a limited marketing budget, the team has found the e-newsletter to be a cost-effective resource in sharing those successes with clients and partners.

Choose DuPage County, Illinois is the epicenter of transit, commerce and industry for the United States and through O'Hare International Airport, the world. As the County’s economic development organization, Choose DuPage and their advertising agency MACLYN developed an advertising campaign aimed at positioning DuPage County as the premier global business location. The campaign target was site selectors, real estate brokers, and business executives and decision-makers. Like celebrities, business leaders look to their peers when deciding the merit of their decisions: If Brad Pitt eats at that restaurant, it must be good. If Justin Timberlake likes that club, it must be cool. If John Calamos, CEO of Calamos Investments, a Fortune 500 company – choose DuPage County for his headquarters, it must be a good decision.

The advertising campaign was designed to capture “celebrity business status” by featuring the County’s prominent business leaders in the ads. The layout evokes the cover of a magazine and its copy becomes the cover story. This vehicle allows us to tout the benefits and advantages of DuPage County, the DuPage Difference.

For more information on Choose DuPage visit www.choosedupage.com.

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Name: “Launch Virginia Beach Direct Investment”

This provides information on the latest business news about Hong Kong, an international events calendar, market focus and sector focus, and successful investors who have established or expanded their presence in Hong Kong. In addition to the print copies, an electronic copy is also sent to our client database.

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HOMETOWN CONNECTION NEWSLETTER: ECONOMIC DEVELOPMENT ISSUE ELECTRICITIES OF NC, INC. RALEIGH, NC

Hometown Connection is ElectricCities’ quarterly newsletter reaching out to city managers, elected officials, state/regional officials and partner agencies in our member communities. For the Winter 2015 issue, it was decided to focus on economic development perspectives from across the state — a topic normally covered in our dedicated economic development newsletter, Developments.

Magazine

Population Greater than 500,000
Bronze

LIFE IN CALGARY MAGAZINE CALGARY ECONOMIC DEVELOPMENT CALGARY, ALBERTA CANADA

“Life In Calgary”, is a lifestyle magazine that inspires its readers to come to Calgary. This high-quality coffee-table product informs people in words and pictures about all there is to know and love about Calgary, as a place to visit and a place to call home.

More than 300,000 copies of this beautiful, aspirational magazine have been printed and distributed across Canada and around the world, through home delivery with respected newspapers in addition to Calgary Economic Development activities and events. This is an opportunity to attract the best and brightest talent to Calgary businesses; to tell people where to find the city’s best dining, hospitality, entertainment and attractions; and, to spread the word about Calgary’s unbeatable lifestyle and employment environment.

Special Event

Population Less than 25,000
Bronze

NORTHEAST NEBRASKA LINE LANDOWNER OPEN HOUSE BLACK HILLS ENERGY NORFOLK, NE

Black Hills Energy is a natural gas utility serving communities in Nebraska and has been part of economic development efforts in Nebraska for decades. The utility currently belongs to more than 25 economic development organizations in eastern Nebraska. Safe, reliable natural gas service from a dependable company is imperative to attracting new businesses to communities.

In early 2014, Black Hills Energy joined the Nebraska Governor, the Department of Economic Development, the City of Norfolk and Nucor Steel to announce the expansion of a Texas-based manufacturer bringing 200 jobs and that BlackHills Energy would build a new 50 mile natural gas line to increase the natural gas supply in northeast Nebraska. The increase in energy supply provides northeast Nebraska the opportunity to be considered for economic development opportunities.

Following the announcement, Black Hills began work on the Northeast Nebraska Line project. To build relationships with landowners and initiate the steps needed to secure easements, Black Hills hosted two open house meetings for landowners in communities on either end of the proposed route. The unique, intimate style and format of the meetings led to a successful beginning to the construction process, a key step in this economic development project.

Population 25,000-200,000
Gold

DOWNTOWN DEVELOPERS DAY CITY OF HAMILTON, OH HAMILTON, OH

In an effort to facilitate the development of our downtown, the City of Hamilton partnered with the Hamilton CORE Fund, Hamilton’s downtown redevelopment corporation, to host a Downtown Developers Day on September 25, 2014. Our team reached out to 100 development firms from around the Midwest, inviting them to Hamilton for a half day event. We sent them an informational brochure that identified projects in Hamilton’s urban core that were recently completed, under construction, and potential downtown development properties that were opportunities. 15 developers from Indianapolis, Columbus, Dayton, and Cincinnati came to Hamilton for the event, which started with a lunch presentation by the Executive Director of the Hamilton CORE Fund that provided background on the community and talked about the momentum we were experiencing. The rest of the afternoon was dedicated to a tour of completed, current, and potential projects. There was a networking happy hour to conclude the event.

The City of Hamilton and the Hamilton CORE Fund made important connections through the event that have resulted in ongoing conversations with 5 development firms that are exploring opportunities in Hamilton.

Bronze

OAKVILLE INNOVATION AWARDS TOWN OF OAKVILLE OAKVILLE, ONTARIO CANADA

The Oakville Innovation Awards (OIA) was launched in 2014 in order to celebrate technology and engineering excellence in the Oakville community and to recognize those who have participated in the development of exceptional products or processes that exhibit leading edge R&D. The OIA included both an awards ceremony as well as a showcase where all companies who submitted projects were provided the opportunity to showcase their work to an audience including experts in their field and other innovative local companies. OIA was a joint effort between the Town of Oakville Economic Development department, the Oakville Chapter of the Professional Engineers of Ontario, the Oakville Chamber of Commerce, HalTech and Silicon Halton.

Established in 1857, the Town of Oakville is situated on the shore of Lake Ontario. The town provides municipal government services to more than 187,000 residents and thousands of private businesses. The Oakville Innovation Awards is an initiative of the town’s Economic Development department which provides a variety services and undertakes initiatives for business attraction, retention and expansion.
The City Welcomes You to the Central Business District (CBD-Downtown Area) in Christmas Season. Visit Caguas. Support the Local Businesses. Autonomous Municipality of Caguas, Puerto Rico


Population 200,000-500,000
Gold

TALENT UPLOAD
FOX CITIES REGIONAL PARTNERSHIP
APPLETON, WI

Talent Upload is an all-expense-paid familiarization tour for university students to explore career opportunities and life as a young professional in the Fox Cities Region, specifically targeted to fill positions in: IT, computer science and engineering.

Underwritten by 18 Fox Cities employers recruiting entry level positions in high-tech fields, Fox Cities Regional Partnership bussed in 71 students from 15 universities located throughout Wisconsin and surrounding states. For approximately 48 hours students were immersed in networking receptions, facility tours, and “selfie-scavenger hunt” to deliver a glimpse of their future as a young professional living in the Fox Cities.

Silver

CROWDFUNDING AK
ANCHORAGE ECONOMIC DEVELOPMENT CORPORATION
ANCHORAGE, AK

Encouraging entrepreneurship is key to Anchorage’s economic growth and diversification. Anchorage Economic Development Corp. saw incredible potential in crowdfunding as a tool for entrepreneurs to obtain financing from within and outside of Alaska. Anchorage needed a high-impact event to spark excitement and awareness about the incredible business advantages offered by crowdfunding and this event was highly successful to that end. The event included a keynote presentation by Danae Ringelmann, co-founder of Indiegogo, one of the world’s largest crowdfunding platforms, and a panel of successful local crowdfunders. The locals shared their lessons learned, success stories and overall impressions after having crowdfunded. With 180 attendees, the event turnout strongly exceeded Indiegogo’s expectations and was among the largest crowdfunding events Danae Ringelmann had spoken at. The knowledge and enthusiasm regarding Alaska’s entrepreneur community has carried forward strongly. Crowdfunding AK was a truly catalytic event for Anchorage startup community. Audience members had the opportunity to participate in a Q&A with Danae and the panelists. Crowdfunding AK was organized as part of AEDC’s 2014 Alaska Entrepreneurship Week, a state-wide initiative which included 16 events held in four communities. Several entrepreneurs attending Crowdfunding AK executed crowdfunding campaigns as a direct result of the events. www.AEDCweb.com

Bronze
HALIFAX PARTNERSHIP
WELCOMING DONGDU INTERNATIONAL GROUP TO NOVA SCOTIA
HALIFAX PARTNERSHIP
HALIFAX, NOVA SCOTIA

In May 2014, Dongdu International Group (DDI), a Shanghai-based international real estate, high technology and lifestyle-oriented company, announced plans to carry out a $3 billion multi-phased, multi-sector plan of investment and development in the city of Halifax and rural areas of Nova Scotia, Canada. The Halifax Partnership (Halifax’s economic development organization) and Nova Scotia Business Inc. (the provincial economic development organization) held several events to publicly announce and celebrate DDI’s investment. The program included a welcome dinner; an official MOU signing ceremony with the Halifax Partnership and Nova Scotia Business Inc.; a lunch and reception with key stakeholders in Halifax and Nova Scotia’s private and public sectors; a business exchange session; and a public event to offer welcome letters to DDI Chairman Marvin H. L. Li. Over 250 guests attended the main MOU signing event which garnered local, national and international media coverage. The Halifax Partnership and NSBI are now working with DDI to facilitate their investment in the province and to strengthen trade ties between China and Nova Scotia.

Population Greater than 500,000
Gold

MOST BUSINESS FRIENDLY CITY IN L.A. COUNTY AWARD
LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION (LAEDC)
LOS ANGELES, CA

To promote and foment business friendly practices across the County, LAEDC created the Most Business Friendly City in L.A. County (MBFC) Award in 2006. Through this competition L.A. County’s 88 cities describe their proactive initiatives and approaches to create and sustain a business friendly environment, key to job creation, investment and thriving businesses.

In 2008, the MBFC Award was expanded to include small and large city categories, creating a lively competition between L.A. County cities seeking this prestigious award. Small and large city finalists and winners are determined by a Blue Ribbon Panel of Judges of statewide experts in 16 categories demonstrating a strong commitment to economic development.

As California’s only business friendly city award, the MBFC recognizes cities that established economic development as a top priority, are committed to providing high quality services at reasonable costs and deliver services beyond expectation.

The MBFC Award is given at LAEDC’s Annual Eddy Awards which celebrate individuals, organizations, cities and educational institutions demonstrating exceptional contributions to positive economic development in the region.

The MBFC Award is replicable for regions committed to economic development excellence and dedicated to improving the business environment in their communities.
Taking full advantage of different ethnicities, ensuring inclusion across all workforce spectrums. Marginalized, and Economic Development Winnipeg realize its greatest potential if select groups are viewed as one of the foundational pillars of effective economic development. A community can never allow/encourage to participate in the economy of that extent, workforce development is rightly viewed as one of the foundational pillars of effective economic development. A community can never allow/encourage to participate in the economy of the city by those already shaping it. Economic Development Winnipeg Inc. (EDW) is Winnipeg’s lead economic-development agency. Economic development is about many complementary strategies and actions. It’s about convincing big companies that the city’s value proposition is unique and compelling; it’s about collaborating with public and private entities in offering jurisdictionally competitive enticements, and it’s about expanding capacity in sectors that promise the brightest future for the city. But perhaps at its most elemental level, effective economic development results when all races, religions, social circumstances, cultures, genders, etc. are invited/allowed/encouraged to participate in the economy of the city by those already shaping it. To that extent, workforce development is rightly viewed as one of the foundational pillars of effective economic development. A community can never realize its greatest potential if select groups are marginalized, and Economic Development Winnipeg Inc. (EDW) appreciates the formidable challenge of ensuring inclusion across all workforce spectrums. Taking full advantage of different ethnicities, different cultures and—yes—different genders offers profound opportunities that could fundamentally alter our cityscape for the better. SHEDay 2015 was orchestrated to help address Winnipeg’s gender gap within pre-executive and executive roles. Presented by EDW, this inaugural, sold-out leadership event saw approximately 560 attendees listen to 11 powerful speakers talk about women supporting women, navigating the leadership system and maximizing the authenticity of your personal brand.

Internet and New Media Awards

General Purpose Website

Population Less than 25,000

Gold

Population 25,000-200,000

Gold

Town of Parker Colorado Economic Development Website

Town of Parker Colorado, Economic Development Department

Parker, CO

The Economic Development department in The Town of Parker Colorado redesigned the brand as part of a larger campaign in 2014. We started with brand development that carried into the newly developed website at ParkerEd.org. Our target audience with this newly developed site consisted of: 1. Businesses– existing and prospective (and their representatives) 2. Brokers and Site Selectors 3. Industry influencers in; health care, specialty manufacturing, professional services and medical devices Our goals were to create a clean and easy to navigate website that reflects a level of professionalism expected by the business community. It needed to be responsive to the new and expanding businesses and decision makers and have clear data sets that are easy to maintain and meet IEDC standards.

Silver

Opportunity Lynchburg Website

Lynchburg Economic Development Authority

Lynchburg, VA

The Economic Development Authority of Lynchburg, Virginia launched OpportunityLynchburg.com in December 2014, in partnership with Sharp Top Company, a Lynchburg start-up web and software developer. Between January 1 and April 31, site visits increased by 530% from 941 to 5,929. New contacts converted through the site rose from 13 in the first month to 91, more than 600% over three months. The website serves as a foundation for attracting, converting, closing, and delighting multiple and diverse audiences with an integrated inbound marketing strategy targeted to strategic buyer personas: “Appointed Andre,” “Big Business Bob,” “Developer Doug,” “Entrepreneur Erin,” “Partner Patrick,” “Site Selector Sarah” and “Start-up Serena.” The personas guide content creation and distribution and enable the team to think strategically across applications about the targeted user of each piece of information. By starting off with a clear understanding of each audience and its unique pain points, Lynchburg EDA staff and Sharp Top are able to distribute helpful content in an efficient manner, helping local stakeholders access the information they need quickly and, in turn, alleviating some of the burden on our small economic development team.
Bronze

CHARLES COUNTY NEW WEBSITE AND BRANDING CHARLES COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT WHITE PLAINS, MD

The Charles County Department of Economic Development (EDD) supports and promotes the economic vitality of Charles County, a dynamic and fast-growing region in the Washington DC metro area. We serve as a first point of contact for local businesses and companies seeking to locate or relocate to Charles County.

With its proximity to Washington, DC, lower costs of doing business within the region, available real estate and reputation as a great place to live, the County has many assets that make it attractive for business. However, in 2014, the EDD found there was low awareness about the County among corporate executives and site selectors. The EDD also sought to increase community pride and recognition of the County’s assets among the business community, elected officials and resource partners. To address these issues, the EDD invested in a new tagline “Charles County: Close to the Capital, Far from Ordinary,” and a comprehensive marketing plan.

The new website, RethinkCleveland.org, provides up-to-date information and resources for corporate executives, site selectors and local businesses.

Population 200,000-500,000

Gold

WWW.AEDCWEB.COM RENOVATION ANCHORAGE ECONOMIC DEVELOPMENT CORPORATION ANCHORAGE, AK

In early 2014, the Anchorage Economic Development Corp. website, www.AEDCweb.com, had not undergone an upgrade in several years and was quickly becoming outdated and flawed. Not only did www.AEDCweb.com undergo an outward facing redesign, we switched our website platform to Word Press. The new site launched in November 2014 and since then we have continued to expand the website content and features.

The goals for the website redesign were:
1) Change platforms to solve background issues with our website, including security issues that lead to malware affecting our site. And to be more user-friendly towards the website manager.
2) To create an improved look for our website that better reflected our forward-thinking, cutting-edge business model.
3) To improve the user experience by making our site easier to use and navigate and creating more interactive components.
4) To make our site user-friendly and visually pleasing on mobile devices.

Comparing Jan. 1 - April 15, 2014, to the same period in 2015, AEDCweb.com has seen a 20 percent increase in page views, 23 percent increase in unique views, 20 percent decrease in bounce rate and 10 percent decrease in percentage exit.

Bronze

CITY OF CLEVELAND REBRANDING AND WEBSITE DESIGN CLEVELAND, OH

The focus of the website and our branding effort is to help businesses and site selectors “rethink” Cleveland. Market research indicates that once business leaders, site selectors and brokers get to know the City of Cleveland, its development opportunities and economic environment, they consider it to be a viable and competitive business location. However there was no direct and easy-to-find location for this information.

The website, RethinkCleveland.org, provides up-to-date information including available land and buildings, incentives, key industries and supply chains as well as quality of life and news updates, all in over 80 languages. In addition, our incentive programs as well as other resources available to businesses in our area are included. Our brand “Built by Industry, Inspired by Innovation” pays homage to Cleveland’s industrial roots and focuses on the high-level of innovation happening in today’s Cleveland economy. Entrepreneurs, makers and small businesses need only to check our website to understand the full ecosystem of area resources available. We also completed the Sina Weibo website process to reach China.

The entire staff of the Department of Economic Development and our interns worked to create the new website, which was funded by the Cleveland Citywide Development Corporation.

Population Greater than 500,000

Gold

WEBSITE LAUNCHED MARCH 2014 FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY TYSONS CORNER, VA

The Fairfax County Economic Development Authority (FCEDA) launched a redesigned Web site in March 2014 with enhanced features to help businesses that are exploring the possibility of starting, expanding or relocating within or to Fairfax County, Virginia. We have seen several proven metrics of success since the new site launched.

User experience goals for the new Web site were to:
• Increase visitor flow from the homepage to interior pages
• Direct visitors to pages they find most useful
• Optimize the user experience across desktop and mobile devices

Content goals for the new Web site were to:
• Demonstrate that Fairfax County is an ideal place to do business
• Demonstrate the balance of quality of life and meaningful work in Fairfax County
• Provide key business and real estate data
• Provide data on FCEDA services
• Provide case studies of Fairfax County business success

An easy-to-navigate Website is critical to showing off a community and its assets to anyone interested in starting, expanding or relocating a business. We wanted the site to help tell the story about why Fairfax County is one of the best places to live and do business; and make visitors want to know more about the county and the FCEDA.
The Georgia Department of Economic Development (GDECD) is tasked with communicating the state of Georgia's economic development strengths to markets around the world. Much of this information involves detailed statistics such as wage, employment, and site selection data. This data constantly changes, and to try and update this content in 12 different languages is extremely difficult and costly.

Instead, GDECD leveraged Get Smart Content, IP recognition and geo-targeting to dynamically load customized international landing pages to show an increased level of attention and engagement to the international business community. The dedicated landing pages are in the country’s native language and feature an in-country international representative. If the user is not yet ready to make contact and closes the landing page window, two different widgets follow the user throughout the site until they are ready to make contact or request additional information.

The native language contact forms are integrated with Salesforce.com to record the website lead data and measure the site’s lifecycle so that each entry can be truly personalized service.

This forward-thinking approach not only shows prospective customers and potential partners that GDECD has the necessary resources and partners in place to fit their business needs, but that they are also detail oriented and culturally sensitive from an international customer perspective.

Special Purpose Website

THE HAMILTON MILL WEBSITE
CITY OF HAMILTON, OH
HAMILTON, OH

The Hamilton Mill (The Mill), a recently revamped incubator in Hamilton, Ohio, represents an incredible innovation in economic development. While a business incubator as an economic development tool may not be uncommon, the ways in which this incubator has been transformed into a public-private partnership organized to have a “city as lab” structure is not only unique in the State of Ohio, but nationally as well.

Beginning in 2012, the City of Hamilton recognized that the days of luring the 1000+ employer was becoming increasingly rare, and embarked upon creating a strategy for attracting and developing high-growth start-up businesses in the city. By connecting startups with resources and partners, we knew that we could grow businesses locally, providing the expertise, access to funding, and connections that they needed to grow within Hamilton.

The Miller’s website was a part of a much larger project: re-envisioning an incubator. An extensive rebranding effort resulted in a world-class website that allows The Mill to accept applicants that are looking to partner with the City of Hamilton, universities, and mentors to help advance and accelerate their startups.

Silver

ORLANDO ECONOMIC DEVELOPMENT COMMISSION
ORLANDO, FL

Orlando is known around the world for its theme parks. Unfortunately, that’s all it’s known for. That’s why the Orlando Economic Development Commission decided it was time to tell the other half of Orlando’s story; the part that highlights the fact that this is more than just a great place to vacation. Orlando is home to thinkers, dreamers and leaders.

The Website received a new, custom look with a responsive and mobile-friendly design, interactive tools like GIS mapping, a one-stop data center with easy download capabilities, company success stories, a news blog, and connectivity with social media. Everything our target audience, C-suite executives and site location consultants look for.

Simply put, the primary purpose of OrlandoEDC.com is to generate leads that can translate into projects that create jobs while changing perceptions about our region. Our secondary goals include increasing engagement with clever content and educating our local audiences while eliciting community pride and inspiring our residents to help tell our Orlando story.

Gold

THE HAMILTON MILL WEBSITE
CITY OF HAMILTON, OH
HAMILTON, OH

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Bronze

GREATER ST. CLOUD JOBSPOT
GREATER ST. CLOUD DEVELOPMENT CORPORATION
ST. CLOUD, MN

Greater St. Cloud JobSpot (www.GreaterStCloudJobSpot.com) is an online talent portal designed to attract, develop, retain, and expand the talent pool in our region through three objectives: Develop and showcase the skills, experience, and talent attributes of the region; reduce the brain drain; attract alumni back to the region. It is unique in that jobs posted are limited to jobs located in our three-county area. Between seven institutions of higher education, our community enjoys the benefit of having more than 30,000 college and university students in our midst. However, most of them come here to learn and then leave for jobs elsewhere. This situation is exacerbated by students being unaware of the career opportunities available to them in our community. Every local college and university participated in the development of JobSpot, with the goal of raising student awareness of local jobs, as well as facilitating local internships and networking. JobSpot is intended to be more than a simple job board. Through our expansion plans it will become a comprehensive talent resource for all workforce stakeholders in the region. Enhancements will include resources to support job-seekers, trailing spouses, workforce training, professional development, and career advancement.

Bronze

THE HAMILTON MILL WEBSITE
CITY OF HAMILTON, OH
HAMILTON, OH

The Hamilton Mill (The Mill), a recently revamped incubator in Hamilton, Ohio, represents an incredible innovation in economic development. While a business incubator as an economic development tool may not be uncommon, the ways in which this
As a young and vibrant city, Mississauga is a successful city with a lot going for it. People from around the world are attracted to its high quality, balanced lifestyle, excellent programs and services, leisure opportunities and its welcoming atmosphere. Mississauga is also a global business centre, bringing international talent and investment to the City and allowing business to grow and thrive.

Our microsite WinTheHumanRace.ca is a significant component of a larger campaign focused around the City of Mississauga’s talent force. The entire campaign is based on PwC’s 15th Annual Global CEO Survey 2012, which identified 78% of global CEOs rank talent as a number one priority for business.

We used these findings to leverage our city’s highly skilled and talented labour force and presented Mississauga’s value proposition through a talent lens. WinTheHumanRace.ca is the tool we use to articulate Mississauga’s talent strength. The microsite is filled with talent oriented animated infographics complimented with a refreshing and witty narrative that captivates our target audience. Each webpage is strategically built to highlight different strengths of Mississauga’s diverse workforce offering a complete solution to CEOs that are challenged with finding talent.

As part of WEDC’s larger marketing plan, we are running online ads regionally and on select entrepreneurial and investment websites to highlight innovation taking place in Wisconsin in specific industries. This messaging complements the stories that are featured on HappeningInWisconsin.com, which serves as the landing page for these ads. This media campaign is part of a larger effort to change perceptions of our state nationally—not by disavowing our history or our traditional industries, but by highlighting the continuous evolution of technology being driven by the people in Wisconsin working within our state’s natural areas of strength.

### New Media

**Population 25,000-200,000**

**Gold**

#5BMILE (THE $5 BILLION MILE)  
FRISCO ECONOMIC DEVELOPMENT CORPORATION  
FRISCO, TX

A one mile stretch along the Dallas North Tollway in Frisco, Texas, is so dynamic it requires its own hashtag. #5BMILE is used in the Frisco EDC’s social media marketing to promote the four projects in the $5 Billion Mile. The $5 Billion Mile represents four mixed-use developments with $4.4 billion in capital investment either announced or under construction. Any one on the projects: The Star in Frisco, Frisco Station, The Gate and Wade Park would make a huge economic impact; but put all four together and you have the potential of 549 acres developed, 13.4 million square feet of commercial space and nearly 44,000 new direct jobs. #5BMILE allows more people to join the conversation on social media and creates a buzz about the bigger picture of these four unique developments working together and with the city of Frisco to create the future of urban living and working. Discover more about #5BMILE at FriscoEDC.com/5BMILE.
Since its establishment in 1991, the Frisco EDC has facilitated more than 300 projects that have the potential to occupy over 25 million square feet of commercial space, generate new capital investment in excess of $3.9 billion, and create or retain more than 36,000 direct jobs in the city of Frisco.

**Silver**

**BROKEN ARROW ECONOMIC DEVELOPMENT CORPORATION**

**BROKEN ARROW, OK**

The Rose District is a newly revitalized and now thriving arts and entertainment district in the heart of Broken Arrow. Our downtown core is vital to the identity and the success of our city. As such, it is important that we ensure that the general public can easily interact with and learn about happenings in the district. To that end, we launched a holistic “new media” campaign to capture and engage our citizens, as well as surrounding communities.

We use hash-tags via our many social media outlets to create a community engaged with the brand at #RoseDistrict. We created a monthly e-newsletter to keep people informed of upcoming events, developments, and news. We also have a dedicated website that keeps the community informed of events and happenings.

A digital way-finding app was launched that allows smartphone users to access an interactive map of all district businesses, providing them real-time interaction with the district and its merchants.

The impact has been tangible as we have nearly 15,000 Facebook followers, over 1600 newsletter readers with a 35-60% average open rate (well above industry standards of 18%), and active businesses utilizing the branding elements/hash-tags to co-market their businesses.

**Bronze**

**CHEYENNE WEST EDGE – VIRTUAL TOUR**

**CITY OF CHEYENNE CHEYENNE, WY**

Cheyenne’s West Edge Project seeks to transform an under-utilized neighborhood in the city’s core and turn it into a vibrant place where residents and businesses want to put down roots. The multi-disciplinary, silo-busting approach is advancing the end goal of economic vitality via flood prevention, brownfield cleanup, and public placemaking to spawn an environment that is irresistible to reinvestment. The West Edge Virtual Tour provides investors with the opportunity to view redevelopment renderings and experience the transformation on a smartphone that is geo-referenced to allow panoramic views to track the sights in front of you. This blurring of real and virtual has enabled the West Edge to motivate and inspire excitement from both citizens and developers to take the project to the next level. Invest yourself in Cheyenne’s West Edge by visiting www.cheyennewestedge.com/tour.

**Population 200,000-500,000**

**Silver**

**YES VIRGINIA BEACH APP VIRGINIA BEACH DEPARTMENT OF ECONOMIC DEVELOPMENT VIRGINIA BEACH, VA**

The Yes Virginia Beach iPad App is one of the most innovative and customizable site selection Apps available. Available through iTunes, the App provides a virtual tour of Virginia’s most populous City and serves as a search tool for available commercial real estate properties. Users can also visually explore and interact with a variety of map layers, including business districts, major employers, and attractions, and learn about the demographics, workforce, and cost of doing business in the city and region.

**Gold**

**MICHIGAN GOOGLE TREKKER**

**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION LANSING, MI**

Among the first of its kind in the U.S., the Michigan Economic Development Corporation partnered with Google Maps to make many of Michigan’s iconic tourist locations accessible for the first time ever as 360-degree, fully-Navigable imagery to more than one billion people around the world who use Google Maps.

The Google Maps Street View imagery increases global awareness of Michigan as a travel destination while showcasing the unique destinations and experiences only possible in Michigan. Tourism is among the largest industries in Michigan, and has grown to a record $22.4 billion industry in 2014.

Michigan’s Google Trekker launch received significant worldwide news coverage and generated 82 million impressions across Asia, Europe, South America and the United States.

Pure Michigan is a brand representing business, talent and tourism initiatives across Michigan. These efforts are driven by the Michigan Economic Development Corporation, which serves as the state’s marketing arm and lead advocate for business growth, jobs and opportunity with a focus on helping grow Michigan’s economy.

**Silver**

**MONTRÉAL INTERNATIONAL’S B2B DIGITAL LONDON UK ICT PROMOTIONAL CAMPAIGN MONTRÉAL INTERNATIONAL GREATER MONTRÉAL, QUÉBEC CANADA**

WHO? Montréal International (MI)—a non-profit organization—contributes to the economic development of Greater Montréal (Canada) and enhances its international status. Its mandates include attracting foreign direct investment as well as promoting the competitive and international environment of Greater Montréal.

WHAT? The aim of our London, UK ICT digital promotional campaign was to promote Greater Montréal’s assets to a highly niched and sought-after audience: the London ICT sector’s local influencers and decision-makers with a high potential for expansion and further development.

WHY? MI faces fierce competition, a long conversion cycle and area’s low awareness level in the UK. This web-based promotional campaign, a first for MI targeting this part of Europe, was really successful!

HOW? Our strategy combined the purchase of precisely targeted media, (programmatic, SEM, banners, LinkedIn), the creation of engaging content focused on the targets’ needs, the mobilization of a team of local influencers to maximize content distribution and promoted posts through granular targeting on MI’s social platforms.

**Bronze**

**INTEGRATED MARKETING UTILIZING NEW MEDIA AND WEBSITE**

**ANN ARBOR SPARK ANN ARBOR, MI**

Ann Arbor SPARK generates local, national, and global awareness of the talent and resources available in Ann Arbor to help businesses grow through investment and talent. The goal of its integrated marketing plan is to use a range of tools to deliver a consistent message to a broad, diverse audience. Integrated marketing enables SPARK to deliver a consistent message – that Ann Arbor is a great place to live and work, with one of the most highly skilled workforces in the country - across multiple channels. Its integrated approach utilizes a range of marketing tools: PR, print pieces, social media, online newsletters, website, videos, podcasts, and Google AdWords.
As a result of SPARK’s integrated marketing plan, the region has been successful at attracting and retaining startups and growing global businesses alike, and is seen as a premier destination for high tech and innovative companies. Ann Arbor SPARK’s new marketing efforts increased awareness of the region, and supported both entrepreneurial and business development activities. As a result, in 2014, companies invested $238M and announced 3,279 jobs in the Ann Arbor region, and SPARK assisted 253 startups, nurtured 71 incubator clients, and assisted 291 companies with 1,299 job postings.

**Program Awards**

**Multi-Year Economic Development**

**Population 25,000-200,000**

**Gold**

**CAROLINA TEXTILE DISTRICT**

**BURKE DEVELOPMENT, INC.**

**MORGANTON, NC**

Burke Development, Inc. is the economic development organization for Burke County, which is located in western North Carolina and has a population of approximately 90,000. BDI supports and promotes the development of jobs, investment and wealth to create a better quality of life for the people of Burke County. The Carolina Textile District is a strategic value chain network of textile related companies that grow and thrive together as they collaborate to meet the increasing demand for U.S. textile production. The project began in 2012 as a partnership between BDI, the Manufacturing Solutions Center – a textile research and development facility – and Opportunity Threads – a worker owned cut and sewing cooperative. The Carolina Textile District is an LLC that has provided information, support and services to over 800 clients (startups and existing/scaling businesses) from more than 40 states. The CTD started with two partners and has quickly grown to a network of over 130 companies from more than 14 states that collectively work to produce goods. Organization leaders envision a textile industry that is modeled on sustainability and local wealth creation where relationships are rooted in common values that create positive social, environmental and economic impacts in rural communities.

**Silver**

**THE THREE RS OF ECONOMIC DEVELOPMENT**

**ALBANY-DOUGHERTY ECONOMIC DEVELOPMENT COMMISSION**

**ALBANY, GA**

In 2012, the Albany-Dougherty Economic Development Commission conducted a SWOT analysis of the organization, which ultimately led to a new strategic plan. The plan, which included community input, focused on the most critical elements for economic development success. The ADEC broke those strategies out into three areas: Recruitment (of industry), Retention (of industry) and Renewal (of community image and pride). Its program, the Three R’s of Economic Development, has led to economic development success; improved the agency’s brand; led to the creation of a new community brand and logo; created ambassadors for the ADEC and for economic development; and has allowed the ADEC to tell its story, and that of Albany, in a way that resonates with multiple audiences.

**Bronze**

**ECONOMIC DEVELOPMENT PROGRAM IMPACT ANALYSIS**

**ROUND ROCK CHAMBER OF COMMERCE & ECONOMIC DEVELOPMENT PARTNERSHIP**

**ROUND ROCK, TX**

The Round Rock Chamber of Commerce & Economic Development Partnership recently released the results of an economic impact analysis that evaluated its project wins from 2011 to 2014. The analysis, which was performed by Impact DataSource, looked at the performance of the chamber’s work through Momentum, its five-year public-private partnership that funds its economic development efforts. The analysis identified a number of positive figures that have greatly impacted the community. During the time analyzed, the chamber successfully completed 34 economic development projects. Through this year, those projects will generate an economic impact of $1.38 annually. The chamber secured 2,785 direct jobs, which generated $675M in cumulative worker earning. The total number of jobs created directly, indirectly, or through induced behavior was 4,631 for a cumulative workers’ earnings of approximately $941M. The additional revenue for the community’s three main taxing entities during the four-year analysis period equals almost $11M. For every $1 in momentum funding, $4,670 in economic output was produced. The study also found one new job is created per year with every $639 in Momentum funding.

**Population Greater than 500,000**

**Gold**

**SC LAUNCH**

**SCRA**

**SUMMERVILLE, SC**

SC Launch is the early-stage investment program for the technology-based economic development organization SCRA, a non-profit that was established to create high-tech jobs and foster the technology-based economy in South Carolina. The SC Launch Program was originally formed in 2006 to help struggling technology companies “bridge the gap” in initial funding rounds that emerging companies often face. In those early years of growth and moderate success, the program then looked in 2010 to broaden its reach and more effectively assist emerging companies while also increasing capital investment in the state. This was done through improved due diligence processes and a variety of funding options to assist companies through stages of growth. SC LAUNCH has an application and multi-tiered due diligence process for emerging technology companies that then brings high-growth potential candidates in front of a board for review and approval. The program also has several grant and loan options to assist companies at critical milestones, from securing intellectual property to larger, and sometimes
multiple, tranches of investment, with a typical investment totaling about $200,000.

**Silver**

**D2D PROCUREMENT PROGRAM**
**DETROIT ECONOMIC GROWTH CORPORATION**

D2D seeks to connect Detroit companies with local suppliers in order to build a community of strong businesses that support each other’s economic successes. This procurement initiative is designed as a coordinating force around the many activities, successes. This procurement initiative is designed promoting Detroit as a premier location for living and working, with a concentration of strong employers. Representatives met with a steady stream of hundreds of potential candidates, and 65 resumes were directly obtained and distributed to more than a dozen interested firms. Six weeks later, Vanguard Financial had already hired two applicants. This has prompted planning of further similar exercises and a different way of thinking about goals and strategies for economic development in external markets. The strategy is a first of its kind in Arizona for local municipal efforts and has the opportunity to become an impactful regional or statewide initiative.

**Bronze**

**PASCO ECONOMIC DEVELOPMENT COUNCIL**

**APPLICANT INSIGHT**
**PASCO ECONOMIC DEVELOPMENT COUNCIL**
**LUTZ, FL**

When Applicant Insight, the largest employer in New Port Richey, Florida, looked set to relocate to another county, the Pasco Economic Development Council assembled a team to help retain the company. The partnership of City and Pasco County officials, as well as local real estate professionals and utility representatives created a textbook example of how economic development cooperation is supposed to work. By meeting with Applicant Insight and directly addressing the issues that led the company to consider a new location—including the need for a larger building and area crime and safety concerns—the team retained the company and kept more than 100 high-paying jobs in the city.

Today, Applicant Insight has grown its employment numbers by 20% and continues to expand. Pasco Economic Development Council is a non-profit organization whose mission is to lead Pasco County, Florida in the creation of a sustainable and diversified economy. Pasco EDC continues to be a strong partnership funded by private and public investors focused on the economic vitality of Pasco County.

**Population Greater than 500,000**

**Gold**

**CAE TOUR-UAS IN ALASKA**
**ALASKA DIVISION OF ECONOMIC DEVELOPMENT**
**ANCHORAGE, AK**

The Alaska Division of Economic Development and the University of Alaska Anchorage Business Enterprise Institute partnered to identify growth opportunities in the emerging Unmanned Aircraft Systems (UAS) industry. Leveraging the state’s FAA designation as one of six UAS test ranges in the country and the presence of CAE, a global leader in aviation, defense, security, healthcare and mining training services, the team invited CAE leadership to visit the state and discuss expanding the company’s presence in Alaska. As well as highlighting new and existing industry opportunities, the visit brought public and private stakeholders together to begin discussing “what could Alaska look like if we began partnering in new ways?”

DED supports the growth and diversification of Alaska’s economy through business assistance, financing, promotion, and public policy. The division works closely with industry leaders, allied agencies, and economic development organizations across the state, including state designated Alaska Regional Development Organizations. BEI links economic development programs across the University of Alaska system and supports businesses and entrepreneurial capacities across Alaska. Providing economic development-related research and technical assistance, high-level professional education, small business development services and youth entrepreneurship programming, BEI serves as a bridge to expertise and talents throughout UAA.

**Silver**

**ALLEGHENY LUDLUM EXPANSION**
**ALLEGHENY COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT**
**PITTSBURGH, PA**

In 2008 Allegheny Technologies announced that it wanted to expand its Brackenridge, Pennsylvania facilities in order to increase the specialty metals producer’s capabilities and reduce costs. The company produces high-value products such as stainless steel, nickel-based and titanium alloys. Allegheny Ludlum is a major employer in the area, employing approximately 1,500 people, and if the expansion project was not successful they would have to reconsider their regional footprint. Allegheny County Economic Development worked diligently to ensure Allegheny Ludlum remained in the area.

In order to finance and complete this project it was necessary for Allegheny County Economic Development to work with a large number of actors and identify non-standard financial sources. Additionally, to ensure that all parties’ needs were met, the County developed innovative joint party agreements as the project progressed to realign two roadways, to ensure that Allegheny Technologies remained in Allegheny County. Today, the $1.2 billion dollar plant expansion has been completed and is a testament to the strong collaboration between all stakeholders involved.
Population 25,000-200,000

Gold

NKY BOOST
NORTHERN KENTUCKY TRI-COUNTY ECONOMIC DEVELOPMENT CORPORATION
FT. MITCHELL, KY

NKY Boost is the enhanced Business Retention and Expansion (BR&E) program of Northern Kentucky Tri-ED. It is a free resource connecting Northern Kentucky primary industries with solutions to sustain their current operations and accelerate their growth, while also growing jobs in the local economy. NKY Boost provides a business a single point of contact for a wide range of assistance opportunities for expansion and immediate operations, for identifying potential tax incentives and workforce grants, for recruiting workforce, and for making connections with regional partners.

Throughout 2014, Tri-ED continued to establish NKY Boost as the regional "one-stop shop" for existing primary industry. In addition to expediting expansions, companies relied on NKY Boost to assist with removing barriers to growth; specifically, with respect to transportation, infrastructure, and workforce.

Population Greater than 500,000

Gold

LAEDC ACCOMPLISHES 200,000 JOBS
LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION (LAEDC)
LOS ANGELES, CA

Creating and retaining good quality jobs for LA County residents is central to LAEDC’s mission. We’re motivated by the difference we make in the lives of the people that hold these jobs and the impact those jobs have on their families and communities. LAEDC’s Business Assistance Program was created in 1995 to alleviate the damaging effects joblessness has on the wellness of LA County’s communities.

The BAP Team includes 10 economic/workforce development professionals with 125 years of experience and 59 years at LAEDC serving LA County businesses.

The BAP Team works one-on-one with company executives confidentially to assess strengths, weaknesses, opportunities and threats to develop and implement a customized action plan of business solutions for each client.

After 19 years, LAEDC’s BAP Team achieved this significant milestone: attracting, retaining and expanding 200,030 direct jobs in LA County. The overall economic impact/fiscal is staggering:

LA County Economic Impact:
- Estimated labor income of direct jobs & benefits: $12.3 billion
- Total jobs (direct, indirect & induced): 443,135
- Total labor income (direct, indirect & induced): $24.4 billion
- Total value of output supported by all jobs: $91.2 billion
- Estimated state/local tax payments: $3.7 billion
- Estimated LA County revenue: $1.1 billion
- Estimated cost per job: $1121

Entrepreneurship

Population 25,000-200,000

Gold

GEORGIA’S ENTERPRISE NETWORK FOR INNOVATION & ENTREPRENEURSHIP (GENIE)
GEORGIA SOUTHERN UNIVERSITY BUSINESS INNOVATION GROUP

In May 2012, Georgia Southern University’s Business Innovation Group (BIG) launched Georgia’s Enterprise Network for Innovation and Entrepreneurship (GENIE) as a platform for a virtual incubator program. With a $295,927 grant awarded by the U.S. Community Adjustment and Investment Program (CAIP), GENIE offers services to entrepreneurs located in any of five designated eligible counties at no cost to the individual. The CAIP grant allowed the university to offer the services of the virtual incubator to any entrepreneur located in the five designated eligible area counties at no cost to them. These counties include: Jeff Davis, Jefferson, Lincoln, Telfair, and Wilkes.

GENIE advisors, community stakeholders, mentors, and clients have access to an online database to record communication and share valuable information such as business plan tools, webinar workshop schedules, procurement information, speaker videos, and more. GENIE staff visits rural area businesses and county leaders monthly to maintain these primarily virtual relationships.

Thus far, GENIE advisors have connected with over 40 businesses and are currently providing services to 23 businesses. In addition, more than 85 university students have assisted incubator clients by administering customer satisfaction surveys, developing employee handbooks, outlining a marketing assistance plan, and basic market research.

Silver

PATH TO PROSPERITY BUSINESS DEVELOPMENT COMPETITION
HAA AANÍ COMMUNITY DEVELOPMENT FUND, INC.
JUNEAU, AK

The Path to Prosperity business development competition is a partnership between Haa Aaní, LLC (HAL) and The Nature Conservancy (TNC). This program was developed as a tool to catalyze entrepreneurship and sustainable use of local resources within rural communities in Southeast Alaska. The program’s design is to identify innovative ideas and help local entrepreneurs transform these ideas into a business model that have the potential to contribute to the economic sustainability of the region. Each year two businesses can win an award of $40,000 towards technical assistance and consulting services to improve upon their business model and help get the business to the point of launch or growth. The funds and in-kind staff time for this competition are contributed by TNC and HAL. 

In round one, applications are collected throughout Southeast Alaska for a period of 2-3 months. A 3 person Selection Committee reviews and scores the applications. The 12 highest scoring applications are advanced to round 2 to compete in our top 12. Top
The Entrepreneurship Pioneers Initiative (EPI) is an intensive 9-months comprehensive training program for first generation entrepreneurs. EPI was developed and is managed by The Center for Urban Entrepreneurship & Economic Development (CUEED) at Rutgers Business School. Participants of EPI receive intensive training, individual business and financial counseling, peer mentoring, networking opportunities, and coaching all intended to help them grow and improve their businesses. Participants also develop a strategic plan for growing their business over the next three years that they can immediately start to implement.

CUEED is the first center of its kind in the nation. CUEED concentrates on building strong corporate and community partnerships to support the revitalization of Newark and other urban areas in New Jersey, educating entrepreneurs, students, and the public about urban entrepreneurship and economic development and employing a multidisciplinary approach in research and scholarship that will aid in developing and shaping socio-economic policy.

THE TECH GARDEN
CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY (CENTERSTATE CEO)
SYRACUSE, NY

The Tech Garden is a program of CenterState CEO, a regional business leadership organization, chamber of commerce, and economic development strategist, based in Syracuse, New York. The Tech Garden supports 70 companies with more than 175 employees. Its programs are part of a robust innovation ecosystem providing entrepreneurs at every stage of their development the tools they need to grow. The Tech Garden is the hub for all of CenterState CEO’s innovation and entrepreneurship programs, including The Tech Garden Incubation, Clean Tech Center, Grants for Growth, Syracuse Student Sandbox, CEO Ventures, The Germinator, Syracuse Center of Excellence in Environmental and Energy Systems (Syracuse CoE), South Side Innovation Center, Raymond Von Dran IDEA Accelerator, Blue Highway, Inc., Women Igniting the Spirit of Entrepreneurship (WISE), and The Central New York Biotech Accelerator, among many others.

In February, CenterState CEO formally opened The Tech Garden II, an 18,000-square-foot expansion of the adjacent Tech Garden. The Tech Garden incubates emerging business and strengthens targeted industry concentrations that leverage unique economic assets, improve competitiveness and connections to the regional, national and global economies, and revitalize the region’s urban cores, main streets and neighborhoods.

Population Greater than 500,000
Bronze

REVOLVE DETROIT
DETROIT ECONOMIC GROWTH CORPORATION
DETROIT, MI

REVOLVE Detroit is a collaborative program of the Detroit Economic Growth Corporation (DEGC) that partners with local leaders, building owners, entrepreneurs, and artists to activate vacant storefronts with transformational businesses and art installations. REVOLVE was developed to address multiple problems at once by facilitating temporary uses and small investments to build the case for more substantial and longer-term investments. We use pop-ups to create low-cost, low-risk environments that allow businesses to test their business for 60-90 days before committing to a permanent lease. This also allows building owners to test the viability of the tenant. We use the pop-up as a marketing opportunity to showcase the entrepreneur, recruit permanent tenants and enhance the image and conversations surrounding the business district. We also support the entrepreneurs with technical assistance before, during and after the process to help refine their business model and practices.
Neighborhood Development

Population 200,000-500,000

Gold

EASTSIDE TRAIL AND HISTORIC FOURTH WARD PARK
ATLANTA BELTLINE, INC.
ATLANTA, GA

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other.

Population Greater than 500,000

Bronze

Human Capital

Population 25,000-200,000

Silver

COMMUNITY VENTURES
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
LANING, MI

Community Ventures (CV) is an economic development initiative that promotes employment and social enterprise in Michigan.

The initiative was announced by Governor Rick Snyder in 2012 as a way to address crime and poverty in Detroit, Pontiac, Flint and Saginaw, four of Michigan’s most economically distressed communities.

The Michigan Economic Development Corporation (MEDC) was charged with implementing the CV initiative. MEDC implements Michigan’s business and community development programs as well as its tourism and marketing efforts.

The mission of CV is to promote safe and vibrant communities by providing community residents a career pathway out of poverty.

The goal of CV is to place over 1,000 “structurally unemployed” residents of those communities into full, time, long-term employment each year.

In order to achieve our goals, we use performance-based incentives, talent development grants, comprehensive wraparound services and our network of partners to form “Community Ventures - sustainable public-private partnerships that: promote job creation, improve job retention rates, employee productivity and community engagement.

Governor Snyder is looking to expand the program into additional communities through a partnership between the State of Michigan and the philanthropic community.

Bronze

PICKENS COUNTY SCHOLAR TECHNICIAN/YOUTH APPRENTICESHIP
ALLIANCE PICKENS
LIBERTY, SC

Scholar Technician® is a workforce development initiative and economic development recruitment tool, intended to incite and excite young people to pursue technical career endeavors. Through educating parents, teachers and guidance counselors of the careers and compensation available to their students if their students pursue educations in certain technical skills, and then treating and exalting the technically competent students (Scholar Technicians®) in much the same way we treat and exalt athletically competent students (scholar athletes), we increase the volume and velocity of technically trained and skilled young workers into the workforce. Through our Scholar Technician® initiative, students are encouraged to pursue technical disciplines in high school. We help “matchmake” many of these students with mentors in local industries, which then offer the student work based learning and Youth Apprenticeship opportunities.

The secret to success of the Scholar Technician® initiative is it requires communication and cooperation between and among educators, parents, counselors, industry and economic development. Much to the delight of our parents and existing industries, Scholar Technician® has yielded a substantial increase in the number of students pursuing STEM related manufacturing skills in our community. Scholar Technician® is a trademarked property of Alliance Pickens, the Economic Development Alliance of Pickens County, South Carolina.

Population 200,000-500,000

Bronze

“LIFE IN MANUFACTURING” PROGRAM
AUGUSTA ECONOMIC DEVELOPMENT AUTHORITY
AUGUSTA, GA

A primary focus of the Augusta Economic Development Authority and the Augusta Warrior Project (AWP) and visited five local manufacturing companies. The mission of the Augusta Warrior Project (AWP) is to connect veterans and their families in the greater Augusta area with the resources that will improve their lives.

Working with the AWP and its mission, the AEDA gathered traveled with this group of Veterans, Retired Military and soon-to-be-veterans as part of the Life in Manufacturing project. During the tour of each of the five manufacturing companies, the group received presentations about the companies, learned what type of employees the companies were seeking, and discovered what employment opportunities were available. Additionally, the group was granted valuable one-on-one time with Human Resources directors and Plant Managers.

As a result, all 24 veterans were hired by the five local Augusta manufacturing companies.
The strategy put forth was a family and community-based approach to the primary goal of transitioning individuals out of poverty. The strategy aims to support business growth, has been lending companies a helping hand by conducting recruitment missions in Europe and Latin America. Over 20 of these missions have been held to date. Their goal is to offer qualified foreign professionals a Canadian work experience in their field while at the same time meeting the needs of companies in the Québec City region. Virtual missions are conducted with the same goal, but take advantage of the potential offered by IT. Even though nothing can replace a face-to-face interview, the advantages of a virtual mission are many. They enable more applicants and employers to meet and make it possible to cover more ground, enhancing recruiting flexibility. Our virtual recruitment missions are part of a comprehensive strategy that includes consulting and in-county mission. Overall, since 2008, more than 1,200 workers have been recruited—3,000 people in all including children and spouses—and over 200 companies have been assisted by Québec International and its partners in their oversees recruitment efforts.

Responding to Globalization

Population Greater than 500,000

Silver

OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT, WORLD TRADE PA PROGRAM PENNSYLVANIA DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT HARRISBURG, PA

Pennsylvania’s Office of International Business Development (OIBD) within the Department of Community and Economic Development serves as the commonwealth’s business development program for promotion of state exports and the marketing of Pennsylvania as a compelling destination for foreign businesses seeking to establish their U.S. operations. Though OIBD’s mandate is two-fold, both objectives rely on a similar framework: centralized operations, setting goals, protocols, and funding strategies; in-state partners serving as local points of contact that provide outreach and information to serve Pennsylvania’s trade and investment interests; and, a global network of foreign-based consultants producing the export assistance and foreign investment leads. The result is a program that has delivered an unprecedented return on the state’s investment (129:1) through the program facilitated foreign direct investment wins and export increases over the last 5 years. Developing and utilizing innovative strategies and initiatives for growing international business in Pennsylvania has allowed OIBD to continue to assist companies to sustain and grow family-supporting jobs for Pennsylvanians.

Bronze

GLOBAL MARKETING EFFORTS GREATER RICHMOND PARTNERSHIP, INC. RICHMOND, VA

The Greater Richmond Partnership has a strong focus on international marketing and foreign direct investment over its 20-year history. This has resulted in a good balance of domestic and international attraction efforts which have buoyed the Richmond Region economy during the Great Recession. The Partnership’s multi-faceted approach includes publications, social media, shared office space, etc. However, it is the synergy between these efforts and programs that truly provides a value-added experience for our prospects. We attribute our success to our consistency in marketing activities and even through recession, we never slowed our efforts toward foreign recruitment.

In Sept. 2013, the Partnership determined that our landed International marketing effort, where the company is headquartered outside of the U.S., has seen a return-on-investment of $995-to-$1.

Sustainable and Green Development

Population 25,000-200,000

Silver

LIGHTEN THE LOAD PONCA CITY DEVELOPMENT AUTHORITY PONCA CITY, OK

The Ponca City Development Authority (PCDA) is a public trust responsible for business retention and expansion, workforce and new business recruitment and development, small business programming and support as well as sustainable practices to promote cost and energy efficiency for Ponca City companies. The Lighten the Load Project is a lighting upgrade project for local Ponca City industries to participate in upgrading old T-12 florescent, high pressure sodium or metal halide lighting to the newest T-8, T-5 fluorescent and LED technology. These upgrades have saved as much as sixty five percent on lighting energy usage. Each participating company in this program is given a free lighting audit to assess usage and lighting needs. After the audit, a presentation to the company includes lighting schematics, energy rebates being offered by the City of Ponca City and Oklahoma Municipal Power Authority (OMPA) for energy reduction and total cost of the project for the company. If the company does not have the upfront capital for the project, a local bank offers project loans based on the future energy savings as collateral. These lighting updates, to date, have cut six million Kilowatt hours and saved our companies over $500,000 in utility costs.
**Gold**

**AUSTIN MATERIALS MARKETPLACE**  
**CITY OF AUSTIN**  
**AUSTIN, TX**

The Austin Materials Marketplace (AMM) is an online platform that brings together businesses, non-profits, and entrepreneurs to turn waste into resources. The program connects businesses that have unwanted materials with those who could reuse the materials through a confidential online database, a dedicated program team’s facilitation efforts, and in-person networking events. The AMM is a partnership between local government, national and local non-profits, and large and small businesses to reduce waste going to landfills, increase resource efficiency, maximize local business value creation, and forge new circular local supplier relationships based on reuse.

The AMM is an initiative of the Austin Recycling Economic Development Program, a joint effort of the City of Austin’s Economic Development Department and Austin Resource Recovery to drive new recycling markets, to create green jobs and generate investment by supporting reuse and recycling businesses.

The implementation of circular economy projects like the AMM throughout the U.S. would have an enormous national economic impact. A 2014 study by the World Economic Forum and the Ellen MacArthur Foundation found that over $1 trillion could be generated by 2025 and 100,000 new jobs could be created by 2025 if companies focused on creating circular supply chains that support reuse and remanufacturing.

**Silver**

**PROFITABLE SUSTAINABILITY INITIATIVE (PSI)**  
**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION**  
**AND WISCONSIN MANUFACTURING EXTENSION PARTNERSHIP**

The Wisconsin Profitable Sustainability Initiative (PSI) is an innovative, customizable and highly-effective program of the Wisconsin Manufacturing Extension Partnership (WMEP). It demonstrates the range of economic, social and environmental benefits that can be realized by small and midsize manufacturers through the implementation of sustainable business practices.

Established in February 2010 and funded today by a grant from the Wisconsin Economic Development Corporation (WEDC), the program establishes Wisconsin as a leader in sustainable manufacturing as measured by the high percentage of manufacturers in the state that utilize sustainable practices and/or manufacture sustainable products.

The PSI Program is rooted in key findings of the 2009 statewide Next Generation Manufacturing (NGM) Study and the Institute of Standards and Technology (NIST)-sponsored NGM study in 2001.

Challenges gathered in survey data from over 700 small and midsize manufacturers were used to build the PSI methodology to dramatically improve sustainability practices while increasing profits, lowering costs and resource intensity and generally reducing the waste streams of manufacturing production.

**Real Estate Redevelopment and Reuse**

**ICY STRAIT POINT**  
**HUNA TOTEM CORPORATION**  
**HOONAH, AK**

In 1996, Huna Totem Corporation (HTC) bought a dilapidated 1912 cannery with the vision to create a cruise ship destination—Icy Strait Point—in the Alaska Native village of Hoonah (population 753). Receiving 31 ship calls during its 2004 inaugural season, ISP will receive 77 calls over the 2015 season (140,000+ guests). Most importantly, ISP is the largest local employer with approximately 70% shareholder, spouse, or descendant hire, and 85% local hire. ISP is also the largest taxpayer in Hoonah with annual revenues exceeding $9 million.

Thanks to collaboration between the City of Hoonah and Icy Strait Point, 2015 also will see the construction of a new pier and floating dock, welcome center, and restaurant expansion that is expected to attract additional cruise calls. Financed in part with a grant from the State of Alaska ($15 million), the remaining $25 million loan was made possible by Northrim Bank, the Alaska Industrial Development and Export Authority and the Bureau of Indian Affairs.

Huna Totem Corporation is a for-profit village corporation established under the Alaska Native Claims Settlement Act. It is HTC’s mission to advance the economic aspirations and culture of Kuna Kaavu through business excellence, sustainable economic growth, leadership, and education.

**Silver**

**KNAPP’S CENTRE**  
**LANSING ECONOMIC DEVELOPMENT CORPORATION**  
**LANSING, MI**

Prominently located in the heart of downtown Lansing, Michigan, the vacant and functionally obsolete Knapp’s building loomed over the City as a symbol of Lansing’s struggle to reclaim its prominence as Mid-Michigan’s Capital City. The five story 190,000 square foot building was once hailed as the crown jewel of Lansing, a department store that was central to the lives of thousands of city residents providing jobs, entertainment and commerce. The Knapp’s Department Store moved out to the suburbs and the building became progressively more vacant until it was completely empty in 2002.

However, over the last five years the Lansing Economic Development Corporation, the City of Lansing and the Eyde Company were able to bring together local, regional, state and federal partners to remediate, redevelop and repurpose the building. The $36 million project allowed the building to reclaim its prominent position as a thriving, iconic landmark providing both economic and community benefits to the city and its citizens. The project exemplifies the city’s devotion to strengthening the economy while maintaining a strong sense of place for the people who live and work in Lansing.
Public-Private Partnerships

Population Less than 25,000

Gold

TOUGH MUDDER EVENT
CITY OF WESTBROOKE, ME
WESTBROOKE, ME

Westbrook, the heart of Southern Maine. Eighteen thousand people make their home here on the banks of the Presumpscot River. We are home to Bio-Tech Giant IDEXX Corporation and sit 15 minutes west of beautiful Casco Bay and 15 minutes east of the Sebago Lakes region.

In 2014, we hosted our first annual Tough Mudder. Billed as “The Toughest Event on the Planet” it is a team-oriented endurance challenge where more than 12,000 participants traverse a 10 mile mud-filled obstacle course.

Westbrook was able to host the highly successful event as a direct result of public-private partnerships. We reached out to private landowners and were able to piece together a 300 acre campus on which to host the event and park more than 6,000 vehicles. We crafted land use and indemnification agreements with all of the landowners and marshalled regional resources like transportation, lodging and logistical support to support our unsolicited proposal to Tough Mudder. The net result was a two day event with a regional economic impact of more than $3,000,000 dollars and more than 12,000 new friends who now know why Westbrook is the place to live, learn, work and play. Mudders will return this year on September 26th and 27th.

Silver

KETCHIKAN SHIPYARD
ALASKA INDUSTRIAL DEVELOPMENT & EXPORT AUTHORITY
ANCHORAGE, AK

AIDEA is a public corporation of the State of Alaska, created in 1967 by the Alaska Legislature and serves the Governor and the State of Alaska as the state’s development financing authority. AIDEA’s mission is to foster economic development in Alaska, through various financial mechanisms, including participation in loans, bond financing and project investment financing/ownership. We act as a funding resource in partnership with other financial institutions, economic development groups and guarantee agencies.

The goal of the Ketchikan Shipyard project was to create jobs in a distressed economy and develop long term economic stability that would allow a new industry, shipbuilding and repair, to be created in Ketchikan and the region. AIDEA's ownership provides the stability and vision necessary for the creation and development of this new industry. Without AIDEA's ownership and patent capital approach, this long-term vision would not have been realized. The public-private partnership between AIDEA and the shipyard operator, coupled with the long-term agreements between the Borough and the City demonstrate this stability. The shipyard is now established as an anchor industry for the area, fostering the growth of a sustainable regional marine industrial support cluster – directly contributing to the economic stability and development in Southeast Alaska.
purposes. The organization learned early in process it needed to be more intimately involved in addressing obstacles to revitalizing downtown Hamilton. In 2013, the CORE expanded to include the CORE Strategic Acquisition and the Residential Redevelopment Fund arms, which acquire vacant and underutilized commercial and residential properties, secure them, renovate them, find quality tenants for them, and sell them to new owners. To date, the CORE Fund has acquired 7 commercial buildings, renovated 1, attracted 5 new retail tenants, signed a lease with a company to bring 700 new jobs downtown, acquired 6 residential properties, and sold 1 to a new homeowner. The public-private partnership actively drives the CORE Fund’s efforts and has made a tremendous impact on Hamilton’s urban core.

**Population Greater than 500,000**

**Gold**

**PUBLIC SPACES COMMUNITY PLACES**

**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

**LANSONG, MI**

Vibrant public spaces help revitalize communities and downtowns, making them ideal for business investment and talent attraction. Through collaboration between various stakeholders, the Public Spaces Community Places (PSCP) initiative provides assistance to communities across Michigan. The first program of its kind in the country, PSCP is a crowdfunding platform that helps communities, non-profit organizations, and other business entities raise money for various projects that have the common goal of activating public spaces such as outdoor plazas, bike trails, soccer fields, farmers markets, art centers and more. The practice of crowdfunding aims to fund projects by raising small amounts of money from a large number of people that invites residents to be engaged in the process from start to finish. The goal of this practice is to have an inclusive platform that allows local residents and stakeholders to play a role in projects that will transform their communities into places where talent wants to live, businesses want to locate, and entrepreneurs want to invest. Projects that reach their funding goal by the end of the timeframe will receive a matching grant, of up to $50,000 dollar-for-dollar from the MEDC. This program can help projects from the initial steps or to receive the last amount of funding needed to finish an existing project.

**Silver**

**TINKER AIR FORCE BASE EXPANSION**

**GREATER OKLAHOMA CITY CHAMBER**

**OKLAHOMA CITY, OK**

Working together in an unprecedented way, multiple public and private entities combined efforts and resources to purchase a 158-acre tract of land that was owned by the Burlington Northern Santa Fe Railway Co. Upon purchase, the land was deeded to the United States Air Force and construction will begin on a new $500 million, 14-hangar facility to house maintenance work on the KC-46A, the Air Force’s next generation air-refueling tanker. The project will have a direct impact on the Oklahoma City economy not only in the creation of jobs during the construction phase, but will also add 1,321 permanent civilian positions to the Air Force Base. The Oklahoma City team included representatives from the Tinker Air Force Base, the U.S. Air Force, the City of Oklahoma City and Oklahoma County. The Greater Oklahoma City Chamber led negotiations between the parties to secure the completion of the acquisition.

**Gold**

**ATLANTA AEROTROPOLIS REDEVELOPMENT PROJECT**

**INVEST ATLANTA**

**ATLANTA, GA**

The redevelopment of a former Ford manufacturing facility into the Atlanta Aerotropolis is one of the most exciting adaptive reuse projects currently taking place in the nation. With a location next to the world’s busiest airport, the site is now in the midst of a transformation into a mixed-use job center due to the cooperation of Invest Atlanta and its public and private sector partners.

The project kicked off in 2008 when the 122-acre site was purchased by Jacoby Development to be developed into an "aerotropolis," an aviation based mixed-used development with office, retail, restaurant, and hotel uses. InvestAtlanta subsidiary Atlanta Emerging Markets Inc. (AEMI) provided New Markets Tax Credits financing for the demolition, remediation, and site preparation in order to ready the area to attract tenants.

Those efforts paid off in 2011 when Porsche Cars North America announced the relocation of its headquarters to the site. The company has invested more than $100 million in its headquarters building. The headquarters opened in May 2015 and was the culmination of a partnership between Porsche North America, Jacoby, the City of Atlanta, InvestAtlanta, AEMI, the State of Georgia, the Metro Atlanta Chamber and Georgia Power.

**Partnerships with Educational Institutions**

**Population 25,000-200,000**

**Gold**

**Williston Economic Development**

**WILLISTON, ND**

The goal of TRAINND was to construct a 20,000 sq. foot regional workforce training and education center. Envisioned was a facility that will provide opportunities to hold training classes, business meetings and other events. To help close the funding gap on this 7.5 Million dollar project, the Williston Economic Development STAR FUND made a $750,000.00 commitment to the project and challenged other business to do the same.

The project was a collaborative effort between the Brownsville Economic Development Council, the City of Brownsville, SpaceX, and the University of Texas at Brownsville. The project was part of a larger campaign to recruit the vertical rocket launch site by SpaceX.

With STARGATE, the BED, in partnership with UT-Brownsville, was able to set Brownsville apart from its competition, which included sites in Florida, Puerto Rico, and Georgia. SpaceX was seeking a location for a private rocket launch facility, which would be used to launch its signature Falcon 9 rocket into space with commercial payloads.

Brownsville’s Boca Chica Beach was not the most ideal candidate due to the remoteness of the area and lack of utilities to the site. STARGATE was part of the answer to the equation. Partnering with the university, the SpaceX project would extend its vital fiber optic lines to the launch site’s command center, which turned out to be a $10 million incentive for the project.

STARGATE will have significant impacts on the economic development and educational fronts. The 10,000-square-foot facility will house sophisticated equipment and large external satellites to track space vehicles when travelling in space. When not used by the university, the facility will be used by the private sector, such as SpaceX, which will be tracking its own rockets once they are launched from Boca Chica Beach and into space. The project will also serve as a catalyst for UT-Brownsville’s first research & development center and expand its Astrophysics program.

**PROJECT STARGATE**

**BROWNSVILLE ECONOMIC DEVELOPMENT COUNCIL**

**BROWNSVILLE, TX**

STARGATE (Spacecraft Tracking and Astronomical Research into Gigahertz Astrophysical Transient Emission) is a facility which will track and monitor vehicles traveling in space, such as satellites and other space crafts.

The project was a collaborative effort between the Brownsville Economic Development Council, the City of Brownsville, SpaceX, and the University of Texas at Brownsville. The project was part of a larger campaign to recruit the vertical rocket launch site by SpaceX.

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West Texas A&M University and Amarillo Economic Development Corporation, entered a partnership to accelerate entrepreneurial development through the WT Enterprise Center, a business incubation program and department of the WTAMU College of Business located in a 31,000 sq ft facility in Amarillo, Texas. The partnership, entitled “Incubation with Urgency: A Collaborative Ecosystem for Developing Entrepreneurs”, enables WT Enterprise Center to provide expedited services to local entrepreneurs through investment provided by Amarillo EDC. The project provides funding for experienced entrepreneurs who coach and mentor growth clients in the incubator. It also creates a culture that exhibits a “no wrong door” mentality when it comes to assisting entrepreneurs. Upon entering the Enterprise Center, a person can plug into the ecosystem and receive help with their idea or existing business, and also receive assistance from other service providers throughout the region. WT Enterprise Center is a rural, mixed-use, incubator and offers facility space including offices, production/manufacturing space and a culinary kitchen for client use. Through business coaching, strategic planning, community resources and programs, the WT Enterprise Center exists to help local entrepreneurs grow their business.

The development of SkySong, the Arizona State University Scottsdale Innovation Center, is a public/private partnership between a local municipality and a leading higher educational institution which addresses or impacts real estate development, economic growth, technology transfer and entrepreneurship. Located in south Scottsdale, Arizona, at the major intersection of Scottsdale Road and McDowell Road in the City’s Los Arcos Redevelopment District, it is a creative solutions-oriented model designed to revitalize an area and offer regional impact in the process with a focus on entrepreneurial development. The partnership is between the City of Scottsdale, Arizona State University, and the ASU Foundation for the development of a 1.2 million sq. ft. commercial project also housing university business units and entrepreneurial programming. The City acts as the property landowner, the ASU Foundation as the development partner, and ASU as the programmatic and economic development operational partner. It is estimated that at full buildout by or before 2038, SkySong’s overall economic impact will total $9.2 billion.

Southern Idaho Economic Development Organization (SIEDO) not only partners with The College of Southern Idaho (CSI) on economic development for the region, but SIEDO was established in 2001 with CSI as the primary founding partner. SIEDO’s goal of partnering with the College of Southern Idaho is to have a long-term willing partner: in furthering economic development for the region; to support industry with job creation and job training; to develop education training programs that will support business needs; and to secure funding for SIEDO. SIEDO and CSI have formed a true, long lasting partnership that has strengthened over the past 14 years and has supported these goals. Since 2001, over 35 new businesses have announced capital investments exceeding $1billion in southern Idaho, numerous businesses have enjoyed expansions and thousands of workers have been hired and/or trained as a result of SIEDO’s partnership with CSI. This vital joint venture will continue to bring about ongoing economic benefit to the region via expanding the tax base and securing employment for thousands of workers.

The Hudson Valley Economic Development Corporation (www.hvedc.com) is New York’s leading business organization dedicated to generating high quality jobs and entrepreneurial opportunities for Hudson Valley residents using innovative marketing and cluster industry development initiatives — emphasizing the geographic, technological, educational, cultural and environmental advantages of the region — that result in the launch, expansion or attraction of businesses to the area. Hudson Valley 3D Printing (HV3D) is HVEDC’s ultimate economic development initiative, bringing together technology experts, private/public investors, academicians, entrepreneurs and government officials to maximize the regional deployment of this exciting technology. By constructing a “hub and spoke” ecosystem anchored by the State University of New York at New Paltz, the stunning results from HV3D continue reverberating throughout Hudson Valley and beyond, including the attraction of nearly $12 million in funding; the development of the nation’s first MakerBot 3D Printing Innovation Center; the launch of New York State’s first true Digital Design and Fabrication Certification curriculum; building a regional Engineering Innovation Hub; holding unique boot camps and statewide academic forums for “teaching the teachers;” and direct investments in equipment and training for numerous community colleges and high school STEAM programs. HV3D has truly become the economic model upon which to build America’s future.
Regionalism and Cross-Border Collaboration

Population 25,000-200,000

Silver

CAROLINA TEXTILE DISTRICT
BURKE DEVELOPMENT, INC.
MORGANTON, NC

Burke Development, Inc. is the economic development organization for Burke County, which is located in western North Carolina and has a population of approximately 90,000. BDI supports and promotes the development of jobs, investment and wealth to create a better quality of life for the people of Burke County. The Carolina Textile District is a strategic value chain network of textile related companies that grow and thrive together as they collaborate to meet the increasing demand for U.S. textile production. The project began in 2012 as a partnership between BDI, the Manufacturing Solutions Center – a textile research and development facility – and Opportunity Threads – a worker owned cut and sew cooperative. The Carolina Textile District is an LLC that has provided information, support and services to over 800 clients (startups and existing/scaling businesses) from more than 40 states. Textile District is an LLC that has provided information, support and services to over 800 clients (startups and existing/scaling businesses) from more than 40 states.

Population 200,000-500,000

Bronze

OMAHA REGION BRANDING INITIATIVE
GREATOMA CHAMBER
OMAHA, NE

To overcome Omaha’s “flyover” perception, the Greater Omaha Chamber launched a regional brand and image initiative – a true collaboration – rallying together the 30+ communities who make Omaha – Greater Omaha. The goal was to create a cohesive, recognizable brand that effectively communicates our region’s attributes, character and “can do” spirit. The Greater Omaha Chamber is dedicated to attracting talent and business to the area, ensuring Greater Omaha is a vibrant place to do business, work and live.

Population Greater than 500,000

Silver

OMAHA CHAMBER
OMAHA REGION BRANDING INITIATIVE
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OMAHA, NE

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Gold

THESE COUNTY-TWO STATE REGIONAL PARTNERSHIP PROGRAM
SNAKE RIVER ECONOMIC DEVELOPMENT ALLIANCE (SREDA)
ONTARIO, CANADA

Snake River Economic Development Alliance (SREDA) is a nonprofit, investor supported organization dedicated to diversifying the economy by attracting new investment and jobs. This is done by recruiting new communities and by assisting existing companies to expand and grow. This public-private partnership covers 3 counties in a 2 state region and allows the rural communities in our region to compete with larger cities. The organization was formed by a small grass roots effort from local business owners, elected officials and economic development professionals looking to improve the local and very rural economy by combining forces and marketing the region as one.

No one community had the financial means to market themselves, but by combining conservative amounts of dollars into one pot, they are able to assist in bringing new jobs and investments to the communities they serve.

JEDISO is funded by the Fluor-B&W Opportunity Fund. Fluor-B&W Portsmouth (FBP) is currently demolishing the former Portsmouth Gaseous Diffusion Plant which was the largest employer in the region. As part of its demolition contract FBP committed to invest 5% of its fee in a "community commitment fund" which provides approximately $500,000 a year for regional economic development activities to include micro business grants, marketing, and operating funds. JEDISO has worked with Ady Advantage, Hamman Consulting, and Jim Bruce Facilities Planning on various marketing projects to include a strategic plan, target industry analysis, and site selector familiarization tours. Since its inception in 2013, the Opportunity Fund has provided $550,000 in micro business grants which has led to over $100 million dollars in investment in the region.

FLUOR-B&W COMMUNITY COMMITMENT FUND
JOINT ECONOMIC DEVELOPMENT INITIATIVE OF SOUTHERN OHIO (JEDISO)
PORTSMOUTH, OH

The Joint Economic Development Initiative of Southern Ohio (JEDISO) is a regional economic development organization comprised of Jackson, Pike, Ross and Scioto Counties in south central Ohio. The mission of JEDISO is to improve the quality of life in the four-county region through diversification of the local economy, development and redevelopment of sites and buildings, and marketing the assets and workforce of the region.

REGION TO ALASKA
ALASKA DIVISION OF ECONOMIC DEVELOPMENT
ANCHORAGE, AK

The governments of Alaska, Alberta, British Columbia and Yukon cooperatively fund a highway marketing campaign –North to Alaska to reach U.S. residents and encourage them to drive through Canada into Alaska. The cooperative marketing program has been in existence since 1987, transcending governors, ministers and several marketing directors. The partnership is unique in that each of the four jurisdictions – which compete individually for visitors – work cooperatively to reach the U.S. highway market. Research shows consumers are taking shorter vacations, so selling a longer vacation that transcends two nations is difficult. The trip to Alaska typically requires three weeks, is more expensive than a trip to a neighboring state, and necessitates more planning. Recognizing these barriers, program partners realize more can be accomplished by working together than conducting individual campaigns. The success of the program lies in establishing a commitment to partnership, agreement on funding levels, and a strong operational framework that allows for cross-border collaboration.

The Division of Economic Development supports the growth and diversification of Alaska’s economy through business assistance, financing, promotion, and public policy. The division works closely with industry leaders, allied agencies, and economic development organizations across the state, including state designated Alaska Regional Development Organizations.