

The background is a dark blue field filled with various colored curved lines (arcs) in shades of yellow, orange, and light blue. In the center, there is a stylized logo consisting of a blue vertical bar, an orange horizontal bar, and a grey circular element with a blue vertical bar through its center, all overlapping.

**2021 EXCELLENCE
IN ECONOMIC
DEVELOPMENT
AWARDS**

**Winning Project
Descriptions Binder**

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Promotional Awards

Print Brochure

General Purpose Print Promotion

**Multimedia/
Video Promotion**

Annual Report

Paid Advertising Campaign

**Magazine
& Newsletter**

Special Event

Innovation in Economic Development

Print Brochure

Population: <25,000

Gold



Choctaw Nation

Business & Economic Development

Choctaw Nation Regional Economic Development Partnership

2019/20 Community Profile
Durant, OK

The 2019/20 Community Profile is a marketing and education publication targeted toward internal and external audiences. The document champions local community successes and identifies growth opportunities within the Choctaw Nation of Oklahoma reservation. The entire process is completed internally: data research, layout/design, printing, and distribution. Rural Oklahoma successes are not regular occurrences, so this document encourages leaders to be attentive and position their community for growth opportunities.

Silver



City of Waynesboro

Industry Sector Brochures
< 25,000
Waynesboro, VA

The City of Waynesboro Office of Economic Development and Tourism builds community prosperity by offering services and programs to current and future businesses, and with promotion of the city as a preferred location for economic growth through leadership in the community and region, collaboration with public and private partners, and creating distinctive marketing programs designed to accelerate the growth of tourism, capital investment, and job creation resulting in increased tax revenue.

This project included five targeted industry sector brochures and an Opportunity Zone prospectus that form a complementary package of information designed to provide basic information about Waynesboro and that industry to site location consultants, corporate real estate executives, and the local real estate community.

Brochures were designed to be easy to read and to be used independently or as part of a package. They all include colorful photos, maps, icons depicting basic demographic information, and descriptions of the talent pipeline; cultural and recreational amenities; transportation and infrastructure; comparable operating costs for that industry; and an industry overview with a historic twist.

Print Brochure

Population: <25,000

Bronze



Electricities of North Carolina, Inc.

Economic Value Studies

< 25,000

Raleigh, NC

The Economic Value Studies was completed for our members to show the value of Public Power.

Print Brochure

Population: 25,000 - 200,000

Gold



Sarnia-Lambton Economic Partnership

Sector Based FDI Marketing Initiative

25,000 - 200,000

Sarnia Ontario, Canada

The Sarnia-Lambton Economic Partnership (SLEP) is the lead economic development agency for the Sarnia-Lambton area. SLEP coordinates community-based economic development initiatives to maintain a commercially attractive environment, which fosters new business creation and generates opportunity for growing businesses to enter the Sarnia-Lambton area. SLEP works to advance economic opportunities across the Sarnia-Lambton area through collaboration with local business leaders, educational institutions and municipal governments.

The sector based FDI marketing initiative has yielded documents which have become critical resources for the organization. They have assisted with the development of several leads and business cases and elevating investment attraction effectiveness in the 6 major sectors of the petrochemical and refining complex, hybrid chemistry cluster, information technology, advanced manufacturing, plastics and rubber manufacturing and value-added agriculture. These documents will continue to provide business diversity and positive economic impacts for the Sarnia-Lambton area.

Silver



Tallahassee-Leon County Office of Economic Vitality

Data Driver

25,000 - 200,000

Tallahassee, FL

The Data Driver informs Tallahassee-Leon County residents, businesses, and partner organizations about current and emerging economic trends, relevant data sets, and specific subject data in an unbiased and empirical manner on a monthly basis. From the data gathering, curation, and publication standpoint, the Data Driver is entirely developed in house by the Office of Economic Vitality. Prior to the creation of the Data Driver, this information was never shared in a public forum, and the Office of Economic Vitality stepped in to transparently convey the key metrics that drive their local economy. The monthly publication represents an extension of the yearly and quarterly publications that are currently disseminated by the Office of Economic Vitality, to a more frequent edition. It is a respected and trusted source of impartial data and fills a crucial niche in the new publication cycle, providing timely and pertinent data to those that need it most.

Print Brochure

Population: 25,000 - 200,000

Bronze



Rowlett Economic Development

Village of Rowlett Downtown Pitchbook
25,000 - 200,000
Rowlett, TX

The Village of Rowlett Downtown Pitchbook was created in partnership with Catalyst Commercial as a marketing tool to attract business and investment to our recently redeveloped downtown district and promote the existing businesses and amenities. The Pitchbook conveys the sense of place and economic opportunities that exist within our downtown environment to potential restaurants, retailers, commercial realtors, and developers by incorporating attractive images, demographics, and data. Restaurant attraction is a primary goal for the community, so data regarding food and beverage gap analysis is included to communicate the potential that exists. The Village of Rowlett Apartments serve as an anchor to the area and the Dallas Area Rapid Transit (DART) rail line serves the downtown area as well. The maps reflect current businesses, major employer locations, trade area and key demographic information that is important to retailers and restaurants.

Broken Arrow Economic Development Corporation

Grounds for Development
25,000 - 200,000
Broken Arrow, OK

Grounds for Development is Broken Arrow's multi-year running retail development publication highlighting prime locations within city limits for retail development. Municipal services in Oklahoma and in Broken Arrow are primarily funded by sales tax collections, it is by far the largest contribution to the general budget fund for the city of Broken Arrow. Increasing awareness and access to opportunities for retail development through marketing efforts helps pave the way for more retail development in our city limits which leads to more opportunity for sales tax collections. When our city is fully funded, it has the revenue needed to implement a higher level of municipal services that improve the overall quality of life for our residents while also creating jobs within the retail industry. Traditionally, Grounds for Development is prepared for the ICSC annual conference but was distributed primarily electronically in 2020.

Print Brochure

Population: 200,000 - 500,000

Gold



Augusta Economic Development Authority

2021 AEDA Masters Tournament Partnership Boxes
200,000 - 500,000
Augusta, GA

The 2021 AEDA Masters Tournament Partnership Boxes project produced 190 Augusta Economic Development Authority (AEDA) custom branded merchandise boxes filled with locally sourced gifts and highly coveted Masters Tournament items. These boxes were designed, printed, hand packed, and hand delivered locally as well as shipped across the United States for the first round of the Masters Tournament within a deadline of 41 days. We strategically identified individuals we wanted to thank for our strong partnership, or those we wanted to build our partnership with moving forward. These boxes were sent to site selectors, state project managers, managers and directors of our existing industries, the Augusta-Richmond County Commission and Mayor, city department heads and their staff, and our board members. This project strengthened relationships and facilitated 13 new partnerships as well as resulted in 24 potential projects for Richmond County with the potential of \$1.59B in investment and 4,700 jobs for Augusta, GA.

The Augusta Economic Development Authority (AEDA) is the single point of contact for economic development projects in Augusta-Richmond County. The AEDA is responsible for the recruitment of these new businesses in the areas of industrial, cyber, manufacturing, distribution, corporate & regional headquarters, customer service

centers, and assistance with other major economic development projects in the county. The Development Authority is the bonding agency for Revenue Bonds for financing industrial, hospitality, educational, medical, technology, and other related investments in Augusta. The Augusta Economic Development Authority also focuses on military-related cyber companies that will be working with Fort Gordon's new Cyber Command Headquarters.

Print Brochure

Population: 200,000 - 500,000

Gold



CITY OF ORLANDO, DDB/CRA

Turn Up Downtown
200,000 - 500,000
Orlando, FL

Downtown Orlando is the origin of vitality. It's the booming, buzzing, vivid city center that drives, entertains, and magnetizes the region. It's where you turn up the typical live/work/play into the dynamic thrive/grow/flow.

It's the choice for corporate headquarters, trending start-ups, and everything in between. It's where you can live in a sky-high pad above city lights or in a charming, historic home on a brick-paved street.

Downtown Orlando continues to enjoy its reputation as a world-class urban core with residential, retail, and commercial development and a thriving, diversified economy.

The Turn Up Downtown collateral piece highlights the market in downtown Orlando. The piece includes information on: total development investment, occupancy and rental rates, population, household income, jobs, downtown recognitions, education institutions, and more.

Print Brochure

Population: >500,000

Gold



Greater New Orleans, Inc.

Breaking Records

> 500,000

New Orleans, LA

We identified 50 site selectors and sent them a customized turntable and a quarterly New Orleans album. Customization of the turntable included a GNO, Inc. logo on the exterior, a custom slipmat, a quote on the inside, and an informational wrap around the box with market data. We have also created a newsletter wrap that provides key information about our region, ranging from new certified sites, recent ED wins, new rankings, workforce programs, and quality of life highlights.

Silver



Nashville Area Chamber of Commerce

Livelt Nashville

> 500,000

Nashville, TN

With more than 80 people moving to the Nashville region every day, the Nashville Area Chamber created an economic development and talent recruitment resource to share why Nashville is a place where meaningful opportunity awaits. As newcomers are exploring the potential of a move or growing companies are talking with employees about the possibility of relocation, Livelt Nashville is a guide to working, playing and living in the Nashville region featuring a digital guidebook and website, liveitnash.com. Features include facts and figures, fun things to do, hip neighborhoods, anecdotes, rankings, and the stories of real people from Nashville's community - telling why they choose Nashville as home.

Print Brochure

Population: >500,000

Silver



Washington DC Economic Partnership

DC Development Report

> 500,000

Washington, DC

Washington, DC development has seen steady expansion in recent years, largely due to strong growth in the private sector; single purpose properties and mixed-use sites are in high demand and are attributed, in part, to job and population growth. The DC Development Report is a summary of the current & pipeline development and construction projects in the District of Columbia. Information is based on feedback from over 100 developers, architects, contractors and economic development organizations.

Bronze



Washington DC Economic Partnership

DC Doing Business Guide

> 500,000

Washington, DC

The Washington, DC Doing Business Guide is intended to cover essential information needed to start, grow, or expand a business in DC. Whether you are an entrepreneur looking for guidance on starting a business in DC, have an existing business that you are looking to relocate to DC, or are expanding an existing business, you can use this guide as a primary resource to operate in the District.

Print Brochure

Population: >500,000

Bronze



Minas Gerais Investment and
Trade Promotion Agency

Minas Gerais Investment & Trade Promotion Agency (INDI)

'Why Minas Gerais' Print Brochure

> 500,000

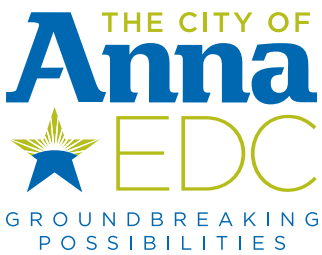
Belo Horizonte, Minas Gerais Brazil

'Why Minas Gerais' is a brochure formulated by the Minas Gerais Investment and Trade Promotion Agency (INDI), whose aim is to promote the state of Minas Gerais, its natural wealth and its potential for attracting investment in different sectors. The document addresses matters such as the Brazilian economy; the privileged geographical location of Minas Gerais state and its economy, and key economic sectors including metallurgy, the food sector, mining and the automotive industry, in all cases providing evidence of their growth potential.

General Purpose Print Promotion

Population: <25,000

Silver



Anna Economic Development Corporation

Anna EDC Brochure with Map
< 25,000
Anna, TX

The Anna combined brochure and map is the first newly branded material in a series of initiatives that showcase Anna as one of the top 10 fastest-growing cities in North Texas with the hottest real estate market potential in all of Collin County. As a blank canvas ripe for investment and a population of 18,000+ expected to grow to 100,000 by 2050, Anna's recently adopted "open for business" philosophy and new "Groundbreaking Possibilities" branding are reflected in the piece.

The brochure includes a QR code for the Anna EDC website and links to a digital ad campaign that tracks the results of the QR code's use.

As the EDC's most requested piece of marketing collateral, developing an updated brochure and map was top priority. Because of Anna's quickly changing business and real estate landscape, it was also important that it could easily be updated over time.

With 61 square miles, direct access to major highways, an 85-acre business park owned by the EDC and nearly 2,000 homes under construction, Anna is developing as a city where businesses and residents can thrive and enjoy their best life. The map and brochure offer an engaging mix of graphics, imagery, statistics and testimonials that bring this idea to life.

Bronze



City of Guelph

Guelph Community Profile
25,000 - 200,000
Guelph, Ontario Canada

The Guelph Community Profile was designed to provide potential investors, site selectors, and realtors an overview of our community. Within we provide a welcome from our Mayor, location information, maps, important places within proximity, employment overview, population, awards and accolades, entrepreneur ecosystem, growth sectors, testimonials, our commitment to businesses, municipal costs and incentives, and our team directory.

General Purpose Print Promotion

Population: 25,000 - 200,000

Gold



TheLINK Economic Development Alliance

Industrial Portfolio
25,000 - 200,000
Sumter, SC

TheLINK Economic Development Alliance is charged with facilitating the creation of jobs and the investment of capital in our region. The purpose of creating a pocket-size industrial portfolio is to create a convenient method to display the sites and buildings that are available to prospective businesses and consultants. This project is unique in size, shape, and concept. The tagline is "Connecting You To Endless Opportunities" in a cell phone shape card with a QR-code in the back that can be scanned for a full report.

Silver



Invest Barrie - City of Barrie

Support Local Campaign/Barrie Together Recovery Kits
25,000 - 200,000
Barrie, Ontario Canada

The purpose of the Support Local campaign was to encourage residents to support local businesses to help offset the devastating impacts of COVID-19. The message has been continuously tweaked to ensure compliance with local COVID-19 health regulations, but the underlying theme has continued to be to support local businesses and restaurants in whatever capacity is considered safe. As part of the campaign, Invest Barrie sourced five area companies to provide the materials to create Barrie Together Recovery Kits for local businesses including hand sanitizer, face shields and floor and window decals – providing local businesses with practical materials and encouraging a safe reopening through mask wearing and social distancing, as well as through curbside pick-up options. The goal was to provide practical materials the businesses could use, but also to show a united "Barrie Together" front and promote supporting local businesses during such a difficult time.

Barrie is a waterfront community of approximately 150,000 people located on Lake Simcoe's beautiful Kempenfelt Bay, in Ontario, Canada. Approximately an hour drive north of Toronto, Barrie has a diverse economy and sought-after lifestyle with endless four-season outdoor recreational opportunities and vibrant art and culture scene.

General Purpose Print Promotion

Population: 200,000 - 500,000

Gold



Sonoma County Economic Development Board

SoCo Launch - What's Open in Sonoma County

200,000 - 500,000

Santa Rosa, CA

To celebrate Sonoma County's progress in COVID-19 mitigation, the Sonoma County Economic Development Board developed an ad campaign detailing what industries were open and at what capacity. The ad was designed to help the public navigate the multitude of Public Health Orders and to encourage them to support local businesses. The campaign also included safety tips, resources to public health information, and business resource information at SoCoLaunch.org.

The Sonoma County Economic Development Board is a County agency focused on growing a healthy economy by helping businesses in Sonoma County. They provide confidential, no-cost consulting services to businesses seeking to start, relocate, and grow in Sonoma County, CA.

General Purpose Print Promotion

Population: >500,000

Gold

INVEST **BUFFALO
NIAGARA**

Invest Buffalo Niagara

Success Story Mailing: foodnerd

> 500,000

Buffalo, NY

Invest Buffalo Niagara is focused on business attraction and many of our successes can be viewed on our website in digital success stories. Our successes are the result of our efforts funded by the Buffalo Niagara regions private businesses. This project took what would be our traditional success story telling and pushed it in the form of a mailing package including a sample of that success. The audience was our investors, those that could see first hand why their investment is so important to our community.

Multimedia/ Video Promotion

Population: <25,000

Gold

EL SEGUNDO

Where big ideas take off.

City of El Segundo

The El Segundo Back to Business program & the Reimagine·Reopen·Rediscover program
< 25,000
El Segundo, CA

In response to the pandemic, the City of El Segundo launched two comprehensive programs to support the local business community - The El Segundo Back to Business program, focused on commercial office and manufacturing businesses, and the hospitality and tourism-focused Reimagine·Reopen·Rediscover program. Each program contained a series of new initiatives designed to support the business community to sustain operations, and in some cases grow, throughout the pandemic.

The Back to Business program capitalized on existing relationship with prominent business leaders across multiple industries to develop creative video campaigns: Real Stories of Resilience Video Series and Elected Officials & Business Leaders Roundtable. These initiatives were developed to create a platform for business leaders to share best practices and their views on the advantages of doing business in El Segundo, coupled with pandemic-specific information. The result was not only and informational video, but also a business attraction effort to generate interest in doing business in El Segundo.

To support hospitality and retail businesses to reopen and stay open safely, the "Hospitality Heroes" video series, highlighted local restaurants, retailers, and hotels to share methods they deployed to continue serving patrons safely. This approach helped bring visitors to the community and provided tips to other hospitality businesses to help

them continue operations. In addition, Public Service Announcements and special "Shop and Take-out Local" promotional videos were developed to encourage visitors shop, dine, and experience outdoor activities in El Segundo.

Multimedia/ Video Promotion

Population: <25,000

Silver



York County Development Corporation

York NE Industrial 34-Acre Site Multimedia/Video Promotion
< 25,000
York, NE

York County Development Corporation (YCDC) in rural York County, Nebraska harnessed the power of providing immersive 360-degree video online in a fresh, new way. Their recent pairing of two complementary videos: a virtual reality (VR) video and a fly-over video, provides instant access to dynamic experiences designed to help site selectors, corporate decision-makers, and real estate developers visit a 34-acre site and spec building from anywhere in the world.

This presentation includes animated CAD (computer-aided design) renderings of one of the master site plan options as they have been thoroughly envisioned. The realistic renderings offer ways to utilize the space, and clearly show how all utilities are laid out. The presentation is accompanied by a convincing, informative soundtrack that includes a compelling voice-over narration. Footage of the architectural renderings segues into drone photography, highlighting location advantages, workforce, assets, site readiness, and business growth. The video works in tandem with four other VR videos that provide an immersive sense of York County's uniqueness from its key employers to its lifestyle amenities.

Bronze



Mission West Community Development Partners

Regional Film Promotion Program
< 25,000
Ronan, MT

Lake County Community Development Corporation, now doing business as Mission West Community Development Partners underwent a promotional video campaign to promote regional economic development and the organization's name change.

Multimedia/ Video Promotion

Population: 25,000 - 200,000

Gold



Ascension Economic Development Corporation

Impact of Industry
25,000 - 200,000
Gonzales, LA

The video project submitted evolved out of responses from a regional survey conducted in 2020 by the Greater Baton Rouge Industry Alliance. They surveyed industrial businesses and the residents located around them to understand the perception of industry as part of the community. After reviewing the results, we knew that we needed to provide more education on economic development to the community. The decision was made to create an interesting video that showed the concept of job creation, the multiplier effect of job creation, and the importance of tax base enhancements.

Silver



City of Surprise

Drive to Surprise Virtual Tour
25,000 - 200,000
Surprise, AZ

The “Drive to Surprise Virtual Tour” is an original video production designed to provide familiarity with Surprise and its suburban rail park development area for potential clients who were indefinitely unable to travel due to COVID-19 restrictions. It provides potential visitors the opportunity to experience the commute from Phoenix Sky Harbor International Airport to Surprise as if they were riding alongside the Surprise Economic Development team members. This video is a useful, unique tool to communicate the quality of life and development opportunities in Surprise, specifically featuring two highly desirable properties in Surprise Railplex suitable for large advanced manufacturing employers. It is now frequently included in packages of information requested by potential clients as a preview of the “surprise” (pun intended) waiting for them in Arizona.

Multimedia/ Video Promotion

Population: 25,000 - 200,000

Bronze

FORT M^cMURRAY WOOD BUFFALO

ECONOMIC DEVELOPMENT & TOURISM

Fort McMurray Wood Buffalo Economic Development & Tourism

*Fort McMurray Wood Buffalo: The Place We're Proud To
Call Home*

25,000 - 200,000

Fort McMurray, Alberta Canada

Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT) is a wholly owned, arm's-length entity of the Regional Municipality of Wood Buffalo responsible for growing and promoting investment, supporting the growth of startups and existing businesses, and generating tourism and visitation to the region. FMWBEDT was tasked with stewarding the development of our first ever region-wide community Place Brand to proactively manage our identity and external reputation. This will help us attract labour, visitors, investment, and business to our region. The Fort McMurray Wood Buffalo identity reveals our distinct character, sense of place and authentic value promise to the world. Together, through extensive community-based engagement, we developed this place brand, and launched an in-region marketing campaign to formally introduce it to our 10 communities first. We will use the place brand to market our region externally, but before sharing it with the world, the first crucial step was sharing it locally. Our in-region local advertising campaign introduced Fort McMurray Wood Buffalo - the place we're proud to call home.

Multimedia/ Video Promotion

Population: 200,000 - 500,000

Gold



Prince William County Department of Economic Development

Building Momentum Channel
200,000 - 500,000
Gainesville, VA

Confidence is a contagious feeling. When confronting the COVID-19 pandemic, the Prince William County Department of Economic Development (PWCDED) Marketing Team knew they could amplify the emerging economic recovery through storytelling. PWCDED crafted a Netflix-like online channel to tell original business stories and encourage community pride.

The Building Momentum online channel features the stories of four local businesses who received financial assistance from the during the height of the COVID-19 pandemic. Business owners included: a local dance studio, a national glass and mirror distributor, a non-profit crisis community center, and a second-generation family-owned ironworks.

The goal for the Building Momentum online channel was to celebrate Prince William County's shared progress toward economic recovery through the stories of featured business owners, who were all recipients of the department's Capital Investment and Innovation Grant program.

PWCDED's diverse community needed to connect with real businesses and see the faces of the people who received financial assistance, including their employees who work and live here. These stories encouraged the business community while educating members on what PWCDED can do for them.

Silver



JPW Communications

We Built THIS
200,000 - 500,000
Chula Vista, CA

Small businesses are at the heart of thriving communities. Yet the global COVID-19 pandemic hit these cherished local gems particularly hard. Team JPW worked with the City of Chula Vista to proactively encourage local residents to 'think small' and support their local businesses. Our new 'We built THIS' initiative was created to shine a light on unique Chula Vista makers, restaurants, hotels and shops across town, and educate the community about the businesses that truly bring Chula Vista to life.

The final deliverables included a series of videos, display ads, social media content, and eye-catching graphics shared with the community over several months, as the community rebuilt from pandemic closures and impacts. The various campaign elements all drive traffic to a refreshed explorechulavista.com site, beginning with a launch video featuring multiple small businesses. The earned media effort of the launch alone garnered 463,758 impressions, and the campaign has gone on to be featured in multiple local television and print media outlets in both English and Spanish. Most importantly, the campaign has sparked a renewed passion among residents to support the local businesses that have shaped their community and fused it with an eclectic mix of energy and creativity.

Multimedia/ Video Promotion

Population: 200,000 - 500,000

Bronze



**NEW ORLEANS
BUSINESS ALLIANCE**
CULTURE. EQUITY. PROSPERITY.

New Orleans Business Alliance

Advancing Cities Video

200,000 - 500,000

New Orleans, LA

The New Orleans Business Alliance (NOLABA), in collaboration with the City of New Orleans and a consortium of other agencies, submitted a winning proposal to JPMorgan Chase for their AdvancingCities Challenge in an attempt to tackle two disparate and complex problems that impact our city's residents: water management and income inequality.

NOLABA developed a special video to help tell the story of the multi-agency collaborative that joined forces to make this investment into our community. Through a series of impactful interviews from a variety of agencies and individuals, the video helped demonstrate the significance of this grant in addition to showcasing multiple locations and blue-green infrastructure projects across the city.

About New Orleans Business Alliance

One of fewer than 80 Accredited Economic Development Organizations worldwide, the New Orleans Business Alliance is the official public-private partnership created to increase economic gains for the city of New Orleans. Through a direct partnership with the City of New Orleans and strong connectivity with the business community, the New Orleans Business Alliance works to ensure the economic security of all New Orleanians by diversifying the local economy, developing local talent, and expanding entrepreneurial opportunity.

Multimedia/ Video Promotion

Population: >500,000

Gold



Calgary Economic Development

Calgary Sector Videos

> 500,000

Calgary, AlbertaCanada

Calgary Economic Development developed seven engaging videos highlighting each of Calgary's core sectors: agribusiness, fintech, life sciences, interactive digital media, logistics and aerospace, and energy. This series of videos was an extension of the Calgary Anthem Video developed in 2019, which positions Calgary as the leading destination for the world's best entrepreneurs embracing technology to solve global challenges. In turn, the sector videos highlight the growth and innovation happening across Calgary's key sectors, as well as the opportunities available in Calgary for both talent and businesses.

Silver



Montréal
International

Montréal International

Blockbuster video

> 500,000

Greater Montréal, Québec Canada

This project was a unique new promotional video highlighting the scope of Montréal's creative technological expertise.

Multimedia/ Video Promotion

Population: >500,000

Bronze



GREATER SACRAMENTO
ECONOMIC COUNCIL

Greater Sacramento Economic Council

#NextOutWest Campaign

> 500,000

Sacramento, CA

In 2020, the Greater Sacramento Economic Council launched a talent attraction campaign targeting millennials working remotely for San Francisco Bay Area tech companies. We implemented an integrated digital marketing and PR strategy to promote the Greater Sacramento region as #NextOutWest to live and work and to encourage our audience to reimagine where they work and live - to #RethinkRemote. We launched the campaign with a two-minute video featuring testimonials from talent who live in Greater Sacramento but work remotely for companies in the Bay Area alongside a comprehensive microsite (WhatsNextOutWest.com) detailing the many benefits of living in the region. In addition to garnering over 200,000 impressions through paid and organic promotion, a clip from the video was also featured in CNBC story, which has received over 7.4 million views on YouTube. The Greater Sacramento Economic Council is the leading economic development group in the state capital of California bringing jobs and investment to the region.

Annual Report

Population: <25,000

Gold



Williamsburg Economic Development

2019 Annual Report

< 25,000

Williamsburg, VA

In 2020, the City of Williamsburg Economic Development Department released its first annual report, which covered the department's 2019 activities in the areas of job creation, job retention, tax base enhancements, and quality of life. The document explained the department's programs for existing businesses and highlighted the successes. It did the same for entrepreneurship, regional cooperation, sense of place projects, and targeted incentives for new businesses. Specifically, the report highlighted economic development return on investment to the City and its residents.

Silver



Claremore Industrial and Economic Development Authority

2020 CIEDA Annual Report

< 25,000

Claremore, OK

Ensuring stakeholders and citizens receive clear communications through transparent methods is vital for public entities and economic development. While Claremore Industrial and Economic Development Authority (CIEDA) does not directly receive taxpayer dollars, the organization has contracts for services utilizing these funds from municipal and county governments. Each year, the CIEDA staff compiles an Annual Report highlighting its initiatives, programs, and announcements from the previous year. The purpose of the report is to share the year's accomplishments with key stakeholders, the local community, elected officials, and other economic development professionals. The stories included in the report offer a synopsis of each project or initiative, addressing vital statistics such as job creation and retention, tax base enhancements, and quality of life improvements. The annual report plays an essential role in aiding CIEDA in promoting its efforts, and is produced in print and digital form to be easily accessed by various demographics through several mediums. The multiple access points to the report easily allow stakeholders to receive the organization's message and bolster its credibility and reputation. The annual report serves as a vital connective platform between CIEDA and the community as it looks to foster job growth, enhance both the city and county tax base, and promote Claremore as an ideal place to live and work. The report also provides a base understanding of CIEDA programs and potential partnership opportunities for area organizations looking to engage with local economic development initiatives.

Annual Report

Population: <25,000

Silver



Tomball Economic Development Corporation

Tomball Economic Development 2019-20 Annual Report

< 25,000

Tomball, TX

The Board of Directors and staff are committed to developing innovative programs and working with community partners to positively impact the economic well-being of the Tomball community. The TEDC focuses on attracting new business & industry, promoting business retention and expansion, and coordinating economic development efforts in Tomball, the region, and the state.

The 2020 Annual Report is a comprehensive account of the Corporation's efforts in fulfilling the goals outlined in the Strategic Work Plan. The report provides an overview of the TEDC's initiatives, achievements, and performance and conveys the value and impact of economic development activity in the community.

The report is a valuable outreach and marketing tool that highlights the resources and assistance offered by the TEDC. The report is available on the TEDC website, it is distributed at all major TEDC functions, direct mailed to existing and prospective clients, used during prospect meetings, and displayed in numerous businesses in Tomball.

Annual Report

Population: 25,000 - 200,000

Gold



City of Manassas Department of Economic Development

*City of Manassas Department of Economic Development
2020 Annual Report
25,000 - 200,000
City of Manassas, VA*

The City of Manassas Department of Economic Development's 2020 Annual Report, with exception detail and visualization of the City's economic development successes, the challenges and responses of the City during COVID-19, and insight into the Community's economic resilience during an unprecedented year.

Silver



Greater Williamsburg Partnership

*Inaugural 2020 Annual Report - Greater Williamsburg Partnership
25,000 - 200,000
Williamsburg, VA*

This project is the inaugural Annual Report of the Greater Williamsburg Partnership (GWP) for Calendar Year 2020 - a publication developed digitally and in print for the first time in the organization's five-year history. This project tells a story of the region's recent success in job creation, job retention, tax base enhancements and quality of life improvements. Those stories include, to name a few, over \$200 million in new capital investment, an updated target industry study focused on economic diversification, entrepreneurial ecosystem efforts heavily aligned with one of the nation's top public universities, and creative redevelopment projects. GWP is a regional economic development organization in Virginia with a mission to market the Greater Williamsburg region (a community of nearly 160,000) as a preferred business location; facilitate new business investment and high-wage job creation; enhance industry diversification efforts; and overall increase economic prosperity for citizens in the communities of Williamsburg, James City County, and York County. This project is the first comprehensive representation of the organization's progress and impact to date.

Annual Report

Population: 25,000 - 200,000

Bronze



Saginaw Future Inc.

Saginaw Success!
25,000 - 200,000
Saginaw, MI

Saginaw Future Inc. released a newly designed annual report to further strengthen its presence and showcase economic growth. The newly revamped report is a page-turner that promotes Saginaw County as a premier location for new investment and a great place to work. The report is compact and versatile for easy distribution with interesting bursts of information that keeps the reader interested. We have even included see through envelopes to peak the recipient's interest when the report arrives in the mail.



Charles County Economic Development Department

Charles County Economic Development 2020 Annual Report
25,000 - 200,000
White Plains, MD

Charles County Economic Development Department (CCEDD) produces an Annual Report highlighting the year's economic development successes and providing a snapshot of the local economy. The publication includes brief descriptions of CCEDD priorities and progress on those priorities as related to its five-year strategic plan, a look at new and expanding projects, relevant economic data, and noteworthy business activity. The Annual Report is created for distribution at the Department's Annual Fall Meeting and is included thereafter with information packages sent out for the County's recruitment and attraction efforts. The report is available online at www.MeetCharlesCounty.com/Downloads/

For the 2020 Annual Report, the CCEDD focused on the local effect of the COVID crisis, reflecting the theme of the Annual Fall Meeting. While the Annual Report told the story of the department's activities to help businesses affected by the crisis, the main focus was the businesses and business activity that demonstrated innovation, resilience, and strength of community during the crisis.

Annual Report

Population: 200,000 - 500,000

Gold

Th!nk

ALLIANCE FOR BUSINESS

Think Dutchess Alliance for Business

2020 Annual Impact Report

200,000 - 500,000

Poughkeepsie, NY

Since 2016, Think Dutchess has strived to market Dutchess County, NY's economic assets to attract and retain a diverse set of businesses that would improve the county's economic health and vitality. This year, it was vitally important to communicate with stakeholders and the community the role we play and the successes we were able to achieve despite enormous setbacks.

In its first annual report, Think Dutchess created an interactive impact report that not only shared data and information, but it integrated multi-media sources to tell the story of how we accomplished these feats. Using video from events, interactive links from campaigns and videos, and traditional storytelling using images and text, we were able to create a different kind of report that allowed the user to see 360° view of economic development.

Silver



Lakeshore Advantage

2021 Annual Investor Briefing

200,000 - 500,000

Zeeland, MI

The 2021 Annual Investor Briefing was a morning news-style format produced "webinar" co-anchored by Lakeshore Advantage president and board chair. They reported out on top stories with interviews from two growing companies, bringing business intelligence data our employers reported pre-and post-COVID onset to live, an "Expansion Report" in traffic-report style, the impact of business relief grants we administered and how Lakeshore Advantage went into action helping area businesses through the pandemic, and a look into our team's strategic plan, the "Future Forecast," weather-report style. The newscast included a heartstrings-downtown grant recipient commercial and comic relief top-ten list. Impact highlights include our team's administering 2 small business grants, injecting over \$3.6m in grants to over 450 small businesses and assisting on 14 expansion projects, with private investments of \$152m and 652 new or retained jobs, with over 1m new square footage in 2020.

Lakeshore Advantage bylaws require an annual update to 130+ public and private sector investors. Typically done with a presentation luncheon event, COVID had the organization pivot to the newscast format to deliver content in an engaging way, representing the organization's core values and work. People were burned out on typical webinar format meetings, and there were many great stories to tell. This creative format, under 30 minutes, delivered all the updates to our business and community leaders in this fresh, fun, upbeat newscast style to keep people engaged and watching. The newscast has been attended and viewed by more people than who attended the 2020 in-person annual update, over 360 participants.

Annual Report

Population: 200,000 - 500,000

Bronze



NORTHEAST TENNESSEE
Regional Economic Partnership



Northeast Tennessee Regional Economic Partnership

2020 NeTREP Annual Report
200,000 - 500,000
Johnson City, TN

Northeast Tennessee Regional Economic Partnership is an economic and community development organization that covers the footprint of Carter, Unicoi, and Washington Counties in Northeast Tennessee. The 2020 Northeast Tennessee Regional Economic Partnership Annual Report was designed to be a visually compelling informational and promotional tool to be shared with investors, potential prospects, and local business and community leaders in Northeast Tennessee. The 2020 Annual Report highlights key economic, and community development achievements that occurred throughout 2020 and covers progress on important business, community, and outdoor development initiatives while also laying out plans and insight for future projects.

Greater San Marcos Partnership

Annual Report
200,000 - 500,000
Texas Innovation Corridor

The Greater San Marcos Partnership is honored to be recognized for its Annual Report.

GSMP is a 501(c)6 nonprofit founded to create economic diversity and strength through ethical, proactive and strategic professional economic development. As a public-private partnership, GSMP serves as the regional economic development organization for Hays and Caldwell Counties, and the communities within them, including Buda, Dripping Springs, Kyle, Lockhart, San Marcos, Uhland, and Wimberley. The Greater San Marcos Partnership is located at the heart of the Texas Innovation Corridor.

Since 2010, GSMP has helped more than 60 companies locate to or expand in the region, resulting in more than 6,000 new direct jobs and a conservative estimate of \$650 million in capital investment. As a direct result, there is now an estimated economic output of more than \$2.8 billion being pumped into the regional economy every single year.

GSMP's Annual Report serves as the "report card" for the region's economic development efforts. By chronicling the economic impact of the organization, as well as the project announcements, programs throughout the year and transparent reporting on the organization, the Annual Report solidifies the work that GSMP does to facilitate the creation of new jobs for the region.

Annual Report

Population: >500,000

Gold



Toronto Global

2019/2020 Annual Report: To Our Future
 > 500,000
 Toronto Region, Ontario Canada

Toronto Global's annual report acts both as an account of the organization's activity and metrics for the year to our regional, provincial and federal stakeholders and as a marketing piece for potential clients, investors and the local business community. The 2019/2020 annual report titled, "To Our Future," recognizes Toronto Global's success over our first three years of operations, while acknowledging the impact of the COVID-19 pandemic and committing to working with our partners to rebuild the Toronto Region and come back stronger than ever. This annual report seeks to recognize Toronto Global's record of success that saw us bring in over 100 investments to the Toronto Region, representing thousands of jobs for the highly skilled talent pool living across the region and hundreds of millions of investment dollars pumping into the regional economy.

Silver



Workforce Solutions Borderplex

Annual Report - Looking Back at 2020
 > 500,000
 El Paso, TX

As part of an organization-wide branding initiative, our workforce development board chose to break down the usual data of our printed annual report into a more consumable report for the general public that centered around our mission: Serving as a non-profit opportunity incubator, personalizing the career path and connecting the right people to the right positions with a customizable toolbox of resources.

Annual Report

Population: >500,000

Bronze



LEHIGH VALLEY
economic development

Lehigh Valley Economic Development Corp.

2020 Annual Report: A Year of Resilience

> 500,000

Bethlehem, PA

Lehigh Valley Economic Development Corporation is a non-profit, public-private coalition that markets the economic assets of the Lehigh Valley region in eastern Pennsylvania and creates partnerships that lead to the recruitment, growth, and retention of employers. Our Annual Report is a thorough review, presented in an appealing, readable style, of the ways LVEDC is fulfilling its mission. The 2020 report detailed the many responses across the Lehigh Valley's business community to the economic challenges presented by the COVID-19 pandemic, with particular focus on the Life Science sector companies that responded directly to public health needs. We sought to show how the Lehigh Valley responded to the pandemic with resiliency, adapting to economic changes, and the assisting the small business and hospitality sectors that were most directly impacted. We also featured the 41 development projects announced or completed in the Lehigh Valley in 2020, and outlined LVEDC's ongoing work to address talent market and workforce issues. Our Annual Report continues to be a go-to source of information for business executives, decision-makers and site selection consultants on the Lehigh Valley economy.



FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

Fairfax County Economic Development Authority

2020: Rising to the Challenge

> 500,000

Fairfax County, VA

The annual report highlights how the Fairfax County Economic Development Authority (FCEDA) collaborated with the Fairfax County government, local employers, the region's education institutions and many other partners to move the region forward together amid the pandemic while introducing new strategic initiatives for businesses and workers alike. Historically, the FCEDA has published print publications as its annual reports.

The 2020 annual report is the first year the FCEDA opted to create a motion graphic video instead. The motion graphic video focuses on the FCEDA's initiatives in 2020, which included telling the stories of area pandemic heroes nationally through media relations; launching a robust talent initiative that connected thousands of job seekers nationwide with Fairfax County's hiring employers; and working with nearly 150 businesses that announced the creation of 11,000 jobs in the county .

The annual report video briefly yet powerfully showcases how the FCEDA pivoted at the onset of a global pandemic in an innovative, visual way. The goal was to not just tell, but to show people how we aided local businesses, launched a robust talent attraction and retention initiative, launched a talent brand and website, and continued to attract businesses and create thousands of new jobs.

Annual Report

Population: >500,000

Bronze



PASCO EDC
NORTH TAMPA BAY, FLORIDA

Pasco EDC

2020 Pasco EDC Annual Report

> 500,000

Lutz, FL

The 2020 Pasco EDC Annual Report summarizes important data, major accomplishments, and events that occurred throughout the year in the following areas: Business Development/Recruitment, Business Retention and Expansion, Workforce Development, International Business, Small Business Program, Marketing, Partnerships and Financial Summaries, Special Events, Investor Recognition, and Legislative Successes.

Paid Advertising Campaign

Population: <25,000

Silver



ElectriCities of North Carolina, Inc.

Weekly Wire email newsletter

< 25,000

Raleigh, NC

The Weekly wire gives informative information to our members each week ranging from grant updates, conferences, happenings in the member cities/towns, etc.

Paid Advertising Campaign

Population: 25,000 - 200,000

Silver



City of Dublin

City of Dublin Economic Development: "Tech in Dublin" Feature Series
25,000-200,000
Dublin, OH

The City of Dublin Company Feature Series is a targeted advertising campaign to highlight unique and thriving companies that call Dublin home. Partnering with a local award-winning online news publication, we are providing third-party validation for companies to utilize for their recruiting efforts. The series provides the featured companies an opportunity to engage directly with their audiences, including potential customers and future employees. Current employees love to promote these stories on social media and brag about the great things going on at their company. Between employee satisfaction and free advertising to potential employees, the feature series plays a crucial role in the recruitment practices of our companies, at no cost to them.



City of Guelph

Guelph Shops - Shop Local Paid Advertising Campaign
25,000 - 200,000
Guelph, Ontario Canada

Guelph Shops is a campaign that encourages shoppers to support Guelph businesses. Shoppers can get all the information they need to support local through an interactive webpage, which includes shop local platforms and a directory of businesses broken down by categories and sub-categories with online shopping options. The campaign focuses on promoting local businesses to the Guelph community.

Paid Advertising Campaign

Population: 25,000 - 200,000

Silver



Pflugerville Community Development Corporation

Pflugerville Community Profile Project

25,000 - 200,000

Pflugerville, TX

Site Selection Magazine has an international circulation of more than 40,000 subscribers and is an award-winning business publication that covers corporate real estate, site selection, and economic development. Because of their broad reach, we decided to advertise through community profiles that can be specifically related to a city and its asset, but are in story format written by a professional writer with the magazine.

The PCDC published two community profiles in 2020 - on various topics as noted below:

“Stop the Presses” published in Site Selection Magazine January 2020 issue to highlight the entrepreneurial spirit of the City of Pflugerville and feature the local newspaper company, Community Impact Newspaper, that started in the garage of John P. Garrett and his wife, Jennifer Garrett. Now existing in five cities, Community Impact Newspaper now publishes to 33 local editions nationwide. The article also highlights why John chose to locate his company in Pflugerville and how they have been able to expand by adding a new printing facility right behind their headquarters.

“The 3D City Strikes Back” published in Site Selection Magazine July 2020 issue to highlight the local additive manufacturing response to COVID-19 in Pflugerville. As COVID began to cause supply shortages of PPE in the region and the U.S. the PCDC began contacting the city’s local manufacturers to develop a solution. Met

with 25 participants from three different companies on weekly zoom calls, the PCDC and these companies worked through supply shortages and the 3D printing technology allowed PPE to be delivered to first responders in Pflugerville, as well as to hospital employees. Our local robotics company was also able to utilize parts printed from the 3D machines to develop ventilators to address the shortage in ventilators throughout hospitals in the country.

Paid Advertising Campaign

Population: 200,000 - 500,000

Silver



**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™**

Lubbock Economic Development Alliance

California Recruitment Campaign

200,000 - 500,000

Lubbock, TX

To escape fierce job competition, sky-rocketing costs of living and state income taxes, Californians are looking to move out-of-state, with the vast majority of these residents flocking to Texas. In order to capitalize on this movement for the advantage of our Lubbock community, we developed a recruitment campaign urging California workers and business owners to relocate to West Texas. In return, this would grow our local workforce and economy. Upon moving, not only would they be a part of a skilled and diverse workforce, they would experience the enviable quality of life in Lubbock.



Prince William County Department of Economic Development

Catch the Innovation

200,000 - 500,000

Gainesville, VA

The bioeconomy is the best news of the year, and Prince William County Department of Economic Development (PWCDED) turned to a regional news leader in WTOP to help emphasize the moment. To mark the new Northern Virginia Bioscience Center, opening their doors in December 2021, PWCDED developed a multi-level marketing campaign called Catch the Innovation featuring:

- Promoted web videos
- Editorial web stories
- Daily radio promotions

Just like the name suggests, Catch the Innovation is about encouraging an ecosystem for startups and entrepreneurs. PWCDED named the campaign as a play on the name of their growing geographic location: Innovation Park, in Manassas Virginia which has hosted and grown its bioscience industry for more than 20 years.

By engaging a news outlet in a paid advertising campaign, website visits rose 2400%, increasing the awareness of the project before full site construction even began.

The Northern Virginia Bioscience Center will be a landmark for scientist inventors and businesses bringing high-growth jobs to the local economy for decades to come. By engaging with WTOP, a daily trusted source for news, PWCDED built awareness of the project with residents across the Washington, D.C. region.

Paid Advertising Campaign

Population: >500,000

Gold



City of Albuquerque

Lights, Camera, Albuquerque: Film Office Ad Campaign
> 500,000
Albuquerque, NM

The Economic Development Department created a print ad series in 2021, showcasing Albuquerque's robust and highly competitive film production industry. Ads appeared in Site Selection magazine (early January) MovieMaker magazine (mid-January), and Deadline Hollywood (February).

Thus, the industry is vital to job creation, the tax base, the creative economy, tourism, and the community at large. Also, a multitude of auxiliary businesses (e.g., hotels, caterers, dry cleaners, rental companies) depend upon it. These ads help to further that momentum.

Silver



AdvanceCT

Dare Greater ad campaign
> 500,000
Rocky Hill, CT US

AdvanceCT is the business development, marketing and business retention arm of the state of Connecticut's economic development team, which works in close partnership with the Connecticut Department of Economic and Community Development.

Our business marketing paid advertising campaign, DARE GREATER, supports our organization's business recruitment efforts from a branding and awareness perspective. It is an integrated campaign that includes, print, video and a storytelling narrative highlighting the successes of companies operating in Connecticut.

Magazine & Newsletter

Population: <25,000

Silver

EL SEGUNDO
Where big ideas take off.

City of El Segundo

The El Segundo Business Portfolio & Hospitality/Tourism Newsletter
< 25,000
El Segundo, CA

The city launched two monthly e-newsletter campaigns to support the local business community - El Segundo Business Portfolio, focused on economic development news, and the hospitality and tourism-focused to highlight restaurants, shops, hotels and things to do in El Segundo.

El Segundo Business Portfolio seeks to connect businesspeople with timely information, updates and insights for development in the city. Highlight available properties, notable business transactions, drive business attraction. Interactive and drives visitor to the City economic development website and social channels.

The hospitality/tourism newsletter provides insights to shoppers, diners and visitors on the different ways to experience El Segundo.

Bronze

TOMBALL
ECONOMIC DEVELOPMENT CORP.

Tomball Economic Development Corporation

Tomball Economic Development Newsletter
< 25,000
Tomball, TX

The Board of Directors and staff are committed to developing innovative programs and working with community partners to positively impact the economic well-being of the Tomball community. The TEDC focuses on attracting new business & industry, promoting business retention and expansion, and coordinating economic development efforts in Tomball, the region, and the state. The TEDC Newsletter is a comprehensive account of the Corporation's efforts in fulfilling the goals outlined in the Strategic Work Plan. The newsletter provides an overview of the TEDC's initiatives, achievements, and performance and conveys the value and impact of economic development activity in the community.

It is a valuable outreach and marketing tool that highlights the resources and assistance offered by the TEDC. The newsletters are available on the TEDC website, it is distributed at all major TEDC functions, direct mailed to existing and prospective clients, used during prospect meetings, and displayed in numerous businesses in Tomball.

Magazine & Newsletter

Population: 25,000 - 200,000

Silver



Pasadena Economic Development Corporation

The Pasadena Pulse E-Newsletter

25,000 - 200,000

Pasadena, TX

The Pasadena Pulse E-Newsletter was created as a part of our community branding initiative. It focused on providing our community with information on projects, improvements, and other relevant ED news.

Bronze



Greater St. Cloud Development Corporation

GSDC eBriefings

25,000 - 200,000

Saint Cloud, MN

Electronic newsletter produced to apprise business leader subscriber base of timely business development related information, including time sensitive pandemic related information attained from our local, State, federal and health service related partners.

Magazine & Newsletter

Population: 200,000 - 500,000

Gold



Central Okanagan Economic Development Commission

OKGo Marketing Campaign

200,000 - 500,000

Kelowna, British Columbia Canada

The Central Okanagan Economic Development Commission (COEDC) works in partnership with regional stakeholders to facilitate and encourage the development of a healthy and sustainable economy by supporting existing businesses and encouraging new investment within the Regional District of Central Okanagan; The region includes the communities of Lake Country, Kelowna, Westbank First Nation, West Kelowna, Peachland, and the East and West Electoral Areas.

The OKGo campaign included the creation of the following assets: print magazine, ok-go.ca website, videography and photography assets, and digital ads that the COEDC, Tourism Kelowna and Accelerate Okanagan currently use to tell a cohesive regional story that showcases our expertise in innovation and entrepreneurship.

The multi-year marketing campaign includes targeted digital campaigns in key markets including the Pacific Northwest and major Canadian cities.

Silver



St. Tammany Corporation

St. Tammany NOW

200,000 - 500,000

Mandeville, LA

St. Tammany NOW is a curated feature section in EDGE of the Lake (a lifestyle publication) that provides economic development information, data, initiatives, and programs reaching a three-parish (county) region. Through this partnership, residents, community members, and the business community of St. Tammany and the Northshore are directly engaged with St. Tammany Corporation's economic development mission, efforts, programs, and services.

Magazine & Newsletter

Population: 200,000 - 500,000

Bronze



St. Tammany Corporation

The AnalyST- St. Tammany Corporation's Economic Research Publication

200,000 - 500,000

Mandeville, LA

The AnalyST is a curated collection of economic indicators designed in a magazine-style publication to interpret the regional and national economies and the interconnectivity with St. Tammany Parish while telling the story of St. Tammany through analysis of its economic characteristics. The AnalyST was designed to reinforce the importance of tracking and understanding economic trends for economic developers, public officials, business professionals, and users that want to engage with information that determines how to make the best possible decisions for St. Tammany to thrive. As a publication created as part of the analysis of the ongoing efforts to understand and navigate the effects of the COVID-19 pandemic, St. Tammany Corporation wanted to intentionally deliver accurate data, resources, and information directly to the general public and business community throughout St. Tammany Parish.

Magazine & Newsletter

Population: >500,000

Gold



Economic Developers Alberta (EDA)

Invest in Alberta / Xperience Alberta Magazine
> 500,000
Calgary, Alberta Canada

Invest in Alberta/Xperience Alberta Magazine is the official publication of EDA and an essential guide to investment and business opportunities across Alberta. While the pandemic disrupted our economy, it also inspired re-thinking for the 6th annual Invest in Alberta publication. The 2021 edition features two magazines together in one publication: Invest in Alberta/Xperience Alberta. Showcasing Alberta's abundant appeal, the magazine looks at the province through dual yet complementary lenses. One half of the magazine, the Invest in Alberta portion, offers a compelling exploration of investment opportunities within the province. It profiles the economic sectors that are driving the economy as well as the people and businesses that are making economic diversity and resiliency a reality. The other half, Xperience Alberta, delves into the province's tourism and lifestyle offerings, exploring the cultural, recreational, and educational opportunities that speak to the province's quality of life by profiling traits that make living, working and playing in the province compelling. The magazine has an accompanying microsite: www.invest-in-alberta.ca the magazine in website format.

Silver



Greater New Orleans, Inc.

Region Magazine
> 500,000
New Orleans, LA

Region magazine is a quarterly custom publication produced by GNO, Inc. by Renaissance Publishing. Each issue contains a deep dive on key issues which impact the local economy, recaps recent accomplishments from around the market, and showcases business leaders. The magazine serves a dual purpose of helping prospects outside of the region understand what's happening in Greater New Orleans, while also bringing exposure to local stakeholders who are driving local economic growth.

Magazine & Newsletter

Population: >500,000

Bronze



Northeast Indiana Regional Partnership

The Partnership Update Newsletter

> 500,000

Fort Wayne, IN

The Northeast Indiana Regional Partnership's monthly newsletter reports is critical in the organization's efforts to inform, engage and influence regional and national c-suite business leaders as well as private and public stakeholders. With over 2,200 leaders opted-in to receive the newsletter, leaders engage in content about the organization's mission to build, market and sell Northeast Indiana to increase business investment. There's content about strategic business attraction efforts, progress in the region's talent development, retention and attraction initiatives, and key regional and economic development marketing materials.

Special Event

Population: <25,000

Gold



EL SEGUNDO

Where big ideas take off.

Town of Addison

Coworking Day in the Park
< 25,000
Addison, TX

Coworking Day in the Park is biannual event hosted in Addison, Texas' 10-Acre park, Addison Circle Park. The purpose of the event is to encourage the business community to change up their traditional work routine and get out of the office and work for the day in Addison Circle Park. Coworking Day in the Park also provides the opportunity for Addison businesses to network and collaborate with one another in a unique atmosphere.

City of El Segundo

The El Segundo Champions of Business Celebration
< 25,000
El Segundo, CA

The City of El Segundo and the El Segundo Economic Development Advisory Council hosted its 6th annual Champions of Business Celebration on September 26, 2019 on the ice at the Toyota Sports Performance Center, home of the Los Angeles Kings, with over 400 civic and business leaders in attendance. This special celebration was created to recognize the remarkable business leaders that make El Segundo's incredible local economy thrive throughout the year.

The Champion of Business award recognizes the contributions of an individual who has enhanced economic development within El Segundo. Over the past few years, those recognized included: Dr. Patrick Soon-Shiong, CEO of NantWorks & owner of the LA Times; Jeanie Buss, CEO of the Los Angeles Lakers, and Richard Lundquist, President of Continental Development Corporation.

The 6th annual Champions of Business honored Michael Hackman, CEO of Hackman Capital Partners for his vision in transforming a 350,000 SF former Northrop Grumman facility into a modern, creative office campus while artfully maintaining the historical aerospace elements of this property's buildings. The one-of-a-kind campus will be home to Beyond Meat and L'Oreal USA (second headquarters). This project is emblematic of the private sector led economic transformation which is proudly placing El Segundo front and center on the much larger Southern California business development scene.

Special Event

Population: <25,000

Bronze



Kerr Economic Development Corporation

KerrEDC TopForty

< 25,000

Kerrville, TX

KerrEDC's first Annual Hill Country 40 Under 40 was a component of our Business Retention and Expansion Initiatives during 2020. The award program was announced in February 2020 just prior to our nation facing a global pandemic. As an organization we realized that this initiative would be vital to promoting and supporting our local businesses, leaders, entrepreneurs and innovators. This program served as foundation for KerrEDGE.org, KerrEDC's Virtual Entrepreneur Center to promote and foster entrepreneurialism in our region.

The 2021 KerrEDC TopForty will promote individuals that demonstrate excellence in collaboration and utilizing knowledge and information for prosperous development. These are key attributes to recovery and resiliency in our communities.

Special Event

Population: 25,000 - 200,000

Gold



City of Fort Collins

Small Business Season 2021

25,000 - 200,000

Fort Collins, CO

The City of Fort Collins developed the Small Business Season campaign to promote safe and local shopping during the holiday shopping season. Encouraging community members to not only shop on one major shopping holiday helped prevent large gatherings of people, kept businesses and employees safe during the pandemic, but also helped to spread out spending at businesses. Consequently, we transformed the concept of Small Business Saturday into Small Business Season to encourage community support for local Fort Collins small businesses.



City of Dublin

City of Dublin Economic Development: Business Appreciation Day 2021

25,000 - 200,000

Dublin, OH

Business Appreciation Day in 2021 had two important, yet different tactics: in-person sunglass delivery on Saint Patrick's Day to nearly 100 Dublin companies, as well as a #WhyDublin social media campaign. After extensive research, the Economic Development team discovered an e-marketing tool with a video procurement technology to allow Dublin companies to record and share directly why THEY LOVE doing business in Dublin; why they love creating jobs in Dublin. Their own #WhyDublin story, and so our Business Appreciation Day special event "theme" was created, #WhyDublin. The ThankView platform allowed for the ability to personalize content, build better relationships through creative videos during a time where in-person gatherings in our state of Ohio were on pause; promote our special events; and thank those who matter the most during a time when the rules around gatherings have changed, but the desire and ability to say "thank you" hadn't.

Special Event

Population: 25,000 - 200,000

Silver



City of Surprise

Surprise Virtual Spring Training Tent Event
25,000 - 200,000
Surprise, AZ

The “Surprise Virtual Spring Training Tent Event” resulted in a zany, “9 inning,” high-energy, informative virtual event hosted by the Surprise (Arizona) Economic Development Department on March 25, 2021 with the purpose of engaging the local, regional and national development and business communities using the theme of Spring Training baseball in the most original way possible. As the Spring Training home of the Kansas City Royals and the Texas Rangers, the City of Surprise offers a natural venue to welcome, gather and connect with important industry partners each year during the Spring Training Major League Baseball (MLB) season.

Additionally, several participants in the site selection, development and retail sectors have directly reached out to us to confirm their interest in either exploring new opportunities or investing in the community, and we can confirm that a major restaurant retailer has made a decision to invest in Surprise after viewing the video.



Lenawee Now

Career Con
25,000 - 200,000
Adrian, MI

“What do you want to do after you graduate?” a question asked of students everywhere, many of whom struggle to find an answer. Identifying the right career or education path after graduation can be challenging, especially since a majority of students, parents, and teachers are unaware of the career and job opportunities available right in their own backyard. Through a unique, virtual event called “Career Con” Lenawee Now provided students, parents, teachers, and counselors real answers to the post-graduation dilemma facing all students.

Career Con featured career expert Chris Czarnik, sharing his powerful blend of in-your-face humor and truth about the new world of work and what the new decade has in store for career and job seekers. Attendees learned that there are many options after high school, including local opportunities to attend college with no or reduced debt. They also received a free step-by-step guide to help students discover their ideal career path, helping students uncover careers that truly fit their personalities. They also had the opportunity to see what kind of on-the-job training, apprenticeships, tuition reimbursements, and job opportunities are available before and after graduation right here in Lenawee County.

Special Event

Population: 200,000 - 500,000

Gold



South Island Prosperity Partnership

Rising Economy Week

200,000 - 500,000

Greater Victoria, British Columbia Canada

Rising Economy Week was a week-long virtual event that brought business, governments, non-profits & the general public together to engage around key recovery topics and projects needed to energize our economy. The event's importance was highlighted by the official proclamations by 10 of the local governments and the partnership with the Pacific NorthWest Economic Region (PNWER) to explore essential cross-border issues between our Canadian/USA border region.

Rising Economy Week was created by South Island Prosperity Partnership (the Greater Victoria Economic Development organization) to rally the entire region around the Reboot: Greater Victoria's Economic Recovery Plan--prepared by the Rising Economy Taskforce in response to the COVID-19 Pandemic. By creating a free, high-profile public forum for discussing critical topics and the importance of collaboration, it helped rally support for projects needed for job creation and upskilling the workforce. An unprecedented breakthrough occurred when 30% of attendees joined from Washington State. This unprecedented level of regional collaboration is a time to explore and envision where our region is headed together. The partnership with PNWER was an element that took this local movement and made it truly cross-border and international, creating momentum that will carry forward.

Silver



Coachella Valley Economic Partnership

Fast Pitch Greater Palm Springs

200,000 - 500,000

Palm Springs, CA

Fast Pitch Greater Palm Springs is an exciting annual startup pitch competition. The competition addresses entrepreneurial business growth by training startup founders how to pitch to investors, and by offering the winner personal exposure to angel investors with an interest in the Greater Palm Springs region. Held as part of Riverside County Innovation Month in April of each year, Fast Pitch Greater Palm Springs brings some of the region's brightest innovators out of the woodwork and into the spotlight.

Greater Palm Springs is often viewed as a destination for tourists and retirees. But through the notable amount of earned media it receives, Fast Pitch Greater Palm Springs is moving the needle on changing the image of the region.

Special Event

Population: 200,000 - 500,000

Silver



New Orleans Business Alliance

Virtual Site Tours
200,000-500,000
New Orleans, LA

The New Orleans Business Alliance's (NOLABA) Industry Site Tours began in-person in late 2019, highlighting industrial properties in New Orleans East. In 2020, NOLABA pivoted to hosting a Virtual Site Tour series, held on a quarterly basis via Zoom. Through this virtual tour series, we are able to spotlight attractive, available property to local and national site selectors and entrepreneurs looking to invest in New Orleans property. In this new virtual format, NOLABA also showcased a number of local entrepreneurs and industry professionals to help highlight these properties in all geographically diverse areas across New Orleans. The event was free and open to the public.

About New Orleans Business Alliance

One of fewer than 80 Accredited Economic Development Organizations worldwide, the New Orleans Business Alliance is the official public-private partnership created to increase economic gains for the city of New Orleans. Through a direct partnership with the City of New Orleans and strong connectivity with the business community, the New Orleans Business Alliance works to ensure the economic security of all New Orleanians by diversifying the local economy, developing local talent, and expanding entrepreneurial opportunity.

Bronze



Tourism Vaughan

Breaking News: Tourism Vaughan Familiarization Tour
200,000 - 500,000
Vaughan, Ontario Canada

A virtual familiarization tour (FAM) was held to create Vaughan experiences to educate meeting planners about facilities and resources that Vaughan has for hosting future meetings. The audience included meeting planners from the corporate and non-profit sectors. The FAM enabled us to promote Vaughan to meeting planners to book meetings when it is safe to do so. Direct impacts are direct spending, jobs that are involved from planning to producing and executing the events, spending for delegates to travel to the event. Indirect impacts or supply chain impacts includes facilities used to host the event where inputs such as energy and food are required. Other specialized businesses and services providers impacted are marketing, equipment such as audio visual, cleaning, technology, accounting, legal and financial services. Examples of induced impacts include employees spending wages and salaries in the broader economy like rent, transportation, food and beverage and entertainment. The Municipal Accommodations Tax is collected on each hotel stay hotel and growth occupancy from events will positively impact the MAT collection so we can continue to market and grow the tourism sector in Vaughan.

Special Event

Population: >500,000

Gold



Delaware Prosperity Partnership

Delaware Summit 2020: A Virtual Familiarization Tour
 > 500,000
 Wilmington, DE

Delaware's reputation as "a state of neighbors" is a key element of its value proposition and an attribute easily experienced during a traditional familiarization tour. Because experiencing Delaware's neighborly vibe in person wasn't possible in 2020 due to COVID-19, Delaware Prosperity Partnership - a leading resource in Delaware's statewide economic development efforts - and its partners shifted a planned fam tour from on-site to online. Over three days in September, Delaware Summit 2020: A Virtual Familiarization Tour allowed site selectors from throughout the United States to "Zoom in" on why businesses should choose Delaware for location and expansion while helping better position Delaware economic development personnel for success. Summit activities included sessions for site selectors on Central and Southern Delaware's strengths and unique qualities; a learning academy for economic developers on site selection trends and promotion tips; and virtual cook-alongs featuring Delaware food and drink, nationally renowned Delaware business owners discussing why they chose Delaware and direct interaction with Delaware's governor. Despite physical distance, Delaware Summit 2020 helped local economic developers establish connections and best practices and showed national site selectors why Delaware should be on their radars - all while demonstrating what it means to be "a state of neighbors."



Kentucky's Touchstone Energy Cooperatives

Co-opAPaLooza
 > 500,000
 Winchester, KY

Co-opAPaLooza was a first-of-its-kind rural economic development event in Frankfort, Kentucky that brought together 250 participants from the 87 counties served by Kentucky's Touchstone Energy Cooperatives for a day of learning, interacting and strategic alignment for transforming the economies of our local communities. More rock concert and circus performance than stuffy economic development conference, the six-hour 'PaLooza focused on nationally recognized speakers in a high energy setting that included fire juggling and a jamming soundtrack while detailing a brighter future for our rural communities.

The target audience of Co-opAPaLooza were elected officials and economic development professionals from local communities as well as staff from Kentucky's Cabinet for Economic Development. We wanted to create a memorable event to get our local partners together to showcase the economic development tools provided by our Cooperatives along with bringing in national experts to detail steps necessary for successful economic development programs.

Since Co-opAPaLooza, not a week goes by that we do not hear from participants asking when the next event will place. When you have speakers that included renowned site selector Didi Caldwell; rural economic development expert Lorie Vincent and the cast from HGTV's Home Town, the impact across our communities is immeasurable.

Special Event

Population: >500,000

Silver



Workforce Solutions Borderplex

Solutions Crew Pop-Ups

> 500,000

El Paso, TX

The Solutions Crew Pop-Ups are the vehicles allowing us to implement mobility in the workforce. The 'office-in-a-box' concept allowed us to serve the workforce amid closures and uncertainty during the pandemic.

Bronze



Calgary Economic Development

New Economy Live Event

> 500,000

Calgary, Alberta Canada

The purpose and goal of the New Economy LIVE event series is to bring Calgary's economic strategy, Calgary in the New Economy, to life for Calgarians and the broader public and tell the story of how the city is striving to achieve its vision to become the city of choice for the world's best entrepreneurs who are embracing advanced technology to solve the world's greatest challenges: cleaner energy, safe and secure food, efficient movement of goods and people, and better health solutions. The events cover innovative, timely and relevant topics related to Calgary in the New Economy and are used as a channel to present leading research commissioned by Calgary Economic Development and hold panel discussions to help attendees understand how Calgary in the New Economy translates to economic growth and innovation in Calgary.

Innovation in Economic Development

Population: <25,000

Gold



Buda Economic Development Corporation

*National Economic Development Week Celebration -
Online Scavenger Hunt*
< 25,000
Buda, TX

In celebration of the Buda EDC's 20th Anniversary and National Economic Development Week, the Buda EDC hosted an Online Scavenger Hunt from May 10-14, 2021. Each day of the week featured ten randomly selected Buda businesses as the day's Featured Buda businesses. Every morning at 7 AM, a new contest link was posted, and participants were required to click on the link and visit each of the Featured Buda Businesses' Facebook or website links that were listed to earn one entry into a drawing. The more business links visited, the more entries awarded to the participant. Bonus points were given to participants who submitted purchase receipts from one of the day's Featured Buda Businesses and/or left a review on their business website/page. One winner was chosen at the end of the day for a \$100 gift card to the Buda business of their choice.

The Online Scavenger Hunt contributed as a virtual platform to enhance the awareness of many small Buda businesses that were originally unknown to participants and allowed the opportunity for the Buda EDC to show their appreciation to current Buda businesses

Innovation in Economic Development

Population: 25,000 - 200,000

Gold



McMinnville Economic Development Partnership

MacDevWeek- Celebrating Economic Development in McMinnville, OR
25,000 - 200,000
McMinnville, OR

During Economic Development Week 2021, we wanted to bring awareness to and celebrate our partner organizations who are helping us grow the economic vitality of our community in McMinnville Oregon, and demonstrate how multifaceted economic development is! The overarching theme of this project was “We want everyone to have a seat at our table. Pull up a chair and help us in growing Economic Vitality in McMinnville, Oregon.” Our efforts around #EDW2021 were focused on our partnerships with The City of McMinnville, The McMinnville Area Chamber of Commerce, Visit McMinnville and the McMinnville Downtown Association. This group is colloquially known in our community as the “Stable Table”. Though each of our organizations have a slightly different focus, we are all working towards the same goals: Ensuring the success and resiliency of McMinnville as a whole. As we continue to navigate the challenges and changes presented by Covid-19, #EconDevWeek felt like an important time to acknowledge the strength, grit, and dedication these partners have demonstrated over the past 14 months.

Silver



Clinton County Port Authority

#EDW2021 in Clinton County
25,000 - 200,000
Wilmington, OH

While the Clinton County Port Authority has been the officially designated Economic Development arm of the county government for several years, the Economic Development program - funded by a collaborative agreement between the Port Authority, the City of Wilmington, the Clinton County Board of Commissioners, the Clinton County Convention & Visitors Bureau, and the Wilmington Community Improvement Corporation - has only been in effect since January 2020. That timing meant that much of the public introduction of the program and its Director, Jennifer Klus, was sidelined by the Covid-19 pandemic, as in-person meetings and events were postponed or cancelled, and as the program's attention shifted immediately to emergency response. While the Port worked closely with City, County, and community agencies, staff had little opportunity to interact directly to the general public, either formally or informally, making EDW2021 an ideal avenue for belatedly introducing the program, and highlighting and promoting the program's partners to individuals and organizations throughout the county. The Clinton County Port Authority's EDW2021 Project encompassed: a robust social media campaign; recognition from local and state government representatives; community awareness and business education programs; and participation in, and promotion of, events by the Port Authority's Economic Development partners.

Innovation in Economic Development

Population: 200,000 - 500,000

Bronze



Manatee County Redevelopment & Economic Opportunity

#ManateeMomentum
200,000 - 500,000
Bradenton, FL

#ManateeMomentum was a wide-reaching and varied campaign to showcase the economic development work of Manatee County's Redevelopment and Economic Opportunity (REO) Department. The project included a social media campaign, a digital "treasure hunt" of business landmarks ("Spot the Shop"), a poster exhibit at the County Administration Building and local partner locations, an interactive display for County employees, and a Proclamation by the Board of County Commissioners. The week culminated in a pop-up outreach event at a local market.

The project addressed job creation and retention by showcasing the work county staff did in distributing CARES Act funding to local businesses. Marketing materials included the total dollar amount and the number of businesses served by the grant program in addition to testimonials from businesses that received funding. The outreach event held at Oneco Market was an effort to improve overall quality of life by bringing information about programs that not only can help business but also help workers (e.g. childcare resources). Additionally, the event featured the launch of a special credit union product for individuals within a targeted redevelopment area."

Innovation in Economic Development

Population: >500,000

Gold



Arizona Association for Economic Development

Economic Development Week 2021: Collaborative Arizona Communities
 > 500,000
 Phoenix, AZ

The Arizona Association for Economic Development's Economic Development Week 2021: Arizona Collaborative Communities campaign highlighted the ways Arizona communities have continued to stay strong during the pandemic through collaboration. This campaign was unique because AAED provided a packaged social media marketing campaign that was adaptable across the state by public and private partners. To highlight collaborations, we reached out to partners and encouraged them to share their stories of collaboration. A "mini-interview" format provided succinct, exciting takes on collaborations happening across Arizona.

The campaign also included activities like "Collaborative Communities: Statewide Social Hour," a networking event hosted by EDO partners from across the state. We also hosted a virtual AAED Policy Impact Celebration honoring three state legislators and a panel discussing AAED's economic development policy priorities and Arizona's economy.

Finally, Governor Doug Ducey proclaimed the week, Economic Development Week. We also had more than 15 communities in Arizona passing proclamations for Economic Development Week. Our campaign's statewide partners included the Arizona Commerce Authority, Arizona Office of Tourism, and the Black Chamber of Arizona. We also had many local and regional partners, including SRP, the City of Tucson and Phoenix, and the Maricopa Association of Governments.

Silver



Economic Development Council Of Colorado

A Celebration of Colorado's Economic Development Ecosystem & Partners
 >500,000
 Palisade, CO

Since 1976, the Economic Development Council of Colorado (EDCC) has been promoting effective, responsible economic development practices across the state. As the state's premier economic development resource, EDCC represents the Colorado's public and private sector interests. By connecting our communities, members, and partners to high-quality educational opportunities and trusted resources, we advance policy while supporting vibrant economies and enhancing the quality of life for all Coloradans.

The Economic Development Council of Colorado (EDCC) and Downtown Colorado, Inc. (DCI) teamed up in 2021, to bring a week-long celebration of Colorado's Economic Development Ecosystem and its partners.

Along with our program partners Colorado Office of Economic Development & International Trade (OEDIT), the Colorado Governor's Office, Colorado Department of Local Affairs (DOLA), Colorado Workforce Development Council (CWDC), the United States Department of Agriculture (USDA), and the Economic Development Administration - Denver/Utah Office (EDA), we coordinated a week of activities including local social media campaigns and educational webinars.



Internet & Digital Media

*General Purpose
Website*

*Special Purpose
Website*

Digital Media

General Purpose Website

Population: <25,000

Gold



Giddings Economic Development Corporation

Website, Online Presence

< 25,000

Giddings, TX

Our previous website, geared toward site selectors, provided little support for existing small businesses who serve the 25,000 travelers that pass through daily. We needed a site that would serve all of our stakeholders and that would let us publicize our capabilities, projects, land and buildings, but also support and inform prospective and existing small businesses. With a tight budget and one staff office, we kicked the can down the road. Then 2020 flew into view. With businesses facing forced closure, the need to provide clients with real-time data and a platform to communicate with their customers became imminent. We envisioned a site that would meet and transcend the needs of a community in crisis and that would be more than an aggregator of data. It would be interactive and interesting enough to draw repeat visitors, unintuitive enough that a novice could find and understand the data, and sophisticated enough to benefit the most seasoned site selector. In the height of the pandemic, we found money, time and partners Golden Shovel, Local Intel and GIS Planning to launch a site that is serving all of our clients and is a dynamic expression that Giddings is open for business.

Silver



Ohio County Economic Development Alliance

Economic Development Website

< 25,000

Hartford, KY

As a rural community with big economic development goals, we knew we would have to get compelling content to a broad audience to stand out among the crowd. Golden Shovel Agency helps us deliver content directly to our target audience and works with us continuously to keep our message relevant and follow existing trends. OCEDA is a local economic development organization for the rural Kentucky community of Ohio County in Western Kentucky, and we understand that the future of the economy is rural. Our website serves as our gateway to the world.

General Purpose Website

Population: 25,000 - 200,000

Gold



DENVER
SOUTH

Denver South

Denver South Website
25,000 - 200,000
Englewood, CO

In response to pandemic-related challenges and seizing on high-level trends in economic development, Denver South chose to actively focus on positivity and hope in its new brand/campaign, Tomorrow Happens Today. Our new website, Denver-South.com, represents elements of that inspiring campaign and deploys a strategy emphasizing quality of life as an attraction element to workforce, which drives company business location decisions. The website and campaign focus on a holistic approach, incorporating all aspects of living, working, and doing business as equally important.

Colorado and Denver South have a global reputation for being a world class destination for business, but our desire was to show that we're about more than just business; it's also one of the best places in the world to live your best life. We are now better highlighting the amazing people and places at the center of this thriving region, featuring stronger storytelling and narrative elements, while providing necessary location data to business decision makers and our future workforce.

The audience receives constant opportunities to get more information or connect with someone directly about their project. Additionally, downloadable reports, data, and maps give a fuller picture of what it means to live, work, and play in Denver South.

Silver



OFFICE OF
ECONOMIC
VITALITY

Tallahassee-Leon County Office of Economic Vitality

Office of Economic Vitality Website
25,000 - 200,000
Tallahassee, FL

In 2020, the Office of Economic Vitality worked to redesign their website, and now fully launched, OEV's website offers clear bottom-line advantages for making Tallahassee the home of your business with the addition of a "Why Tallahassee" tab that explains the dynamic business climate, culture and lifestyle, as well as unmatched talent and education available in Tallahassee-Leon County. To encourage engagement, OEV also added interactive features, like the "Interactive Data" page which features data on Community, Economy, and Workforce statistics under the Data Center tab, and included a property search tool, which currently features over 100 properties and sites from the Locate and Grow tab. Due to these tools, the website directly addresses job creation, and by creating jobs, improves the overall quality of life.

General Purpose Website

Population: 25,000 - 200,000

Bronze



Invest Barrie - City of Barrie

Invest Barrie Website

25,000 - 200,000

Barrie, Ontario Canada

In 2020, the City of Barrie was able to take its business and talent attraction mandate to the next level with the creation and launch of its new Invest Barrie website. Designed as a marketing and attraction tool for businesses and area employers, the website serves as a visually compelling introduction to Barrie's wider business advantages and opportunities. The website also gives businesses, entrepreneurs, and economic leaders a centralized, easy-to-navigate entryway into the programs and services offered by Invest Barrie. The InvestBarrie.ca website has shown steady growth in visits since its launch. Peaks in website traffic surrounded well established events such as the Manufacturing Innovation Summit and the Mayor's Innovation Awards nomination period and event. New blog promotions and the recently launched Quarterly Economic Report help to keep the website up-to-date with new information and resources that keeps users coming back for more.

Barrie is a waterfront community of approximately 150,000 people located on Lake Simcoe's beautiful Kempenfelt Bay, in Ontario, Canada. Approximately an hour drive north of Toronto, Barrie has a diverse economy and sought-after lifestyle with endless four-season outdoor recreational opportunities and vibrant art and culture scene.

General Purpose Website

Population: 200,000 - 500,000

Gold



Economic and Cultural Development, City of Vaughan

Vaughanbusiness.ca Microsite
200,000 - 500,000
Vaughan, Ontario Canada

The Economic and Cultural Development department works to make Vaughan a place where entrepreneurship, business, tourism, art and culture can prosper and grow. Our microsite is the first in a series of initiatives to launch a new, Council approved, economic development and tourism brand for the City. The brand embodies Vaughan's ambition and demonstrates our City's dynamic and transformative approach to community building and economic development.

Silver



Frisco Economic Development Corporation

Complete Website Redesign
200,000 - 500,000
Frisco, TX

The Frisco EDC created a new website to better and more clearly advertise our services, as well as market Frisco, TX as the premier U.S. city to live, work, play, educate and innovate.

General Purpose Website

Population: >500,000

Silver



Northeast Indiana Regional Partnership

Northeast Indiana's Homepage

> 500,000

Fort Wayne, IN

The Northeast Indiana Regional Partnership launched a new website developed to attract business and talent to the 11-county region. The website puts regional economic data at the forefront with infographics, maps, charts and metrics to fulfill the organization's mission to build, market and sell Northeast Indiana to increase business investment.

REDI Cincinnati

REDI Cincinnati Web Site Redesign

> 500,000

The Cincinnati Region SW OH, N KY, SE IN

REDI Cincinnati's web site, launched in late 2020, highlights and amplifies the entire Cincinnati region, found on the banks of the Ohio River where southwest Ohio, northern Kentucky and southeast Indiana converge. The site doesn't share just the REDI Cincinnati story—it's touches on the jobs, capital investments, and business success stories found within our region where there is a kaleidoscope of tradition and innovation fueled by industry leaders and more than 400 multinational companies. As part of REDI Cincinnati's redesign project, the marketing & communications team invited everyone to the table—from its local economic development partners to startups to small- and mid-size businesses, all the way to our large Fortune 500 companies.

In an unprecedented year such as 2020, the website launch came at a crucial time for our economy and REDI's in-region businesses as they looked for COVID-19 resources and programming as well as out-of-region businesses that could still see the region through virtual site visits. REDI Cincinnati answered the call during a time of need and the team continues to support and provide solutions for growth in the Cincinnati region.

General Purpose Website

Population: >500,000

Bronze



Fort Bend Economic Development Council

Fort Bend County Marketing Program- Website

Redesign

> 500,000

Sugar Land, TX

The Fort Bend EDC, which began in the mid-1980s, is a public-private partnership committed to quality growth and development in Fort Bend County. Our organization advocates for quality infrastructure necessary to sustain growth, strong, pro-business public policy, quality planned developments, and business recruitment and retention, while providing a nexus between the public and private sector to work through geopolitical challenges and opportunities.

The FBEDC, among other initiatives, administers the county's marketing program, overseen by a board of public and private sector leadership. Fort Bend County is one of the fastest growing and most diverse counties in the US, leading the Houston region in median household income, educational attainment, safety, diversity, and a cost of living. As Greater Houston's Finest Address, the county markets our attributes through a significant branding program, which now includes a powerful, data-driven website.

The redesigned logo and website project was initiated in August 2020 to better share our story and provide a landing place for those interested in learning more about Fort Bend County and its cities. The goal was to build a cohesive and data-driven site that combined exceptional storytelling with facts and figures to ensure our story of success is a significant part the regional and national conversation.

Special Purpose Website

Population: <25,000

Gold



Kerr Economic Development Corporation

KerrEDGE.org
 < 25,000
 Kerrville, TX

KerrEDGE's mission is to promote growth and development for new and existing businesses creating an environment for these businesses that fosters innovation and resiliency.

The KerrEDGE website is the epicenter to the entrepreneur center. Through the website entrepreneurs, leaders, and business owners will have the opportunity to learn about the virtual center, sign-up, and log in to register for classes, mentoring, seminars, and resources.

KerrEDGE is an entrepreneurial center, also frequently referred to as a business incubator or accelerator program. This center is a one-stop shop for current and prospective business owners to receive support, education, and mentorship from experts in a wide variety of business sectors. The KerrEDGE Entrepreneurial Center provides both the structure and support of a virtual team of like-minded individuals. Each contributes their varied skillsets to enhance the productivity of each member, and thus, the team as a whole. Access to resources, mentorship, and a collaborative environment are key components to ensuring that our local entrepreneurs are successful throughout each of their business development cycles (Inception, start-up, and scaling for growth).

Silver



JECDB of Unicoi County

Real. Wild. Unicoi County
 < 25,000
 Erwin, TN

A new website and brand identity system for Unicoi County, Tennessee's Joint Economic and Community Development Board to market its industrial, housing, and tourism assets.

Special Purpose Website

Population: 25,000 - 200,000

Gold

**DENVER
SOUTH**

Denver South

Community Profile
25,000 - 200,000
Englewood, CO

The Denver South Community Profile microsite (CP. Denver-South.com) is our newest digital product developed to directly target site selectors and key location selection decision makers. This digital-first philosophy represents a current, modern approach to what has traditionally been a hardcopy physical document no longer particularly relevant in the time of remote work and virtual meetings.

By creating a microsite, we're able to seize opportunities around data collection, consumer insights, key conversion metrics, and vital geographic and demographic user data. This platform allows us to constantly update with more current data, allowing the tool to become a truly "living document" of the region, adaptable over time opposed to an instantly dated PDF or printed document.

The site was developed as a hyper-focused business attraction supplement to our general-purpose website, Denver-South.com. It is a smaller site, with five targeted sections, with key data and content placed front and center.

The nature of the site allows us to showcase the essential elements that make up our region and provide the unique selling points of Denver South in a thoughtful, creative, and beautiful way.



Temple Economic Development Corporation

Meet Temple
25,000 - 200,000
Temple, TX

Meet Temple is a talent attraction brand from Temple Economic Development Corporation that's mission is to support local employers and increase the funnel of potential talent to Temple, TX.

Special Purpose Website

Population: 25,000 - 200,000

Silver



City of Carlsbad

Carlsbad - Life in Action Talent Attraction Website
25,000 - 200,000
Carlsbad, CA

As one of the first talent attraction programs to launch in the U.S., the City of Carlsbad's Life in Action campaign is designed to share the untold stories of opportunity and amazing quality of life available for skilled professionals in this city just north of San Diego and part of the second-largest life sciences cluster in the country. While the appeal of this Southern California city never fades, the same could not be said about the campaign's website, which was built on an outdated framework. It had broken links to jobs and didn't fully showcase the innovation of the business community. The city set out to create a new website that would engage the business community, celebrate the diversity of Carlsbad's industries and entrepreneurs, and showcase to talent that, yes, they too could experience a Life in Action. The website addresses job creation by connecting talent to jobs through a regional jobs board and job retention by driving traffic to career pages of 486 companies in the city's four key industries. The new site has interactive features that help talent find their ideal neighborhood, understand the critical mass of Carlsbad companies and provides resources for commuting options in the San Diego region.

Bronze

FORT M^CMURRAY WOOD BUFFALO

ECONOMIC DEVELOPMENT & TOURISM

Fort McMurray Wood Buffalo Economic Development & Tourism

WeAreFMWB.ca
25,000 - 200,000
Fort McMurray, Alberta Canada

Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT) is a wholly owned, arm's-length entity of the Regional Municipality of Wood Buffalo responsible for growing and promoting investment, supporting the growth of startups and existing businesses, and generating tourism and visitation to the region. FMWBEDT was tasked with stewarding the development of our first ever region-wide community Place Brand to proactively manage our identity and external reputation. This will help us attract labour, visitors, investment, and business to our region. The Fort McMurray Wood Buffalo identity reveals our distinct character, sense of place and authentic value promise to the world. Together, with the community, we developed this place brand, and launched an online digital toolkit to ensure it was accessible to everyone and every business in the region. The toolkit provides an experience and full access to place branded resources empowering our community to market the region themselves. WeAreFMWB.ca is meant to help anyone in the region who desires to change or influence the world's perception about who we are.

Special Purpose Website

Population: 25,000 - 200,000

Bronze



North Country Chamber of Commerce

Redesign & Update of North Country Good Life Website

25,000 - 200,000

Plattsburgh, NY

northcountrygoodlife.com was designed to give employers in the community a tool to help them recruit professional and technical team members to the Plattsburgh-North Country area. The site offers comprehensive information on the assets and advantages of the region that are important when making a major life decision to move and take on a new job - places to live, schools for children, options for recreations, potential jobs for family members, and much more. As part of this project the site as reimagined, completely redesigned, and translated into French.

Special Purpose Website

Population: 200,000 - 500,000

Silver



Central Okanagan Economic Development Commission

OKGo Marketing Campaign

200,000 - 500,000

Kelowna, British Columbia Canada

The Central Okanagan Economic Development Commission (COEDC) works in partnership with regional stakeholders to facilitate and encourage the development of a healthy and sustainable economy by supporting existing businesses and encouraging new investment within the Regional District of Central Okanagan; The region includes the communities of Lake Country, Kelowna, Westbank First Nation, West Kelowna, Peachland, and the East and West Electoral Areas.

The OKGo campaign included the creation of the following assets: print magazine, ok-go.ca website, videography and photography assets, and digital ads that the COEDC, Tourism Kelowna and Accelerate Okanagan currently use to tell a cohesive regional story that showcases our expertise in innovation and entrepreneurship.

The multi-year marketing campaign includes targeted digital campaigns in key markets including the Pacific Northwest and major Canadian cities.

St. Tammany Corporation

StTammanyStats.com

200,000 - 500,000

Mandeville, LA

St. Tammany Corporation designed www.sttammanystats.com as a new, innovative, and interactive platform to deliver data-driven and evidence-based information as an extension of its main website, www.sttammanycorp.org. StTammanyStats.com was designed to reinforce the importance of tracking and understanding economic trends for economic developers, public officials, business professionals, and users that want to engage with information that determines how to make the best possible decisions for St. Tammany to thrive. As a special website product created as part of its ongoing efforts to understand and navigate the effects of the COVID-19 pandemic, St. Tammany Corporation wanted to intentionally deliver accurate data, resources, and information directly to the general public and business community throughout St. Tammany Parish.

Special Purpose Website

Population: 200,000 - 500,000

Bronze



Sonoma County Economic Development Board

SoCo Launch

200,000 - 500,000

Santa Rosa, CA

SoCo Launch (SoCoLaunch.org) was created as a one stop shop for COVID-19 business resources including finance assistance, COVID-19 mitigation plans, workforce assistance, worksite testing and vaccination information, regulatory updates, and what industries are open in Sonoma County. All SoCo Launch webpages were translated into Spanish. Website traffic increased by 161% from 2019 to 2020, further proving the great need for COVID-19 business resource information.

The Sonoma County Economic Development Board is a County agency focused on growing a healthy economy by helping businesses in Sonoma County. They provide confidential, no-cost consulting services to businesses seeking to start, relocate, and grow in Sonoma County, CA.

Special Purpose Website

Population: >500,000

Gold



Hamilton

City of Hamilton

Hometown Hub

> 500,000

Hamilton, Ontario Canada

Welcome to Hometown Hub, where local goes digital! Hometown Hub is a one-stop solution for online, local shopping. Its mission is to deliver a simple, easy way to connect amazing small businesses with the communities they help to enrich, bringing the care, quality and dedication of local business alive- online!



**FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY**

Fairfax County Economic Development Authority

Talent's One-Stop Shop for Northern Virginia

> 500,000

Fairfax County, VA

Spearheaded by the Fairfax County Economic Development Authority (FCEDA), the WorkInNorthernVirginia talent website is a collaborative effort by the Northern Virginia Economic Development Alliance (NOVA EDA) to serve as a one-stop-shop for talent to learn more about living and working in Northern Virginia and connect talent with hundreds of hiring companies in the region.

Fresh off the heels of winning the largest economic development deal in U.S. history - Amazon's HQ2 - and with more than 100,000 open jobs in Northern Virginia, the FCEDA identified a significant need for qualified individuals to fill open positions in our region.

Beyond a simple jobs board, this talent website serves as a digital hub for the FCEDA's entire talent initiative. After conducting national research in early 2020, we discovered external talent did not yet perceive Northern Virginia as an established tech hub, posing a serious challenge to our top customers: hiring companies in the area. One of the efforts to increase the region's brand recognition has been creating and advertising this talent site (and its many tools) in target markets. The FCEDA actively markets the website through digital advertising, media relations and social media influencers.

Special Purpose Website

Population: >500,000

Bronze



Tennessee Department of Economic and Community Development

EV Pitch Website
> 500,000
Nashville, TN

When you pitch a fast-growing, innovative technology and EV manufacturing company on expanding their presence to Tennessee, the vehicle for delivery needs to be informative and creative. The TNECD team created the EV project pitch website to show just how easy it is to plug in to Tennessee's already EV-friendly infrastructure.

Greater New Orleans, Inc.

Destination GNO
> 500,000
New Orleans, LA

Our goal for DestinationGNO was to create a new, fresh, and "current" quality of life website that showcases the myriad lifestyle options in Greater New Orleans - and which serves as a talent attraction and marketing tool for Southeast Louisiana. Heavy on visuals and short copy, DestinationGNO lets the pictures and videos do the talking to highlight a region that is diverse and welcoming, culturally rich, family-friendly, and intertwined with the great outdoors.

Digital Media

Population: <25,000

Silver



Cuero Development Corporation

Digital Marketing Campaign

< 25,000

Cuero, TX

Our website has been up for over three years and we have also added various other digital marketing reach products to include SEO/SEM, social media, programmatic, retargeting and content pieces with embedded video pre-rolls. This method is being utilized to enhance heritage tourism and recruit new business and industry, thereby adding new jobs, retaining existing jobs, enhancing quality of life and expanding the local tax base.

The goal of the campaign is to target and fence specific areas of the country that are experiencing a business migration to other areas of the country. The goal is to digitally saturate and interject Cuero, Texas into the algorithm of our selected audience targets.

Bronze



Electricities of N.C, Inc.

LinkedIn Advertising Campaign

< 25,000

Raleigh, NC

This was a paid advertising campaign with LinkedIn.

Digital Media

Population: 25,000 - 200,000

Silver



City of Goodyear

Holiday Shop Local Campaign

25,000 - 200,000

Goodyear, AZ

Goodyear is a rapidly growing community of nearly 93,000 residents in the Phoenix metro area. The COVID-19 pandemic has threatened our blossoming retail industry and small businesses have been hit especially hard by government shutdowns and consumer uncertainty. Each year there is a nationwide push to support small businesses during the holiday season known as Small Business Saturday, but in 2020 it was especially important to highlight the impact of shopping small and local throughout the holiday season.

A four-week social media campaign was developed to encourage residents to shop small, local, and most importantly safe. In addition, a Shop Local web page with a listing of all Goodyear retailers who were open and ready for business was developed. It served, and continues to serve, as a community shopping information hub. While the campaign ended in December 2020, the retail web page remains one of our top viewed web pages.

Bronze



Tallahassee-Leon County Office of Economic Vitality

Love Your Local

25,000 - 200,000

Tallahassee, FL

The Office of Economic Vitality launched the “Love Your Local” campaign to encourage Tallahassee-Leon County residents to shop local during the holiday season and all year long. The Love Your Local campaign included branding, yard signs, social media graphics, and a video series that featured how the pandemic has affected local businesses and what supporting local means to them. The campaign also consisted of a webpage showcasing the purpose of the campaign; how shoppers, small business owners, and partner organizations can participate in the campaign; how you can “Love Your Local” safely with CDC recommendations; the video series; and a list of local businesses that participated in the Love Your Local campaign, which totaled nearly 300 local businesses. OEV also partnered with their local newspaper, the Tallahassee Democrat, to spotlight Black Friday and Small Business Saturday deals from local businesses throughout the holiday weekend.

Digital Media

Population: 200,000 - 500,000

Gold



New Orleans Business Alliance

COVID-19 Economic Impact Dashboard

200,000 - 500,000

New Orleans, LA

The New Orleans Business Alliance (NOLABA) developed the first curated set of data points and research specific to New Orleans to shed light on the current economic crisis and forecast ways to combat its effects. The Economic Impact Dashboard identifies tension points related to revenue and industry growth in New Orleans' top six industries, as well as the COVID-19 pandemic's impact on the local labor force, jobs, small business ecosystem, and consumer spending. This dashboard solidifies our commitment to the New Orleans community by continuing to produce unbiased, objective economic development data and information and providing it to our stakeholders in a time where information is scarce.

Silver



Saskatoon Regional Economic Development Authority

Saskatoon Economic Recovery Tracker

200,000 - 500,000

Saskatoon, Saskatchewan Canada

The COVID-19 pandemic has changed the lives of people around the globe, with many concerned about the state of the economy. Being the economic development group for the Saskatoon Region, the SREDA team is often asked 'how is our local economy doing?'. To answer this question, we launched a first-of-its-kind economic tool called the Saskatoon Economic Recovery Tracker (SERT). SERT measures the state of economic recovery for the Saskatoon Region based on a comparison of ten key economic indicators prior to the COVID-19 pandemic and their current status. The tool calculates a percentage recovered for each indicator, which are assigned weightings, which in turn contribute to a total percentage recovered for the Saskatoon Region.

Users can view the tool on SREDA's website: <https://sreda.com/saskatoon-economic-recovery-tracker/>. The tool is updated regularly to ensure the most accurate data is displayed. SREDA also releases quarterly public updates that include the total percentage recovered, key economic indicators and their recovery percentage as well as what people can expect in the coming months. SERT provides Saskatonians information related to economic recovery in a digestible, interactive format

Digital Media

Population: 200,000 - 500,000

Bronze



Economic and Cultural Development, City of Vaughan

Vaughan Rising Podcast

200,000 - 500,000

Vaughan, Ontario Canada

The Economic and Cultural Development department works to make Vaughan a place where entrepreneurship, business, tourism, art and culture can prosper and grow. The Vaughan Rising Podcast takes a deep dive into Vaughan's most exciting projects and businesses with the leaders making sure Vaughan keeps rising. Season 1 focused on City Building mega projects while Season 2 explores stories of Vaughan business adaptation in the face of COVID..

Digital Media

Population: >500,000

Gold



GREATER SACRAMENTO
ECONOMIC COUNCIL

Greater Sacramento Economic Council

#NextOutWest Campaign

> 500,000

Sacramento, CA

In 2020, the Greater Sacramento Economic Council launched a talent attraction campaign targeting millennials working remotely for San Francisco Bay Area tech companies. We implemented an integrated digital marketing and PR strategy to promote the Greater Sacramento region as #NextOutWest to live and work and to encourage our audience to reimagine where they work and live - to #RethinkRemote. We launched the campaign with a two-minute video featuring testimonials from talent who live in Greater Sacramento but work remotely for companies in the Bay Area alongside a comprehensive microsite (WhatsNextOutWest.com) detailing the many benefits of living in the region. In addition to garnering over 200,000 impressions through paid and organic promotion, a clip from the video was also featured in CNBC story, which has received over 7.4 million views on YouTube. The Greater Sacramento Economic Council is the leading economic development group in the state capital of California bringing jobs and investment to the region.

Silver



PASCO EDC
NORTH TAMPA BAY, FLORIDA

Pasco EDC

Pasco Ready Sites Program Property Video Series

> 500,000

Lutz, FL

This property video series was created to support the Pasco EDC Ready Sites Program, which assesses, evaluates, and certifies large tracts of land to prepare properties for industrial development and create a portfolio of project-ready sites for targeted industries. There are currently 6 property videos for the 6 different sites in the Ready Sites Program.

All videos feature:

- Aerial views of the property
- Location of all utilities with pipe and capacity sizes
- Drive time labor force and population maps
- Consumer drive time access
- Highlights transportation networks and drive times
- Aerial views of property from multiples access points
- Targeted Land Use

Digital Media

Population: >500,000

Bronze



North Eastern Strategic Alliance

NESA Virtual Region Tour

> 500,000

NESA Region, SC

The NESA staff created a virtual representation of their region by combining 360 imagery, economic data, stunning photography, and more. Their Virtual Region Tour was designed during the early stages of the pandemic as a way to bring visitors to the NESA region during a time when travel was extremely limited. This tour leads the user around the NESA region by highlighting the region's logistical assets, labor force, and quality of life attractions.



Program Awards

Multi-Year Economic Development

Business Expansion and Retention

Entrepreneurship

Neighborhood and Retail Development

Talent Development and Retention

Real Estate Redevelopment and Reuse

Economic Equity and Inclusion

Resiliency, Recovery and mitigation

Innovation Programs and Initiatives

Creative Financing

Multi-Year Economic Development

Population: <25,000

Silver



Giddings Economic Development Corporation

Healthcare Expansion

< 25,000

Giddings, TX

Rural communities across the US are losing healthcare providers. We lost our hospital in the 1980's after a downturn in the oil & gas industry and have watched as others in our region are shuttered. Recognizing that the situation is not going to improve and that our community deserves access to care, in 2016 we commissioned a healthcare needs analysis to determine the viability of existing facilities and to identify gaps in service. We relied on the study to help convince the owner of a defunct and blighted nursing home to demolish and remove the building. We then recruited an award-winning Urgent Care, helped fund a new \$2.5 million 16 bed assisted living facility, and provided grants to several small clinics seeking to renovate older buildings and expand their services. The City agreed to continue its annual stipend to Texas' oldest, privately owned EMS, which expanded its operations into a new building. In 2020, we provided \$30,000 in grants to our healthcare providers to secure PPE and to train clinicians and caregivers; and a \$50,000 broadband grant to increase the community's access to telehealth and telemedicine. Our efforts have increased tax revenue and jobs, but more importantly, they've saved lives.

Multi-Year Economic Development

Population: 25,000 - 200,000

Silver



City of Goodyear & Merit Partners, Inc

PV|303 Business Park - Loop 303 Industrial Corridor
25,000 - 200,000
Goodyear, AZ

The PV|303 Business Park is a 1,600-acre master planned business park located near the confluence of Interstate 10 and Loop 303 in Goodyear, Arizona. PV|303 is home to world-class businesses like Sub-Zero, Dicks Sporting Goods, REI, Ball Corporation, UPS, Amazon, and Microsoft. Since the first business located at PV|303 in 2011, development has not stopped. PV|303 has been one of the most active business parks in the West Valley of metro-Phoenix for the last decade. Eighteen companies have now located along the Loop 303 providing employment for thousands and investing more than \$1 billion in the community. The PV|303 one of the highest property tax generating areas of Goodyear, significantly increasing the city, school districts, and county tax bases.



North Country Chamber of Commerce

North American Center of Excellence for Transportation Equipment
25,000-200,000
Plattsburgh, NY

NAMTrans a subsidiary of the North Country Chamber of Commerce dedicated to serving and growing the cluster of over 55 transportation and equipment manufacturers across the 7 most northern counties in NYS. The cluster is anchored by internationally recognized OEMs such as Alstom, the Volvo Group, Knorr-Bremse and Wabtec and supported by dozens of local suppliers. NAMTrans provides support services such as help with employee recruitment, filling vendor gaps, training assistance, and networking & B2B opportunities.

Multi-Year Economic Development

Population: 25,000 - 200,000

Silver



City of Surprise

City of Surprise Annual Retail Survey

25,000 - 200,000

Surprise, AZ

The Surprise, Arizona Economic Development Department developed a unique annual local Surprise Retail Survey and accompanying promotional campaigns to create an important crowd-sourced, unified marketing message about the community's desires and growth needs. The three Surprise Retail Survey goals were (1) to focus the enthusiasm of the city's leaders, elected officials and residents towards a concentrated objective, (2) to create greater market clarity for the retail business and development communities and as a result generate prospect meetings that drive results, and (3) to support and promote local favorite businesses.

By providing retailers, developers and brokers authentic, primary retail data, the goal was to reset the conversation about the Surprise market and demonstrate a proactive economic development retail attraction model.

Additionally, the recognition of our top local restaurants and retailers created a business retention opportunity as well as a must-visit list of top local favorites for our seasonal Spring Training tourism market.

Multi-Year Economic Development

Population: 200,000 - 500,000

Gold



The City of Norfolk Department of Economic Development

Norfolk Works

200,000 - 500,000

Norfolk, VA

Norfolk Works has been an integral part of the City of Norfolk's Economic Development portfolio since December of 2016. It has become the bellwether of workforce development programs for the region and the Commonwealth of Virginia. Since its launch, its focus and mission has been to have a meaningful impact on Norfolk residents, especially those residents from historically underrepresented communities. Norfolk Works continues to focus on coordinating the variety of local talent sources to ensure new and expanding businesses are supplied with the diverse candidates they need to further grow and invest in Norfolk.

The primary components of Norfolk Works are its Community Career Center, Business Services, and the Norfolk Workforce Investment Network (WIN). Ultimately, Norfolk Works is designed to align economic and workforce development efforts, champion the recruitment of diverse Norfolk talent to support business attraction, retention and expansion, and collaborate with its regional workforce partners to help Norfolk citizens prepare for and connect to in-demand employment opportunities.

Multi-Year Economic Development

Population: >500,000

Silver



Investissement Québec

Propeling our innovative manufacturers
> 500,000
Montréal, Québec Canada

The Propulser nos manufacturiers innovants initiative (Propeling our innovative manufacturers) was launched by Investissement Québec to spur the province's manufacturing sector and contribute to wealth creation. It also aims to encourage private investment, make Québec manufacturing companies more competitive and help them meet three main challenges: Address skill gaps and the labour shortage, Innovate in products and processes, Increase exports.

The Propulser nos manufacturiers innovants initiative was designed for and by entrepreneurs and centered on the creation of an industry roundtable representing ecosystem stakeholders and some 30 businesses.

Investissement Québec is a government corporation that plays an active role in Québec's economic development. The corporation has a network of offices located across Québec's 17 administrative regions. They provide personalized financing and investments to support the development of businesses of all sizes, as well as cooperatives and social economy enterprises. Investissement Québec also offers consulting services to help businesses manage their industrial innovation and transformation processes.

Through its Investissement Québec International arm, the Corporation also strives to bring more foreign talent and investment to every region of Québec and offers specialized assistance to Québec businesses looking to diversify their markets and expand their exports.

Bronze



Business Development Board of Palm Beach County

Behind the Gates Program
> 500,000
Palm Beach County, FL

The Business Development Board, Palm Beach County's official economic development organization, recruits corporate relocations through a creative program called "Behind the Gates". It's a multi-year initiative that targets CEOs with second homes in Palm Beach County, encouraging them to move their business, too. This has resulted in thousands of jobs for Palm Beach County, FL.

Business Retention and Expansion Initiatives

Population: <25,000

Gold



Denison Development Alliance

Ecommerce Accelerator Incentive

< 25,000

Denison, TX

The Ecommerce Accelerator Incentive program was created to encourage business sustainability by establishing and promoting ecommerce sales to complement their brick-and-mortar sales. The pandemic had severely limited storefront sales and Denison Development Alliance (DDA) was seeking new ways to assist. After reading an April 9, 2020 National Main Street Blog “The Impact of COVID-19 on Small Businesses” DDA began focusing on an ecommerce solution. GoDaddy’s Venture Forward March 31, 2020 Report: “The Surprising Impact of Everyday Entrepreneurs” showed increasing ecommerce promoted higher levels of economic prosperity and median household income gains.

The result, a program encouraging ecommerce to support small business survival while building stronger businesses post-pandemic. The 75/25 matching grant for Ecommerce marketing and fulfillment funds up to \$6000 of an \$8000 project within two levels. Level One (LAUNCH E-commerce) encourages businesses to gain or improve their ability to conduct business online and begin digital promotions guiding shoppers to their website. Level Two (AMPLIFY E-commerce) focuses on expanding and growing online sales through enhanced marketing and promotions. DDA is a Type-A Texas Economic Development Corporation funded by a 1/2 cent economic development sales tax. This program is within DDA’s marketing budget and has assisted more than 16 businesses.

Silver



City of Buda / Buda Economic Development Corporation

Still Budaful Stimulus Program

< 25,000

Buda, TX

The City of Buda and the Buda Economic Development Corporation developed a Still Budaful Stimulus Program to assist small businesses within the City of Buda during the COVID-19 pandemic. The program provided financial assistance to businesses severely impacted as a result of the Stay at Home, Work Safe order implemented by Hays County, the City of Buda, and State of Texas. The program has provided over \$840,000 stimulus funds to approximately 120 businesses in Buda.

Business Retention and Expansion Initiatives

Population: <25,000

Bronze



Kerr Economic Development Corporation

KerrEDC Business Retention Expansion Program

< 25,000

Kerrville, TX

Our business retention and expansion initiatives began in 2017 and culminated during 2020 as we worked through the global pandemic and moved from crisis management to recovery and resiliency. Each component of our BRE program has a target goal and purpose with an overall goal to increase jobs in the area, job retention, talent retention, encourage entrepreneurialism, increase sales tax revenue and promote interagency collaboration. Our program is comprised of several initiatives including the KerrEDC TopForty Awards, Kerrvilletogether.com website, KerrEDGE Entrepreneur Center, Quarterly Industry & Inclusion Roundtables, Economic Dialogue Video Podcast, and First Annual Business & Innovation Forum. Many of these events are "first of their kind" for Kerrville that seek out young talent and entrepreneurs while continuing to provide opportunities for collaboration, which has been a fundamental factor in Kerrville's recovery efforts.

Business Retention and Expansion Initiatives

Population: 25,000 - 200,000

Gold



Greater Gallup Economic Development Corporation

GGEDC Business Retention & Expansion program saves McKinley Paper Company
25,000 - 200,000
Gallup, NM

In 2012, Greater Gallup Economic Development Corporation (GGEDC) incorporated as a 501(c)3 non-profit corporation. Based in Gallup, NM, GGEDC is the principal economic development organization for the City and the Greater Gallup/McKinley County area of NM. Before 2012, economic development efforts were unfocused with economic development responsibilities scattered among four public organizations. Since its founding, GGEDC has provided a professional economic development program with focused leadership and a dedicated budget comprised of public and private funds. All GGEDC executive staff are IEDC- Certified Economic Developers (CEcD).

GGEDC has successfully recruited various e-Base businesses, with an emphasis on FDI, and has helped develop critical transportation and logistics infrastructure. GGEDC runs strong, impactful business retention and expansion (BRE) and workforce development programs.

The mission of the Greater Gallup Economic Development Corporation (GGEDC) is “to drive economic growth through building on local assets and strategic partnering to target attraction, recruitment, retention & expansion of industrial employers that provide economic-base jobs in the Gallup-McKinley County area, and to support & promote a business-friendly environment.

In January 2020, Escalante Generating Station announced plans to close within a year, costing the region 109 jobs. Its closure threatened the operations of McKinley Paper Company which needed steam from the plant. McKinley Paper had been a major local employer for 27 years. Deputy Director, Michael Sage, CEcD, and GGEDC determined what it would take to keep McKinley Paper in the community. Sage worked with colleagues at the state level to leverage economic aid. The State of New Mexico pledged \$5 million from the Local Economic Development Act. Knowing a new power plant would be in place, McKinley Paper committed to stay for at least 10 more years, and to continue to provide 125+ well-paying jobs, as well as to access state job training funds to create 10 additional jobs.

In January 2021, the state awarded those training funds. The \$5M award was among the Top 5 largest awards ever issued by the state of New Mexico. By retaining McKinley, GGEDC helped to ensure the economic health of Cibola and McKinley Counties. McKinley County collects the property taxes on both facilities. Most of McKinley Paper’s workforce lives in Cibola County. Michael Sage was later named NM Economic Developer of the Year.

Business Retention and Expansion Initiatives

Population: 25,000 - 200,000

Silver



Boynton Beach Community Redevelopment Agency

Small Business Disaster Relief Forgivable Loan Program
25,000-200,000
Boynton Beach, FL

Recognizing the significant economic impact of the COVID-19 pandemic on our local businesses, the BBCRA Board approved the creation of the Small Business Disaster Relief Forgivable Loan Program (SBDRLP) and the allocation of \$1 million in program funding. Using these funds, the BBCRA provided eligible businesses a forgivable loan of up to \$10,000 to offset costs associated with utility, payroll, or inventory expenses. Within six weeks of the application opening date, the BBCRA distributed \$1 million in loans to 101 businesses. The modest grant was a lifeline to our small businesses as navigation of other federal or state programs' application process was overwhelming and some of our small businesses did not qualify for the programs offered. The BBCRA also approved a COVID-19 Commercial Rent Reimbursement Relief Grant Program (CCRRRP) to current and/or previous Commercial Rent Reimbursement grant recipients from the past five years with an additional six months of 50% matching rent reimbursement assistance for the months of March-August 2020. This emergency rent reimbursement program assisted an additional 42 businesses with relief funding totaling \$289,119.

Bronze



OneRedmond

Small Business Walk Program
25,000 - 200,000
Redmond, WA

Beginning in the summer of 2020, OneRedmond initiated a new Small Business Walk Program designed to meet safely in person with as many of the businesses as possible in each neighborhood/commercial corridor and provide them with tailored assistance based on their specific questions and needs.

Displacement was a key issue due to light rail construction in the area. However, once the pandemic hit, OneRedmond pivoted the Small Business Walk Program to add the distribution of Personal Protection Equipment to our businesses including masks, sanitizer and an information packet with relief and recovery resources.

OneRedmond partnered with the local Small Business Development Center advisor who is also housed in the OneRedmond office. Together, the team visited over 100 businesses to help answer questions about federal and local financial programs, and other business topics. During these walks, the OneRedmond staff also surveyed the businesses to help identify new programs and webinars that were needed to help our small businesses navigate resources during the pandemic.

Business Retention and Expansion Initiatives

Population: 200,000 - 500,000

Gold



Greater New Haven Chamber of Commerce

Small Business Resource Center at the Greater New Haven Chamber

200,000 - 500,000

New Haven, CT

In collaboration with our regional utility partners, United Illuminating Company (electric utility) and Regional Water Authority, the Chamber developed the Small Business Resource Center to respond to our community and engage with and support the Region's small business Community. Instead of waiting for businesses to ask us for help, the idea was to proactively ask them what they needed and then deliver the services.

During the months of February - April 2021, our program reached out to 1,000 businesses. We proactively engaged with over 150 of these businesses which resulted in 180 resources or connections that were provided to assist them through this time. The impact of reaching out to these businesses was groundbreaking. It created a pathway for present and future solutions, created relationships where none had existed before and maintained these companies here in our Region. Each of the companies had an average of 3 employees, meaning the program potentially retained more than 3,000 jobs. In addition, we employed five college interns. They were trained in economic development and conducted the outreach, ultimately adding to the pipeline of potential economic developers into the future. New Haven lost 14,000 jobs in the last year; maintaining these connections to the 1,000 companies, and providing this emergency assistance, has been essential.

Business Retention and Expansion Initiatives

Population: 200,000 - 500,000

Silver



City of Surrey

Surrey's SPARKBIZ Program
200,000 - 500,000
Surrey, British Columbia Canada

Surrey's SparkBIZ program is the City's business visitation program that aims to connect local businesses with resources, information and business opportunities while also collecting high level business intelligence from our priority sectors and investment opportunity areas in order to gain an understanding of our business ecosystem strengths and weaknesses.

Bronze



New Orleans Business Alliance

New Orleans Health Innovators Challenge (NOLAHI)
200,000 - 500,000
New Orleans, LA

Now in its third year, the New Orleans Health Innovators (NOLAHI) is an annual digital health competition that brings together some of the best startups from around the country to collaborate with local healthcare leaders in New Orleans to find solutions to pressing healthcare challenges. This year's event also featured a prominent keynote speaker, and panel discussions with challenge-winning

In light of ongoing safety and health concerns due to the COVID-19 pandemic, this year's NOLAHI event was reimagined to include a more accessible and fully virtual two-day format and several new additions such as a virtual tour of New Orleans' rapidly-growing BioDistrict and a one-on-one chat with Kris Khalil, CEO of the New Orleans BioInnovation Center.

Business Retention and Expansion Initiatives

Population: >500,000

Gold



City of Austin

Circular Economy

> 500,000

Austin, TX

The Economic Development Department and Austin Resource Recovery are supporting local circular businesses looking to grow and scale through their Business Retention and Expansion Program.

Austin's Business Retention and Expansion program promotes business growth, capital investment, and job creation by connecting local business owners with the resources they need to succeed. We offer no-cost one-on-one business engagement meetings and provide assistance in navigating business incentives, workforce and talent, business connections, City permitting, and circular economy.

A circular business is one that provides products and services to make zero waste in Austin possible by keeping resources in use in our economy instead of the landfill. These types of businesses include thrift stores, repair shops, recyclers, sharing services, and more.

Circular businesses are part of a growing industry in Austin with a large economic impact, supporting over \$1 billion in local economic activity and over 6,300 jobs. The program provides these businesses with no-cost one-on-one consultations in navigating business incentives, workforce and talent, business connections, and City permitting.

Business Retention and Expansion Initiatives

Population: >500,000

Silver



Minas Gerais Investment and Trade Promotion Agency

Minas Gerais Investment & Trade Promotion Agency (INDI)

Simplification of investment-related procedures for e-commerce projects in Minas Gerais
>500,000

Belo Horizonte, Minas Gerais, Brazil

The state of Minas Gerais has a privileged logistical location in Brazil – it is close to the largest urban centres, connecting national and international trade chains to the Brazilian consumer market hub. However, this potential has historically been underexploited, and a large proportion of private investments in the logistics sector have been lost to other Brazilian states. Faced with this issue, the Minas Gerais Investment and Trade Promotion Agency (INDI), in liaison with other government departments and certain municipalities in the state, devised a project to de-bureaucratize and improve the business environment, enhancing investment incentives for e-commerce companies. The programme combined an agenda of tax incentives and simplification with intensive and ongoing actions to promote investments in e-commerce, and this attracted new enterprises, which increased state tax contributions and created jobs. In addition, with improved logistics capacities, shipping & delivery services have improved for the citizens of Minas Gerais and neighbouring states.

Bronze



Invest Atlanta

City of Atlanta Recovery Fund
> 500,000
Atlanta, GA

City of Atlanta Mayor Keisha Lance Bottoms authorized the creation of the City of Atlanta (CoA) Recovery Fund through Invest Atlanta, the City of Atlanta's official economic development authority, following the otherwise peaceful demonstrations last summer in response to the deaths of George Floyd, Rayshard Brooks, and countless others which highlighted systemic racism in American society. With the COVID-19 pandemic devastating small businesses across the city following three-months, at the time, of stay-at-home orders which cut business revenues dramatically, many business owners also found themselves with vandalized storefronts and stolen merchandise. Through reimbursable grants, the CoA Recovery fund was established to help businesses quickly address damages so they can continue to serve residents and communities with needed amenities and services. In what were especially uncertain times with businesses closing and unemployment rising, the fund also helped promote trade, industry, and commerce to protect the much-needed jobs of hard-working constituents.

Invest Atlanta's mission is to advance Atlanta's global competitiveness by growing a strong economy, building vibrant communities, and increasing economic prosperity for all Atlantans.

Entrepreneurship

Population: 25,000 - 200,000

Gold



**BROWNSVILLE COMMUNITY
IMPROVEMENT CORPORATION**
AN ECONOMIC DEVELOPMENT ORGANIZATION

Brownsville Community Improvement Corporation

StartUp Texas
25,000 - 200,000
Brownsville, TX

The StartUp Texas Program by the Brownsville Community Improvement Corporation (BCIC) began as a seed fund program for entrepreneurs hoping to scale in Brownsville, Texas, and evolved almost overnight into an expansion of COVID-19 Relief Aid in the form of grants and forgivable loans. To date, the program has invested in 10 startups, assisted over 900 businesses, saved over 1500 at risk employees, and helped secure over \$9.6 million in emergency funding. The program showcased a regional collaboration within the community, including the Brownsville Chamber of Commerce, the Greater Brownsville Incentives Corporation, and the University of Texas Rio Grande Valley Entrepreneurship and Commercialization Center.

Silver



www.chippewa-wi.com

Chippewa County Economic Development Corporation

Round-Up Hatch Pitch Competition
25,000 - 200,000
Chippewa Falls, WI

The Round-Up Hatch Pitch Competition is an entrepreneurial event that allows Western Wisconsin startups to pitch to local business owners, investors, and elected officials. The Chippewa County Economic Development Corporation [CCEDC] holds this competition every year in order to give a voice to rural entrepreneurs and hold a unique event in rural Wisconsin.

Entrepreneurship

Population: 25,000 - 200,000

Bronze



St. Bernard
ECONOMIC DEVELOPMENT FOUNDATION

St. Bernard Economic Development Foundation

Startup St. Bernard

25,000 - 200,000

Chalmette, LA USA

Startup St. Bernard, the Gulf South's largest "shark tank" style pitch competition, is back on August 5, 2021 for the 7th time! Think you're up for the challenge? Now's the time to put your best foot forward and see if you have what it takes to bring home a game-changing prize package for your business.

Startup St. Bernard seeks out dedicated, enthusiastic entrepreneurs who want to grow their business to the next level. Entrepreneurs are invited to apply for the opportunity to pitch their business to a panel of judges.

Entrepreneurship

Population: 200,000 - 500,000

Gold



City of Vaughan

Activate!Vaughan Innovation Program

200,000 - 500,000

Vaughan, Ontario Canada

Activate!Vaughan is a market-driven entrepreneurship program through which the City of Vaughan partners with industry leading enterprises and key innovation ecosystem stakeholders to present problem-based innovation challenges. The program catalyzes innovation in Vaughan by creating collaboration, co-development and mentorship opportunities for high-potential startups and scaleups and at its core, is a cluster development initiative focused on creating networks of firms of varying sizes in key sectors to promote knowledge exchange, collaboration and innovation.

The City of Vaughan's Economic and Cultural Development department offers one-stop services for businesses and entrepreneurs at all stages, with access to business information, resources, training and hands-on assistance to start or grow a business in Vaughan. We also help innovators take new ideas from conception to market by offering local commercialization support and access to a robust innovation ecosystem.

Silver



New Orleans Business Alliance

InvestNOLA Virtual Training Series

200,000-500,000

New Orleans, LA

Developed and launched in 2019, InvestNOLA is a highly customized small business growth program that provides support to local small businesses owned by people of color across New Orleans. The program was designed to accelerate the expansion of high-growth potential companies by connecting them to public and private sector opportunities, innovative capital products, and advanced business management education. In the midst of the pandemic, as the city moved slowly to re-open commerce and early federal assistance programs wound down, businesses were in dire need of crisis management support. NOLABA adapted InvestNOLA into a virtual training series for ALL local small business owners. The InvestNOLA Training Series featured high-level, subject-matter experts in business growth and consisted of five total virtual sessions.

Entrepreneurship

Population: >500,000

Gold



Louisiana Economic Development

LED Growth Network

> 500,000

Baton Rouge, LA

Formally launched in 2017, the LED Growth Network (LGN) consists of companies that have completed either Strategic Research, CEO Roundtables, or both. Companies meeting the eligibility requirements for these programs are defined as “second-stage” companies. The LGN provides continued access to strategic business resources and growth opportunities, including but not limited to customized leadership retreats, recognition events, networking opportunities and additional technical assistance.

Silver



Atlanta Emerging Markets, Inc.

Civic Impact Loan Fund

> 500,000

Atlanta, GA

The Civic Impact Loan Fund is a collaborative effort between Atlanta Emerging Markets, Inc., Invest Atlanta, Center for Civic Innovation, and the Sara Blakely Foundation to make early-stage investments in high-impact social entrepreneurs and social enterprises. The Fund provides civic-minded entrepreneurs with flexible, zero-percent interest rate loans to help them scale their businesses and make a greater impact on the communities they serve.

The Civic Impact Loan Fund uses an innovative character-based underwriting model and intentionally invests in Atlanta-based underrepresented founders who are creating social impact in the city through their work. Since launching in 2017, the Fund has invested \$720,000 across 16 early-stage businesses in different impact areas, including social services, education, health and wellness, and the arts.

The innovative partnership model provides the businesses with mentorship and training, offered through the Center for Civic Innovation, and access to 0% interest capital, offered by Atlanta Emerging Markets and the Spanx by Sara Blakely Foundation. Atlanta Emerging Markets, Inc. and Invest Atlanta underwrite, originate, and service all loans in the portfolio.

Neighborhood and Retail Development

Population: 25,000 - 200,000

Gold



St. Bernard
ECONOMIC DEVELOPMENT FOUNDATION

St. Bernard Economic Development Foundation

Sold on St. Bernard
25,000 - 200,000
Chalmette, LA USA

Sold on St. Bernard is a Parish Government-sponsored program that provides home builders with access to lots to redevelop neighborhoods. The combination of design standards and committed people have come together to achieve a regionally competitive housing stock in St. Bernard Parish.

Bronze



City of Covington

Small Business Program
25,000 - 200,000
Covington, KY

Covington's competitive Small Business Program awards funding to projects that support small business growth, create jobs, leverage private investment, and will be transformational for our community.

The program tackles the challenge from two angles:

The Rent Subsidy Program provides up to \$500 off a business' rent for one year to fill vacancies and keep operating costs low. Paired with SBDC business coaching and business association relationships, this helps support a company's long-term success.

The Façade Improvement Program provides commercial property owners with a 50/50 facade grant, up to \$6,000, to enhance the curb appeal of commercial buildings and the wider business district.

By creating a competitive program, strong applications that are "ready to go" move forward, while weaker applications can improve their score in future rounds. Importantly, the program multiplies Covington's business attraction efforts without hiring additional staff. Finally, projects are required to finish façade construction or be open for business in 6 months or less, allowing Covington to have quick wins to show leadership, celebrate with residents, and market to external audiences.

Neighborhood and Retail Development

Population: 200,000 - 500,000

Bronze



CITY OF ORLANDO, DDB/CRA

Parramore Oaks: Increasing Residential Housing in Downtown Orlando
200,000 - 500,000
Orlando, FL

Parramore Oaks is a hybrid 120 unit multi-story rental residential community featuring uniquely designed 1, 2, and 3-bedroom apartments, including 19 two-story stacked flats.

Located in the Parramore Neighborhood, east of the Orlando Central Business District, the development's contemporary design and facade palette seamlessly integrates into the stately tree lined streets and residential neighborhood. A historic African American community, input by stakeholders and residents, led by Invictus Development and the Orlando Community Redevelopment Association (CRA), shaped the development, increasing residents' overall quality of life through quality rental housing, of which 80% are affordable units with 5% set aside for permanent supportive housing, or 96 affordable and workforce housing units.

Talent Development and Retention

Population: <25,000

Bronze



Kerr Economic Development Corporation

Talent Development/Industry & Inclusion Roundtables
< 25,000
Kerrville, TX

KerrEDC's workforce development program is a multi-faceted approach to building a resilient and robust workforce for Kerrville. Workforce development is a major component to our Business Retention and Expansion program that was started in 2017. KerrEDC has addressed workforce through a number of different initiatives including KerrEDC's first 40 Under 40 award event in 2020, development of KerrEDGE virtual entrepreneur center in 2021, and our ongoing Quarterly Industry & Inclusion Roundtable events.

The partnerships derived from these initiatives have created a unique environment within Kerrville and has allowed us to maintain lower than average unemployment rates and increased sales tax revenue throughout 2020 and into 2021.

Talent Development and Retention

Population: 25,000 - 200,000

Gold



Brattleboro Development Credit Corporation

Pipelines & Pathways (3)

25,000 - 200,000

Brattleboro, VT

P3 is a BDCC Workforce Center of Excellence program based on Southeastern Vermont Economic Development Strategies (SeVEDS) to increase the size and quality of the workforce.

Silver



readySC- SC Technical College System

readySC - Volvo Cars US Operations

25,000 - 200,000

Ridgeville, SC

readySC, a division of the South Carolina Technical College System, is an organization that is often looked upon to develop recruitment and workforce training solutions for organizations starting up operations in South Carolina. We do that in several ways, but with Volvo Cars we assisted with developing specific screening and training processes to fill over 1,100 production and maintenance technician jobs. The goal is to provide Volvo Cars with screened and qualified candidates for employment opportunities while strengthening the skills of the local workforce. We have been able to do that by creating a Pre-Hire training program whose target audience is entry level candidates that upon completion are able to go into a manufacturing environment with enhanced skills and greater confidence in their abilities. The Pre-Hire program is created through continuous collaboration. In this scenario, our work resulted in a simulated assembly line and spatial recognition trainer. The simulated assembly line and spatial recognition trainer give the trainee a realistic job preview and prepare them for the speed and pressure of Volvo Cars actual manufacturing environment. The Pre-Hire program designed and implemented by the readySC team exemplifies an outstanding training simulation that can be adopted for many other manufacturing entities.

Talent Development and Retention

Population: 25,000 - 200,000

Silver



Ignite Fredericton

Fredericton Region Five-Year Immigration Strategy
25,000 - 200,000
Fredericton
New Brunswick, Canada

Ignite Fredericton is a not-for-profit community economic development organization, that delivers business counselling and tools to help people start, grow, and locate their business in the Fredericton region.

The Fredericton Region Five-Year Immigration Strategy is an unabridged plan outlining recommendations to reduce process redundancy, streamline efficiencies, increase overall support and services to newcomers and maximize results for attraction, settlement and retention for the Fredericton Region.

There are four key objectives outlined within the strategy:

1. Increase the City of Fredericton's population by 1,000 people each year during the next 25 years.
2. The Fredericton Region is to reach a target of four Canadian adults to support each retiree (compared to two Canadian adults to support each retiree on average in Canada) by 2036.
3. Achieve a vibrant, culturally-diverse community and economy in the Fredericton Region.
4. Achieve a cohesive, streamlined, and functional immigration support ecosystem in Fredericton Region, with tools and best practices adopted in other locations in the province (and/or the Atlantic Region).

Talent Development and Retention

Population: 200,000 - 500,000

Silver



The City of Norfolk Department of Economic Development

Norfolk Works

200,000 - 500,000

Norfolk, VA

Norfolk Works has been an integral part of the City of Norfolk's Economic Development portfolio since December of 2016. It has become the bellwether of workforce development programs for the region and the Commonwealth of Virginia. Since its launch, its focus and mission has been to have a meaningful impact on Norfolk residents, especially those residents from historically underrepresented communities. Norfolk Works continues to focus on coordinating the variety of local talent sources to ensure new and expanding businesses are supplied with the diverse candidates they need to further grow and invest in Norfolk.

The primary components of Norfolk Works are its Community Career Center, Business Services, and the Norfolk Workforce Investment Network (WIN). Ultimately, Norfolk Works is designed to align economic and workforce development efforts, champion the recruitment of diverse Norfolk talent to support business attraction, retention and expansion, and collaborate with its regional workforce partners to help Norfolk citizens prepare for and connect to in-demand employment opportunities.

Talent Development and Retention

Population: >500,000

Gold



Lehigh Valley Economic Development Corporation

Internship Initiatives and Hot Careers Guide
 > 500,000
 Bethlehem, PA

The Lehigh Valley Economic Development Corporation is a public-private coalition that markets the economic assets of the Lehigh Valley region in eastern Pennsylvania, and creates partnerships that lead to the recruitment, growth, and retention of employers. Our Internship Initiatives and Hot Career Guides grew out of LVEDC's Education and Talent Supply Council, a cross-sector coalition that has tackled challenges around talent attraction, development, and retention. Our Internship Initiatives include an annual summit event, which brings together employers and career development offices from the Lehigh Valley's 11 colleges and universities to help companies establish or expand programs with colleges that connect them to future talent sources. The Hot Career Guides provide data-driven direction for students, parents, and educators about sought-after occupations in the Lehigh Valley talent market in several target sectors, the educational requirements to pursue those occupations, and the earnings potential for specific occupations. Our work in these areas filled gaps in career pathway information and talent development that address key identified needs of the Lehigh Valley's talent market.

Silver



Louisiana Economic Development

LED FastStart
 > 500,000
 Baton Rouge, LA

LED FastStart is a comprehensive, custom workforce solution to help companies attract and train their workforce. Every aspect of LED FastStart is fully customized with the partner company, their culture, and their processes. LED FastStart finds its success in a foundation built on three core components: recruit, train, and sustain.

Talent Development and Retention

Population: >500,000

Bronze



GREATER SACRAMENTO ECONOMIC COUNCIL

Greater Sacramento Economic Council

Digital Upskill Sacramento

> 500,000

Sacramento, CA

The Greater Sacramento Economic Council (GSEC) received \$787,650 in CARES Act relief funding from the City of Sacramento to develop a digital upskilling program for those affected by the COVID-19 pandemic. GSEC partnered with the Greater Sacramento Urban League (GSUL) to digitally train disadvantaged and displaced workers in Sacramento's most impacted communities. More than 5,000 people applied for the 40 openings once the program was announced. GSEC met national industry training standards by engaging General Assembly and Merit America, which both have track records of success in delivering high-quality immersive instruction.

Program participants received a laptop, stipend to provide internet access, \$400 per week for nine weeks and a program completion incentive of \$1,800. Participants completing the program received a digital certification in IT Support or Advanced Data Analytics. The 40 students were selected after completing an application and admissions screening in October of 2020. The students completed the training by the end of the calendar year. The laptop, internet access and stipend provided the support that enabled the student to focus on learning new skills and job market readiness.

The graduates of the IT Support program received a Google IT Support Professional Certificate, and the graduates of the Advanced Data Analytics program received a Certificate of Advanced Analytics from General Assembly.

About GSEC:

Greater Sacramento Economic Council is the regional economic development organization for the capital region of California. Its mission to promote regional prosperity and create an inclusive economy for all in the region.

Talent Development and Retention

Population: >500,000

Bronze

FRANCISTUTTLE
TECHNOLOGY CENTER

Francis Tuttle Technology Center

WORKFORCE RESILIENCY - Aero & Energy

> 500,000

Oklahoma City, OK

Francis Tuttle Technology Center provides rapid response to Oklahoma's two largest industries through innovative workforce development initiatives.

Real Estate Redevelopment & Reuse

Population: <25,000

Gold



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

Giddings Economic Development Corporation

Transportation Corridor: Resiliency, Recovery & Mitigation
< 25,000
Giddings, TX

The 2008 crash left an abandoned auto dealership, underperforming feed store, acres of undeveloped land, and a shopping plaza with high turnover. Downturns in oil & gas left Giddings, which is an evacuation route along a major highway, with no hospital, little retail and over-priced housing.

In 2015, a new board and executive began an aggressive recovery and resiliency campaign to mitigate the impact of weather events and of a cyclic industry.

Focusing on economic diversity, healthcare, job creation, and blight elimination, the group funded a business park, recruited a new RV dealership and provided grants for a travel center and 120 site RV park, a steakhouse, three food processors and an underground utility company.

A new truck-stop on the other side of town helped relocate semi-trucks from the plaza parking lot, thereby convincing shopping center owners to reinvest in that property. With help from the GEDC, the Giddings Plaza became host to a healthcare cluster and boasted full occupancy for the first time in 30 years.

When the pandemic struck, the GEDC leveraged its gains in tax revenue to provide almost \$200,000 in grants to healthcare providers and small businesses, and to expand broadband to the community's undeserved areas.

Michigan Economic Development Corporation

Cadillac Lofts
< 25,000
Lansing, MI

Located in the heart of downtown Cadillac, Michigan, the site was previously the location of an abandoned grocery store and two single-story buildings that occupied an entire block of downtown. The City of Cadillac worked to secure financing utilizing Community Development Block Grant funds for the removal of all blighted structures onsite which yielded a vacant parcel roughly 1.3 acres in size. Being the priority redevelopment site for the City, the developer built a new four-story mixed-use building with 6,000 square feet of commercial space on the first floor and 42 residential rental units in the upper three floors.

This development brings unit sizes that are new to Cadillac and introduces a new housing product to their community. The development will significantly increase the taxable value of the community and provides a solution to the lack of housing available in the area that surrounding industrial businesses need to attract and retain talent and brings more year-round economic users of downtown area. Additionally, this project has already spurred further development projects in the downtown area.

The Michigan Economic Development Corporation, in collaboration with more than 100 economic development partners, markets Michigan as the place to do business, assists businesses in their growth strategies, and fosters the growth of vibrant communities across the state.

Real Estate Redevelopment & Reuse

Population: 25,000 - 200,000

Gold



Lansing Economic Area Partnership (LEAP)

BLOCK600 Development

25,000 - 200,000

Lansing, MI

The BLOCK600 project highlights how creative redevelopment and reuse can transform blighted, contaminated properties into assets that meet community needs and spur additional transformation. BLOCK600 took this concept and multiplied it 21-fold, combining 21 blighted and underutilized parcels with a variety of legacy issues into a massive development addressing three key barriers to downtown Lansing's continued revitalization: affordable housing, adequate accommodations for downtown visitors and access to groceries and fresh food.

The project required substantial flexibility and relied on a combination of strong local and regional partnerships and a willingness to take on the unique challenges of redevelopment and reuse of brownfield space versus new development on greenfield space.

The resulting \$41.5M project has completely transformed the 600 block of Michigan Avenue, the gateway to Lansing's urban core, directly along the path to Michigan's Capitol building. In addition to beautifying this space, the project is proof of downtown's potential and can serve as an anchor for an outward ripple of opportunity.

Silver



Charles County Economic Development Department

The Velocity Center and the Revitalization of the Town of Indian Head, Maryland

25,000 - 200,000

White Plains, MD

In 2015, the Charles County Economic Development Department (CCEDD) undertook an organized effort to address challenges in the Town of Indian Head, MD to attract development and achieve broad economic revitalization. Indian Head, home of the Naval Support Facility IH, has been in need of revitalization, reinvestment, and redevelopment for a generation. The cornerstone of this project was to organize a deliberate effort to facilitate a redevelopment project as a catalyst for revitalization.

The Velocity Center concept was an outgrowth of an initiative proposed by the US Navy at Naval Surface Warfare Center (NSWC IHD) in collaboration with CCEDD and other stakeholders. This project's chief function is to provide off-base space for NSWC IHD and bring commercial activity back into the Town. Its presence was leverage for broader efforts to create, expand, and attract new businesses and enhance the depleted tax base. So far, the project has indirectly delivered 60 FTE jobs to Indian Head and \$6 million dollars in enhanced commercial tax base to the town and county. It has also helped to reactivate another nearby blighted and underutilized property that has been vacant for over ten years.

Real Estate Redevelopment & Reuse

Population: 25,000 - 200,000

Bronze



City of North Richland Hills Economic Development

Business Improvement and Growth (BIG) Program
25,000 - 200,000
North Richland Hills, TX

The City of North Richland Hills (NRH) Business Improvement and Growth (BIG) Program was created in 2009 to revitalize mature commercial corridors in the city. NRH has several areas of town that developed in the 1960s and 1970s which are now in need of revitalization. Many times, properties in these mature corridors are left vacant, as renovation of older buildings can be cost prohibitive for commercial property and business owners.

The program was established to offset this challenge by offering financial assistance towards the renovation or restoration of functionally obsolete commercial property in targeted areas. The city offers a 25% matching grant up to \$25,000 for well-designed exterior upgrades which may include things like the restoration of architectural details, upgraded windows, doors, signage and lighting.

High vacancy rates in older parts of town translate to a loss in economic base and jobs. Reducing vacancies in the targeted areas serves as a catalyst for renewed business activity in mature parts of town, with a goal for the economic base to resume to previous levels, facilitating business and job growth, while positively impacting adjacent properties.

Real Estate Redevelopment & Reuse

Population: 200,000 - 500,000

Silver



R&G Ventures

The Model Mill - Redevelopment

200,000 - 500,000

Johnson City, TN

The Model Mill project is the redevelopment of a 50,000 square foot former operating flour mill into a multi-use vibrant facility that will house high-end office and retail space. The mill was originally built in 1909, but had been vacant since 2003, and partially burned in 2016. This thoroughfare between the university and downtown is blighted, abandoned, and unproductive. The impact from the Model Mill project on the West Walnut Street corridor has been a catalyst for the city's redevelopment.

The project has prompted the City of Johnson City, TN to start plans on the revitalization of the West Walnut Street corridor. The corridor's \$30 million project will involve completely replacing the road's streetscape and upgrading stormwater infrastructure and utilities along the corridor. Along with city's investment, the Model Mill project has spurred commercial activity along the corridor, which has already attracted millions in additional private sector investment from local business owners and developers.

Economic Equity and Inclusion

Population: <25,000

Silver

RURAL LISC

Rural LISC

Rural Financial Opportunity Center Network: A Strategic, Layered Approach to Individual Wealth-Creation and Community Development
< 25,000
New York, NY

Rural LISC has been serving rural communities across the U.S. for more than 25 years. Today, Rural LISC is supporting 144 community based partners in 2,400 counties, in 49 states. The Rural Financial Opportunity Center (FOC) Network is one example of how Rural LISC listened to the needs of rural communities and developed a menu of programs and initiatives that organizations can layer into their existing service delivery to address their local community needs, at the individual, community, and systems level. This model supports organizations in implementing best practice economic development programs that are flexible enough to respond to specific local needs, but structured enough to have proven strategies to increase job placement, job retention, education levels, and long-term wealth. Whether it's Rural Works (eco-system building), Business Development Organizations (small business technical assistance), Bridges to Career Opportunities (training for job placement), Digital Navigators (digital access solutions), Disaster Recovery Coaches (disaster navigation), or matched wealth-building funds, the elements of this initiative are meant to be flexible enough to meet an individual where they are and take them down a path to wealth that they choose.

Economic Equity and Inclusion

Population: 25,000 - 200,000

Gold



Beaufort County Economic Development Corporation

Lowcountry Fresh Market and Cafe
25,000 - 200,000
Beaufort County, SC

The Beaufort County Economic Development Corp had the pleasure of working with socially conscientious investors and the Gullah Farmer's to build a strong bridge to equity and inclusion. The owners of the Lowcountry Fresh Market and Café partnered with the St. Helena Gullah Farmer's Cooperative to build a sustainable future for minority owned family farms. Regional Fishermen, shrimpers, and other local vendors of food products are also the beneficiary of this project. The market which opened in the more affluent market of Bluffton, now provides a consistent source of demand and better margins to the Gullah Farmers' Cooperative than the institutional or wholesale markets. This new demand is leading the Gullah Farmers towards planting on more of their tillable acreage, thus allowing the farmers to better leverage their key asset - land. The improved financial results should in turn attract the next generation back to family farms and increase the prosperity, stability, and economic viability of farming and locally sourced food options. This project underscores authenticity and opportunity for all. The successful social entrepreneurship of Andy and Cindy Rolfe (the owners of the Lowcountry Fresh Market and Café) are inspiring additional projects that feature economic equity and inclusion in Beaufort County, SC.

Silver



Tallahassee-Leon County Office of Economic Vitality

Minority, Women, and Small Business Enterprise (MWSBE) Division
25,000 - 200,000
Tallahassee, FL

The Office of Economic Vitality (OEV)'s Minority, Women, & Small Business Enterprise (MWSBE) Division is committed to providing business development support to minority-owned, women-owned, and small business enterprises by providing certification assistance to vendors interested in doing business with the City of Tallahassee, Leon County Government, and Blueprint Intergovernmental Agency; identifying and communicating contracting opportunities for certified MWSBES resulting in increased procurement participation; enhancing business relationships through business-to-business networking, training, and other engagement events. The MWSBE Division is one of only two such MWSBE programs that are housed in the local economic development organization for the local jurisdictions in the state of Florida and one of the largest MWSBE programs in the state of Florida.

Economic Equity and Inclusion

Population: 25,000 - 200,000

Bronze



City of Hayward Economic Development

*Small Businesses Assistance Grants-Growing our Minority
Business Community*
25,000 - 200,000
Hayward, CA

In 2018, the City of Hayward Economic Development Division was allocated \$75,000 of funds from the CDBG program. These dollars had to be used for Economic Development purposes and had to assist businesses that served low-income populations. Staff identified microenterprises, businesses with 5 or fewer employees, as those businesses to be targeted for the funds. The Small Business Assistance Program was created, which issued \$5,000 in grants to the small businesses. The dollars could be used for any expense associated with the small business, including inventory purchases, equipment and furniture purchases, new signage, website upgrades and more. In the first year the City was able to provide assistance to 15 businesses. Due to the positive impact of the program, the Economic Development received funding in 2019 for an additional 15 businesses and 30 businesses in 2020.

Economic Equity and Inclusion

Population: 200,000 - 500,000

Gold



Lansing Economic Area Partnership (LEAP)

One and All: Inclusive Entrepreneurship for the Lansing, MI Region
200,000 - 500,000
Lansing, MI

LEAP's One and All inclusive entrepreneurship initiative is designed to increase successful entrepreneurship and small business ownership among underrepresented populations including Black, Indigenous and people of color (BIPOC), women, persons with disabilities, immigrants, military veterans, racial or ethnic minority groups, refugees and returning citizens across Clinton, Eaton, Ingham and Shiawassee counties who fall below the Asset Limited, Income Constrained, Employed (ALICE) threshold.

The program offers participants a unique combination of business and communications training, coaching and mentoring through a series of 2-month programs, while also connecting participants with a professional network and business resources—all of which are common obstacles to success for entrepreneurs and small business owners from underserved populations.

Most importantly, this program creatively enhances inclusion by addressing many of the root causes of inequitable economic participation including systemic inequality among access to funds, network relationships and support resources, rather than simply treating symptoms of these issues.

One and All intentionally addresses systemic issues of inequality in entrepreneurship with measurable results. Formation among program participants increased by 259%, between the first and second programs alone; jobs created increased by 122%, and jobs retained by 166%.

Economic Equity and Inclusion

Population: 200,000 - 500,000

Silver



Prince William County Economic Development

ELEVATE: Building Business and Careers

200,000 - 500,000

Gainesville, VA

Neighboring communities formed an unprecedented partnership to offer ELEVATE, a virtual workforce training program to address the immediate needs of businesses and individuals affected by the COVID-19 pandemic. When unemployment rapidly increased, Prince William County, the City of Manassas and the City of Manassas Park acted quickly. Utilizing CARES Act funds, they expanded partnerships with Virginia Career Works Northern and Northern Virginia Community College to implement targeted programs to help residents get back to work and support businesses in up-skilling their workforce. Programming included occupational training, subsidized work experiences, job fairs and Incumbent Worker Training. The money also funded much needed supportive services for job retention, including transportation, child care and work-related equipment.

This unique partnership saw the joining of three traditionally competitive EDO's for the benefit of the region. ELEVATE is one of only a few programs funded by CARES Act money that have successfully come together to encourage economic mobility through workforce training. The three jurisdictions worked together to better enable the region's underserved businesses and citizens to discover creative workforce opportunities to survive and succeed in the pandemic.

Economic Equity and Inclusion

Population: 200,000 - 500,000

Bronze



NORTHEAST TENNESSEE
Regional Economic Partnership

Northeast Tennessee Regional Economic Partnership

InCompass Council
200,000 - 500,000
Johnson City, TN

In 2020, the Northeast Tennessee Regional Economic Partnership, an economic and community development organization that covers the Johnson City, MSA in Northeast Tennessee, created the InCompass Council. InCompass seeks to remove barriers to entry into outdoor recreation and create a safe space for underserved and underrepresented individuals to come together in solidarity and advocacy for equity in outdoor recreation access, and experiences in Northeast Tennessee. The InCompass Council is part of the Outdoor Coalition organized through the NETREP (pronounced net-rep) Outdoor Development Program and seeks to solve issues with the quality of life for the underserved and underrepresented populations in our communities.

This effort spotlights outdoor recreation opportunities as they benefit the quality of life in Northeast Tennessee for all people, not just the majority. The Outdoor Development Program seeks to diversify the region's demographics and economy by encouraging more equitable investments into the outdoor recreation industry and economy.

Economic Equity and Inclusion

Population: >500,000

Gold



City of Mesa, AZ - Office of Economic Development

Mesa CARES HUUB Digital Platform
> 500,000
Mesa, AZ

The economic impact of the pandemic on our local community was significant, particularly for minority-owned, micro-businesses struggling to survive. Mesa's Office of Economic Development stepped up to alleviate that impact with Mesa CARES HUUB, a data-driven, digital entrepreneur resource platform for entrepreneurs and small business owners.

Mesa CARES HUUB helps small businesses recover and rebuild, particularly micro-businesses and owners who did not have relationships with banks or other service providers. The platform was built with inclusion in mind, integrating an easy-to-use interface, support for multiple languages, and data mining to ensure tailored solutions for our community's needs. Since launching in June 2020, Mesa HUUB has served more than 250 businesses, provided 900 hours of technical assistance, and saved hundreds of businesses from closure.

The Mesa CARES HUUB provides information and training to Mesa-based businesses, covering a wide array of topics and services needed to be successful in launching and growing a business. This tool was an integral part of a wide-reaching strategy to help businesses recover quickly from the pandemic and build resiliency. While Mesa HUUB was created as a response to the pandemic, it is now a vital resource we will continue to utilize well into the future.

Silver



Ramsey County, Minnesota

Economic Competitiveness & Inclusion Plan
> 500,000
St. Paul, Minnesota

Ramsey County is deeply committed to advancing racial equity by reducing racial and ethnic-based disparities. A vibrant, competitive county economy is built on adequate, high-quality housing options, paths to entrepreneurship, an innovative business sector, thriving commercial corridors, and ample opportunities for workforce development. These outcomes are only possible by ensuring that all Ramsey County residents and workers have equitable and inclusive access to all of these opportunities.

Ramsey County's Economic Competitiveness and Inclusion Plan, developed in partnership with the Center for Economic Inclusion, FourthEconomy, NEOO Partners, Urban3, and MZ Strategies serves as an important step toward achieving two longstanding county goals: cultivating economic prosperity and investing in neighborhoods with concentrated financial poverty through proactive leadership and inclusive initiatives; and enhancing access to opportunity and mobility for all residents and businesses through connections to education, employment and economic development throughout the Minneapolis-St. Paul region.

This Economic Competitiveness and Inclusion Plan is comprised of eight strategies within two strategy areas: 1) place-based inclusion and resilient and equitable communities; and 2) fostering economic competitiveness and transformation. The Plan was completed March of 2021 after 18 months of data compilation and community engagement. The plan serves as a roadmap for the next four years and will guide future investments as part of Ramsey County's economic recovery.

Resiliency, Recovery, and Mitigation

Population: <25,000

Gold

EL SEGUNDO

Where big ideas take off.

City of El Segundo

*The El Segundo Back to Business program & the
Reimagine-Reopen-Rediscover program*
< 25,000
El Segundo, CA

In response to the pandemic, the City of El Segundo immediately launched two comprehensive programs to support the local business community - The El Segundo Back to Business program, focused on commercial office and manufacturing businesses, and the hospitality and tourism-focused Reimagine-Reopen-Rediscover program. Each program contained a series of new initiatives designed to support the business community to sustain operations, and in some cases grow, throughout the pandemic.

Initiatives included creative video campaigns shared safely and quickly across a wide audience: Real Stories of Resilience Video Series, Elected Officials & Business Leaders Roundtable, Public Service Announcements, Hospitality Heroes campaign, and special promotional videos to encouraging commitment to Shop and Take-out Local.

In addition, the City allocated resources and launched a street-closure pilot program to provide visitors outdoor dining options by sectioning off designated areas on Downtown streets to allow for parklets and closed-street dining spaces.

Resiliency, Recovery, and Mitigation

Population: 25,000 - 200,000

Gold



Grand Junction Chamber of Commerce

Mesa County 5-Star Program

25,000 - 200,000

Grand Junction, CO

The 5-Star program is a joint effort between the Mesa County Public Health Department and the Grand Junction Area Chamber of Commerce along with local media. The program is aimed at showcasing businesses in our area who are exceedingly committed to the health and safety of the community while also balancing our economic future. Due to the 5-Star Program, Mesa County was one of the first counties in Colorado to be granted a variance from the State of Colorado's COVID-19 mandates because of the outstanding mitigation plan under the 5-Star Program for businesses and the general public.

A goal of the program is to incentivize businesses who are going above and beyond the State of Colorado mandates to instill the highest level of confidence in customers walking through their doors. Another goal of the 5-Star program is to assist the participating businesses with positive marketing pieces indicating their willingness to go above and beyond for the benefit of their community. The overarching goal, however, is to keep our community operating to the highest level of economic stability while carefully balancing business and individual health during an unprecedented time. We are looking to recover quickly locally while in turn helping our state bounce back faster.

Silver



OneRedmond

Eastside Recovery Hub

25,000 - 200,000

Redmond, WA

The Eastside of the Seattle region was the first in the U.S. to be impacted by the COVID-19 pandemic. Information from regional, state and federal resources were available in a number of different places, but not in one central location.

To solve this issue, OneRedmond immediately created the Eastside Recovery Hub as a trusted source of combined, timely, and relevant information regarding the issues, tools, and resources available to small businesses. As the pandemic continued, OneRedmond provided additional services through this platform including more in-depth and tailored assistance to businesses including: The creation of the Eastside Recovery Hub Financial Webinar Series which had thousands of attendees from the region and throughout the United States; Assisting over 3,700 businesses by walking through the financial resource applications; Managing and administering three small business grant programs on behalf of the City of Redmond, giving over \$1.8 million to 336 small businesses; Leading and coordinating a network of 25 business organizations to distribute 4,500 Safe Start PPE kits of about 2.5 million masks and 38,000 bottles of hand sanitizer across the county; Awarded grant funding from the EDA to amplify and expand services to 23 cities and towns with the new OneEastside Spark program.

Resiliency, Recovery, and Mitigation

Population: 25,000 - 200,000

Bronze



City of Burbank

City of Burbank Economic Recovery Plan

25,000 - 200,000

Burbank, CA

Burbank is a diverse community of more than 105,000 residents. Billed as the “Media Capital of the World”, numerous media and entertainment companies are headquartered in Burbank including Warner Bros. Entertainment, The Walt Disney Company, Nickelodeon Animation Studios, Netflix Animation, and Cartoon Network Studios. With the Hollywood Burbank Airport located within the City, Burbank is a go-to destination for business and tourism. Additionally, Burbank is known for its walkable and safe neighborhoods, well-run school district, and “small town” charm. The mission of Burbank Economic Development is to advance sustainable job growth, enhance commercial activity, and maintain quality of life for residents, businesses, and visitors to Burbank.



St. Thomas Economic Development Corporation

Railway City Recovery Plan

25,000 - 200,000

St. Thomas, Ontario Canada

Our plan had 5 components:

1. Funding for Small Business

We created a funding program to support small businesses as they worked to mitigate the risk of shutdowns or shifted to an online model

2. Support and Promote Local Producers

We created packages that featured local products and sold them online, with proceeds going to support the local Food Bank and our dollars going directly into the hands of the producers.

3. Bring Colour to our Community

We secured over \$300,000 in funding to support the creation of multiple murals. Our small city now has a total of over 30 murals, with more on the way.

4. Support the Arts Community

We developed and now run an online web store for artists.

5. The Horton Farmers' Market

Given the importance of local food, we felt we could improve upon what has long been a hub for the local agri-food sector in the region. Since the Market was transferred to the EDC portfolio, it has now had the best opening 12 weeks in its 163 year history.

St. Thomas was recently named the 'Top Place to Live in Ontario' (and 3rd in Canada).

Resiliency, Recovery, and Mitigation

Population: 25,000 - 200,000

Bronze



City of Lancaster

Restaurant Rescue Package

25,000 - 200,000

Lancaster, CA

The City of Lancaster prides itself on being the first and only three-time winner of the Los Angeles County Economic Development Corporation's "Most-Business Friendly City" award. When the pandemic hit, the City did not stop supporting its community. In fact, we implemented multiple innovative programs to provide meaningful assistance to our local businesses in response to the COVID-19 closures.

The Restaurant Rescue Package was a robust program aimed at assisting our local restaurants, wineries and breweries that were affected by the State and County restrictions. Through the program, locally-owned businesses were provided one-time grants, two months credit on the City's utility company bill, and were eligible to accept "Takeout & Chill" cards. The "Takeout & Chill" cards were worth \$20 each and were distributed to our essential workers, first responders, and various community members and residents. The cards were turned into the City for reimbursement to the business.

The program ran for 6 months, and during that time we received an overwhelmingly positive response from the community and estimate at least \$1 million was circulated back into the local economy as a result. The City of Lancaster is proud of its efforts to support its community during unprecedented times.

Resiliency, Recovery, and Mitigation

Population: 200,000 - 500,000

Gold



City of Surrey

Surrey Makes PPE

200,000 - 500,000

Surrey British Columbia, Canada

Surrey Makes PPE is a first-of-its-kind municipal initiative, developed in partnership with industry to support the retooling of local manufacturers to produce personal protective equipment (PPE) that prioritizes selling to government and health authorities. Surrey Makes PPE is built around a clear understanding of industry and community needs, creating a lean program that efficiently addresses the major pain points for both manufacturers and end buyers, while maximizing value for money to the Canadian taxpayer.

Silver



New Orleans Business Alliance

Get Shift Done NOLA

200,000 - 500,000

New Orleans, LA

The New Orleans Business Alliance (NOLABA) launched the Get Shift Done for NOLA initiative to fill the wage gap by providing shifts at Second Harvest Food Bank and other local food suppliers to adversely affected hourly hospitality workers. These jobs, which volunteers formerly held, were elevated to paid positions to help support these essential workers who found themselves out of work because of the economic downturn that resulted from the COVID-19 pandemic.

About New Orleans Business Alliance

One of fewer than 80 Accredited Economic Development Organizations worldwide, the New Orleans Business Alliance is the official public-private partnership created to increase economic gains for the city of New Orleans. Through a direct partnership with the City of New Orleans and strong connectivity with the business community, the New Orleans Business Alliance works to ensure the economic security of all New Orleanians by diversifying the local economy, developing local talent, and expanding entrepreneurial opportunity.

Resiliency, Recovery, and Mitigation

Population: 200,000 - 500,000

Bronze



Prince William County Department of Economic Development

Capital Investment & Innovation Grant
200,000 - 500,000
Gainesville, VA

When it came to COVID-19, meeting the needs of right now was not enough. The Prince William County Department of Economic Development (PWCDED) thought beyond triage microgrants to ensure our businesses could make capital improvements for a post-pandemic economy.

The Prince William County Capital Investment and Innovation Grant program was created in August 2020 and provided funding up to \$200,000 per business. By allocating approximately \$7.2 million from CARES Act funding, PWCDED was able to help more than 122 businesses substantially transform their physical infrastructure, keeping their growth on track while protecting employee jobs, finding new customers, and investing in technology-based solutions.

In many cases, business owners who were awarded grants turned to other businesses in the Prince William County community to complete HVAC, construction, and technology projects, which deepened relationships in the existing business community.

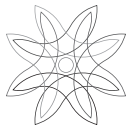
PWCDED created this grant program to help individual businesses while elevating the health, safety, and most importantly, the confidence of the entire community.

Providing an opportunity for businesses to launch infrastructure projects created a growth mindset that alleviated anxiety for business owners while setting expectations for a productive reopening and a path forward.

Resiliency, Recovery, and Mitigation

Population: >500,000

Gold



Foundation
for Puerto Rico

streetsense.



PRIMEX
PUERTO RICO MANUFACTURING EXTENSION

Foundation for Puerto Rico in collaboration with Streetsense

Bottom Up Destination Recovery Initiative
> 500,000
Puerto Rico

The Bottom-Up Destination Recovery Initiative is a long-term economic recovery strategy funded by the U.S. Department of Commerce Economic Development Administration aimed at addressing the impacts from Hurricane Maria through a community-led and consensus driven process. The initiative led by Foundation for Puerto Rico (FPR) and consultant Streetsense, includes two phases: the first is focused on short-term recovery and includes support to procure equipment/infrastructure and capacity building for local businesses and organizations, while the second phase emphasizes longer-term planning around visitor economy investment strategies.

Through Bottom-Up, six regional Destination Plans across Puerto Rico were created, identifying a range of place-based, programmatic, and policy investment strategies aimed at bolstering the visitor economy and creating economic opportunities for locals in tourism. In this self-sustainable program, the community and local governments in each region learn to implement and maintain projects following phases of resource identification, planning, and co-design.

FPR is a nonprofit organization that seeks to unleash Puerto Rico's full potential as an active participant in the world economy with sustainable programs that drive social and economic development. Streetsense is an experience-focused strategy and design collective powered by in-depth insights that creates brands people love and places people love to be.

PRiMEX - Puerto Rico Manufacturing Extension Inc.

Economic Resiliency and Business Continuity Initiative for Puerto Rico
> 500,000
San Juan, PR

The Economic Resiliency and Business Continuity Initiative for Puerto Rico helps Small and Medium companies to enhance their capability to recover from major interruptions due to natural and man-made disasters. This project promotes the critical importance of a business continuity plan (BCP) to speed up their disaster recovery and resiliency. We needed to improve the resiliency of companies after two category five hurricanes hit the island in less than one month, then we faced Earthquakes in 2020 (up to 6.4) that have rocked 33 of 78 towns /cities in Puerto Rico. Finally, during the last 16 months, we have all faced the disruptions of the Corona Virus Pandemic. We have completed more than 250 Business Continuity Plans throughout all the island. We did risk and business impact analysis, to identify critical processes and prepare custom Business Continuity Plan (BCP). The objective is to reduce potential interruptions caused by unexpected incidents and disasters, therefore retaining jobs and improving their resiliency. The project also had numerous workshops, with over 600 attendees to create awareness on business resiliency and disaster recovery plans. PRiMEX is grateful to the Economic Development Administration (EDA) for their contribution of a grant from that made this project possible.

Resiliency, Recovery, and Mitigation

Population: >500,000

Silver



Northeastern Pennsylvania Industrial Resource Center

Accelerating Manufacturer COVID-19 Response, Readiness & Recovery (R3) Program

> 500,000

Hanover Township, PA

NEPIRC's Accelerating Manufacturer COVID-19 Response, Readiness & Recovery (R3) Program preserved regional manufacturing jobs and protected Pennsylvania's economy by mitigating the impact of the COVID-19 pandemic upon more than 1,000 mid-sized manufacturers. Through that initiative, NEPIRC provided manufacturers with the resources needed to return to operations following temporary closure, maintain operational capability safely, identify alternative suppliers, solidify customer relationships and rebound from the pandemic quickly and comprehensively.

Through the development and performance of online manufacturer impact assessments, the creation of customized solutions and the provision of all-new technical services, NEPIRC's R3 Program exemplifies flexibility, adaptability, innovation and client-focus.

Bronze

REGION
A.H.E.A.D.

Appalachian Highlands Economic Aid Directory

RegionAHEAD

Appalachian Highlands Covid-19 Response

> 500,000

Appalachian Highlands, TN & VA

RegionAHEAD sought to create the first cross-border initiative to push beyond existing bureaucratic and political boundaries in northeast Tennessee and southwest Virginia. Realizing early in the pandemic that the economic effects of the crisis were sure to be amplified in a silo-rich environment, RegionAHEAD strove to give the entire region a tool to use to minimize the negative economic impact of the COVID crisis on businesses.

RegionAHEAD created a new structure to change not just how economic and community development is done in the region, but how the citizens of the region view themselves and their neighbors. Tennesseans donated to save the jobs of Virginians 75 miles away, and vice versa. Economic and political leaders who had been hard-wired for conflict were shown undeniable benefits of cooperation.

Innovation Programs and Initiatives

Population: <25,000

Silver



Cuero Development Corporation

COVID Relief

< 25,000

Cuero, TX

The Board of Directors allocated \$600,000 alone to offer relief assistance to local Cuero businesses. While many communities offer the same grants, it is important to note that Cuero is a community of just 8,200 and the Cuero Development Corporation has less than \$2 million in reserves. To date, \$506,000 has been awarded to just over 100 businesses through rental assistance and utilities reimbursement.

Innovation Programs and Initiatives

Population: 25,000 - 200,000

Gold



McMinnville Economic Development Partnership
Oregon WORKS - Growing Our Own Workforce: Rural Expansion
 25,000 - 200,000
 McMinnville, OR

Overall our goal is to be able to nurture our emerging workforce and instill employability skills in students. The Oregon WORKS project was a way for us to take our proven Internship Program, and teach communities throughout the state how to develop their own programs in their own communities without having to reinvent the wheel. The results are telling - companies are learning about the younger workforce, real world career exploration is occurring, and jobs are being created and filled by young professionals excited to live in their communities. This model has become an effective talent attraction and retention program.

Silver



Shoals Economic Development Authority
Remote Shoals
 25,000 - 200,000
 The Shoals, AL

Remote Shoals is a remote worker recruitment program designed and implemented by the Shoals Economic Development Authority (The Shoals EDA). The program provides an incentive of up to \$10,000 to eligible applicants for relocating to and working from The Shoals. The incentive is supported by the Shoals Economic Development Fund which is funded through a half-cent sales tax. This fund was created in 2007 to help support the economic development efforts of the region. Requirements for the program include: 18 years-of-age, eligible to work in the United States, minimum annual income of \$52,000, full-time remote worker/independent contractor, and able to move to The Shoals within six months. The program's application process is triggered by completing an online application on our website. Applicants are then evaluated by a series of criteria and video interviews are scheduled with the selected parties to determine who will receive an offer to participate in Remote Shoals. Once an offer is accepted, the applicant has six months to make their move to The Shoals. Our agency continues to assist in every step of the moving process by providing real estate and school system contacts, community tours, and any other issues that may arise from families moving from other parts of the country. We are committed to service after the sale and make sure our participants have many opportunities to engage and connect with the community.

Innovation Programs and Initiatives

Population: 25,000 - 200,000

Bronze



City of Sugar Land

Sweet Cash Program (#AllInForSLTX)

25,000 - 200,000

Sugar Land, TX

The Sugar Land Office of Economic Development's (SLOED) implemented the Sweet Cash program as part of its #AllInForSLTX business recovery effort to inject needed cash flow into local small businesses impacted by the COVID-19 pandemic.

The Sweet Cash program was designed to be a creative, pro-business yet philanthropic way to help stimulate the local economy and encourage shoppers to re-engage with local businesses safely in a post-pandemic world.

The initial purchase of nearly \$100,000 was matched by consumer participation of over \$100,000, resulting in approximately \$206,000 in cash flow to businesses in the form of gift card purchases. The final, untracked but anecdotally observed, goal was to get consumers into businesses where they may both 1) experience a new business for the first time (as the reward gift cards were randomly distributed), and 2) spend more money in their shopping trip than their gift card was worth, thus generating additional cash flow for participating businesses.

Due to the success of the Sweet Cash program in 2020, SLOED implemented another round of Sweet Cash in 2021 with the support of the Fort Bend County CARES funds. Through this program, we've injected more than \$500,000 to approximately 200 local Sugar Land businesses.

Innovation Programs and Initiatives

Population: 200,000 - 500,000

Gold



**SOUTH ISLAND
PROSPERITY
PARTNERSHIP**



South Island Prosperity Partnership

Rising Economy Taskforce & Reboot: Greater Victoria's Economic Recovery Plan
200,000 - 500,000
Greater Victoria, British Columbia Canada

Reboot: Greater Victoria's Economic Recovery Plan 2020-2022 was released in November 2020 after months of planning by the 40 member Rising Economy Taskforce (a public, private, institutional collaboration) and their 10 committees (120 organizations & businesses representing 10 sectors across the entire regional economy). The project was designed to assess the impacts and triage an urgent & multifaceted response to the COVID19 pandemic by taking a cross-sectoral, multi-governmental & multi-organizational perspective and coordinate a streamlined response to help the businesses and people most impacted.

Venture Asheville

The Venture 15 & Venture Asheville Honors
200,000 - 500,000
Asheville, NC

Venture Asheville is a strategic initiative of the EDC, created to nurture and support high-growth startups.

The Venture 15 and Venture Asheville Honors is a celebration of metrics. We celebrate the revenue, jobs, diversity and cofounder status of our ecosystem. Startups submit this information in addition to their annual revenues. In a yearly snapshot and we evaluate those trends over time. That way, can identify gaps in the entrepreneurship ecosystem that inform the direction the ecosystem must head.

In 2020, the 15 fastest growing startups in Asheville had a combined lifetime revenue of \$106M, 80% are cofounded, 40% are female founded, they employ 345 residents, 1/3 are in tech and 1/3 are in health care. These stats are impressive for any small metro, and even more so for Asheville, where nearly half the economy is in leisure, hospitality or retail.

Innovation Programs and Initiatives

Population: 200,000 - 500,000

Silver



CITY OF ORLANDO, DDB/CRA

Order Up

200,000 - 500,000

Orlando, FL

Downtown Orlando is the origin of vitality. It's the booming, buzzing, vivid city center that drives, entertains, and magnetizes the region. It's where you turn up the typical live/work/play into the dynamic thrive/grow/flow. It's the choice for corporate headquarters, trending start-ups, and everything in between. It's where you can live in a sky-high pad above city lights or in a charming, historic home on a brick-paved street.

In 2020, the City of Orlando's Community Redevelopment Agency (CRA) teamed up with Uber Eats to develop a program to aid downtown Orlando's restaurants that were in the process of reopening to new COVID safety protocols designed to restore life responsibly. This was anything but business as usual.

In an effort to amplify sales while restaurants grappled with operating at less than 100% capacity, the CRA funded an initiative known as Order Up that promoted and offered free delivery services via Uber Eats from restaurants located in the area.

Innovation Programs and Initiatives

Population: >500,000

Gold



Innovate78

Innovate78

> 500,000

North County San Diego, CA

Innovate78 supports the business ecosystem of California's North County San Diego by further elevating the region's reputation and assisting businesses as they evolve. The collaborative partnership between the cities along San Diego's 78 Corridor - Carlsbad, Escondido, Oceanside, San Marcos, and Vista - helps businesses prosper in place for the betterment of all who work and reside here.

One Acadiana and Acadiana Planning Commission

Invest Acadiana

> 500,000

Lafayette, LA

Invest Acadiana is a regional initiative committed to promoting Opportunity Zone investment throughout South Louisiana's nine-parish (county) region, known locally as "Acadiana." This initiative was created through a strategic partnership of One Acadiana, a privately-funded regional economic development organization, and Acadiana Planning Commission, a public-sector regional planning organization, coming together to lead a conversation on how the federal Opportunity Zone program can help stimulate regional revitalization and resiliency. Together, One Acadiana and Acadiana Planning Commission have convened a cross-sector group of partners dedicated to promoting investment in the 25 Opportunity Zone census tracts across the Acadiana region. Directly or indirectly, the Invest Acadiana initiative will drive almost \$200 million in leveraged investments into Acadiana's Opportunity Zones and will contribute to the creation of approximately 1,000 housing units. This is enhancing the tax base, creating jobs, and improving quality of life.

Innovation Programs and Initiatives

Population: >500,000

Silver



FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Fairfax County

Relay, Connected and Autonomous Vehicle

> 500,000

Fairfax, VA

Since 2015, Fairfax County (in Northern Virginia) has been focused on growing the economy through supporting competitive sectors and new technologies. As part of that effort, Fairfax County partnered with Dominion Energy, the Commonwealth of Virginia, and local universities to develop and launch in October 2020 the first autonomous public transportation demonstration project in Virginia. Called 'Relay', the connected autonomous electric (CAV) shuttle is a pilot project in the vibrant and growing Merrifield area in Fairfax County. Relay demonstrates the potential of autonomous vehicle technology and its role as a major economic driver and dynamic transit solution. Fairfax County's Department of Economic Initiatives (DEI) conceived and launched this project with the Department of Transportation, which, in addition to the benefits described above, will

- Expand the county's research base
- Affirm Fairfax and Virginia's position as leaders and innovators in smart community initiatives;
- Foment emerging sector technology
- Strengthen economic assets
- Diversify the local economy by offering underserved populations choices in first/last mile transportation

For more information, visit <https://www.fairfaxcounty.gov/transportation/autonomous-shuttle-pilot>.

Bronze



The Right Place, Inc. & Hello West Michigan

Back To Michigan

> 500,000

MI

Regions across Michigan have been hosting networking events on Thanksgiving "eve" for several years in an effort to attract former Michiganders back to the state. Because of Covid, hosting these events in person was not feasible in 2020. In response, 12 co-hosting organizations in 9 regions, along with the State of Michigan, came together in a first-of-its-kind collaboration to host the events virtually under one new brand: Back To Michigan.

Back To Michigan is a series of virtual networking events where people interested in relocating to Michigan can speak directly with hiring employers on a virtual platform. The event series garnered over 2,000 registrants and has resulted in hires and relocations.

Any of the regions could have transitioned their in-person event to a virtual regional event. In an innovative new collaboration, the Back To Michigan Host Organization Committee brought the events under a single brand for joint planning and promotion—something no one had attempted in the 9-year history of Thanksgiving Eve events in Michigan.

Creative Financing

Population: 25,000 - 500,000

Silver



Great Falls Development Authority

Great Falls Region Bridge Loans

25,000 - 200,000

Great Falls, MT

The Great Falls Development Authority is an economic development organization and certified CDFI that serves the 13-county Great Falls, Montana trade area. As a CDFI, we have used gap financing to help make deals come together since 1996. A decade ago, we created a new type of gap financing product, bridge loans, to help make investments happen that otherwise would not. Bridge loans tend to be shorter in length than traditional economic development gap loans. Bridge financing is needed to get projects past a financing hurdle that conventional lenders cannot do. We have provided bridges for a wide variety of projects including brownfield redevelopment, workforce housing, business expansion, essential community services, historic renovation, and industrial parks. Bridge loans recycle our limited loan capital more dynamically to increase our mission impact. To date, we have closed bridge loans totaling over \$21 million that have leveraged over \$100 million in private investment. These loans have made possible construction of over 500 workforce housing apartments, a community health center, two industrial parks with manufacturing and distribution facilities, our downtown's first boutique hotel, an animal adoption center, and a food processing expansion.

Bronze



Uptown Consortium, Inc.

Uptown Innovation Corridor

25,000 - 200,000

Cincinnati, OH

Uptown Consortium, Inc. (UCI) brings local neighborhood, civic and institutional leaders together to focus on opportunities in transportation, safety, economic development, community inclusion, and more within the Uptown neighborhoods of Cincinnati, Ohio. UCI has facilitated \$1.4 billion in development projects in the area since its inception. UCI manages the implementation of the Innovation Corridor. The Corridor is a 65-acre mixed-use development in Cincinnati's Innovation District. The Corridor will be an urban district with a vibrant, 24/7 live-work-play environment that stimulates private investment, retains & expands existing local employment & attracts new jobs & spin-off business opportunities. Flexible housing choices, retail & hotels will be integrated into new commercial development, from corporate offices to collaborative working space & research labs. UCI is focused on creating a holistic environment where people want to live, work, & play to attract innovative companies, top talent & new residents to the Corridor. Plans for the Corridor emphasize collaboration, innovation & connectivity within the developments & into the surrounding neighborhoods.



Partnership Awards

*Public-Private
Partnerships*

*Partnerships with
Educational Institutions*

*Regionalism and
Cross-Border Collaboration*

Public-Private Partnerships

Population: <25,000

Gold



Giddings Economic Development Corporation

Depot Complex - Public-Private Partnerships

< 25,000

Giddings, TX

From 2003-2009, the GEDC purchased and began renovating four buildings in an historic depot complex to spur downtown revitalization; however, with the economic crash, the GEDC was forced to abandon the project, turn the complex over to a non-profit, and shift focus to industrial development. By 2015, the few existing downtown businesses were closing and the complex was returning to blight.

With its constrained mission front of mind, GEDC regained control of the complex, created a downtown strategic plan, committed \$300,000 cash, \$200,000 EDA funds and \$240,000 loan toward improvements; and secured leases for \$1/ year with two food processing/ manufacturing partners (NAICS 312).

Dime Box Distillery produces award-winning Bourbon/ Vodka, pays utilities on the complex, helped fund interpretive signage and a 90 ft heritage mural, has purchased property downtown to expand operations, and now manufacturers hand sterilizer. Giddings Brewhaus and German Restaurant has invested \$350,000 cash, plus loan funds, in renovations and start-up costs, and has purchased adjacent property to host outdoor events.

Nearby, a privately-owned event venue is under new ownership, another building has been donated for the performing arts, and others are under contract. 15 jobs; >\$1.5million investment; Giddings-branded products. Operating throughout a Pandemic: Priceless

Public-Private Partnerships

Population: 25,000 - 200,000

Gold



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



Michigan Economic Development Corporation

BLOCK600
25,000 - 200,000
Lansing, MI

From 1970-2000, downtown Lansing suffered a prolonged decline and exodus of major retailers and private sector companies, leaving behind vacant and underutilized buildings. The resulting blight and economic decline made it difficult to attract more residents and development to downtown. The need for more downtown housing was recognized, but the absence of a grocery store, and overnight accommodations, was a critical barrier to attracting new residents and visitors.

In response, the \$41.5 million BLOCK600 project created the Capital City Market grocery store, a 122-room Courtyard Marriot - downtown's first new hotel in decades - and 42 apartment units. The project created over 70 full-time jobs and revitalized a former gas station lot and adjacent vacant site into a catalyst for additional development.

Michigan Economic Development Corporation, the City of Lansing, Lansing Brownfield Redevelopment Authority and Lansing Economic Development Corporation worked with the Gillespie Group and other State of Michigan agencies on an extensive assistance package to bring this project to life.

The Michigan Economic Development Corporation, in collaboration with more than 100 economic development partners, markets Michigan as the place to do business, assists businesses in their growth strategies, and fosters the growth of vibrant communities across the state.

City of Dublin

City of Dublin Economic Development: Bridge Park
25,000 - 200,000
Dublin, OH

Bridge Park is the newest and only walkable, mixed-use community in downtown Dublin, Ohio. Spanning more than 30 acres along the Scioto River, it is the cornerstone of the city's long-term vision for the Bridge Street District. The project features condos, townhomes and apartments, restaurants, retail, Class A office space, entertainment venues, hotels, conference center, and multiple green spaces. The project includes an engineering feat of its own in the new S curve pedestrian suspension bridge spanning the Scioto River, The Dublin Link. This new Downtown Dublin landmark is the connectivity of Bridge Park and now unites Historic Dublin to Bridge Park; parks along the banks of the east and west sides of the river; and a series of vibrant neighborhoods connected by a new, urban, public street network.

Public-Private Partnerships

Population: 25,000 - 200,000

Silver



City of San Marcos

North City: A new downtown for San Marcos
25,000 - 200,000
San Marcos, CA

It's a rare occurrence to have the opportunity to create a new, thriving downtown core for an already established city. Yet that's exactly what a shared vision between the City of San Marcos, Sea Breeze Properties and California State University San Marcos conceived.

Enter North City - San Marcos' new downtown gathering place that has captivated local residents and businesses alike with its energy, creative mixed-use concepts and modern vibe.

North City is truly a one-of-a-kind development that has leveraged partnerships between the City of San Marcos and Cal State San Marcos to enhance life for those at the university, living in town and the greater San Diego region. With a long view of building community in tandem with its surroundings, North City's deliberate combination of mixed-use buildings, residences, destination-worthy restaurants/entertainment, student housing, campus facilities, open and gathering spaces has charted a new course for how purposeful development can inspire and support an entire community.



JPW Communications

North City: A new downtown for San Marcos
25,000 - 200,000
San Marcos, CA

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Public-Private Partnerships

Population: 25,000 - 200,000

Silver



Village of Plainfield, IL

Starline P3 Project
25,000 - 200,000
Plainfield, IL

The Starline Public-Private-Partnership (SP3) project is an agreement and partnership between the Village of Plainfield, IL, Pace Suburban Bus and Northern Builders, Inc. to bring new transit options to Plainfield and develop Village-owned property near Plainfield's industrial corridor. The property was commonly known as the Starline property as the Village purchased ~60 acres in 2004 to accommodate the planned Starline Rail project by the Regional Transportation Authority that would connect suburban communities via rail. The partnerships between these three entities ended up creating a new Pace Bus Transit Station with over 600 new parking stalls, a new 250,000 SF Pace Bus Maintenance and Storage Facility bringing 200 new jobs to Plainfield and allowing Pace to expand their services in Plainfield. The partnership has also brought new private development such as the 65,000 SF Perlow Steel Center now under construction, a new logistics HQ currently under site plan review, and through Plainfield's development agreement with Northern Builders, Inc. the Village will see the construction of the much needed Plainfield Emergency Management Agency (PEMA) building also on the site.



City of Hayward Economic Development

Industrial 2.0: Advanced Industries Business Attraction Through Developer Partnerships
25,000 - 200,000
Hayward, CA

The City of Hayward and Shea Properties partnered to create a Planned Development district designed to attract Advanced Industry businesses and create STEM job opportunities. Entitlement of the four buildings, totaling 275,000 square feet, involved collaborating to create a list of allowed uses consistent with the City's targeted industry clusters. In 2019, the business park was fully leased; adding over 400 jobs. Tenants include: a solar hardware manufacturer, an industrial 3D printer; an ambulance training facility; and a biotech software company.

This project also enhanced the quality of life in the area. With the new industrial development, the adjacent retail center also proceeded after years of being dormant. With the potential of the hundreds of new industrial employees, the retail project became viable. The retail center was completed in 2019 and houses 11 new businesses including 6 new eating establishments, a bank, a fitness facility and two personal service businesses employing over 150 employees and generating additional sales tax for the City. This area of Hayward is a "Complete Community" providing residential, commercial and job centers within a one-mile area.

Public-Private Partnerships

Population: 25,000 - 200,000

Bronze



Roanoke County and the Town of Vinton
The Town of Vinton Business District Revitalization Project
25,000 - 200,000
Vinton, VA

The Town of Vinton Business District Revitalization Project consists of five (5) public-private partnerships involving two local governments and multiple properties that are collectively being packaged for this submission. The Town of Vinton, located in Roanoke County, Virginia is a 3-square mile community, home to over 8,000 residents. Though small, the Town of Vinton and Roanoke County have initiated multiple redevelopment projects over the past six years to enhance the Town's economic vitality resulting in a total investment of \$21.7 million in taxable new investment with \$533,500 in annual tax base enhancement, and over 129 jobs created from redeveloped properties.

The goal of these projects was to preserve and redevelop these underutilized historic properties, create new jobs, enhance the tax base and revitalize the Town's central business district. Redeveloping these five properties, which all exist within a 1-mile radius of each other, revitalizes the commercial business district and complements the Town's existing businesses and customer base. Downtown Vinton is home to many successful local businesses, recreational opportunities, and tourism assets with dedicated patrons from the local and surrounding areas. Redeveloping properties within the business district creates momentum and opportunity that respectfully utilizes unique properties in the Town.

Public-Private Partnerships

Population: 200,000 - 500,000

Gold



The City of Norfolk Department of Economic Development

Norfolk Innovation Corridor
200,000 - 500,000
Norfolk, VA

The Norfolk Innovation Corridor (NIC) is an area stretching from Norfolk State University to Old Dominion University through Downtown Norfolk (see map). This corridor has the densest clustering of innovation assets in the region, which results in advantages for technology businesses to locate where such physical, networking, and economic assets can be tapped. The challenge has been that no organization was focused on developing, maintaining, and promoting this rich innovation ecosystem.

In November 2020 the Greater Norfolk Corporation, a local leadership organization, the City of Norfolk and a consortium of business, education and non-profit organizations launched the NIC to address this challenge. The NIC aims to attract and retain technology-oriented companies specializing in resilience technologies, products and services while serving as a magnet for a talented and diverse workforce. The NIC is organized around 7 functions: Marketing & Branding; Community Building/ Programming; Technology Transfer & Commercializing; Innovation Infrastructure; Go To Market; and Grants and Incentives.

The metropolitan region suffered from anemic job growth over the 5-year pre-pandemic period 2014-2019. With its focus on supporting existing and start-up companies in high growth, high wage industries, the NIC will accelerate the creation of such jobs and build the tax base.

Public-Private Partnerships

Population: >500,000

Gold



Greater
Cleveland
Partnership



HARBOR BAY
REAL ESTATE ADVISORS

Greater Cleveland Partnership and Harbor Bay Real Estate Advisors

INTRO Cleveland (INTRO CLE)

> 500,000

Cleveland, OH

INTRO Cleveland (INTRO CLE) is at W. 25th St. and Lorain Ave. in Cleveland, Ohio, adjacent to the historic West Side Market and in the heart of the Ohio City neighborhood. Harbor Bay Real Estate Advisors (Harbor Bay) is investing \$144 million to construct a nine-story mass timber building of 505,000 square feet that includes 298 residential apartments, 35,000 square feet of retail, event space, and one acre of public greenspace. It is being constructed using mass timber and will be the tallest mass timber building in the U.S. INTRO CLE is setting a new standard in sustainability.

Inspired by the Cleveland Climate Action Plan, INTRO CLE is a nationally-recognized demonstration project in the use of mass timber and the integration of sustainable, energy-efficient materials, equipment, and design. Elements include LEED Gold certification, LED lighting, energy-efficient HVAC systems, and low-flow fixtures. INTRO CLE anticipates a reduction of energy use and Greenhouse Gas Emissions of 40 percent. Add in additional carbon benefits of being a Transit-Oriented Development and using mass timber, and INTRO CLE shows that Cleveland's climate goals are attainable.

Partnerships with Educational Institutions

Population: 25,000 - 200,000

Gold



Kingston Economic Development Corporation

Queen's Career Apprenticeship: Kingston

25,000 - 200,000

Kingston, Ontario

The Queen's Career Apprenticeship: Kingston connects new graduates from the arts, humanities and social science disciplines within the Faculty of Arts and Science at Queen's University with a Kingston employer. Employers who find the right fit through the program and commit to a 12-month contract, are reimbursed for 4 months of the gross salary to a maximum of \$4,000 per month.

Partnerships with Educational Institutions

Population: 200,000 - 500,000

Silver



Western Reserve Port Authority

Eastern Gateway Community College Healthcare Workforce Center
200,000 - 500,000



South Island Prosperity Partnership

MicroStart
200,000 - 500,000
Greater Victoria, British Columbia Canada

In April 2020, the South Island Prosperity Partnership (SIPP) launched the Rising Economy Taskforce to respond to the pandemic crisis. Over 120 organizations across 10 sector committees provided recommendations to the taskforce, which they then streamlined and prioritized into Reboot: Greater Victoria's Economic Recovery Plan. One of the key recommendations is 3.5.1: Establish a formalized micro-credential framework and joint menu-based program (co-designed with industry) for the southern Vancouver Island to facilitate rapid upskilling of displaced workers or align with quickly emerging opportunities and market changes.

As such, SIPP partnered with the University of Victoria and Royal Roads University and launched MicroStartBC as a first-to-market pilot program. This program aligns with the Provincial Government's goals to fast-track British Columbians to gain education, reskill or upskill to meet the needs for high-demand jobs. In just a few months, MicroStart has already had an immediate and direct impact on the community and assisting displaced workers to acquire new skills to gain meaningful employment in a time of crisis and uncertainty.

Partnerships with Educational Institutions

Population: >500,000

Gold



City of Tucson & Pima Community College

Thrive in the 05
>500000
Tucson, AZ

In 2019 the City of Tucson Office of Economic Initiatives (CoT EI) partnered with Pima Community College (PCC) Workforce Development to create a joint-funded Community Outreach Program Manager position to enhance workforce and economic development efforts in the “Thrive in the 05” area (85705 zip code) - the Historic Miracle Mile District/Highway 80 Gateway. This collaborative partnership began in 2018 as a Daniel Rose Fellowship strategic outcome that aligned the Pima Community College Center of Excellence in Applied Technology expansion (\$53.4M) in this area with the City of Tucson’s economic development goals for revitalizing the prominent historic commercial corridor. This partnership built upon 2017 Arizona State University School of Social Work grant for \$1M Department of Justice Community Based Crime Reduction award to develop crime reduction strategies in the area and the 2018 City of Tucson Housing & Community Development \$1.3M HUD Choice Neighborhoods Planning Grant to improve affordable housing and neighborhoods in the area. The shared position and creation of a formalized partnership with all entities to go down the revitalization road together was born!

Silver



Lake County Partners

The Lake County Workforce Ecosystem & Lake County Partners Website
> 500,000
Lincolnshire, IL

Lake County Partners, the non-profit organization charged with leading economic development in Lake County, Illinois, has spearheaded a groundbreaking partnership between the Workforce Development Department, the College of Lake County, the Lake County Tech Campus and other workforce stakeholders, dubbed the Lake County Workforce Ecosystem, to ensure that businesses have the talent that they need to grow.

Through targeted business outreach, Lake County Partners staff engages with company leaders in four strategic industries, such as advanced manufacturing, life sciences, healthcare, and professional/technical services. Based on the identified business needs, employers are connected to the appropriate partners within the Workforce Ecosystem to provide an integrated solution.

In the past year, Lake County Partners has worked to broaden its reach in the continued quest to retain and attract business. As a result, the organization launched a new, lead-focused website (at www.lakecountypartners.com) that enables companies to easily request free assistance; all customer service is then managed through a shared CRM platform, ensuring that Workforce Ecosystem partners understand the totality of the support and can work together to provide assistance and track success. The new website also serves as a hub for important business resources, news and events.

Regionalism & Cross-Border Collaboration

Population: 25,000 - 200,000

Gold



CITY OF
FORT SASKATCHEWAN
ALBERTA

Alberta's Industrial Heartland Region

Heartland Incentive Program

25,000 - 200,000

Alberta's Industrial Heartland, Alberta Canada

A regional collaboration across five municipalities to create an incentive program aimed at attracting world scale development to Alberta's Industrial Heartland

Silver



GREATER
MANHATTAN
Economic Partnership

Greater Manhattan Economic Partnership

Biosecurity Marketing Campaign

25,000 - 200,000

Manhattan, KS

The Greater Manhattan Economic Partnership (GMEP) was founded in 2018 as a joint regional partnership between the Manhattan Area Chamber of Commerce and the Pottawatomie County Economic Development Corporation.

The goal of the campaign is to build local, national and international awareness of the Greater Manhattan region's expertise in biosecurity, food production and infectious disease research - including a subspecialty in zoonotic diseases, especially where this expertise impacts prevention of future pandemics and protection of global food systems. Regional assets include the United States Department of Agriculture National Bio and Agro-Defense Facility (NBAF) and Kansas State University's Biosecurity Research Institute (BRI).

GMEP used this campaign to tell its story and tap into international interest in topics related to the region's economic development assets. The approach focused on written and visual storytelling to foster a more emotional connection than data points alone. The creativity and high quality of the content and cohesiveness of the campaign, which included advertising on social media and search, were key to its success. Additional information, links to social media and campaign content can be found at the GMEP website - www.greatermanhattan.org.

Regionalism & Cross-Border Collaboration

Population: >500,000

Gold



I-90 Aerospace Corridor

I-90 Aerospace Corridor Conference and Expo
> 500,000
Coeur d'Alene, ID

The I-90 Aerospace Corridor Conference and Expo (I90 Conference) is a partnership between the Inland Northwest Aerospace Consortium (INWAC), the Idaho Manufacturing Association (formerly the Idaho Aerospace Alliance before joining forces with the Southern Idaho Manufacturing Association to create a statewide manufacturing organization), the Coeur d'Alene Area Economic Development Corporation (CdAEDC), and various supporting local and regional organizations. The I-90 Conference is designed specifically for the Aerospace and Aviation Industry in the region (eastern WA and northern ID) to provide businesses a venue to grow their operations, as well as increase capacity for the whole industry. The Conference includes presentations from industry leaders, MRO business panel, and breakout sessions that provide nuts and bolts training on key topics. B2B matchmaking meetings allow participants to meet one-on-one with OEM's and Tier 1-3 companies.

The I90 Conference:

- Strengthens existing businesses by providing a venue for businesses to network and further localize the supply chain, contributing to job retention and creation.
- Facilitates business expansion and attracts new businesses to the area, contributing to regional tax base enhancements, and broader expertise.
- Grows an industry with wage averages that beat area wage averages by 20-30%, contributing to improving the overall quality of life for residents in the region.

Silver



Back To Michigan Host Organization Committee

Back To Michigan
> 500,000
MI

The Back To Michigan Host Organization Committee came together during Covid to host Back To Michigan, a series of virtual career fairs for people interested in relocating to Michigan. The virtual event concept is based on previously in-person events each region hosted individually around Thanksgiving.

The Committee consisted of 12 host organizations of all different types, including talent attraction organizations, chambers, economic developers, SmartZone authorities, workforce development agencies, and tech councils. Over a 12-week period, and in collaboration with the State of Michigan, they created a team that had never met in person, made up of all different abilities and event experience, was spread across 9 regions (both urban and rural), with no established funding, and organized a cohesive event series that resulted in over 2,000 registrants.

The Back To Michigan Host Organization Committee is helping to alleviate one of the most critical challenges our profession is facing right now: attracting talent. They achieved it through cross-border collaboration.

Regionalism and Cross-Border Collaboration

Population: >500,000

Silver

REGION A.H.E.A.D.

Appalachian Highlands Economic Aid Directory

RegionAhead

Appalachian Highlands COVID-19 Response

> 500,000

Appalachian Highlands, TN/VA

RegionAHEAD sought to create the first cross-border initiative to push beyond existing bureaucratic and political boundaries in northeast Tennessee and southwest Virginia. Realizing early in the pandemic that the economic effects of the crisis were sure to be amplified in a silo-rich environment. RegionAHEAD strove to give the entire region a tool to use to minimize the negative economic impact of the COVID crisis on businesses.

RegionAHEAD created a new structure to change not just how economic and community development is done in the region, but how the citizens of the region view themselves and their neighbors. Tennesseans donated to save the jobs of Virginians 75 miles away, and vice versa. Economic and political leaders who had been hard-wired for conflict were shown undeniable benefits of cooperation.

Bronze



One Acadiana and Acadiana Planning Commission

Invest Acadiana

> 500,000

Lafayette, LA

Invest Acadiana is a regional initiative committed to promoting Opportunity Zone investment throughout South Louisiana's nine-parish (county) region, known locally as "Acadiana." This initiative was created through a strategic partnership of One Acadiana, a privately-funded regional economic development organization, and Acadiana Planning Commission, a public-sector regional planning organization, coming together to lead a conversation on how the federal Opportunity Zone program can help stimulate regional revitalization and resiliency. Together, One Acadiana and Acadiana Planning Commission have convened a cross-sector group of partners dedicated to promoting investment in the 25 Opportunity Zone census tracts across the Acadiana region. Directly or indirectly, the Invest Acadiana initiative will drive almost \$200 million in leveraged investments into Acadiana's Opportunity Zones and will contribute to the creation of approximately 1,000 housing units. This is enhancing the tax base, creating jobs, and improving quality of life.

Regionalism and Cross-Border Collaboration

Population: >500,000

Bronze



Northern Colorado Regional Economic Development Initiative

Northern Colorado Regional Economic Development Initiative

NoCo REDI (Northern Colorado Regional Economic Development Initiative)

> 500,000

Weld and Larimer Counties, CO

Economic development professionals at Upstate Colorado Economic Development (Upstate Colorado), Larimer County Economic and Workforce Development (LCEWD), 33 cities and towns, chambers of commerce and unincorporated communities within the geographic regional of Larimer and Weld counties established the Northern Colorado Regional Economic Development Initiative (NoCo REDI) in 2019 after determining that the competitive advantage and economic strength of the region was better served through regional unity and collaboration.



EDO of the Year

EDO of the Year

EDO of the Year

Population: 25,000 - 200,000

Gold



City of Dublin Division of Economic Development
City of Dublin Division of Economic Development
 25,000 - 200,000
 Dublin, OH

The City of Dublin Economic Development Division is a government organization that serves a city of more than 50,000 residents, 70,000 corporate citizens and 4,300 businesses. Dublin encompasses nearly 25 square miles including seven million square feet of commercial space, 2,000 acres of available land, Ohio Job Ready Certified sites and robust infrastructure. The City is known as a leader in municipal innovations, including tax increment financing, Dublink Transport fiber optics, Wi-Fi deployment and green initiatives.

Silver



St. Thomas Economic Development Corporation
EDO of the Year
 25,000 - 200,000
 St. Thomas, Ontario Canada

Established in 1956, the St. Thomas EDC is celebrating its 65th year of operation. In that time, it has been a roller coaster of ups and downs as the EDC has helped the City come back from a nearly 50% loss of jobs in the industrial sector - the City was used as an example of the impacts of the economic downturn a decade ago - to today, where industry thrives, the community has experienced several years of record growth and the City was just ranked as the 3rd best place to live in the country and first in the province of Ontario.

EDO of the Year

Population: 25,000 - 200,000

Bronze



Greater Dubuque Development Corporation

EDO of the Year - Greater Dubuque Development Corporation

25,000 - 200,000

Dubuque, IA

Despite our decades-long legacy, Greater Dubuque Development has found a successful way to combine tradition and innovation. We offer personalized service to our partners, developing individual solutions that sometimes require thinking outside the box.

The Greater Dubuque area has seen the same challenges that communities nationwide are facing. What sets us apart is a willingness to bring our partners to the table to try something new. While some initiatives are more successful than others, we are willing to adapt or learn from it. Some of our most successful programs have evolved from their less effective forebears. The arc of progress in economic development can appear slow and the final product can seem like a simple solution but it is often the culmination of years of collaboration and creative problem solving.

EDO of the Year

Population: 200,000 - 500,000

Gold



Loudoun County Department of Economic Development

Economic Development Organization (EDO) of the Year
200,000 - 500,000
Ashburn, VA

Loudoun Economic Development is a full-service team dedicated to strengthening and diversifying the economy in Loudoun County, Va., one of the fastest-growing communities in America over the last 30 years. Focused on recruiting new #LoudounPossible businesses, growing our existing industries and improving our county's business climate, we are ready and waiting to provide personalized services for your company, whether you're a startup or a well-established player.

We do this by:

- Attracting key industries including information & communications technology, federal government contracting, data centers, aerospace, aviation and logistics, health IT, data analytics and agriculture;
- Building our existing businesses through a network of community partners and higher education;
- Keeping up with the latest incentives and workforce training opportunities available to businesses and marketing those opportunities to the world.

Our programs to attract, retain and expand companies in targeted sectors have resulted in more than \$25 billion in new commercial investment over the last five years. Coming out of the pandemic, Loudoun has an unemployment rate below 4%, a commercial vacancy rate below 5%, triple AAA bond ratings from leading agencies, the county budget resources and flexibility to assign help where needed, and a bright, #LoudounPossible economic future.

Silver



Greater San Marcos Partnership

EDO of the Year
200,000 - 500,000
Texas Innovation Corridor

The Greater San Marcos Partnership is honored to be recognized as one of the top EDOs in the country.

GSMP is a 501(c)6 nonprofit founded to create economic diversity and strength through ethical, proactive and strategic professional economic development. As a public-private partnership, GSMP serves as the regional economic development organization for Hays and Caldwell Counties, and the communities within them, including Buda, Dripping Springs, Kyle, Lockhart, San Marcos, Uhland, and Wimberley. The Greater San Marcos Partnership is located at the heart of the Texas Innovation Corridor.

Even with the challenges of the COVID-19 pandemic, GSMP has helped the Texas Innovation Corridor secure hundreds of millions of dollars in primary employer capital investment and hundreds of good-paying jobs for the residents of their footprint. By using innovative practices and developing exceptional talent, GSMP has proven itself as an example of what economic development organizations can be and how these organizations can improve the quality of life for the residents they represent.

EDO of the Year

Population: 200,000 - 500,000

Bronze



Fayetteville Cumberland Economic Development Corporation

Can Do Carolina Brand Campaign

200,000 - 500,000

Fayetteville, NC

FCEDC was a leading partner in the “Can Do Carolina” community-wide branding campaign, designed to increase awareness and attract prospective residents and businesses alike. The goal was to create a cohesive regional brand platform, and link multiple organizations including Cumberland County, the City of Fayetteville, FCEDC, The Arts Council of Fayetteville/Cumberland County, the Greater Fayetteville Chamber, Fayetteville Area Convention & Visitors Bureau, and the Cool Spring Downtown District. The brand was based on extensive market research with help from nearly 4,000 of Fayetteville residents, visitors, and civic leaders. The research helped define consumer perception, stakeholder vision, and Fayetteville’s competitive position as a place to live and work. In this process, the partners found that the community’s core is based on four pillars, which became the foundation of “Can Do Carolina:” We find a way, we care for one another, we protect the world, and we always go further. Visually, the “Can Do Carolina” brand offers a bright new color palette that all community entities can utilize. The regional logo includes the state of North Carolina with a star marking the location of Cumberland County. The star, which has emerging beams, represents the vibrant community, where anything is possible.

EDO of the Year

Population: >500,000

Gold



**Greater Phoenix
Economic Council**

Greater Phoenix Economic Council

EDO of the Year

> 500,000

Phoenix, AZ

The Greater Phoenix Economic Council (GPEC) is a 501c3 public-private partnership that works to attract and grow quality businesses and advocate for the competitiveness of Greater Phoenix. A data-driven regional economic development organization, GPEC works with 22 member communities, Maricopa County and more than 190 private investors to accomplish its mission and serve as a strategic partner to companies across the world as they expand or relocate to Greater Phoenix.

Silver



City of Mesa, AZ - Office of Economic Development

EDO of the Year

> 500,000

Mesa, AZ

Mesa's Office of Economic Development (OED) is a department of the City of Mesa, the 35th largest municipality in the U.S., that works to enhance Mesa's economy by supporting the creation of quality jobs, promoting investment, increasing prosperity, and improving life for residents.

OED staff achieves this mission by promoting Mesa as a premier location for business, targeting key industries that provide high wage jobs and future sustainability for the community. Mesa OED is the primary point of contact for businesses, site selectors, developers, and community stakeholders to obtain technical expertise and support services necessary to evaluate business opportunities in Mesa.

OED is an award-winning, AEDO accredited organization that consistently delivers effective results to enhance Mesa's economy and has pivoted quickly to meet the pressing needs of the business community, effectively and efficiently building programs and processes to assist businesses large and small.

Over the years, OED has worked diligently to help shift Mesa's economy from a heavy reliance on construction and retail to a more diversified focus on technology and innovation, serving a more varied and skilled labor pool, these efforts bringing quality jobs closer to Mesa's citizens and increasing the average wages of workers in Mesa.

EDO of the Year

Population: >500,000

Bronze



Tulsa Regional Chamber

Tulsa's Future

> 500,000

Tulsa, OK

The Tulsa Regional Chamber is the primary driver of regional and individual prosperity in northeast Oklahoma. The Chamber develops and delivers a wide variety of programs and services designed to bolster and benefit Tulsa-area businesses of all shapes and sizes, from large corporations to small startups. Tulsa's Future is the public-private regional economic development partnership led by the Tulsa Regional Chamber. It is a collaborative economic development partnership that works with the City of Tulsa, more than 200 private investors, and numerous regional and tribal partners to further economic prosperity in the Tulsa region. The Tulsa Regional Chamber is an accredited economic development organization through the International Economic Development Council (IEDC).



THE BORDERPLEX ALLIANCE

Cd. Juárez · El Paso · Las Cruces

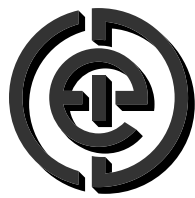
The Borderplex Alliance

Economic Development Organization of the Year

> 500,000

El Paso, TX

The Borderplex Alliance is an award-winning economic development and policy advocacy organization. We are independent, non-partisan, and private sector-led. Our mission is to bring jobs, hope, and opportunity to the El Paso, Las Cruces, Cd. Juárez region.



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