

## **AWARDS PROGRAM**

### **LEADERSHIP AWARDS**

#### **New Developer of the Year**

**Anatalio Ubalde**

**GIS Planning**

**Berkeley, CA**

The Outstanding New Developer of the Year Award is presented to an individual who has attained outstanding achievement in the first five years of his/her economic development career. Anatalio Ubalde is the Chief Operating Officer for GIS Planning, a community and economic development technology company specializing in the development of Internet geographic information systems. His work has been featured in The Wall Street Journal, Governing magazine and on NBC News. Anatalio has received the Council for Urban Economic Development Gold Award, American Economic Development Council Superior Award and was featured in the U.S. Department of Commerce "Innovative Local Economic Development Programs" publication. He has made presentations on the subject of online economic development throughout the United States and Europe and is the author of a book on urban planning. He was recently published in Economic Development Commentary and the Canadian Economic and Technology journal.

At GIS Planning, Mr. Ubalde works with communities to enhance economic development using Internet technology. These communities include San Francisco, Honolulu, Sacramento, Chicago, Oklahoma City, Santa Fe, Los Angeles County, Sioux City, and Cinergy Corporation. GIS Planning's web-based strategies have become models for Internet economic development.

He has served as the Economic Development Analyst for the City of Vallejo, California from 1997 to 2001. He was involved in a variety of economic development projects, including the Waterfront & Downtown Master Plan, Business Attraction and Assistance, Internet Business Attraction and Youth Economic Development. In Vallejo he had the vision and was project manager for the first Internet-based GIS program for business attraction and site selection in the world.

Mr. Ubalde has been an active member in economic development and planning organizations since joining the profession. He has served on committees and volunteered his time as a speaker at a number of statewide, regional, national and international conferences. Anatalio is committed to learning and sharing knowledge to promote professional development within the practice of economic development. He is currently a member of the International Economic Development Council, APA Economic Development Division, California Association for Local Economic Development, Washington Economic Development Association, and Florida Economic Development Council.

**Richard Preston Award**  
**Harold Brown**  
**San Diego State University**  
**San Diego, CA**

The Richard Preston Award honors an economic development practitioner who has demonstrated excellence in continuing education. San Diego State University (SDSU) educator Harold Brown has truly earned the International Economic Development Council's Richard Preston Award for his role in advancing community development. He has devoted the last ten years to the creation and advancement of the Center for Community Economic Development (CED) in the School of Business Administration at SDSU, culminating a lifetime of working to improve economic opportunities for low-income communities. Serving as Associate Dean and Director of Community Economic Development, he created CED as a certificate program, teaching skills in business, economics and the management of community organizations. In just a few short years, the CED program has become recognized for supplying neighborhoods and communities with the leadership needed for their development. The program is now advancing to become a graduate degree in the College of Business Administration.

The City of San Diego recognizes the CED program's role as a catalyst for furthering community development. Many graduates of the program are employees of the City's Community and Economic Development Department, and, in turn, department members contribute their time and energy by serving as lecturers. Additionally, completed program projects have ranged from establishing a micro-loan program for small businesses to creating a transportation service designed to assist CalWORKs and Welfare-To-Work recipients meet their transportation needs.

Harold Brown has been an employee of the University since 1971. Prior to joining SDSU, he was a schoolteacher for the San Diego Unified School District, Deputy Director of the U.S. Peace Corp in Lesotho, Africa, Executive Vice President with McKissick Enterprises in New York City, and a Commercial Loan Officer with Marine Midland Bank of New York. He has been recognized for his outstanding service to the San Diego community both in and outside of his responsibilities at SDSU. In 1992, he was named the Minority Small Business Advocate of the Year for the United States by the U.S. Small Business Administration, and in 1996, CED received the International Learning Resources Network Award in the "Community Service" category from LERN, the leading international association in class programming.

**Leadership Award for Public Service**  
**D.Weston Stucky**  
**Ardmore Development Authority**  
**Ardmore, OK**

The Leadership Award for Public Service recognizes an elected official or public sector administrator who has served as a committed advocate for economic development for at least 10 years in the public sector. For the past 25 years, Wes Stucky has served as an exemplary and committed advocate for economic development in various capacities in numerous communities and states. His initial experience, after receiving his Master's degree, was in city administration culminating as City Manager. After switching to the economic development profession, Wes worked in Kansas City and Baton Rouge before moving to Ardmore. In all positions, he expanded the role and assisted small surrounding communities in establishing economic development programs.

A common theme is his work in creating coalitions of broad spectrums of the community and uniting them toward a common goal. His work has reached much farther than economic development: a Civic Coalition that changed the form of local government, Blue Ribbon Panel to assist organizations in improving management practices, innovative education programs, Beautification councils, medical care for the indigent, community-wide scholarship program, family crisis shelter, state and community leadership programs, and many more.

Mr. Stucky's work in raising standards and expectations in education has been highlighted by the U.S. Department of Education. Wes serves on the Board of StandardsWork, the national coalition dedicated to education improvement through higher standards and increased accountability. Wes has a long history of advocacy for legislative action that will improve the business climate. He spearheaded several pro-business legislative initiatives in Oklahoma. Perhaps the greatest challenge was passing Right-to-Work in the state. Wes served on the steering committee and traveled the state promoting the issue, which ultimately passed.

Wes Stucky is the only Oklahoman to have served as Chairman of the Oklahoma Economic Development Council, Governor's Economic Development Team, Oklahoma Chamber of Commerce Executives and the Governor's International Team. In addition, he currently serves on the Board of Leadership Oklahoma and the Oklahoma Aeronautics Commission, a state agency charged with aviation and airport development. He has served in leadership positions under three different Governors. His dedication to helping others is demonstrated by the fact that he uses his vacation time to help others and his fee for assistance is travel expenses plus a round of golf.

**Citizen Leadership Award**  
**William Jones**  
**City of San Diego**  
**San Diego, CA**

The Economic Development Citizen Leadership Award is bestowed on a private citizen whose personal leadership and dedication to the betterment of his community through quality, sustainable economic development has improved his community's quality of life. William Jones' 15 years of government experience and extensive real estate and investment background bring unique insight to creating successful public and private partnerships. Through his company CityLink Investment Corp., entered into an ambitious partnership with the City of San Diego Redevelopment Agency to help rebuild one of its oldest and most densely populated neighborhoods. The City Heights Urban Village emerged – a project that has earned national attention as a model for comprehensive urban revitalization and development.

The Urban Village was supported through a locally unprecedented partnership among government, private enterprise, and nonprofit organizations. Key Partners are the City's Redevelopment Agency and Community and Economic Development Department, San Diego Unified School District, and Price Charities. The project, in which multiple public and private uses coexist within a communal village setting, is a reflection of those combined efforts. Elements of the Urban Village include a new police substation, community gymnasium, library, elementary school, community service center, recreation center, continuing education facility, retail center, and a mixed-use component of 116 townhomes and office center. Additionally, a "Home in the Heights" low-interest home loan program assists first-time buyers acquire their own home.

William Jones heralds from San Diego's inner-city. He was elected to the City Council where he served until 1987. He earned his MBA from Harvard Business School, and thereafter worked as an investment manager for Prudential Investment Corp., managing portfolios in California, Oregon and Washington. When William returned to San Diego to stay, he began to think about pursuing his dream to build communities – a dream aligned with San Diego's smart growth "City of Villages" concept.

**Edward DeLuca Lifetime Achievement Award**  
**James Roberson**  
**Research Triangle Foundation**  
**Research Triangle Park, NC**

The Edward deLuca Lifetime Achievement Award for Professional Excellence in Economic Development recognizes an individual who consistently has exemplified the highest standards of professional excellence throughout his or her career in the economic development field. James Roberson has served as President and CEO of the Research Triangle Foundation of North Carolina since 1988, one of the most robust periods of growth in Research Triangle Park's forty two years of existence. Roberson is active in a number of local, state and national organizations and associations. He serves on the Board and Executive Committees of the Research Triangle Regional Partnership, is on the Board of the North Carolina Biotechnology Center, Wake Technical Community College, the Greater Triangle Regional Council and the International Economic Development Council. He is also a past chairman of the Board of Directors of the Charlotte office of the Federal Reserve Bank of Richmond.

Throughout his career he has worked as an economic developer with the railroads in the southwest, has managed programs for the states of New Mexico, Rhode Island and Maryland. During his involvement with these state economic development associations, he was exceptional at establishing multimedia briefing rooms, marketing to Europe for foreign direct investment, special section advertising in national target industry vertical trade journals, and development and implementation of innovative state financing and economic development structures. Mr. Roberson has also worked with the Rouse Company, the Louisville Chamber of Commerce and led the Forward Metro Denver program of the Metropolitan Chamber of Commerce.

Mr. Roberson has paved the way for many of his colleagues in the field of economic development. In May 1971, he was a member of the first group to become a certified industrial developer (CID) during AEDC's annual conference in Denver, CO. James is also a former chair of AEDC and many of its executive committees. His outstanding leadership skills, and true respect for the profession exemplify the qualities recognized by this award. James Roberson is the first winner, since the merger of AEDC and CUED to form IEDC.

## **GENERAL PURPOSE BROCHURE**

### **City of Augusta**

#### **Augusta, Maine**

#### **General Purpose Brochure**

#### **Population with 50,000 or less**

The business attraction/repositioning brochure for the City of Augusta was created to work on a number of levels. Pennisi & Company looked for a unifying theme to hold the piece together: “Get Connected” became the thread that ran through this piece because if anything Augusta means access to many things, all which are individually highlighted on each spread. Plus it pays homage to the sense of having connections in a political arena like Maine’s state capital, but expands that to many other benefit categories. They designed it in such a way that presented the “Quick Look Hook” on the right hand side, then a more detailed sell of the specifics on the opposing page. The right side is the teaser with colorful pictures and benefits that hopefully will be compelling enough to entice someone to go deeper into the specifics. They chose a unique size and color. The economic development world is littered with full color shots of state capitals on 8 1/2 x 11 brochures. In a trade show environment the treatment stands out, and if you are a business re-locator, different will be a refreshing change from the same old same old. It’s not that places have nothing to sell it’s just that they sell many of the same things so top of the mind positioning and memorability are essential. In the end, they gave it personality. 12 foot Sturgeon leaping out of the water, haircuts with the Governor, the place where John Phillip Sousa first played “Stars and Stripes Forever”, river front living (barbeques, boating...) These are the things that add life, personality and memorability to a place...a place called Augusta, Maine.

### **Honorable Mention**

#### **City of Moraine**

#### **Moraine, OH**

#### **General Purpose Brochure**

#### **Population with 50,000 or less**

The City of Moraine Office of Economic Development was created in January 1999, with Rod Smith serving as the Office’s first director. The Economic Development staff quickly went to work on the creation of a targeted marketing strategy directed at those industries that showed the most promise for the City of Moraine. The City of Moraine worked tirelessly with economic development partners from across the Dayton region and the state of Ohio to make certain that this strategy addressed the needs of the City and our business community. One of the outcomes of this strategy was the creation of our general purpose brochure. This general purpose brochure was created through the teamwork of Rod Smith, Michael Davis, Wayne Barfels, Beth Siroki, Jay Delaney and colleagues throughout the City of Moraine. These marketing materials would not have been possible without the insight and assistance of our friends at Chisano Marketing Communications and Donald T. Iannone & Associates.

### **Honorable Mention**

**Frederick County Office of Economic Development.**

**Frederick, MD**

**General Purpose Brochure**

**Population with 50,000 – 200,000**

The New York Times describes Frederick County, Maryland as “A masterpiece in Maryland” from the New York Times. It offers business friendly environment and an enviable quality of life offering a broad range of recreational, cultural and intellectual pursuits. The Frederick County Office of Economic Development created a general all-purpose brochure to serve as the first point of introduction to Frederick County, which highlights the advantages of doing business in the County. The brochure will be sent to businesses who are looking to locate to Frederick County as well as the County’s expanding business community. It will also be distributed at a variety of functions including tradeshow, local and regional speaking engagements and for direct mailings to targeted industries.

### **Honorable Mention**

**City of Corona**

**Corona, CA**

**General Purpose Brochure**

**Population with 50,000 – 200,000**

Team Corona is the Economic Development marketing/retention program for the city of Corona, The Team approach helps companies with unusual problems or with the simplest of situations. It is a flexible arrangement designed to bring together specific resources needed to address questions and resolve issues. The program has kept numerous companies in Corona and has attracted over 200 manufacturers since its inception. The City’s job base has expanded by approximately 30,000 and now 58,000 people work in Corona. The Economic Development Profile is a key tool to communicate the economic health of the City as well as illustrate the progress and development in Corona.

**Investissement Quebec**

**Montreal, Quebec**

**General Purpose Brochure**

**Population with 200,000 or more**

Printed in four versions (French, English, German, Italian) this 16-page brochure is intended to be distributed, on a selective basis, to potential, growth-minded investors. It contains objective information highlighting the competitive advantages of Quebec for businesses seeking to expand, particularly in regards to manpower, education and R&D activity. Rich in factual information and testimonials, the brochure produces a convincing argument intended for the investor wishing to locate a knowledge- and technology-intensive business in one of the most productive areas on the planet today.

### **Honorable Mention**

#### **Palmetto Economic Development Corporation**

**Columbia, SC**

#### **General Purpose Brochure**

#### **Population with 200,000 or more**

The Palmetto Economic Development Corporation is the economic development arm of South Carolina's electric cooperatives and the state-owned electric utility, Santee Cooper. "*Why Companies Locate in South Carolina*" is the introductory brochure used by *Palmetto* to acquaint representatives of prospective businesses with the advantages offered by South Carolina. The brochure is a concise enumeration of those advantages, grouped under five categories – Strategic Location, Productive Workforce, Great Quality of Life, Low Costs and Location Assistance. The content is further capsulized by the cover design that lists and repeats, in words and phrases, the many reasons companies have given for locating in South Carolina.

### **Honorable Mention**

#### **City of Long Beach**

**Long Beach, CA**

#### **General Purpose Brochure**

#### **Population with 200,000 or more**

"This Way to the Money" Brochure is a lighthearted /non-threatening approach to business financing and access to capital. The brochure is designed to remove the intimidating aspects of government business assistance. "This Way to the Money" promotes the variety of business loan programs offered by the City of Long Beach.

### **Honorable Mention**

#### **Henrico County Economic Development Authority**

**Richmond, VA**

#### **General Purpose Brochure**

#### **Population with 200,000 or more**

Henrico County, Virginia is a thriving, urban community located in the heart of the eastern seaboard of the United States. The county is conveniently located along the East Coast technology corridor, just north of the city of Richmond and two hours south of Washington, DC. The Henrico County EDA consistently locates prime sites, buildings and office parks best suited for the unique needs of businesses looking to expand or relocate in this area. This general purpose brochure was designed to showcase the beauty of Henrico County by utilizing large and colorful photographs of the County and its people, community and businesses. The book also features a mélange of "firsts" about Henrico County meant to impress upon the reader the extensive amount of historical events that have taken place in Henrico County, VA. The unique shape, paper type and binding style help make this a unique piece.

### **Honorable Mention**

#### **DuPage County Office of Economic Development**

**Wheaton, IL**

#### **General Purpose Brochure**

#### **Population with 200,000 or more**

The DuPage County Office of Economic Development works to help businesses in the county succeed. The goals of the office are to showcase the county as a great place to operate a business and to support the county's 39 municipalities with their local economic development initiatives. The office has developed useful material in a variety of formats showcasing the competitive advantages of locating a business in DuPage County. The 15-minute video "*DuPage County: Prairie to Prosperity*," available on CD-rom or videocassette, features a brief history and highlights of the quality of life in DuPage County. The accompanying brochure also entitled "*DuPage County: Prairie to Prosperity*" is replete with demographic data as well information on the local economy and economic development contacts countywide.

### **SPECIAL PURPOSE BROCHURE**

#### **Nebraska Public Power District**

**Columbus, NE**

#### **Special Purpose Brochure**

#### **Population with 50,000 or less**

The Plattsmouth, Nebraska Industrial Facts Book is a comprehensive 42-page booklet detailing the community's attributes, including infrastructure, education, community facilities and service, and more. Working closely with Plattsmouth city officials and the Plattsmouth Economic Development Commission, this book was printed and placed online by Nebraska Public Power District's Economic Development Team.

### **Honorable Mention**

#### **Jacksonville Regional Economic Development Corporation**

**Jacksonville, IL**

#### **Special Purpose Brochure**

#### **Population with 50,000 or less**

This series of six CEO testimonials was developed by the Jacksonville (Illinois) Regional EDC to be as close to direct peer-to-peer marketing as printed materials can be. Each testimonial is in the CEO's own words, with emphasis on labor quality and availability, access to market/ transportation, and/or quality of life. Executives in a variety of industry categories, ranging from back office facilities to chemical manufacturers, provided the testimonials. The brochures are a component of an integrated marketing program entitled "A Place for You", and are utilized in groups of one to three to address specific prospect issues or to demonstrate the success of particular industry segments in the region.

## **Honorable Mention**

### **Oak Ridge Economic Partnership**

**Oak Ridge, TN**

#### **Special Purpose Brochure**

#### **Population with 50,000 or less**

In January 2002, the Oak Ridge Economic Partnership, a subsidiary corporation of the Oak Ridge Chamber of Commerce, was formed. The mission of the economic partnership is to recruit, retain and expand office and industrial business to the Oak Ridge community. The Oak Ridge Economic Partnership has identified seven target industries. One of those seven is the automotive industry. In the Spring of 2002, partnership staff worked with the marketing firm Ackermann PR to create the “Oak Ridge – Driven to Success” brochure. The brochure gives an overview of what resources Oak Ridge and the region can provide to automotive companies in technology, research and development, sites and locations and quality of life.

### **Harrison County Development Commission**

**Gulfport, MS**

#### **Special Purpose Brochure**

#### **Population with 50,000 – 200,000**

The “Retirement Recipes.” Mississippi Gulf Coast Style brochure, is the centerpiece of a marketing campaign to recruit active retirees to relocate to the Mississippi Gulf Coast. Given the wide variety of amenities to choose from in Harrison County, the concept of comparing a person’s retirement choices to a gumbo was created. Gumbo, a favorite dish in the region, varies by the chef creating it, based on the mixture of ingredients. The brochure featured recipe cards outlining the various “ingredients” available in the area to complete any retiree’s “shopping list” for their next home. This initiative is part of Mississippi’s Hometown Retirement Program, of which Harrison County is one of the state’s 20 Certified Retirement Communities.

### **Forward Greensboro Economic Development Partnership**

**Greensboro, NC**

#### **Special Purpose Brochure**

#### **Population with 50,000 – 200,000**

December 31, 2001, after a four-year review, the Federal Aviation Administration (FAA) issued a Record of Decision approving construction of a third runway at Piedmont Triad International Airport. The *Greensboro, Mid-Atlantic Hub* brochure was designed specifically to announce that this major airport development project will facilitate the construction of the \$500 million FedEx Mid-Atlantic Hub scheduled to open in 2006. FedEx, the world’s largest express transportation company selected Greensboro for its fifth national Hub, and Greensboro is delighted to join cities like Memphis, Indianapolis and Dallas/Fort Worth as a major hub city. National site location consultants and corporate real estate executives received this special purchase brochure via FedEx. The following message was delivered: Greensboro, North Carolina, located midway between Washington, DC and Atlanta, serves as a manufacturing and transportation logistics center for the eastern United States. Ideally situated at the confluence of two major north/south east/west interstate highways, Greensboro is a strategically superior location from which to operate. Six major colleges and universities, a large regional labor force and a growing Piedmont Triad International Airport are reasons why FedEx selected Greensboro for the million-square-foot Mid-Atlantic Hub.

**Honorable Mention**

**Greater Peterborough Area Economic Development Corporation**

**Peterborough, Ontario**

**Special Purpose Brochure**

**Population with 50,000 – 200,000**

The Power of Partnership market piece was specifically designed to focus on one targeted market - the “Site Selector” – in the international marketplace. The uniqueness of this piece is that it directly speaks to the needs of the target audience and how partnering with Greater Peterborough Area Economic Development Corporation (GPA EDC) will help make their job easier. Site selection is a strategic investment that directly impacts on a company’s bottom line and long-term success and we believe that site selection in the Greater Peterborough Area (Ontario) is an investment in Partnership.

**Honorable Mention**

**Mississippi Coast Foreign Trade Zone**

**Gulfport, MS**

**Special Purpose Brochure**

**Population with 50,000 – 200,000**

This brochure was developed to promote the import/export and location advantages of the Mississippi Coast Foreign Trade Zone (FTZ) to existing businesses as well as international prospects. The FTZ was recently expanded to include over 5,000 acres of secured sites in the coastal counties of Southern Mississippi.

**Honorable Mention**

**City of Yonkers**

**Yonkers, NY**

**Special Purpose Brochure**

**Population with 50,000 – 200,000**

The City of Yonkers Office of Economic Development, (OED), assists businesses in becoming more competitive, productive and profitable through a broad range of opportunities and encouragement. OED provides advice about business and real estate development, financing initiatives and property management. The experienced staff of Business Development professionals are available to provide eligible companies with detailed information about diverse business-related topics, including programs available through the OED and the City of Yonkers Industrial Development Agency, (YIDA). The Yonkers OED also assists small business and potential small business owners by facilitating consultations with the Small Business Center, for assistance with such matters as writing business plans and obtaining start-up financing.

**City of Long Beach**

**Long Beach, CA**

**Special Purpose Brochure**

**Population with 200,000 or more**

“This Way to the Money” Brochure is a lighthearted /non-threatening approach to business financing and access to capital. The brochure is designed to remove the intimidating aspects of government business assistance. “This Way to the Money” promotes the variety of business loan programs offered by the City of Long Beach.

**Lehigh Valley Economic Development Corporation  
Bethlehem, PA**

**Special Purpose Brochure**

**Population with 200,000 or more**

Pennsylvania's Lehigh Valley is an excellent example of a region that is successfully transforming itself from an industrial economy to a knowledge-based economy. In an effort to boost the region's high tech sectors, Lehigh Valley Economic Development Corporation (LVEDC) is working to attract more high tech workers to the Valley. As part of LVEDC's initiative to increase the talent pool regionally, they have created a marketing program aimed at young workers, designed to heighten their awareness and build their excitement about the Lehigh Valley's lifestyle opportunities. The goals of the quality of life campaign include communicating the advantages of life in the Valley to students, recent grads, job seekers and potential residents/employees via area colleges and business recruiters; driving visits to the LVEDC Web site quality-of-life section; stimulating inquiries and interest in the Lehigh Valley among the target audience; positioning the Lehigh Valley as a diverse and desirable place to live and work; securing usage of materials by the area's 10 colleges and universities; and generating feedback for use in demonstrating value of materials and in stimulating increased usage. In general, the brochure focuses on the quality of life issues identified as most important to their target audience, including recreation, entertainment, arts and culture, housing, education, healthcare, and job opportunities.

**Honorable Mention**

**World Business Chicago**

**Chicago, IL**

**Special Purpose Brochure**

**Population with 200,000 or more**

In a city the size of Chicago, opening and operating a small business can be daunting. The *Business Resource Guide*, which is in its third edition, was designed to bring together information on business regulations and programs from over 40 city departments, as well as state and federal agencies, into a single clear, concise handbook. The focus of the guide is the business owner. The guide begins with a scannable table of contents where information is organized by topic. Information for other audiences such as homeowners, tourists and senior citizens is left out. The guide uses a list and bullet format without a superfluous introduction. Margins provide contact information, websites and places to go for further information. The appendix provides maps of Chicago's industrial zones and special development areas. Since the Guide was first issued, web resources have grown significantly. Now, most forms are downloadable and applications can be made online.

## **Honorable Mention**

**World Business Chicago**

**Chicago, IL**

**Special Purpose Brochure**

**Population with 200,000 or more**

The *Chicago Biotech Brochure* is an eight panel, full color, educational brochure that highlights the Chicago region's biotechnology assets for industry entrepreneurs, venture capitalists and media with critical information, including the region's wealth of capital, infrastructure, talent and global fluency. Indicative photos, encapsulating text and testimonials, along with a unique spin on the periodic table help illustrate the region's status as an emerging biotechnology hub.

## **GENERAL PURPOSE PROMOTION**

**Downers Grove Economic Development Commission**

**Downers Grove, IL**

**General Purpose Promotion**

**Population with 50,000 or less**

Downers Grove, Illinois is a quaint, hometown community of 48,000 located 25 miles southwest of Chicago. When the Council began implementing specific redevelopment recommendations proposed by the Village's Master Plan, the Downers Grove EDC launched a campaign to educate the community about proposed redevelopment projects to garner support for the projects. A series of educational brochures highlighting redevelopment projects was created and distributed to the entire community. Each brochure provided a detailed explanation of a particular redevelopment project, reviewed the rationale for the project, outlined the expected benefits, presented architectural drawings, approximate timelines, funding sources, etc. The brochures were also placed on the EDC's website. The brochures were quite effective in providing accurate, timely information to the entire community. Village Council meetings are calm and residents raise few redevelopment questions. In fact, the majority of public comments are favorable and express support for the redevelopment efforts. In addition to educating the Downers Grove community, the attractive design of the brochures helped the EDC generate an easily recognizable "identity" which has been incorporated into our newsletter, letterhead, business cards and website.

**Clarksville/Montgomery County Economic Development Council  
Clarksville, TN**

**General Purpose Promotion**

**Population with 50,000 – 200,000**

Clarksville's *Image and Information Booklet* and *Marketing Kit* is a four-year compilation of research and photography. Having studied their labor market demographics, the implications of Fort Campbell military installation on their workforce, as well as perceptions about the Clarksville area from a variety of target audiences, the next challenge became how to package the information in a meaningful and memorable way. The result is a combination community showcase booklet, direct mail campaign, trade show handout, and high-end box gift set featuring the *Monkees' Last Train to Clarksville* CD-ROM. The pieces are distributed both internally and externally by the Chamber, Convention & Visitors Bureau, Industrial Development Board, and Downtown District Partnership to a highly targeted and growing audience of 1,200 decision leaders who can greatly influence future economic growth in the Clarksville area.

**Investissement Quebec**

**Montreal, Quebec**

**General Purpose Promotion**

**Population with 200,000 or more**

Studies show that there will soon be a world shortage of manufacturing capacity in the area of bio-pharmaceutical products. In order to attract such activity to Quebec, the most promising prospects in the United States and in Europe were identified and a campaign was designed to present the unparalleled experience and the competitive advantages of Quebec in this area. The campaign included a personalized brochure containing pertinent information and the Web address where the reader could view a short video answering the following questions: "Where is Quebec?", "Why Expand in Quebec?", "Why Deal With Invest Quebec?" An e-mail was also sent with a direct link to the video, which dovetailed into the Biopharmaceutical pages of the Invest Quebec Web site. An ongoing campaign (other approaches will soon unfold), this Web-based outreach has garnered a response level above the 20 percent mark.

**Honorable Mention**

**Canada's Technology Triangle**

**Kitchener, Ontario**

**General Purpose Promotion**

**Population with 200,000 or more**

"Canada's Technology Triangle" represents the Region of Waterloo and the Cities of Cambridge, Kitchener and Waterloo, Ontario Canada. An area internationally recognized as a leader in automotive, manufacturing and high technology industries, this community is a dynamic environment for innovation and continued growth. It is a technology community rooted in a critical mass of world-class talent, creating exciting new global innovations for the future. The *Canada's Technology Triangle Portfolio* contains brochures, publications, articles, media releases and other timely information about the exceptional area in a single enclosure for ease of use. Designed to be highly customizable, the *Portfolio* can collapse to house thin media, or expands for larger deliveries to our clients and stakeholders.

### **Honorable Mention**

#### **Anne Arundel Economic Development Corporation**

**Annapolis, MD**

#### **General Purpose Promotion**

#### **Population with 200,000 or more**

In December of 2001, Anne Arundel Economic Development Corporation (AAEDC) began a promotion to attract quality restaurants to Anne Arundel County, Maryland growth areas. The direct mail campaign targeted local, regional, and national restaurants with a series of five postcards mailed one-per-month over five months. Each post card highlights reasons why Anne Arundel County is a great business location. Each post card also highlights changes to a local liquor license law as an added incentive for locating or expanding a restaurant in Anne Arundel County. The promotion was directly responsible for attracting two restaurants (Ruby Tuesday and Damon's) to Anne Arundel County and snagged the interest of 7 others. It generated calls from developers, brokers, real estate agents, and resulted in substantial attention from the regional press. Finally, the restaurant promotion provided an eye-catching opportunity to echo their marketing theme - that Anne Arundel County, Maryland, is a great place to live and work!

### **Honorable Mention**

#### **City of Orlando**

**Orlando, FL**

#### **General Purpose Promotion**

#### **Population with 200,000 or more**

The City of Orlando -Metro Orlando EDC Direct Mail and Banner Campaign was designed to educate the internal and external markets on the technology assets of the Metro Orlando region. This was a partnership project where the City of Orlando produced four large banners (469 sq. ft. each) featuring the Metro Orlando community brand, "Putting Imagination to Work" and technology messages, which hung on buildings in strategic locations all over the city. Three additional banners were placed in prominent locations in the Orlando International Airport. The Metro Orlando EDC supported this awareness effort with a direct mail campaign sent to over 7,000 local and national businesses. The direct mail series of four postcards featured images identical to the banners and provided supplemental information about the region's technology business base.

## **Honorable Mention**

### **Downtown Denver Partnership**

**Denver, CO**

#### **General Purpose Promotion**

#### **Population with 200,000 or more**

The Downtown Life package is a new employer retention tool produced by the Downtown Denver Partnership's Economic Development Services Department in efforts to focus on ensuring existing companies understand the benefits of remaining Downtown. The Downtown Life highlights all of the great amenities of a Downtown location that are not available in a suburban location – great things to do on a lunch hour, activities available after work, opportunities for living downtown, information on access, business services and even treat things to do with kids. The package is designed to include brochures/information from other venues/activities Downtown. The package is distributed to Downtown companies, building managers, brokers who focus on Downtown locations and relocations. A new package, the Downtown Life is a response to the slowing economy and rising vacancy rates Downtown. Understanding that it is easier to keep companies than to go out and recruit new companies, the Economic Development Services staff is very focused on retention of existing Downtown companies in a difficult economy.

## **CUSTOM WRITTEN PROPOSAL**

### **City of Surprise**

**Surprise, AZ**

#### **Custom Written Proposal**

#### **Population with 50,000 or less**

Surprise is a rapidly growing city located in the northwest quadrant of metropolitan Phoenix. With a new downtown emerging, major league baseball and with growth of over 350% since the 1990 census, and no letup in sight, flexibility is key to the economic development marketing program. Clients are sent proposals and presentations that include a mixture of readymade materials about the community and custom made targeted materials based on a client's known needs and wants. Custom materials include maps, charts, and spreadsheets and other support materials featuring information from our databases and geographic information systems. Pre-made blank stock (brochures, stationary, etc.) exhibiting the City's marketing look and feel are used as the basis for tailored made information.

## **World Business Chicago**

**Chicago, IL**

**Custom Written Proposal**

**Population with 200,000 or more**

The opportunity was presented to World Business Chicago to attract The Boeing Company's Headquarter to Chicago. In response to Boeing's Request for information, World Business Chicago provided enormous amounts of data to the site selection committee. By providing facts such as Chicago's central location and ready access to global markets, culturally diverse economy, dynamic workforce and superb quality of life, the material helped make the case of why the city of Chicago was the clear choice for The Boeing Company World Headquarters. The award winning Beauty Book and Fact Book were produced to complement and highlight the key features and benefits that Chicago had to offer for Boeings' headquarter relocation.

## **RESEARCH REPORT**

**Whitley County Economic Development Corporation**

**Columbia City, IN**

**Research Report**

**Population with 50,000 or less**

Whitley County Economic Development Corporation, located in northeastern Indiana, is responsible for the development and implementation of a county-wide Wage & Benefit Survey. This extensive survey includes a 55 page statistical analysis along with a four color, 13 page summation report. The survey targets industrial, distribution and warehouse operations. The Wage & Benefit Survey has been conducted in house for the past four years on an annual basis with a 49% participation rate. The survey received a "superior award" at the Mid America Development Council conference in Dearborn, Michigan in July 2002. It is utilized by both existing and prospective new industries in annual pay raises and union negotiations.

**Los Angeles County Economic Development Corporation**

**Los Angeles, CA**

**Research Report**

**Population with 200,000 or more**

The Los Angeles County Economic Development Corporation (LAED) is a private non-profit organization. As the premier business leadership organization, the LAEDC's mission is to attract, retain and grow businesses and jobs in the regions of Los Angeles County, as well as identifying trends and affecting positive changes for the local economy. Since 1995, the LAEDC has helped in the creation of 56,632 jobs from 278 projects. The economic impact of those jobs translates into 1.9 billion in salaries and more than \$222 million in tax revenue generated to support schools and local government in the LA County region annually.

### **Honorable Mention**

#### **Minnesota Department of Trade and Economic Development**

**St. Paul, MN**

#### **Research Report**

#### **Population with 200,000 or more**

Business mergers and acquisitions don't necessarily lead to Minnesota job losses in the long run, according to an analysis of Minnesota company M&A activity done by the Analysis and Evaluation Office of the MN Dept. of Trade and Economic Development. The report uses new cutting-edge analysis and related research to debunk the widely held perception that mergers have exclusively negative effects on Minnesota's economy.

### **Honorable Mention**

#### **The University of Arizona Office of Economic Development**

**Tucson, AZ**

#### **Research Report**

#### **Population with 200,000 or more**

The University of Arizona Office of Economic Development is part of the University of Arizona, a land-grant university with a proud history of teaching, research and community service. Their goal is to promote the prosperity of Tucson, Southern Arizona, U.S.-Mexico border region and Arizona. To do so, they utilize the expertise and resources of the University of Arizona to: provide economic development assistance to businesses, economic development organizations, communities and government, facilitate and support connections between the University and the business community, and promote the development of technology and its transfer to the marketplace. The Office of Economic Development administers a variety of programs that focus on economic development issues that are important to Arizona. In addition, the Office of Economic Development is currently working on a number of projects designed to help local, national and international communities tackle tough economic development issues.

## **ANNUAL REPORT**

### **HP Devco, Inc.**

**Highland Park, MI**

#### **Annual Report**

#### **Population with 50,000 or less**

HP Devco created the 2002 Annual Report *Why Highland Park Matters* to present positive development information to attract new investment and counter the negative images appearing in the local press. This historic urban community, located in the Detroit metropolitan area, was the birthplace of mass production, home of the Ford Model T, and the world headquarters of Chrysler Corporation. It is now one of Michigan's most distressed cities. HP Devco is the non-profit economic development agency making a difference by revitalizing the city's industrial base, retail centers, and residential neighborhoods by creating more than \$300 million in new investment. HP Devco hoped that readers would be convinced that Highland Park still matters as a good place to live, work and do business and that it is a catalyst for growth through our technical assistance services. Our report has contributed to creating a positive image which is bringing continued new investment to our community.

## **Oakville Economic Development Alliance**

**Oakville, Ontario**

**Annual Report**

**Population with 50,000 – 200,000**

The Oakville Economic Development Alliance (OEDA) provides economic development services, primarily to the Town of Oakville. Services include providing leadership in the external marketing, promotion, and positioning of Oakville as an ideal business and tourism location. OEDA develops and maintains a competitive office/industrial real estate inventory, and performing confidential site location analyses for clients. They provide economic, demographic, and tourism statistics on Oakville to meet the needs of business and investment inquiries. The OEDC has partnered with others to provide tourism, event, and travel information to visitors, potential visitors, and interested local residents.

## **Honorable Mention**

**City of Corona**

**Corona, CA**

**Annual Report**

**Population with 50,000 – 200,000**

The City of Corona Redevelopment and Economic Development Department 2001 Annual Report is a creative approach to demonstrating the goals and accomplishments of the City's Redevelopment Agency. Spearheaded by the Economic Development Division, it illustrated how Economic Development, Redevelopment, Housing and Community Development Block Grant elements work together to enhance quality of life and economic prosperity for all Corona Residents.

## **Honorable Mention**

**Muncie-Delaware County, Indiana Economic Development Alliance**

**Muncie, IN**

**Annual Report**

**Population with 50,000 – 200,000**

The Vision 2006 fund raising document is a vision for the growth, development, and economic vitality of Muncie-Delaware County, Indiana. Civic, business, labor, education, and government leaders developed the plan with excellent input from all sectors of the community. Vision 2006 is the county's most comprehensive economic development effort to-date. The document was used to help raise \$2.6 million from the private sector to fund this initiative. In addition to an outline of the goals and objectives for the new program, the document also contains a five-year report to the investors of the recently completed economic development program, Vision 2001. This reports highlights successes of the program and documents the return on investments for those who invested in the program.

### **Honorable Mention**

#### **Lake Superior Community Partnership**

**Gwinn, MI**

#### **Annual Report**

#### **Population with 50,000 – 200,000**

The Lake Superior Community Partnership (LSCP) is a private-public partnership committed to long term improvement that builds sustainable employment and increases opportunities for all people, including our youth. The LSCP services Marquette County in Michigan's majestic Upper Peninsula. With a current membership of nearly 1,000, the Lake Superior Community Partnership was founded on the belief that development efforts should be truly regional in nature; built around a private-public partnership; and focused on community development. This volunteer driven organization is divided into four segments: Economic Development, Chamber of Commerce, Tourism and Recreation and Partners in Education.

### **Montreal International**

**Montreal, Quebec**

#### **Annual Report**

#### **Population with 200,000 or more**

Montreal International is a non-profit economic development agency that helps investors, workers and international organizations take advantage of Greater Montreal's assets. Their service include: welcoming foreign investors and trade mission; investment prospecting in their target industries; coordination of business meetings and networking with business leaders, government representatives and economic development officials; customized consulting with experts who help develop new projects, identify government incentive programs that apply, and facilitate the entire process; relocation of strategic personnel; and assistance with implementing international organizations.

### **Honorable Mention**

#### **Hampton Roads Economic Development Alliance**

**Norfolk, VA**

#### **Annual Report**

#### **Population with 200,000 or more**

The Hampton Roads Economic Development Alliance (HREDA) is a public-private partnership formed for the purpose of attracting businesses to Virginia's Hampton Roads. Representing the cities of Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach and the County of Isle of Wight, HREDA serves as the area's lead regional economic development and marketing organization. HREDA is funded by 150 private sector companies and the six localities it represents. To evaluate the effectiveness of its efforts, HREDA produces a monthly marketing activity report. The information presented includes figures on prospect visits, corporate appointments, written correspondence, new project files, leads generated and updates on existing projects. Each year, HREDA uses the data from these activity reports to produce its Annual Report, which also includes descriptions of special events, marketing missions and new initiatives that have taken place throughout the year. A unique component of this report is the "Hits and Misses" section that describes not only the successful company announcements (hits), but also the deals that went elsewhere (misses). When complete, the Annual Report is professionally printed and formally presented to HREDA's investors at its Annual Meeting.

**Honorable Mention**

**Dayton Regional Development**

**Annual Report**

**Population with 200,000 or more**

**Honorable Mention**

**Metro Orlando Economic Development**

**Orlando, FL**

**Annual Report**

**Population with 200,000 or more**

The Metro Orlando Economic Development Commission's Annual Report provides its key constituents, public and private investors, with a concise update on the progress of the EDC's efforts and initiatives over the past year. This year the EDC's Annual Report took on a new look, incorporating the new community branding campaign, "Putting Imagination to Work...Orlando", as well as, the EDC's new corporate identity. With information on strategic business alliances, community brand development, technology industry development, and international trade, the EDC's Annual Report is a comprehensive compilation of activities over the fiscal year 2001.

**SINGLE PUBLICATION ADVERTISEMENT**

**Shelby County Economic & Industrial Development Authority**

**Shelbyville, KY**

**Single Pub Advertisement Campaign**

**Population with 50,000 – 200,000**

This one page general purpose advertisement was designed to run in the program for a Senior PGA golf tournament which was held in Shelby County, Alabama in April 2002. The advertisement, designed by Means Advertising, emphasizes the dramatic population growth of the county as well as quality of life factors and availability of industrial sites and buildings.

**Cornerstone Regional Development Partnership**

**Jacksonville, FL**

**Single Pub Advertisement Campaign**

**Population with 200,000 or more**

*Jacksonville: Where the Future Leads.* "Even if you haven't considered your company's move here, we have." The Cornerstone Regional Development Partnership developed this ad to highlight Jacksonville's commitment to prepare its infrastructure for future economic development. Our \$2.2 billion growth management plan is already building roads, enhancing utilities, creating cultural facilities and preserving our natural beauty.

### **Honorable Mention**

**Mississippi Development Authority**

**Jackson, MS**

**Single Pub Advertisement Campaign**

**Population with 200,000 or more**

The Mississippi Market is a wholesale show sponsored by the Mississippi Development Authority. The market showcases Mississippi companies exclusively and provides tremendous sales opportunities for Mississippi's manufacturers, professional craftsmen, wholesalers and service providers. MDA invites buyers representing over 30,000 retail stores throughout Mississippi and the Southeast. The Mississippi Market print ad was part of an overall MDA campaign, which also included direct mail and collateral materials.

### **PAID PUBLICATION ADVERTISEMENT CAMPAIGN**

**Allegany County**

**Cumberland, MD**

**Paid Publication Advertisement Campaign**

**Population with 50,000 – 200,000**

The Economic Development Marketing Campaign was a three-pronged campaign promoting the advantages of Allegany County offers to businesses located in the major metropolitan areas. The campaign included Ads in the Washington Business Journal, a direct mail campaign including color copies of the three ads and follow-up phone calls to arrange personal visits to the targeted companies. The targeted market included senior and mid-level executives with information technology companies located in the Washington, DC and Northern Virginia area. The total marketing campaign included the "Seamless" presentation and linkage with our E-Commerce cards and web pages, which included virtual tours and fly over of sites and buildings, as well as digitized sites containing complete data information for "Best Practice" prompt electronic response.

**Michigan Economic Development Corporation**

**Lansing, MI**

**Paid Publication Advertisement Campaign**

**Population with 200,000 or more**

The national marketing campaign is designed to reposition the image of Michigan as a high-tech state. The campaign presents a message of product innovation that is not just cutting edge, rather it reflects on products developed in Michigan that will change the world. We intend to convey this by using innovative products that have been or are being developed in Michigan such as a bio-artificial kidney created at the University of Michigan, the cholesterol-reducing drug, Lipitor developed in Michigan by Pfizer, or heating-sensing nano-technology used in life saving applications. The national campaign targets five key audiences: site consultants, life sciences, advanced manufacturing, information technology companies, and business influencers (financial analysts). The print campaign includes a rotation of 26 publications ranging from site selection magazines to sector specific publications of Life Sciences, Advanced Manufacturing, and Information Technology, to financial publications such as *Fortune and Business 2.0*.

### **Honorable Mention**

**City of Brampton**

**Brampton, Ontario**

**Paid Publication Advertisement Campaign**

**Population with 200,000 or more**

The City of Brampton developed an advertisement campaign at the end of 2001 that focused on people that have contributed significantly to the City of Brampton. The series of advertisements went beyond business and recognized the contributions that local business leaders have made to invest in the Brampton community. These ads were run consistently over a six-day period in December of 2001 in the Globe and Mail – a national newspaper that is widely read by Canadian business professionals.

### **SPECIAL SECTION ADVERTISEMENT**

**Ontario Ministry of Enterprise, Opportunity & Innovation**

**Toronto, Ontario**

**Special Section Advertisement**

**Population with 200,000 or more**

A special supplement for the BIO sector promoting the benefits of locating in Ontario, Canada. This supplement was developed in English, German, and French for sector magazines in the US, UK, Germany and France and was inserted into key magazines before BIO2002, hosted for the first time ever, in Ontario, Canada.

### **Honorable Mention**

**The Miami-Dade County Beacon Council**

**Miami, FL**

**Special Section Advertisement**

**Population with 200,000 or more**

The Beacon Council is Miami-Dade County's official economic development partnership. As part of The Beacon Council's Miami-Dade County Marketing Initiative, the Insight 2001 Special Section was published in Miami Business Magazine to report on the local economy and to preview what was in store for targeted industries in 2002. Contents included updates on five Traditional Industries (Trade, Tourism, Real Estate, Health Care and Financial Services) and on four Growth Industries (Biomedical, Aviation, Entertainment and Telecom/IT.) Reprints of the Special Section were utilized in all prospect packages on sales missions in six different countries and at trade shows throughout the world. Distribution included the NBAA Aviation Trade Show, the IDRC World Congress and Sales Missions in Spain, France, Germany, Italy and Chile.

## **NEWSLETTER**

### **Downers Grove Economic Development Commission**

#### **Downers Grove, IL**

##### **Newsletter**

##### **Population with 50,000 or less**

One of the Downers Grove EDC's major goals is to serve as a trusted source for accurate economic development information. To help meet this goal, they publish and distribute a quarterly newsletter to our 2900 businesses. The newsletter provides information on a wide variety of issues relevant to our local businesses, such as updates on redevelopment projects, changes in zoning codes, promotion of our on-line real estate database and more. The four color design features an attractive seasonal cover of our historic renovated Train Station Clock set against a brilliant blue sky. Pictures and graphics add interest to the concise, easy to read articles. The newsletter complements the design of other communications and helps the EDC establish an identity among Downers Grove businesses. They have received many compliments on our newsletter. It is also placed on the EDC website and available at key locations throughout the community such as the Chamber of Commerce, Library and Downtown Management Corporation.

### **City of Richland**

#### **Richland, WA**

##### **Newsletter**

##### **Population with 50,000 or less**

The City of Richland's *Business and Economic Development Report* newsletter is sent quarterly to approximately 3,500 local businesses and community leaders in the City of Richland. It is designed to provide general information about Richland's economy, as well as specific coverage of current development projects, and general business and local development news. In addition to primary news stories, each issue features economic indicators in graphic form, including the number of local business licenses issued, the price and quantity of local residential building activity, retail sales tax collections, and county, state and U.S. unemployment rates. Other monthly features include a section called "What's New?" that covers short, one paragraph descriptions of local business and economic development activities and a "Development News" section that includes similar short items about local development activities. The newsletter is written in-house by the City's economic development staff and produced by a local advertising and public relations firm.

**City of Yonkers  
Yonkers, NY  
Newsletter**

**Population with 50,000 – 200,000**

The City of Yonkers Office of Economic Development, (OED), assists businesses in becoming more competitive, productive and profitable through a broad range of opportunities and encouragement. OED provides advice about business and real estate development, financing initiatives and property management. The experienced staff of Business Development professionals are available to provide eligible companies with detailed information about diverse business-related topics, including programs available through the OED and the City of Yonkers Industrial Development Agency, (YIDA). The Yonkers OED also assists small business and potential small business owners by facilitating consultations with the Small Business Center, for assistance with such matters as writing business plans and obtaining start-up financing.

**Honorable Mention**

**City of Aurora  
Aurora, IL  
Newsletter**

**Population with 50,000 – 200,000**

The four-color quarterly newsletter is one component of the Aurora Economic Development Commission's (AEDC) investor relations program. The newsletter is mailed to the AEDC's approximately 160 Seize the Future (STF) investors and complimentary copies are mailed to potential investors, local, county and state officials and developers. The AEDC produces the articles and photographs and a STF printing company designs and publishes the newsletter. Aurora, IL is located 40 miles west of Chicago. It is the second largest city in the State of Illinois. It is the home of the Hollywood Casino, Walter Payton Roundhouse Brewery, the Paramount Theatre, and the future Chicago Premium Outlets by Chelsea Property Group, LLC.

**The University of Arizona Office of Economic Development  
Tucson, AZ  
Newsletter**

**Population with 200,000 or more**

The University of Arizona Office of Economic Development is part of the University of Arizona, a land-grant university with a proud history of teaching, research and community service. Their goal is to promote the prosperity of Tucson, Southern Arizona, U.S.-Mexico border region and Arizona. To do so, they utilize the expertise and resources of the University of Arizona to: provide economic development assistance to businesses, economic development organizations, communities and government, facilitate and support connections between the University and the business community, and promote the development of technology and its transfer to the marketplace. The Office of Economic Development administers a variety of programs that focus on economic development issues that are important to Arizona. In addition, the Office of Economic Development is currently working on a number of projects designed to help local, national and international communities tackle tough economic development issues.

**Mississippi Development Authority  
Jackson, MS  
Newsletter**

**Population with 200,000 or more**

*Advantage Today* is an official publication of the Mississippi Development Authority. The newsletter provides messages from the Governor of Mississippi, Ronnie Musgrove, and the Executive Director of the Mississippi Development Authority, Robert J. Rohrlack, Jr. *Advantage Today* highlights Mississippi companies, provides reports from MDA divisions and programs, and discusses economic development issues relevant to the state of Mississippi.

**Honorable Mention**

**Michigan Economic Development Corporation  
Lansing, MI  
Newsletter**

**Population with 200,000 or more**

*Michigan Business Report* (MBR) is the bi-monthly magazine of the Michigan Economic Development Corporation (MEDC) published to help Michigan businesses stay on top of current legislative, business and economic issues. The articles are written specifically for Michigan's business community, with the information tailored to their needs. *MBR* has a circulation of over 23,000. The readership includes, but is not limited to: top Michigan business executives; Chambers of Commerce; Michigan House of Representatives; Michigan Senate; Michigan Association of Counties; and Michigan Convention & Visitor's Bureaus. The magazine helps highlight how businesses, local economic developers and communities are investing in the future success of Michigan's economy. Via MBR, the MEDC makes readers aware of initiatives, projects and key industries that are central to Michigan's economic transformation.

**Honorable Mention**

**City of Oakland, Community and Economic Development Agency  
Oakland, CA  
Newsletter**

**Population with 200,000 or more**

*Oakland Now* is a newsletter designed to educate developers, investors, and business owners on the benefits of doing business in Oakland, California. Each issue provides updates on market trends, vacancy rates, and project updates for commercial and residential housing sectors. Other newsletter content includes feature articles spotlighting companies that have recently moved to Oakland as well as summaries from business news articles about Oakland. A popular feature with the target audience is the Real Estate Hot Picks listing space that is currently available for lease or purchase.

**Honorable Mention**

**State of Minnesota**

**St. Paul, MN**

**Newsletter**

**Population with 200,000 or more**

*Minnesota Economic Trends* is an award-winning quarterly publication of the Minnesota Department of Economic Security's Research & Statistics Office. The magazine prints relevant, timely articles on labor market trends, the economy, and business cycles for employers, policy makers, labor market analysts, economists, and others. The December 2001/January 2002 issue featured an in-depth look at "Shockwaves from September 11th: Can Consumers Jumpstart the Economy?" Also in the same issue were "Minnesota's Recipe for an Expanding Economic Pie" and "Layoffs in the Headlines--- An Updated Look."

**Honorable Mention**

**Maryland Department of Business and Economic Development**

**Baltimore, MD**

**Newsletter**

**Population with 200,000 or more**

*World View* is a quarterly newsletter published by the Maryland Department of Business and Economic Development's Office of International Trade to promote exporting to small and medium-sized businesses in the State of Maryland. The newsletter, which has been in continuous publication since 1996, contains a mix of practical information about international trade; state and federal export assistance programs; export resources available through the private sector; local trade-related organizations, Maryland company export success stories; current news; and calendars of events and trade shows and missions. The newsletter is delivered to 6,000 businesses around the state. Julie Evans is the lead Editor. Recently, the *World View* publication has undergone a graphic re-design to enhance its International message and visual communication. This task was given to the Maryland Department of Business and Economic Development's Office of Advertising and Promotions Graphic Team. Terumi Powell was the lead Designer of this project. Her efforts with the editorial help of Julie, to enhance the overall appearance and message proved to be a successful achievement.

**Honorable Mention**

**Henrico County Economic Development Authority**

**Richmond, VA**

**Newsletter**

**Population with 200,000 or more**

The role of the *Portfolio* newsletter is to function as an offline version of the Henrico County website in terms of quality of information and quality of production. Future issues of *Portfolio* will showcase technical and business information that will provide value to the reader. Articles will educate readers on new developments that occur in the County. Features will highlight the more human aspects of the County, and interviews will allow relocation decision makers to get to know important and influential members of the County.

## **Honorable Mention**

### **City of San Diego Community and Economic Development Department San Diego, CA**

#### **Newsletter**

##### **Population with 200,000 or more**

With a quarterly distribution of 75,000, *Business Matters*, the City of San Diego Community and Economic Development Department's external newsletter, is sent to all businesses in the City and business assistance organizations. It serves as an information clearinghouse for business assistance programs offered by the City of San Diego and its partner agencies. A major goal of this publication is to inform businesses about help that is available, as many businesses fail due to lack of planning, training and expertise. *Business Matters* addresses such issues as business incentives, business counseling, seminar and workshop opportunities, and other issues vital to the successful operation of a business in San Diego. It is one of numerous tools utilized by the Community and Economic Development Department to further its mission of improving the quality of life and ensuring a healthy economy for all San Diegans.

#### **Special Event**

### **University of Texas – Pan American McAllen, TX**

#### **Special Event**

##### **Population with 50,000 or less**

The University of Texas-Pan American's Office of Center Operations and Community Services (CoSERVE), a component of the Division of External Affairs is a catalyst for economic development. One of the economic development events that CoSERVE and the Division of External Affairs hosted was the U.S.-Mexico Border Summit. The Summit brought together political, business and community leaders from both countries. Speakers included Transportation Secretary Norman Mineta, Mexico Border Czar Ernesto Ruffo, Assistant Secretary of Economic Development David A. Sampson, Congressman Rubén Hinojosa, Governor Rick Perry, Governor Fernando Canales and Governor Tomas Yarrington. This bi-national conference was held to discuss an issue important to both U.S. and Mexico – 'improving the quality of life' for every resident in the two countries. This Summit gave the opportunity to exchange ideas for leading the border region into a new era of unprecedented economic prosperity. The theme of the summit was, "Two Countries, One Destiny". The conference focused on finding cooperative and innovative ways to solve shared problems so that both countries may prosper.

**Williamson County Economic Development Council  
Franklin, TN  
Special Event**

**Population with 50,000 – 200,000**

The IEDC Special Event Award Winner, *Biotechnology: Impact in Middle Tennessee*, was created and implemented by the Williamson County, Tennessee Economic Development Council as a public agenda for building regional success in developing a new biotech research hub for the Nashville area. The regional forum was an authoritative, concise briefing on the importance and future of biotechnology and the life sciences industry in our lives. The mission of the forum was to build awareness, consensus and support for a new biotech industry sector located on a 10-acre campus of the proposed Cool Springs Life Sciences Center in Franklin, Tennessee.

The special session was presented as a ‘*must know*’ issue for area CEO’s, government officials, educators, citizens and anyone concerned about developing a sustainable, low-impact form of economic development in the community. Six regional keynote speakers were featured including two program facilitators. They included a biotech CEO/President; the technology transfer director of Vanderbilt University; the State Economic and Community Development Commissioner; director emeritus of Centennial Research Campus of North Carolina State; the chairman of the Tennessee Biotechnology Council; and, a high school Molecular science teacher. The highly successful 2 ½ hour Biotech Initiative was supported by nine area organizations and sponsored by CB Richard Ellis and Stites & Harbison attorneys. Groundbreaking ceremonies for the Cool Springs Life Sciences Center will take place October 8th, 2002.

**Minnesota Department of Trade and Economic Development  
St. Paul, MN  
Special Event**

**Population with 200,000 or more**

The state’s most ambitious trade mission, *China Minnesota Ventures*, was an event like no other. With more than 100 business and government participants, it was the largest trade mission to China ever organized by any state and, by far, Minnesota’s most ambitious. Events in Beijing and Shanghai during the five-day mission were designed to promote Minnesota exports, primarily in three industries offering the greatest potential for growth: agriculture and processed foods, information technology and medical products. Marketing materials focused on Minnesota’s longstanding relationship with China and the mutual benefits of trade and business opportunities. Aggressive media outreach resulted in significant news coverage in China and record attendance at networking events. The U.S. consulate general in Shanghai reported that his office had never before received so many requests from potential Chinese partners to meet with business delegates from a state trade mission. Likewise, Minnesota business delegates were virtually unanimous in declaring the mission a success, leading one participant to declare that the five-day mission “was more valuable to my company than \$1 million in business.”

## **Honorable Mention**

**Ontario Ministry of Enterprise**

**Toronto, Ontario, Canada**

**Special Event**

**Population with 200,000 or more**

JOURNALISTS TOUR - Life Sciences Sector Feb. 16 - 20, 2002

As a prelude to BIO 2002, the world's largest biotech conference, held in Toronto in June, a Life Sciences Journalists' Tour was conducted in February to capitalize on the anticipated interest.

Over a four-day period, four journalists from the U.K. and one from France had the opportunity to experience Ontario firsthand. The program was designed to showcase groundbreaking discoveries that have taken place in the province and the infrastructure that exists to support commercialization. In addition to touring renowned research institutes, the journalists also toured a range of biotech companies – both early-stage spin offs and more mature, publicly traded firms.

## **MEMENTO**

**City of Hendersonville**

**Hendersonville, TN**

**Memento**

**Population with 50,000 or less**

The City of Hendersonville is known as the City by the Lake! Over one hundred consultants, developers, & community leaders were their guests to enjoy Hendersonville's twenty-six miles of beautiful shoreline on Old Hickory Lake. Lunch and entertainment were provided on the Music City Queen during the three hour cruise, and guests were able to experience the advantages Tennessee's new corporate lure. After enjoying the exciting fall colors and wonderful hospitality, each guest received a colorful fishing lure with the city logo as a memento. The logo features the setting sun over the lake as a sail boat and a Canada goose share the tranquility of Hendersonville. We are an excellent corporate lure for companies that desire technology, and a village with a beautiful lake.

**Florida's Great Northwest**

**Destin, FL**

**Memento**

**Population with 50,000 – 200,000**

The Florida's Great Northwest Trading Cards provide "the stats" on each of the vital players (counties) of the region; they include a brief profile, a listing of available industrial parks, population figures and available education facilities. Put together, this team delivers 13,000 square miles of opportunity, with a diverse industrial base and a labor force of more than 600,000 people. The memento was designed with baseball trading cards in mind, to perhaps re-ignite some of the anticipation, joy of discovery and pride in holding a real winner those cards used to bring to the collector. Florida's Great Northwest, Inc. is a regional economic development organization promoting economic growth through job creation in 16 counties, from Pensacola to Tallahassee.

**Charleston Regional Development Office  
Charleston, SC**

**Memento**

**Population with 200,000 or more**

The Charleston Regional Development Alliance represents the three-county Charleston, South Carolina region, an area well known for its dedication to historic preservation and scenic beauty. As the organization investigated options for a memorable “giveaway” item to represent the region, they were struck by the “cookie cutter” selection available through traditional means. The customized screensaver idea allows the City to capitalize on the visual beauty of the Charleston area while subtly reinforcing our business message. The screensaver can be easily shared with others, and will likely not be thrown away.

**AUDIO VISUAL**

**Wayne Development Council**

**Wooster, OH**

**Audio Visual**

**Population with 50,000 – 200,00**

According to TECHNIQUES, a national education magazine, "as many as 80% of today's teachers have never worked outside the classroom, yet we expect them to teach our new workforce and understand the demands of today's manufacturing." In answer to that concern, the Wayne Development Council (Wayne County, OH) Workforce Initiatives Task Force utilized grant and donated funds to produce an 18-minute video and classroom lesson plan promoting educational opportunities and related manufacturing opportunities in the county. The project, which was unveiled at the beginning of the 2001-2002 school year, demonstrates a need for highly motivated, well educated students in the technologically driven manufacturing industry. The video and the lesson plan takes the student from the preconceived negative thoughts toward manufacturing careers to actual employment opportunities when combined with education. This "homegrown" video and lesson plan is now being considered by the State of Ohio Board of Regents and the Ohio Department of Development as a model for future county/regional workforce development projects.

**Ontario Ministry of Enterprise, Opportunity & Innovation**

**Toronto, Ontario**

**Audio Visual**

**Population with 200,000 or more**

Business in Ontario, a thirty second economic development spot, is a dynamic depiction of Ontario that references competitive costs, available skills, an enviable quality of life, and a number of the leading multinational enterprises already here.

## **Honorable Mention**

**County of San Diego**

**San Diego, CA**

**Audio Visual**

**Population with 200,000 or more**

“Business is Great on Route 78” is a general economic development video that promotes the Route 78 corridor in northern San Diego County. Route 78 is a main east-west highway corridor that connects the coastal area to the inland valley. Five of the cities in the corridor are Escondido, San Marcos, Vista, Carlsbad and Oceanside. The Route 78 corridor contains some of the largest and last developable parcels in San Diego County. Commercial and industrial properties are available for development. The video is an excellent example of the County and Cities working together for the common goal of quality development to continue the economic vitality of San Diego County. “Business is Great on Route 78” is the first cooperative effort of the Cities and County to promote general economic development.

## **INTERNET**

**City of Richland**

**Richland, WA**

**Internet**

**[www.ci.richland.wa.us](http://www.ci.richland.wa.us)**

**Population with 50,000 or less**

The City of Richland’s economic development Web site was developed and written entirely by the City’s economic development 2 ½ member staff. The site is a part of the City’s larger official Web site and the City’s Information Systems staff provide the technical assistance necessary to make the frequent changes required to update the site. The site was designed by the City’s advertising consultant to be consistent with the City’s other economic development marketing materials. The use of collateral materials, including direct mail and coffee mugs helped to advertise the site to both economic development users and the general public.

## **Eastern Idaho Economic Development Council**

**Idaho Falls, ID**

**Internet**

[www.eastidaho.org](http://www.eastidaho.org)

**Population with 50,000 - 200,000**

The Eastern Idaho Web Portal – “Everything About Eastern Idaho”

The Eastern Idaho Web Portal is designed to function as a one-stop resource for anyone interested in virtually any aspect of the region. While its primary role is the presentation of information relevant to economic development issues, it was important to accommodate and present information of interest to tourism and intra-regional business interests as well.

The challenge in informational design was to present a relatively simple home page that leads the visitor quickly to the particular informational area in which he or she is interested, while still using interface design to convey some of the flavor of the region. While its content and design for delivery are, we think, quite unique, one of the most intriguing features of the Eastern Idaho Web Portal is the working intranet, designed both to be a tool for collaboration between interested parties in the region, and a means to deliver information and proposals to interested individuals and companies located outside the region.

## **Cornerstone Regional Development Partnership**

**Jacksonville, FL**

**Internet**

[www.expandinjax.com](http://www.expandinjax.com)

**Population with 200,000 or more**

The Cornerstone Regional Development Partnership created [www.expandinjax.com](http://www.expandinjax.com) as both a working environment and regional branding site. For site planners, who need credible, report-building data, it is a productivity tool. For corporate executives and potentially relocating employees, it is a window into the many business and lifestyle advantages Jacksonville offers. Organized along these user-centric channels, [www.expandinjax.com](http://www.expandinjax.com) provides an appealing, high-performance showcase for the many initiatives taking place throughout the northeast Florida region.

## **Mississippi Development Authority**

**Jackson, MS**

**Internet**

[www.mississippi.org](http://www.mississippi.org)

**Population with 200,000 or more**

The official Web site of the Mississippi Development Authority - [www.mississippi.org](http://www.mississippi.org) - is a comprehensive, online information source. The site provides up-to-date economic development news relative to the state of Mississippi, detailed information regarding the state of Mississippi, the Mississippi Development Authority and doing business in Mississippi. The site also acts as a primary source for the Advantage Mississippi Initiative. Advantage Mississippi is the most sweeping economic development plan in the state’s history. Advantage Mississippi brings together, in a unified manner, a powerful set of tools that has positioned Mississippi as a major competitor in economic development.

## **Corpus Christi Regional Economic Development Corporation**

**Corpus, Christi, TX**

**Internet**

[www.ccredc.com](http://www.ccredc.com)

### **Population with 200,000 or more**

Our goal for the web site is to keep it simple and informative. It is an ever changing site in that it is constantly updated with the latest information. In its creation, we asked ourselves what do site selection professionals and consultants look for when seeking a new location. As a result, CCREDC has had several projects come to us because the prospects were able to find the right, straight forward information needed to make their decision. The site is three quarters database driven with an online administration so that it can be changed at a moments notice. Facilities are updated on a quarterly basis.

## **MULTIMEDIA**

### **Village of Elk Grove**

**Elk Grove Village, IL**

**Multimedia**

#### **Population with 50,000 or less**

Elk Grove Village's CD-Rom entitled "The Exceptional Community" is three inches in diameter and highlights the Village's advantages. It runs for seven minutes and can be played on any CD player. The video is also available on traditional CD, VHS and DVD formats. It can also be downloaded from the website ([www.elkgrove.com](http://www.elkgrove.com)). It is the newest addition to their marketing package which also includes a four-color 9" X 12" brochure with narrative, photographs and statistical information and a smaller, more consolidated version of the brochure that will fit into a business size envelope.

### **Honorable Mention**

**Allen Economic Development Group**

**Lima, OH**

**Multimedia**

#### **Population with 50,000 – 200,000**

The Allen Economic Development Group spearheaded and coordinated a collaborative effort with Downtown Lima, the Lima/Allen County Chamber of Commerce and the Lima/Allen County Convention and Visitors Bureau to give a synopsis of Lima Allen County Ohio on CD-ROM. The CD highlights many aspects of the Lima area such as economic development, quality of life, travel and tourism along with location and our heritage. An effort was made to include everyone and almost everything in this CD from townships and villages to cities and designated places along with available sites and buildings, educational institutions, cultural events, retail opportunities and much more. There are over 500 Allen County related images embedded into this CD, which was coordinated by AEDG with the assistance of numerous members of the Allen County community.

**Ontario Ministry of Enterprise, Opportunity & Innovation  
Toronto, Ontario  
Multimedia  
Population with 200,000 or more**

**Honorable Mention**

**Ontario Ministry of Enterprise, Opportunity & Innovation  
Toronto, Ontario  
Multimedia  
Population with 200,000 or more**

**OVERALL MARKETING**

**Overall Marketing Campaign  
Northern Kentucky Tri- Ed  
Covington, KY  
Overall Marketing Campaign  
Population with 200,000 or more**

The Northern Kentucky Tri-ED overall marketing plan is based upon target market research conducted by Wadley-Donovan. The research lists both specific product and geographic targets for the 3 Northern Kentucky Counties of Boone, Campbell and Kenton. The research is used as a basis for a 5 year strategic marketing plan that dictates resource allocation. The plan is broad based and incorporates print advertising, direct mail, trade show participation, opening of a European office and direct customer/consultant calls. Additionally, the plan calls for the production of collateral materials to complement the outreach marketing efforts. The primary intent of the outreach, however, is to attempt to drive interested parties to Tri-ED's "data base standards" web site [WWW.NorthernKentuckyUSA.com](http://WWW.NorthernKentuckyUSA.com). The major intent of the marketing effort is to brand the Northern Kentucky area as ... "Northern Kentucky / Cincinnati USA ... just in time". The plan focuses on being concise in presentation, consistent in message and continuous in placement in the market place.

## **Honorable Mention**

**City of Mississauga**

**Mississauga, Ontario**

**Overall Marketing Campaign**

**Population with 200,000 or more**

The release of the Mississauga bio study “Mississauga: A Leading Canadian Bio Cluster – Innovation Growth Convergence,” and the associated promotional campaign has achieved our objective of establishing Mississauga as one of Canada’s strongest bio clusters on a regional, national and international scale. The report has been extremely well received by business, government and universities. Mississauga received major coverage at the international Bio 2002 conference. At one of the speeches given by the President of the University of Toronto, Dr. Birgeneau referred to Mississauga as a “bio powerhouse”. In July of this year, Mississauga was invited to become an officially recognized Ontario Bio Cluster by the Ontario Bio Council and helped establish the Ontario Bio Corridor Alliance. In direct response to the campaign, over the last 4 months, many bio companies have contacted us with regard to doing business in Mississauga. As a result, we are currently working on several exciting prospects and new initiatives. In addition, through the campaign we have expanded and strengthened our contacts and established new relationships with major players in the bio sector. The campaign has exceeded all targets. Mississauga is Canada’s 6<sup>th</sup> largest city with a population of 624,000.

## **PARTNERSHIP**

**City of Coffeyville and Farmland Industries, Inc.**

**Coffeyville, KS**

**Partnership**

**Population with 50,000 or less**

The City of Coffeyville, Kansas, Farmland Industries Refinery and U.S.D. 445 have a unique partnership. Farmland Industries recently completed a \$381 million Nitrogen Fertilizer Plant that was the largest single industrial development project ever built in the State of Kansas. The City of Coffeyville's Municipal Electric System sells over 400 million kilowatt-hours of electric energy to this plant annually, twice the amount previously consumed by the City's native electric load. Over the 20 years of the Farmland Electric Service Agreement, the City of Coffeyville will receive \$18 million of revenue over and above the costs associated with providing the electric power and energy. This revenue is being used to fund a new 6,000 seat athletic stadium and to buy down the property tax required to pay off a \$19,975,000 school district bond issue for construction of a new elementary school and renovations to the junior high and high school. This public-private partnership brought 100 new, higher paying jobs to Coffeyville in addition to enhancing the community's sports, recreational and educational facilities.

### **Honorable Mention**

#### **Greater Conroe Economic Development Council and the North Harris Montgomery Community College**

**Conroe, TX**

#### **Partnership**

#### **Population with 50,000 or less**

Conroe, TX has made tremendous strides in 2001 by enhancing its workforce through the advent of the new Montgomery college Center Business & Technology Training. Four years of planning and research culminated in the new Center for Business & Technology Training (CBTT) through the capital commitments and vision of the public and private sector. The CBTT greatly improves the economic development efforts of the community by generating a better qualified, higher skilled workforce for prospective and existing business. Montgomery College, Greater Conroe Economic Development Council, and Conroe Independent School District have substantial capital and strategic resource commitments to the CBTT.

#### **City of South Gate and Southland Companies**

**South Gate, CA**

#### **Partnership**

#### **Population with 50,000 – 200,000**

The El Paseo Entertainment Center is the crown jewel in the revitalization efforts of the City of South Gate, CA. Designed in a festive Mayan theme, the Center consists of 299,702 square feet of net rentable space, with approximately 10 acres of surface parking and a five-level parking structure, on a 22-acre former brownfield site. The complex is anchored by a state-of-the-art 20-screen Edwards Luxury Cinema housing 5,500 plush stadium seats. Additional tenants include a La Curacao department store, Starbucks Coffee, Togo's/Baskin-Robbins, Panda Express, Krispy Kreme, Footlocker, Stuft Pizza, a Power Station Arcade, Denim Exchange, a GNC Nutrition Center and several other shopping and dining choices to please any visitor. The results from the El Paseo Project have been surprising, even to the City of South Gate. The new Center has proven to be an even greater revenue source than expected. Both the incremental property and sales tax bases are 2-3 times their originally projected amounts. In addition, the Center has created over 1,100 new jobs, most of which were filled by local residents. The project has been a tremendous source of pride for all involved, and a true example of what can be achieved through creativity, persistence and partnership.

**Southern Dallas Development and the Economic Development Administration – South West Region**

**Dallas, TX**

**Partnership**

**Population with 200,000 or more**

The Jefferson Tower project is located at 351 W. Jefferson Blvd in the heart of Oak Cliff in the City of Dallas Enterprise Community. The project included renovation of a 55,000-sq. ft. building primarily for office use. The building had environmental challenges including lead and asbestos and was in a deteriorated condition. After being vacant for five years, the tower was donated to the developer, the Southern Dallas Development Corporation (SDDC), in December 1996. SDDC had the building placed on the National Register of Historic Places. Restoration of the project included renovation of an elegant fresco in the lobby, terrazzo floors throughout the building, and 252 operable cypress windows. The Jefferson Tower reopened on May 13, 2002. The innovative financing included grants from the Economic Development Administration, Meadows Foundation, Office of Community Services, Texas Instruments Foundation, and the City of Dallas Enterprise Community. Donations were received from The Associates, TXU Electric, and Lowe's Companies donated 252 Levelor blinds. Equity equivalent investments were received from the Community Development Financial Institutions (CDFI) Fund and Wells Fargo Bank. Paramount Financial Group purchased historic tax credits. SDDC's equity is \$1.1 million from the sale of federal tax credits generated in a 1994 pilot federal tax credit competition, and SDDC received a "mini-perm" loan from Guaranty Bank. The tower will provide a number of benefits to the community including creation of jobs, incubation space for small businesses, and houses SDDC. The high quality project will be a catalyst for rejuvenation of Jefferson Boulevard by generating sales for nearby retail shops, and attracting other investors to the boulevard.

## **Honorable Mention**

### **Dorchester Bay Economic Development Corporation**

**Boston, MA**

#### **Partnership**

#### **Population with 200,000 or more**

Dorchester Bay Economic Development Corporation is a 23 year old non-profit Community Development Corporation in Boston's North Dorchester and Savin Hill communities, which is a racially mixed area with 52% African American or Cape Verdean residents, 15% Latinos, and a poverty rate over 25%. Dorchester Bay has successfully developed \$100 million in real estate projects, including 650 affordable rental and home ownership units and 150,000 sq. ft. of industrial/commercial space--a supermarket, a mixed use commercial building, a video store and restaurant, and a 5 acre industrial "brownfield" redevelopment. Dorchester Bay's "Neighborhood Loan Fund" is a CDFI with 10 years of small business assistance, \$3 million of small business loans, and \$1 million in home improvement loans. Dorchester Bay's organizing efforts have involved over one thousand families and 400 youth and children. Over 480 new jobs and 500 computers have been provided for local people. The 65 Bay Street brownfield redevelopment project is a ten year, \$14.5 million effort that involved purchase of an abandoned, polluted wire and cable factory; negotiating purchase of a foreclosed FDIC mortgage; cleaning up contamination before state "brownfield" funds were available; getting \$1 million in back taxes forgiven; finding a manufacturing company who could bring good jobs and yet could operate adjacent to home owners and senior housing; putting together a \$14.5 million development project with 17 different funders, which included \$4.5 million in equity and \$10 million in debt; building strong political support for this project from the governor's office, Mayor Thomas Menino, our Senators Edward Kennedy and Kerry, and congress men and women, and all local politicians. Spire graphics and printing will bring 100 current jobs to the community and 40-80 new jobs in the next few years. The jobs involve positions at all levels—entry level mailroom and fulfillment, bindery, printing, high level graphic design, accounting, and marketing/account managers, and management. The local neighborhood enthusiastically supports this project and has been involved with it for the full ten years.

## **PROGRAM**

### **Ardmore Development Authority**

**Ardmore, OK**

#### **Program**

#### **Population with 50,000 or less**

The Ardmore Development Authority is part of a unique organization including a Chamber of Commerce and a Charitable Foundation under one roof and one manager. The Authority is recognized for innovative approaches to developing property and structuring deals. The Authority has become a major developer owning four industrial parks totaling 3,000 acres, and thirty buildings encompassing more than three million square feet managed and leased by the organization. The build-to-suit program that resulted in many new industries is one of several innovative programs offered by the Authority.

## **Honorable Mention**

### **Broomfield Economic Development Corporation**

**Broomfield, CO**

#### **Program**

#### **Population with 50,000 or less**

The City of Broomfield is part of the Denver Metropolitan Area, lying in the northwest quadrant, halfway between Denver and Boulder. In the Early 1990's, the Broomfield Economic Development Corporation and the City determined that aggressive marketing efforts be undertaken to increase investment in the community as well as attract new quality jobs and increase local sales tax. In Colorado, local government receives 80-90% of their city budgets through local sales taxes, which in Broomfield's case in 1994 was less than \$5 million of sales tax collection per year, placing Broomfield in per capita basis near the bottom of other cities in the Denver Metropolitan Area. The successes that Broomfield has achieved over the last six and a half years are the direct result of "Challenge 2000" strategic plan and the commitment of the non-profit economic development corporation to meet and achieve those goals. In January, 2002, a new 2000-2005 strategic plan was developed, which called for the creation of affordable housing development in Broomfield to provide a broader pool of housing types to serve the need of all residents. The City and County has now established their own housing authority and three residential projects have been approved; two multi-family developments and a single-family development that will provide housing to meet this need.

### **Springfield Technical Community College**

**Springfield, MA**

#### **Program**

#### **Population with 50,000 – 200,000**

Leading the economic decline in Springfield, MA, by several decades was the closing of the Springfield Arsenal in 1967. The federal facility was the largest small arms manufacturing plant in the America. Springfield Technical Community College (STCC) was established on a large section of the original Armory site. In 1996, STCC purchased the adjacent part of the complex totaling 500,000 square feet and opened the STCC Technology Park. Today it is the work-site of 1,200 local residents working in 14 high technology businesses and a business incubator. The synergy among the City's and region's economic development efforts, STCC's high tech training programs, and the College's management of the Tech Park has, indeed, become a model of inner-city business and job development. The Tech Park is the only such facility of its kind owned and managed by a community college. Thank to the efforts and vision of STCC and the support of the State, the City and hundreds of other organizations, foundations, individuals, and agencies, including the Economic Development Administration, the Park is reality. Since 1996, when the Park opened, private business investment in the facility for renovations, equipment and technology has topped \$300,000,000. The net asset value of the property has more than doubled in five years.

## **Honorable Mention**

### **Golden State Capitol Network**

**Chico, CA**

#### **Program**

#### **Population with 50,000 – 200,000**

Golden State Capital Network's (GSCN) innovative Economic Accelerator program provides a new focus to business retention and expansion efforts in California by identifying and coaching early-stage growth companies, particularly companies located outside of Silicon Valley with less than 10 employees, in preparing to raise capital from angel and venture capital investors. GSCN has become the industry leader in marrying the goals of economic development with the venture capital and entrepreneurial communities. GSCN's Economic Accelerator program focuses on direct business assistance, recruiting venture capitalists and angel investor groups to evaluate deals in underserved markets, and entrepreneur education through its events and virtual lab to accelerate start-up success. Entrepreneurs participating in GSCN's Economic Accelerator program benefit from the opportunity to present their businesses to investors, raise their profile within the industry, and attract potential customers and strategic partners. Private sector professional service firms, including many of the leading legal, accounting, executive search, insurance, and PR firms, have contributed over \$500,000 in pro-bono services to participating companies. Since 1999, participating companies raised over \$200 million and 858 jobs.

### **Economic Development Winnipeg**

**Winnipeg, Manitoba**

#### **Program**

#### **Population with 200,000 or more**

CentreVenture was created in 1999 as the implementation mechanism, arms-length from city government and headed by an autonomous private/public sector board. A chief goal of the organization is to leverage private sector involvement and investment in renewal efforts in Downtown. CentreVenture Development Corporation develops, supports and nurtures a climate of co-operation and participation with existing and potential investors, businesses, renters, art groups, all levels of government and citizens of the City of Winnipeg to achieve the economic, physical and social revitalization of downtown Winnipeg. The organization continues to focus on residential, commercial and infrastructure development in an urgent and visible manner.

### **Honorable Mention**

#### **Prince William County Department of Economic Development Manassas, VA**

##### **Program**

##### **Population with 200,000 or more**

The PWC Department of Economic Development was created in 1997 to attract high quality technology jobs and increase the commercial tax base to ease increased fiscal stress resulting from rapid residential development. Initially, substantial effort was placed on identification and promotion of community strengths and correction of community weaknesses, both real and perceived. The latter included generating a guaranteed 30-day approval process for site and building permits, as well as deep, across-the-board tax cuts on machinery and tools (50%), computer equipment (65%), and real property tax (13 cents). Armed with an enhanced competitive position, an aggressive, well-funded national marketing campaign was initiated. Results have been dramatically successful as high-tech investment has increased from an average of \$20 million per year to \$1.85 billion during the past four years and 131 high-tech projects have announced intent to employ 7,379 high-wage workers. Announcements include two AOL Time Warner projects valued at \$500 million each and, most recently, the highly competitive \$420 million Eli Lilly insulin manufacturing facility. These successes have been noted nationwide, including an award from *Site Selection* magazine as one of the top 10 economic development groups in North America.

### **Honorable Mention**

#### **City of San Diego, Community & Economic Development Department San Diego, CA**

##### **Program**

##### **Population with 200,000 or more**

The recession of the early 1990's brought major cutbacks to the underpinning of San Diego's economy – defense manufacturing. In order to restructure the economy, City officials implemented a comprehensive economic development strategy. In addition, an analysis of local industry clusters was conducted to identify San Diego's business needs. From this ongoing effort has emerged a set of business assistance programs that contributed to *Forbes Magazine's* recent ranking of San Diego as the Number One Place for Business and Careers.

### **Honorable Mention**

#### **Yakima County**

#### **Yakima, WA**

#### **Supporting Investments in Economic Diversification Program**

#### **Population with 200,000 or more**

Yakima County established the *Supporting Investments in Economic Diversification* (SIED) program in 1998. It was created as a result of Washington State Legislation designed to address economic challenges facing the State's rural counties. The law allowed rural counties to retain a portion of sales tax generated within those counties. Through an advisory committee established by Yakima County, local policies and principles were established that have become a model for other counties in Washington State. The SIED Program has been a big success, investing over \$6 million that have also leveraged over \$8 million from other fund sources. Twelve businesses have been supported by the SIED program, and in turn have invested over \$100 million in facilities, created over 1,000 new jobs, and added over \$450,000 annually in new tax revenue for local governments.

### **Honorable Mention**

#### **Yakima County**

#### **Yakima, WA**

#### **Workforce Development Program**

#### **Population with 200,000 or more**

In early 1999 the Yakima County Development Association (YCDA) set as one of its top priorities to address critical skill shortages in the manufacturing sector of Yakima County. YCDA subsequently was identified as the lead entity to work with local business, education and training institutions, and the local Workforce Development Council to help identify and respond to skill gap issues facing local manufacturers. The project team established four major phases to identify and address workforce skill gap issues: conduct labor market and worker skill gap surveys with companies and labor organizations; identify employment trends; profile skill sets of core or specialized positions; develop appropriate skill standards and build a sustained training response for worker skill upgrade. As a result of the Skills Gap Project, YCDA, education and training professionals and local businesses agreed on an appropriate assessment tool to help business and education communicate more effectively about workplace skills. The success of this project has begun to change the existing training system to one that is meaningful for individuals, employers, education/training, and employment services.

**THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL WOULD LIKE TO  
THANK THE FOLLOWING AWARDS JUDGES FOR THEIR PARTICIPATION:**

**Lucy Arrington**

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**Austin Burke**

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**Donna Clapp**

Business Facilities  
Red Bank, NJ

**Dan Cudaback**

SAIC  
Washington, DC

**Don Holbrook**

LHC Partnership for Economic Development  
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**Kwasi Holman**

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