

Annual Report – Population with Less than 50,000

Category Winner

Program of Work

Oak Ridge Chamber of Commerce and Economic Partnership
Oak Ridge, TN

The Oak Ridge Chamber of Commerce and Economic Partnership unveil their "Program of Work" each January. The purpose of the "Program of Work" is to spell out the specific tactical actions that both organizations will undertake during the year. Tactical actions are chosen because they are crucially linked to the mission of enhancing the economic vitality of the Oak Ridge area while providing value to members. The Chamber and Economic Partnership have chosen the Oak tree theme for all logos and publications. The cover of the program of work is the logo for the Oak Ridge Chamber of Commerce. The newly formed Oak Ridge Economic Partnership is a subsidiary corporation under the Chamber umbrella. The Partnership special ordered the acorn lapel pins to be given to board members, staff, prospects, speakers, special volunteers and others as a special gift from Oak Ridge.

Annual Report – Populaton with 50,000 – 200,000

Category Winner

Economic Development Annual Report

Harrison County Development Commission
Gulfport, MS

The "State of the Coast Economy" publication is an annual analysis of activity in key sectors of the Mississippi Gulf Coast economy. As opposed to a traditional annual report of agency activities, this publication is a statistical review and trend analysis of items ranging from population/income growth to international trade to retail sales. It also includes detailed sections on investments being made in the transportation sector, military/federal installations, and education.

Honorable Mention

"2002 Annual Report"

Grant County Economic Development Council
Moses Lake, WA

The Grant County Economic Development Council's 2002 Annual Report detailed the building blocks of a year's worth of dedicated efforts to enhance our rural county's economy. An in-house production, the report aimed to garner more understanding of the importance of our mission and the activities in which we engage. The annual report outlined the EDC's participation in Washington State Governor's trade mission to Japan

and South Korea, the development of a long-term economic development relationship with Gunpo City, South Korea, as well as key activities in business development, public-private partnerships and marketing efforts.

Honorable Mention

2002 HPEDC Annual Report: *North Carolina's International City*

High Point Economic Development Corporation

High Point Economic Development Corporation's 2002 Annual Report, entitled "*North Carolina's International City*," is designed -- through articles, flag graphics, and the use of that newly-adopted slogan -- to highlight that: more than 50 companies in High Point are internationally owned; High Point's International Home Furnishings Market brings to town approximately 10,000 foreign visitors each year; and several of the biggest economic development projects in 2002 came from international companies expanding in High Point.

Annual Report – Population with More than 200,000

Category Winner

2002 Annual Report

Buffalo Niagara Enterprise

Buffalo, NY

The Buffalo Niagara Enterprise (BNE) is a business-led initiative to market the eight county region of western New York ("Buffalo Niagara") for corporate investment and job creation. Funded by both private and public investors, BNE was created to improve and build a national image for the Buffalo Niagara region as an excellent place to do business. BNE serves as a "one-stop shop" for business inquiries, with a focus on business attraction, and supporting business retention and expansion. BNE reports annually to its board members, investors, and to the community. This report, whose cover features a futuristic view of Buffalo, describes the organizations activities from July 2001 to June 2002. Along with job and investment numbers, the report includes details on attraction and expansion activity.

Honorable Mention

"2001-2002 Annual Report"

Charleston Regional Development Alliance

North Charleston, SC

The Charleston Regional Development Alliance is a public/private partnership representing Berkeley, Charleston and Dorchester counties in South Carolina. The Alliance is funded by more than 100 private-sector companies and the three counties it represents. Each year, the organization produces an annual report, which highlights its

activities, accomplishments and financial position for the previous fiscal year. The publication also serves to measure progress against several key economic development objectives. The 2001-2002 annual report, titled "A Greater Need, A Greater Opportunity," represents the second year in a five-year strategic plan. The theme of the report depicts the continued need to attract higher paying jobs to the Charleston region, where average worker wages fall significantly below the national average. The annual report was presented to Alliance investors at the group's annual meeting in October 2002.

Honorable Mention

"Brampton Annual Economic Report 2002"

City of Brampton

Brampton, Ontario, Canada

The City of Brampton produces an Annual Economic Report each year. The purpose of the annual economic report is to provide an informative review of the city's economic performance over the last year in a manner that balances information with attractive graphics. This year the City of Brampton employed a different approach in preparing our annual report. A focus was placed on providing a new look to reflect Brampton's marketing campaign. Also, the annual report was laid out to feature the full range of development in Brampton – Industrial, Commercial, Residential and Community Development. Strong graphics coupled with detailed information on development in Brampton make this document a critical information and marketing tool.

Audio Visual – Population with Less than 50,000

Category Winner

"Keeping the American Dream Alive" Community Video

City of Vandalia

Vandalia, OH

The City of Vandalia partnered with ImageWerx Film and Video Creations to produce "Keeping the American Dream Alive," a seven-and-a-half minute video highlighting the quality of life in this family-friendly community. This video has been sent to the human resources departments of several local businesses, area realtors as well as state and regional Economic Development professionals for us as a recruitment tool. The script, written by Stephen King, focuses on the excellent services provided by the City, including exceptional emergency services, parks, and recreation opportunities and the local school system. With its intended audience of young families, it highlights the many businesses headquartered in Vandalia, area nature resources and shopping centers. City staff and ImageWerx spent nearly a year collecting video footage throughout the City. What resulted is a compilation of beautiful sights, activates for the entire family and the message is that the City of Vandalia is doing all it can to keep the American Dream alive.

Honorable Mention

“What's Going on in Downers Grove? Video”

Village of Downers Grove Economic Development Commission
Downers Grove, IL

Downers Grove, Illinois is a 170 year-old quaint, hometown community of 49,000 people located 25 miles southwest of Chicago. During the past year, the EDC spearheaded the process of developing a marketing campaign to establish a positive, consistent Village identity that communicates our unique attributes and facilitates the attraction of desirable businesses, residents and visitors. To help introduce the new campaign to the entire community, Mayor Brian Krajewski hosted a cable television program that featured “Come Home.” The EDC’s Marketing Committee Chair explained the rationale and the process used to develop the new campaign. He also spoke about the Come Home campaign from a business owner’s perspective, as his business is located in Downers Grove. Next, two Downers Grove residents discussed how the new campaign’s message mirrored their life experiences within the Village. The video was broadcast on the Village’s dedicated cable channel, which is broadcast to all Downers Grove residents. The video demonstrated support for the new marketing campaign from the Mayor, the business and residential communities and even tugged at the heartstrings in the process.

Honorable Mention

“Economic Development 101 Video”

City of Richland
Richland, WA

Community surveys conducted by the City of Richland determined that the general public was not well acquainted with the City’s economic development activities or the value of an ongoing economic development program. In addition to the City’s economic development newsletter and Web site (which also won awards this year) the City’s economic development staff decided to take advantage of the opportunity afforded by the City’s public access TV channel. The resulting program, set at various identifiable locations throughout the city, discussed the benefits of strategic planning for economic development, business attraction, business retention, business development and assistance, coordination with other economic development organizations and the marketing of the City’s real estate assets as important components of the City’s economic development efforts.

Audio Visual – Population with 50,000 - 200,000

Category Winner

Peterborough DNA Cluster Project video

Greater Peterborough Economic Development Corporation
Peterborough, Ontario

Canada

The Peterborough DNA Cluster (PDC) is an exciting strategic alliance between local private and public sector partners in Peterborough, Ontario, Canada. The primary focus of the PDC is to advance research of DNA and forensic science and develop its commercial applications. The PDC will enhance local innovation and research, and provide new economic opportunity for the Peterborough region. Building on the current and potential synergies between Trent University, Fleming College, the Ontario Ministry of Natural Resources and several private molecular diagnostic, geomantic, forensics, environment and pollution control. The Peterborough DNA Cluster video includes images and testimonials that capture the essence of the project in audio-visual format. It is used at promotional events and is available online. PowerHouse Digital Video in Peterborough, Ontario on behalf of the Peterborough DNA Clusters Project partners, compiled the video.

Honorable Mention

“Brazos River Corridor Development Initiative”

Downtown Waco, Inc.
Waco, TX

From the mouth of the Bosque River just below Lake Waco to the low water dam at the southern edge of the city, the Brazos River flows through the heart of Waco’s central business district. In an effort to maintain the distinctive qualities of the river and attract appropriate development along its length, the city of Waco has designated this stretch of the river and its environs, The Brazos River Corridor. As development contractor for the corridor, Downtown Waco Inc. works to attract residential, recreational, retail, commercial and tourist-related development to the area, which has been divided into 3 distinct and readily identifiable districts: park-residential, urban and university-cultural. This video was developed to assist Downtown Waco Inc. in its efforts to market the area for public and private investment.

Audio Visual – Population with More than 200,000

Category Winner

Chattanooga Means Business

Chattanooga Area Chamber of Commerce
Chattanooga, TN

The *Chattanooga Means Business* video is a picturesque tour of the Chattanooga region’s unparalleled live, work, play environment. Sweeping shots of the area’s mountains, lakes, and rivers are intermixed with information about the region’s business advantages, strategic location, and other key assets. In addition, interviews with Zan Guerry, Chairman and CEO of Chattem, and Vicky Gregg, President of BlueCross BlueShield of Tennessee, offer perspectives on why Chattanooga is such a great place to do business.

Honorable Mention

“Domestic Arrivals Kiosk – Business in Nova Scotia Video”

Greater Halifax Partnership and Halifax International Airport Authority
Halifax, Nova Scotia
Canada

Halifax International Airport Authority (HIAA) recently opened its new Domestic Arrivals Area. In addition to creating more space and increased baggage handling facilities, the area features passenger amenities such as a new high tech business information kiosk, and expanded Visitor Information Centre. The business information kiosk promotes four of the region’s emerging industries: offshore oil and gas, aerospace, information technology, and life sciences. This interactive kiosk features a plasma screen, which continuously plays video profiles. The Business in Nova Scotia video is the premier element of the kiosk, providing the profiles of key industries in Nova Scotia. The video has high-production values, is upbeat and informative.

Honorable Mention

“FDI - a :30 second economic development spot”

Ministry of Enterprise, Opportunity and Innovation - Market Ontario
Toronto, Ontario
Canada

Ontario's Premier presents a thirty-second snapshot of the province's advantages as a place to do business: pace-setting growth, a robust export orientation, vigorous job-creation, competitive taxes, abundant skills and an enviable quality of life.

General Purpose Brochure

Less than 50,000

Category Winner

“Success Comes Naturally Here” Marketing Brochure

Harvard Economic Development Corporation
Harvard, IL

This four-color brochure and material presentation folder was created as the first element in an ongoing campaign to market the city of Harvard to prospective employers. Bulleted copy points focus on the city’s key attributes, while photos convey the versatility and charm of this still-small McHenry County community. A complementary four-page, full color community profile features demographic, economic development and workforce statistics, while underlining an extraordinary quality of life theme. The campaign was already underway and this piece had just been produced when Motorola announced that it would be closing its 1.5 million square foot cellular facility in Harvard. With this brochure and other marketing tools already in place, the Harvard Economic Development Corporation was well prepared to proactively reach out to new and expanding companies.

Success may come naturally in Harvard, but the efforts of the Harvard EDC – and the marketing materials it produces – have help assure the future of this city of fewer then 20,000 residents.

Honorable Mention

General Purpose Promotional Brochure

City of Hendersonville
Hendersonville, TN

“Imagine a perfect blend of work and play. Imagine Hendersonville...” This is the caption of Hendersonville’s new brochure, which will serve for general promotional purposes. A project of the Hendersonville Industrial Development Board, this 6-page, full color, expandable brochure contains information on Hendersonville’s demographics, workforce, economy, education, and quality of life. The brochure will be provided to businesses, industries, and individuals who are considering, or might consider, making Hendersonville their home.

General Purpose Brochure

50,000 - 200,000

Category Winner

“City of Marietta, Georgia...Just Minutes from Atlanta”

Office of Economic Development, City of Marietta
Marietta, GA

The Office of Economic Development, in cooperation with a number of internal and external partners, engaged in a comprehensive community marketing strategy over the last twenty-four months. A primary part of that goal was to enhance of ability of the Economic Development staff to provide citizens, visitors and prospects marketing materials that enhanced the perception of Marietta as a quality community that offered a true work, live and play environment suitable for the resident, small business entrepreneur, and the largest corporate citizen. The general purpose brochure was created to meet that need. We designed the brochure to promote a feeling of community among our citizens, pursue prosperous growth and economic development in the community, encourage new businesses in the community and the Central Business District, encourage individuals to relocate to the community, build brand recognition and awareness that promotes credibility within a variety of markets, and to build better relationships with local and regional media. Most importantly, the brochure was to assist with creating the strong sense of PLACE that makes Marietta, Georgia unique among other metropolitan Atlanta communities as an authentic, historic, Southern town that still reverberates with a rich and diverse community life. The brochure is also very suitable for traditional business prospecting and is used actively to attract preferred business and industry to the community, and to promote the community as the best site location among other metropolitan Atlanta communities.

Honorable Mention

General Purpose Brochure

Ponca City Chamber of Commerce
Ponca City, OK

Challenged with the task of developing a high-end marketing brochure for use in business recruitment, the ED staff in Ponca City Oklahoma turned to those in the community with marketing experience to help solicit their ideas and support the staff's efforts. Those volunteers helped define what we wanted to tell the rest of the world in our brochure. Additionally, staff has redesigned the Chamber/ED website around the brochure to provide a consistent and seamless approach to branding the community. "It ties the community together along with the State of Oklahoma's efforts," said Tim Burg, Assistant Director PCDA. The result of these combined efforts was a brochure, blending the logos or brands of the State Department of Commerce, Development Authority, Chamber of Commerce and the City, along with the well-known historical icons located in the community. While the brochure was originally intended for use for only the ED organization, others within the community, including the Hospital, City, and Chamber have also used the publication for their own recruitment or marketing efforts as well. Single page datasheets were included in the design to lessen dating the materials and lessen the cost of reprinting.

Honorable Mention

Economic Development Brochure

Village of Skokie
Skokie, IL

The Village of Skokie, Illinois is a mature, inner-ring suburb located just north of Chicago. With a progressive, culturally diverse population of about 64,000, Skokie has long been the leading center for business activity in the highly desirable north suburban Chicago market. The City of Chicago is the only municipality in Illinois to exceed Skokie's output in each of the major economic indicators of retailing, wholesale trade, selected service receipts, and manufacturing activity. Locational advantages and access to various modes of transportation have helped to enhance Skokie's business climate. Beyond these geographic advantages, Skokie has purposely created an environment in which business can grow and prosper. The Village provides the finest in municipal services as evidenced by being the only community in the United States with nationally accredited Police, Fire, and Public Works Departments. Skokie is actively involved in business attraction and retention. To that end, the Village created an economic development brochure with information specifically geared to business interest. This brochure has been successfully used in direct marketing campaigns and as a response piece to any economic development-related inquiries. It was produced in a manner that allows for revisions to statistical inserts, while maintaining the primary narrative and graphic portions for a longer period. One of the unique highlights of the brochure is its

center pages that pictorially depict the wide variety of products produced and distributed by Skokie companies. The brochure showcases Skokie's diverse economy, major corporations, and proactive approach to economic development, and will be an integral part of the community's business marketing efforts for years to come.

General Purpose Brochure – Population with More than 200,000

Category Winner

Houston Brochure

Greater Houston Partnership
Houston, TX

The *Houston* brochure is a four-color, 32-page economic development booklet geared toward national and international business and government leaders with an interest in Houston for trade, business relocation and expansion or other business relationships. With a print run of 65,000, the brochure is produced in eight languages including English, Spanish, French, Chinese, Japanese, Russian, Portuguese and German. It was produced at the request of the City of Houston, which needed a high-end, high-quality photo brochure that would attract the attention of visiting CEOs and economic development clients. The brochure has also been translated, in all eight languages, into an electronic product for distribution via the Web. To view, log onto www.houston.org and click on the Houston Brochure icon at the bottom of the page.

Honorable Mention

Economic Development Profile

City of Surrey Economic Development Office
Surrey, BC
Canada

The Economic Development Profile was developed as a marketing tool for introducing the city of Surrey to prospective investors and site selectors as well as direct target companies interested in locating options. The Profile is meant to introduce the city through highlighting many of the information components globally recognized as important by international site selectors.

Honorable Mention

“Bavaria - Where Progress is a Tradition”

State of Bavaria, U.S. Office of Economic Development
New York, NY

The Bavarian Ministry for Economic Affairs, Transport and Technology, under the leadership of State Minister Dr. Otto Wiesheu, has developed an image brochure which

parallels the ways that tradition and high technology exist side by side in our state. The brochure highlights the beauty and traditions of the state alongside its technologies and innovation which come together seamlessly as a united whole. The State of Bavaria has a stable, consistent and business-friendly government that creates ideal conditions for industry to grow and thrive. This tradition of fostering growth has both encouraged and supported innovative developments across the entire spectrum of industry in the state. It is particularly evident in our ultra-modern and internationally competitive high-tech sector. As reflected in our brochure, we have proven that progress and tradition not only complement each other, but support each other in creating an economy that is strong and vibrant.

General Purpose Promotion – Population with Less than 50,000

Category Winner

Look What's Growing in Our Fields!

Jacksonville Regional Economic Development Corporation
Jacksonville, IL

This postcard was developed by the Jacksonville (Illinois) Regional EDC to communicate the diversity of industries present in the region. The companies pictured on the front of the card represent the plastics, chemicals, foods and back office segments present in the area. The back of the card explains the reason that such a variety of industrial segments flourishes in the region, and focuses on key location factors such as location, workforce, cost of doing business and quality of life. The postcard functions as a teaser piece for the EDC's integrated marketing program entitled "A Place for You".

Honorable Mention

"Marion Automotive Prospect Proposal"

Entergy Arkansas, Inc. and the City of Marion
Little Rock, AR

The City of Marion, Arkansas and Entergy Arkansas' office of economic development created a generic super project prospect proposal to promote the Marion super site to potential prospects. The proposal highlights the 1,600-acre site, Railport Industrial Park and its national, regional and local significance and advantages. The proposal was the first promotional piece presented to Toyota Motor Corporation by Arkansas during Toyota's recent site location project. Marion was the runner-up to San Antonio for the location of the truck and van assembly plant, but as a result of the site search and accompanying publicity, is now the object of greatly increased attention by national and international prospects. The original promotional piece is still being used, customized as needed for each prospect, as the introductory material for the super site.

General Purpose Promotion – Population with 50,000 - 200,000

Category Winner

Marketing Package

Economic Development Corporation of Wayne County
Richmond, IN

Because site selection is a process, the Economic Development Corporation of Wayne County, Indiana (EDCWC) delivers a dynamic marketing package that leads prospects along a comfortable path of discovery. Starting with an honest and straightforward, “*Are We for You?*” tri-fold brochure, EDCWC details both the advantages of the county and areas of lesser strength. From there, prospects are offered literature on 3 new industrial parks. Each presents a concise description of the parks and the perks available. Because site selection is also a blend of intense focus and general appeal, the EDCWC marketing package is easily targeted to each prospect. If you’re in the plastics industry, an EDCWC brochure lets you know they understand your special needs and can fill them in spectacular fashion. If you depend upon machine tool resources, EDCWC answers your questions with a complete matrix of locally available services. Special reports fill in the remaining details. Lifestyle, location advantages, basic resources and support information (financial and otherwise) are covered in other print literature, and in constantly updated electronic formats. A DVD presentation offered in German, Japanese and English completes the package. It includes on-camera testimonials from business leaders. This adds greatly to credibility and the insights communicated. The entire package is assembled in a smart blue folder with a clear protective portfolio.

Honorable Mention

“See Decatur in a Whole New Light”

Economic Development Corporation of Decatur and Macon County
Decatur, IL

The Economic Development Corporation of Decatur & Macon County developed the “See Decatur in a Whole New Light “ presentation package as a means of conveying customized information on the Decatur, Illinois area to clients, potential prospects, economic development allies and community leaders. The package is designed to serve as a printed source of information that is compatible with our interactive website and presents customized data that has been requested by our constituents.

General Purpose Promotion – Population with More than 200,000

Category Winner

Automotive DM Promotion

Ministry of Enterprise, Opportunity and Innovation - Market Ontario
Toronto, Ontario
Canada

This direct mail piece was designed as a self-mailer targeting the U.S. automotive assembly and manufacturing sectors. This package highlighted the key economic benefits of Ontario, Canada's automotive corridor.

Honorable Mention

“Automotive Suppliers Industry Brochure”

Entergy Arkansas, Inc.
Little Rock, AR

This industry sales sheet was developed with key information specifically targeted at automotive suppliers touting Arkansas as a prime business location. It was mailed to over 5,100 select decision-makers within the top North American automotive suppliers along with a customized cover letter.

Honorable Mention

“Plastics Industry Brochure”

Entergy Arkansas, Inc.
Little Rock, AR

This industry sales sheet was developed with key information specifically targeted at plastics processing industry executives touting Arkansas as a prime business location. It was mailed to over 200 highly select decision-makers within the industry sector along with a customized cover letter.

Honorable Mention

“We're #1 Postcard”

Entergy Arkansas, Inc.
Little Rock, AR

This oversized jumbo postcard was developed as a quick FYI marketing tool touting Arkansas' recent designation by Southern Business & Development magazine as having the "Best Business Climate in the South." It has been mailed to site consultants, key economic development media contacts and professionals as well as business prospects to aid in our "top of mind" awareness campaign.

Honorable Mention

“Wood Industry Brochure”

Entergy Arkansas, Inc.
Little Rock, AR

This industry sales sheet was developed with key information specifically targeted at secondary wood processing industry executives touting Arkansas as a prime business location. It was mailed to over 200 highly select decision-makers within the industry sector along with a customized cover letter.

Honorable Mention

General Marketing Packet

Washington, DC Marketing Center
Washington, DC

The Washington, DC Marketing Center developed this general marketing packet as an effort to attract retail and other businesses to the District of Columbia. The packet includes information on various market segments and amenities on the District along with profiles of neighborhoods within D.C. The overall packet was developed in conjunction with neighborhood community development organizations and the District's five Main Streets programs. Each of the neighborhood profiles includes a description of the neighborhood, demographic information, a map of the area, highlights of the amenities and attractions and contact information for business opportunities. In addition, the market-segment sheets illustrate the Washington's strength in various real estate markets key industries as well as highlights of some of the area's key amenities.

Internet – Population with Less than 50,000

Category Winner

www.ci.richland.wa.us/ed
City of Richland
Richland, WA

The City of Richland's economic development Website is one of the City's most important marketing and information tools. The site was designed and written by the City's economic development staff and is designed to inform general and target audiences about the City's economic development programs and activities. It also serves as another vehicle for distributing the City's award-winning economic development newsletter. The Website is designed to be intuitive and easy to use and offers easy access to interactive maps, community profile, information about available sites, economic development programs, publications, and direct links to nearly 150 local, state and federal economic development organizations and agencies.

Internet – Population with 50,000 - 200,000

Category Winner

www.longviewedc.com
Longview Economic Development Corporation

Longview, TX

We take great pride in our website and its ability to effectively market our community. Designed with the site selection consultant in mind, the website at www.longviewedc.com provides a wealth of information. The site is user-friendly with searchable databases of buildings, sites and local manufacturers. Developers incorporated both speed and accuracy into this database. For visitors choosing to get an overall snapshot of the community, a profile is available on the homepage. Those desiring a more comprehensive analysis may browse through the Site Selection Data Standards – a collection of more than 1200 pieces of information on various aspects of the community. Through the utilization of cutting edge technology, the integrity of the website remains unchallenged. The ability of our staff to quickly make changes to entire sections of the website means visitors will always see accurate, up-to-date demographics, labor statistics, and a community news. Information on buildings, sites, and local manufactures can be added or deleted in a moment's notice. Our website represents a partnership with different members of our community. Our purpose is to provide an unique web experience that combines information and speed without overlooking the more subtle qualities that make Longview, Texas the right place to be!

Honorable Mention

www.pennsiteselect.com/economic/pennsiteselect/index.htm

Industrial Properties Corporation
Williamsport, PA

In 2002 the Industrial Properties Corporation launched as part of their enhanced website its new and exciting PennSiteSelect searchable properties database. This dynamic internship project with two students from Penn College created a website and backend prospect management database providing a user the ability to search for available industrial/commercial buildings or land throughout Lycoming County, PA. This site offers users the opportunity to register and request detailed information online. This successful project provides updated information on available properties in Lycoming County for our prospects and site consultants. The database offers prospect tracking, reports and professional marketing sheets on each property. The automation of this database has reduced response time from days to hours! PennSiteSelect has been touted by the local newspaper as one of the most innovative business attraction tools opening the opportunity to attract new business to Lycoming County 24/7 and using local talent from an area college to promote the talent pool in our area. Pennsiteselect has been well received throughout the County and State. The website is heavily marketed through various advertising methods and was launched in September of 2002. Pennsiteselect is also an award recipient from the American Chamber of Commerce Executives (ACCE).

Honorable Mention

“Scranton!” Web Site

Greater Scranton Chamber of Commerce

Scranton, PA

The "Scranton!" web site was created as a means to communicate to members of the local, regional, and global community the high quality of life that citizens of greater Scranton enjoy. The site was also created as a media for Chamber members to market their goods and services. The site can be viewed by selecting "Community Information" of the Chamber web site at <http://www.scrantonchamber.com/>. The new "Scranton!" web site contains nine sections: homes and apartments, education and childcare, arts and entertainment, sports and recreation, shopping and dining, transportation, health care, news and weather, and frequently asked questions. Topical information, as well unique historical information and a photo of local architecture can be found in each section. Members of the Chamber have the opportunity to market their company's products and services on the web site. The site also features a photo gallery featuring the work of member photographers.

Internet – Population with More than 200,000

Category Winner

www.grpva.com

Greater Richmond Partnership, Inc.
Richmond, VA

In the summer of 2002, the Greater Richmond Partnership, Inc. launched an improved and enhanced website with new content and search features. This sixth version of the website, originally launched in 1994, allows users to search for available sites and buildings, access a wider range of current business information and publications and access information of special interest to minority and women-owned businesses. Because the web site is directly linked to the Partnership's various databases, updates to the databases are immediately reflected on the website. The website features a new look, including colors and graphics related to the Partnership's new logo and also incorporating the new regional brand "Easy to Love." The new logo reinforces the Partnership's web address, www.grvpa.com.

Honorable Mention

"Charlotte USA Web Site"

Charlotte Regional Partnership
Charlotte, NC

The Charlotte USA web site is a state of the art site dedicated to the planned growth and prosperity of the Charlotte region, which includes 16 counties - 12 in North Carolina and 4 in South Carolina. The web site promotes Charlotte USA as a highly competitive, vibrant regional economy with an increasingly attractive quality of life. Embracing the core belief that there is strength in unity, the community and business leaders of Charlotte USA continue to work together to reinforce the powerful concept of "regionalism." The

web site includes a site selection wizard, a unique tool that relocation prospects and site selection consultants use to search for industrial buildings and sites. Users can receive packages of building/site information via email. Since the launch of charlotteusa.com overall visitation is up 115% and the length of stay averages 240 hours per month.

Honorable Mention

“ChattanoogaMeansBusiness.com”

Chattanooga Area Chamber of Commerce
Chattanooga, TN

ChattanoogaMeansBusiness.com combines ease-of-navigation with state-of-the-art web tools to create an interactive resource for business information. The site includes the very latest statistics and demographics as well as a locational audit and other reports of use to business investors. ChattanoogaMeansBusiness.com also includes a database of available sites that takes advantage of Geographic Information Systems technology to provide site-specific demographics, traffic information, and a host of other useful data options. Finally, the site features a video about the Chattanooga region’s business advantages. This video and key business information are delivered in English as well as Japanese, Chinese, Korean, and German.

Memento – Population with Less than 50,000

Category Winner

Economic Development Tins

Community Development Department, City of Wausau
Wausau, WI

The City of Wausau created the position of Business Development Director in 2001, and crafted an Economic Development Strategy in an effort to proactively pursue business and economic development. It is our belief that we have a unique community and we were interested in a unique way to sell the community, and create top of mind awareness about Wausau, Wisconsin. We are taking a fresh approach to Business and Economic Development. In the search for the perfect item to give to prospective clients and visitors to the community, the slogan “...a fresh perspective on Economic Development” was created. The mint tins are given to business prospects, visitors, and dignitaries to welcome them and thank them for their interest in Wausau. Because the item is functional it is used often by people, and is working to create top of mind awareness about our unique city, Wausau, Wisconsin.

Memento – Population with 50,000 - 200,000

Category Winner

“We're Wired”

Lafayette Economic Development Authority
Lafayette, LA

The Lafayette Economic Development Authority (LEDA) has always been committed to promoting the newest endeavors and successes of our community. Thus, when Lafayette constructed a fiber optic loop to encourage the latest technologies, LEDA was more than willing to let the nation know. A series of consultations resulted in an ad campaign that would target over 750 developers and site selection consultants. The campaign spanned one year and included three state mail components, a marketing DC, and multiple national ads designed to be displayed in site selection publications. The newly developed “We’re Wired” campaign was designed to place Lafayette and our thriving community at the forefront, highlighting the fiber ring, a flourishing technology sector, and our goal-oriented economic development organization. The success of the campaign has resulted in numerous inquiries about Lafayette and has served as a contributor to Lafayette’s growing economy.

Honorable Mention

Annual Job Development Awards Luncheon

Platte County Economic Development Council
Kansas City, MO

Each December the Platte County EDC hosts its Annual Job Development Awards Luncheon. It is a venue to celebrate the year’s successes. The Council recognizes businesses that have made a significant impact on Platte County through the development of jobs and economic growth by presenting a Job Development Award. The PCEDC also honors area businesses nominated by their community leaders as “Community Business of the Year”. This award gives the Platte County EDC and Platte County communities the opportunity to show their appreciation to these businesses for their dedication to the area. The event always has an underlying theme i.e. The Year of the Bulldozer, a Year of Groundbreaking & Ribbon Cutting. Because of all the construction around Platte County, the 2002 theme was “Barreling Ahead”. In his comments, PCEDC Executive Director Pete Fullerton noted, “Not everyone loves orange construction barrels like economic developers do so we know your stress level rises as you make your way through construction areas. We want to give you a stress relief mechanism as our ‘thank you’ for handling the stress. Replace road rage with the Platte County EDC stressball (barrel). Squeeze this orange barrel and feel better about progress and improvements in Platte County!”

Memento – Population with More than 200,000

Category Winner

Arkansas Webhouse Promotion Premium

Entergy Arkansas, Inc.
Little Rock, AR

This multi-purpose tool premium was mailed to over 120 site consultants and key economic development media contacts. The memento was embossed with the name of a newly launched website - the Arkansas Webhouse and had the www.ConsiderArkansas.com web address prominently displayed on the side. The premium was combined with an inexpensively produced color insert with the tagline, "In the site selection process, it certainly helps to have all the right tools..." and appropriate basic contact information. The Arkansas Webhouse is a one-stop virtual warehouse of links to websites containing essential information for locating and conducting business in Arkansas, developed and maintained by Entergy Arkansas, the state's largest electric utility.

Honorable Mention

"The New Pittsburgh Region Calendar 2003"

Pittsburgh Regional Alliance
Pittsburgh, PA

The Pittsburgh Regional Alliance (PRA) created a 2003 desktop calendar, in the guise of a compact disc, which showcased some of the outdoor beauty and urban and rural amenities that Southwestern Pennsylvania offers. The calendar includes text in English, French and German and was distributed internationally to site selectors and business leaders with holiday greeting cards as part of an effort to dispel outdated perceptions of the region and keep Pittsburgh top of mind throughout the year. Each card in the calendar features photography from one of the 10 counties in our region, with more detailed information about that county on the back. The PRA web site, www.pittsburghregion.org, is also prominently featured on each card, making it easy for site selectors and business leaders to contact the PRA or obtain more in-depth information.

Multimedia – Population with Less than 50,000

Category Winner

"City of Englewood, Colorado – The place to be" CD Rom

City of Englewood
Englewood, CO

The City of Englewood, Colorado community marketing CD-ROM is an innovative marketing medium that provides an effective resource for the retention, expansion, and attraction of businesses. This CD-ROM is the introduction to our overall marketing campaign for the community, branding Englewood as – "The place to be." Not only does the CD-ROM contain the standard community information about demographics and business development programs, it presents the information in an informative, interesting, and interactive fashion. Moreover, it connects the user from introduction to the City web site, thereby, increasing potential contact and communication. This community

marketing CD-ROM provides information about doing business in the community while featuring an interactive multimedia presentation from a variety of community leaders from Englewood.

Honorable Mention

“Know My Way” – the video

Greater Mankato Chamber of Commerce
Mankato, MN

The Greater Mankato Chamber of Commerce produced “Know My Way” video as part of a regional community marketing campaign titled Greater Mankato – “A little Twin Citie. A lot of Minnesota.” The video was designed to showcase Greater Mannkato as a place for potential residents, prospective businesses, potential conventions/meetings and possible visitors. With a population near 50,000, the communities of Mankato and North Mankato provide many amenities offered in larger cities – Civic Center, institutions of higher education, quality healthcare, as well as various opportunites for recreation, entertainment and shopping without being subjected to traffic, crowds or high cost. The “Know My Way” video was produced using still photography with many creative editing features. The video is unique since the entire audio is comprised of an original song called “Know My Way” written and produced by a well-known Greater Mankato band Dazy Head Mazy.

Honorable Mention

“Come Home CD”

Village of Downers Grove Economic Development Commission
Downers Grove, IL

Downers Grove, Illinois is a 170 year-old quaint, hometown community of 49,000 people located 25 miles southwest of Chicago. During 2002, the EDC spearheaded the process of developing a marketing campaign to establish a positive, consistent Village identity that communicates our unique attributes and facilitates the attraction of desirable businesses, residents and visitors. To facilitate the use of the new Come Home graphic by the entire community, the EDC developed a CD that contains comprehensive information about the new campaign and the Come Home graphic in a variety of fonts and colors. Users can easily transfer the graphic onto their communications (flyers, business cards, websites, etc.), which helps promote the Come Home campaign throughout the entire community. The CD is complimentary and made available to everyone in the community. It serves as an effective tool to educate the community about the new marketing campaign and encourages the use of the graphic by making it available in a convenient, inexpensive format.

Multimedia – Population with 50,000 - 200,000

Category Winner

Eastern Idaho Economic Development Council
Idaho Falls, ID

Honorable Mention

“CD Rom: Bay County Interactive Tour”

Bay County Economic Development Alliance
Panama City, FL

Bay County, Florida is truly a great place to live and a great place to work. The Bay County Economic Development Alliance promotional CD-ROM showcases this very statement with an interactive tour of Bay County- *The Heart of Northwest Florida*. The interactive tour begins with a display of Bay County’s great quality of life. Whether you’re teeing off on one of the area’s world class golf courses, setting sail for a day on the water, or taking a nature walk, there’s something for everyone in Bay County. Another aspect of the CD-ROM is the great business climate. Company managers and CEO’s are discovering that Bay’s County’s infrastructure and low business costs are key ingredients for success. The interactive tour also looks at Bay County’s workforce. Businesses and industries located in Bay County are capitalizing on its wealth of assets and abundant workforce-which were recently profiled by an independent study as abundant, productive, and reliable. Information about Bay County EDA and staff is also provided on the CD-ROM. Additionally, the “maps” section displays the distance of the county in relation to other major MSA’s. The combination of great quality of life, great business climate, and a great workforce makes a GREAT LOCATION.

Honorable Mention

Town of Richmond Hill
Richmond Hill, Ontario
Canada

Multimedia – Population with More than 200,000

Category Winner

Erie Regional Chamber and Growth Partnership
Erie, PA

Honorable Mention

“Vaughan Business Card CD-Rom”

City of Vaughan

Vaughan, ON
Canada

The Business Development Division of the Economic and Technology Development Department customizes blank business-card-sized compact discs to promote economic development in the City of Vaughan. These blank discs, pre-printed with the City's logo, are "burned" by City staff with information customized to a particular event or presentation. The disks run on the user's computer using a web browser, with an auto run program to start the presentation automatically. Different "modules" of information have been created to allow economic development staff to customize the presentation according to the target market or user. One unique disk can be created or several hundred for larger events and presentations. Modules of information can include: message from the Mayor; community profile, including top employers, demographics and development activity; business information; major projects; corporate promotional video; and contact information. In addition, modules have been created for different languages, including Italian and Hebrew. The business card CDs make a great follow-up to a special presentation or meeting, and many positive comments have been received from the business community.

Honorable Mention

"Operation Testimonials"

Montreal International
Montreal, QC
Canada

Operation Testimonials, a campaign conducted exclusively on the Internet, reached tens of thousands of decision makers personally with the goal of promoting Metropolitan Montréal. Through e-mailed video messages, key figures in the business world, American and European decision-makers and investors learned about the advantages of investing and doing business in Metro Montréal. The main elements in the campaign were as follows: sending of 48,000 video e-mails from four well-known spokespeople representing four strategic sectors (site locators for investment and setting up business; information technologies and multimedia; life sciences; aerospace); e-mail messages with links to one of four sector-specific micro-sites (containing from four to six testimonials by company presidents in each sector; a contest to win a VIP weekend at the Grand Prix de Montréal; information and news stories); and an Internet-based advertising campaign. Metro Montréal now enjoys unprecedented visibility among US and European business leaders.

Newsletter – Population with Less than 50,000

Category Winner

Business and Economic Development Report
City of Richland

Richland, WA

The City of Richland's Business and Economic Development Report newsletter is distributed quarterly to approximately 3500 businesses, organizations and individuals. The purpose of the newsletter is to describe the growth and development of the community, highlight the City's economic development activities and project of positive image of the city. Each six-page newsletter features extensive use of color and photographs. Each issue includes a lead article of general interest along with several smaller stories, reports on selected economic indicators, and regular sections devoted to "Development News" and "What's New".

Honorable Mention

"Outlook Newsletter"

Southern Idaho Economic Development Organization
Jerome, ID

The design and content of Outlook, Southern Idaho's regional newsletter, provides the reader with current information on new recruitments and expansions in the region. It is designed to provide maximum information in an easy to read format. The information is relevant to both businesses locally as well as site consultants and companies considering relocation or expansion to the region. The newsletter is Southern Idaho's primary direct mail tool distributed locally through a monthly business publication and mailed to targeted companies and site consultants throughout North America.

Newsletter – Population with 50,000 - 200,000

Category Winner

"Envision"

City of Roswell
Roswell, GA

"Envision" is published monthly by the City of Roswell, Georgia, to communicate issues of interest and importance to Roswell businesses. The newsletter, distributed primarily via email, is in its fourth year of publication. The City's website, www.roswellgov.com, prominently displays each new issue and contains an archive of past issues. Roswell is located just north of Atlanta and is home to over 80,000 residents and nearly 5,000 registered businesses. "Envision" provides regular information updates on redevelopment, new development, changes to the City code, business licenses issued, lease rates for space, new restaurants, major events, and deadlines for submittals to Roswell's boards and commissions. It also contains a monthly feature article on an economic topic, and a community partner spotlight on a local business that supports the community.

Honorable Mention

“CK 4 Business Newsletter”

Chatham-Kent Economic Development Services
Chatham, Ontario, Canada

The CK 4 Business newsletter is distributed to over 5,00 prospects, partners and local businesses by Chatham-Kent Economic Development Services in electronic and hard copy formats. The publication is also available on-line at www.ckforbusiness.com. CK4 Business is a quarterly publication that celebrates new investment and existing business in manufacturing, agriculture, tourism, small business, service/commercial and retail within Chatham-Kent. Each issue includes updated facts on building permits and employment rates. The publication features articles on good news and the latest developments along with bright graphics and colour photography in an effort to encourage investment in Chatham-Kent.

Honorable Mention

“Quarterly Newsletter”

Hagerstown-Washington County Economic Development Commission
Hagerstown, MD

Intersections is a quarterly newsletter designed, written and published by the Hagerstown-Washington County, Maryland Economic Development Commission (EDC). The publication includes timely information about the local business community as well as issues that affect local economic development efforts. Copies of the newsletter are distributed to the local business community, local and state government officials, developers and site selection consultants. It is available in hard copy or electronically via EDC’s web site – www.hagerstowncdc.org each issue of *Intersections* focuses on one particular industry that has a large impact on the region. In depth statistic from the local, state and national level are presented along with the industry’s regional employment data. This “Industry Profile” also includes a Q&A with a business executive as well as brief descriptions of two local companies from the highlighted industry. In addition, the “Industry Profile” includes a basic definition of the industry as reported by the North American Industrial Classification System, 2001, and the appropriate NAICS and SIC codes.

Newsletter – Population with More than 200,000

Category Winner

Pittsburgh TEQ

Pittsburgh Technology Council
Pittsburgh, PA

A publication of the Pittsburgh Technology Council, Pittsburgh *TEQ* is southwestern

Pennsylvania's only news magazine to exclusively cover the region's technology industry. *TEQ* is published 10 times per year, exploring the region's hottest companies, diverse workforce and the latest industry trends and issues. *TEQ* knows the local industry inside and out, serving as a resource for seasoned business professionals and entrepreneurs. Its features and columns offer practical business knowledge, updates on public policy and entrepreneurial know-how. For nearly a decade, *TEQ* has put a spotlight on the industry and its player who are transforming southwestern Pennsylvania into a technology leader.

Honorable Mention

“Quarterly Newsletter”

Greater Richmond Partnership, Inc.
Richmond, VA

The Greater Richmond Partnership’s quarterly newsletter is sent to investors, community leaders, stakeholders and allies in the region, as well as to consultants, prospects and others outside the area. Topics not only include company announcements, marketing activities, and accolades and awards received, but also updates on education, downtown revitalization, and other quality of life subjects. The newsletter’s title, grpva.com, reinforces the Partnership’s logo and web address, grpva.com, and incorporates the new colors and graphic elements of the Partnership’s unified marketing materials.

Honorable Mention

Circuit Newsletter

Progress Energy
Raleigh, NC

The purpose of Progress Energy's economic development newsletter, *Circuit*, is to provide useful information to companies considering the Carolinas and Florida as a potential site of their next expansion or relocation. The newsletter is sent to national site location consultants and real estate brokers as well as economic development allies in the three-state service territory. Regular features include updates on companies that have set up operations in Progress Energy's service territory in the past year, a profile of an industrial park or community, announcements of new expansions or relocations, accolades and updates on incentive programs and legislative developments. *Circuit* also often highlights industries that are growing in the Carolinas and Florida.

Overall Marketing – Population with Less than 50,000

Category Winner

Come Home Campaign

Village of Downers Grove Economic Development Commission
Downers Grove, IL

Downers Grove, Illinois is a 170 year-old quaint, hometown community of 49,000 people located 25 miles southwest of Chicago. During 2002, the EDC spearheaded the process of developing a marketing campaign to establish a positive, consistent Village identity that communicates our unique attributes and facilitates the attraction of desirable businesses, residents and visitors. A strategic multi-disciplinary team synthesized a wealth of data to develop a marketing platform that included a message, tag line and graphic. The resulting “Come Home” campaign was promoted via a variety of channels: brochures, websites, flyers, premiums, newsletters, water bills, CDs, videos, banners, ice sculptures, business cards, stationary, cable TV programs and power point presentations. The overall reaction to the Come Home campaign has been very positive. Businesses, civic organizations, residents and the Village have incorporated the message into their activities, effectively creating a unified “voice.” As the message continues to spread throughout the community, the EDC will utilize the message as a platform to communicate the Village’s positive attributes to potential new businesses, residents and visitors. Our goal is to improve the economic vitality of Downers Grove, while emphasizing the warm, hometown charm that has been the Village’s trademark for more than a century.

Overall Marketing – Population with 50,000 - 200,000

Category Winner

A Tacoma-Style Ad Campaign

Tacoma Economic Development Department
Tacoma, WA

Tacoma had earned nearly \$1 million in media coverage to turn around its image. Now it was time to take on an advertising campaign that would get the word out about Tacoma’s specific business advantages and keep the “Tacoma buzz” alive. The Ad Campaign team came up with a creative, unique concept that was also edgy enough to expand the campaign’s reach by getting extensive media coverage. The project exceeded everyone’s goals—from the number of business inquiring about Tacoma, to media coverage, to people’s impressions of the campaign. Tacoma’s job growth figures are the 5th highest in the nation and, as one Seattle business person put it, “Tacoma isn’t just earning respect, Tacoma is feared!”

Overall Marketing Campaign – Population with More than 200,000

Category Winner

Team Florida Marketing Campaign

Enterprise Florida, Inc
Orlando, FL

Honorable Mention

“Industrial Development 2003 Marketing Campaign”

San Jose Redevelopment Agency
San Jose, CA

San Jose is known throughout the world as the Capital of Silicon Valley because of the presence of such high technology giants as Cisco Systems, Hewlett-Packard, IBM, Sony Corporation, Hitachi, Cypress Semiconductors, Altera, Amtel, Kaiser Electronics, Northrup Grumman, Novellus, Acer America, and KLA Instruments, as well as the enormous base of suppliers and service providers, located in our technology parks. Our work program consists of a retention, attraction, and outreach program, funding the design and construction of infrastructure to sustain our technology base and corporate community, supporting start-up companies through the creation of incubators, and pursuing initiatives to diversify our base economy through attracting emerging technology companies. Our greatest value is in facilitating private development and expediting and streamlining the development process. The Agency’s Industrial Marketing Campaign addresses each of our work program efforts and aims at strengthening San Jose’s reputation in partnership with our corporate and development communities.

Paid Publication Advertisement Campaign – Population with Less than 50,000

Category Winner

Southern Idaho Economic Development Organization
Jerome, ID

In a ten-week period, Southern Idaho successfully recruited a Dell Computer Technical Support Center to Twin Falls. In six months, from the first site visit to opening the doors for business the community worked diligently to help make this venture a success. This campaign was developed to illustrate the commitment of the region and the ideal balance of business and livability in Southern Idaho. The single page version of the 4/Color advertisement was revised to include assets relative to region and was co-oped by communities in the region.

Paid Publication Advertisement Campaign – Population with 50,000 - 200,000

Category Winner

The Right People. The Right Place. The Right Time Trade and Consumer

Odessa Development Corporation
Odessa, TX

The new campaign for the Odessa Development Corporation was centered around developing a new positioning line for selling Odessa, as well as a brand that would

identify Odessa and the fact that it is located in Texas. The positioning line used in the headlines of the ads is: The Right People. The Right Place. The Right Time. The brand is: Odessa is the right place in Texas. Each ad plays off of one area of the positioning line, and the body copy is used to list success stories of the development corporation, to promote areas such as the industrial park, and to focus on the people/workforce available in Odessa. All of the ads are warm, friendly ads that capitalize on the friendly people in the city, and they all focus on Texas, with one of the main graphics being a map showing Odessa's location in state.

Paid Publication Advertisement Campaign – Population with More than 200,000

Category Winner

Jacksonville: Where the Future Leads

Cornerstone Regional Development Partnership
Jacksonville, FL

Cornerstone's "Jacksonville: Where the Future Leads" print advertising campaign is designed to increase awareness of Jacksonville as a region with a clear and collective vision for its future, where natural attributes and strong leadership create an ideal environment for business - strategic advantage and balanced lifestyle. Developed by St. John & Partners, Inc., the campaign strives to connect with executives who determine or influence corporate expansion or location decisions. Each of the four ads stresses a different business or quality of life advantage of the First Coast and successfully positions the growing Northeast Florida city as a place where the ideal is still attainable.

Honorable Mention

"Regional Imaging Advertising Campaign"

Charleston Regional Development Alliance
North Charleston, SC

The Charleston Regional Development Alliance is a public/private partnership representing Berkeley, Charleston and Dorchester counties in South Carolina. This three-ad series is part of a national image development campaign designed to position the Charleston region as an excellent location for technology-reliant businesses. The campaign theme line, "The Rules of Business Have Changed; So Has the Address," was developed to convey the idea that advances in information technology allow companies to locate anywhere they choose. The ads were designed to appeal to key target industry sectors for Charleston, including information technology and the life sciences. Images combine relevant business assets, such as the Medical University of South Carolina and a highly skilled workforce, with appealing lifestyle attributes. The print ads are part of a comprehensive image campaign that also includes public relations, collateral, direct marketing, promotional items, a website and special events.

Honorable Mention

“Where Small Business Makes it Big”

City of Brampton

Brampton, Ontario, Canada

The City of Brampton has a Small Business Enterprise Centre focused on assisting local residents in their entrepreneurial efforts. The first five years of the center focused on business start-up. As businesses grow, their needs also grow. The role of the Small Business Enterprise Centre has now broadened to assist growing businesses with their day-to-day challenges. The “Where Small Business Makes it Big” features three separate advertisements that feature creatures from the wild that also symbolize challenges that businesses face on every day.

The Turtle “Is your business off to a slow start?”

The Owl “Could you use a word from the wise?”

The Shark “Competition taking a bite out of your business?”

These advertisements invite businesses that are having challenges in growing their business visit the Brampton Small Business Enterprise Centre for assistance with their business problems.

Partnership – Population with Less than 50,000

Category Winner

South Ward Neighborhood Partnership – Making Neighborhoods Work

Public Service Electric and Gas Company

Newark, NJ

The South Ward Neighborhood Partnership is a coalition of over 300 neighborhood organizations committed to comprehensive neighborhood revitalization. PSE&G served as the anchor institution assuming the role of catalyst and network broker bringing together a vast network of complementary resources of community, public and private partnerships to bring about fundamental change to a neighborhood. The Partnership targeted improvement in key segments: 1) economic and community development, 2) social services, and 3) education and training. PSE&G approached these components from seven key areas: public safety, health, quality of life, housing, economic development, education and the environment. Several projects were developed within the Neighborhood Partnership. Some of these include: the South Ward Industrial Park Building, the Mildred Helms Park Project, Operation Weed and Seed (OWS), Safe Havens for Children and the Educational Technology Initiative. The industrial complex contains a \$6.8 million, 100,000 square foot light industrial building. The educational technology initiative targeted the five neighborhood schools as part of the \$1 million PSE&G commitment to America’s Promise, the Alliance for Youth. Since its inception, the Partnership has garnered national accolades and numerous honors including the first Ron Brown Award for Corporate Leadership.

Honorable Mention

Centennial Park "Field of Dreams"

City of Englewood
Englewood, CO

The City of Englewood, Colorado, created the Centennial Park “Field of Dreams” baseball park by turning a former landfill into a regional landmark, which generates economic returns and serves as a catalyst for business revitalization. The City of Englewood, along with its financial and regulatory partners, overcame significant environmental hurdles to transform a Brownfield’s site into an important community and regional asset. The Centennial Park “Fields of Dreams” project has injected over \$1.3 million into the local economy during its development. Other anticipated benefits include increased property values, business district beautification, and reduced environmental risks. Centennial Park’s size, presence, and recreational opportunities will provide an amenity to nearby businesses, making them more attractive.

Honorable Mention

The Works: Ohio Center for History, Art and Technology

Newark, OH

The Works: Ohio Center for History, Art and Technology, located in downtown Newark, Ohio is a center of discovery that inspires an appreciation for industry, innovation and the creative process in learners of all ages, backgrounds and abilities. Through its exhibits, programs and services, The Works strives to stimulate analytical thinking and enhance the quality of life in Licking County and beyond. The Works complex comprises more than one city block with over 150,000 square feet of exhibit space. With its focus on history, art and technology, The Works offer four key educational centers. The Art Works is a fully equipped community art studio with the goal of awakening the artist in everyone with its professional gallery and studio classroom. The Digital Works brings together disciplines of a professional studio and the creative environment of an educational facility enabling students to create multimedia presentations using PhotoShop, Freehand Flash, Indesign and other software. The Glass Works offers demonstrations as well as glassblowing classes, paperweight classes, and glass fusing. The Museum Works focused on the industrial history of the Licking County community. It features a renovated interurban car, operating factory, permanent historic displays as well as rotating exhibits that address some aspects of Licking County life.

Partnership – Population with 50,000 - 200,000

Category Winner

“Cheyenne Technology Corridor”

City of North Las Vegas

North Las Vegas, NV

Near its central core, the City of North Las Vegas has large tracts of underutilized land that was left behind by “leapfrog development” due to impoverished demographics. Cheyenne Avenue was characterized by sparsely developed big box warehouses. These conditions spurred federal, state and local governments to incorporate the area into a Historically Underused Business Zone as well as an Enterprise Community. In fall 2001, the City of North Las Vegas organized a public-private partnership with five of the largest land owning developers to develop and promote the area in a coordinated effort. For image purposes, and due to a unique array of digital communications available in the area, the name Cheyenne Technology Corridor (CTC) was selected as a focal point for branding and identity marketing efforts. The five developers making up the private side of the partnership, who normally would be in competition with one another for tenants, recognized the benefits of banding together to promote the corridor as a unique destination. Soon after the partnership was formed, the Community College of Southern Nevada (CCSN), Sprint, Power Pulse, the North Las Vegas Airport and several local technology service providers, were incorporated into the program to form the CTC Alliance. With less than a \$10,000 direct investment, the City of North Las Vegas has leveraged its resources into what is predicted to be hundreds of millions of private sector dollars. Within five years the Cheyenne Technology Corridor will have 3 to 4 million square feet of new properties, providing jobs for 10,000 people.

Honorable Mention

“America's River”

City of Dubuque

Dubuque, IA

The America's River project is a riverfront redevelopment plan transforming 90 acres of underutilized, industrial property in Dubuque, Iowa, to a campus capturing the historical, environmental, educational and recreational majesty of the Mississippi River. With its location and the juncture of Iowa, Illinois and Wisconsin, Dubuque serves as a gateway into the state of Iowa. Visitors crossing into Dubuque from Illinois and Wisconsin are greeted by breath-taking views of Dubuque's stunning limestone bluffs, historic architecture, and, of course, the magnificent Mississippi River. Through the America's River partnership, Dubuque is able to capitalize on its location and natural beauty, while offering visitors and residents recreational and educational opportunities. The America's River partnership began in the early 1990s when the City of Dubuque began to consider developing riverfront property for public use. The City joined forces with the Dubuque Area Chamber of Commerce and the Dubuque County Historical Society. As the America's River project grew in size and scope, Dubuque County joined the partnership, as well as private developer Platinum Hospitality. With the final component opening in fall of 2003, the \$188-million America's River project includes the National Mississippi River Museum & Aquarium, the Mississippi Riverwalk, amphitheater and River's Edge Plaza, the Grand Harbor Resort & Waterpark, and the Grand River Center, a conference and education facility.

Honorable Mention

City Center at Oyster Point

City of Newport News

“City Center at Oyster Point” is a new urbanist, high density, mixed use development in the center of the Oyster Point business park. City Center is being built around a five-acre fountain plaza that was put in place by the City in 1995 to attract a development that would cement Oyster Point’s role as the business center for the Virginia Peninsula in Hampton Roads for decades to come. In 2000, the City and its Economic Development Authority signed a development agreement with Newport News Town Center LLC to initiate the project. As part of the public-private partnership, the Newport News EDA agreed to build a 1,087-car parking garage to support free parking shared among a mix of class A office and commercial uses. The developer agreed to make contributions to the EDA equivalent to the cost of providing suburban scale surface parking as the project was developed. The City also agreed to lease one of the office buildings and to complete the street infrastructure needed to support the first phase and a portion of future phases.

Partnership – Population with More than 200,000

Category Winner

The Road Not Taken - A New Direction for First Ward

Charlotte Center City Partners

Charlotte, NC

In 1993 the Charlotte Housing Authority (CHA) received a \$41.7 million Hope VI grant to redevelop the ailing First Ward neighborhood in Center City Charlotte, North Carolina. Once a proud, economically, and socially diverse neighborhood, First Ward was overwhelmed by the 27-acre Earle Village public housing project in the 1960’s. By the early 1990’s, the neighborhood was crime-ridden and most apartments stood vacant. Collaborating with Charlotte Center City Partners, the City of Charlotte, and Bank of America Community Development Corporation, CHA crafted a plan for the revitalization of Earle Village and the entire First Ward. Today, First Ward is a stunning, urban, mixed-income neighborhood of apartments, condominiums, town homes and single-family houses. Rising from the doldrums of its public housing past, First Ward has become one of the hottest new neighborhoods in the entire city. What was once one of Charlotte’s most crime ridden neighborhoods is now a place that Charlotteans proudly share with friends and visitors.

Honorable Mention

“Highland's Garden Village”

Perry Rose, LLC

Denver, CO

Highlands' Garden Village ("HGV") is a \$93.5 million mixed-use redevelopment of the former Elitch Gardens amusement park site in Denver, Colorado. The HGV project revitalized an abandoned 30 acre site creating a combination of 350 new for-sale and rental housing units, 90,000 square feet of future commercial space, 135,000 square feet of open space, renovation of two historic structures and reintegrating the traditional street grid back into the neighborhood. HGV provides a model for the redevelopment of abandoned or distressed inner-city properties such as deteriorating shopping malls, brownfields or former industrial sites. The project's developer is Perry Rose, LLC, of which the principals are Jonathan F. P. Rose and Charles J. Perry. The Mayor of the City and County of Denver is John Hickenlooper. The Executive Director of the Denver Urban Renewal Authority is Tracy Huggins. For further information, please contact Charles J. Perry at Perry Rose, LLC, 4655 West 37th Ave. Suite 102, Denver, CO 80212 or via telephone at (303) 446-0600. The development of Highlands' Garden Village involved extensive and multifaceted collaboration between the project's private sector developers and the City and County of Denver. Specifically, the public-private partnership has occurred at three primary levels: 1) An extensive community planning process involving the developers, the local neighborhood, and the Planning and Community Development Agency; 2) Tax Increment Financing, involving the Denver Urban Renewal Authority; and 3) City financial participation, via HOME loans and the use of municipal tax-exempt bond capacity, in the creation of affordable rental housing at Highlands' Garden Village.

Program – Population with 50,000 - 200,000

Category Winner

Glades Strategic Business Development Initiative

Palm Beach County Board of County Commissioners, Economic Development Office
West Palm Beach, FL

Beginning in early 2000, Palm Beach County and the Glades communities decided to move forward with an initiative and program to foster economic development in the Glades Area. An important consideration was establishing a workable partnership (federal, state, local government and community organizations) and framework under which economic development in the western portion of the County could take place. The Glades Area consists of three agricultural communities, Belle Glade, South Bay and Pahokee, and the surrounding unincorporated area. While the economic engine of the Glades is primarily agriculture, diversifying job opportunities are key to community sustainability. After a highly concerted partnership effort, the Glades Strategic Business Development Initiative was awarded a total of \$284,000 from the U.S. Department of Agriculture, leveraged by \$903,149 of the partners' non-federal dollars, which began as a means to grow the economy in the Glades area. As of March 2003, "A Regional Business Plan for the Glades" was completed and the Cities of Belle Glade, Pahokee and South Bay passed Resolutions approving the business plan and the recommendation to create a regional economic entity for the Glades. Over 157 small and emerging businesses have

received technical assistance and over 200 clients have received job skills training and job placement. These funds were instrumental in the creation of a successful strategic business development plan for the Glades community.

Program – Population with More than 200,000

Category Winner

Contact Center Attraction Partnership

Linx BC
Vancouver, BC
Canada

Linx BC is a public/private partnership, formed in 1998, to create opportunities in high unemployment communities within the Province of British Columbia (population 4 million) through the attraction of high quality Contact Centers. Linx BC brings the strengths and advantages of all its members (Government of British Columbia, TELUS, and the communities of Chilliwack, Cowichan, Kamloops, Nanaimo, Penticton, Prince George and Vernon), to the attention of key international Contact Center site decision makers. Linx BC has had a significant impact in British Columbia, creating 5,700 new jobs in 5 provincial communities, with 1,400 more jobs announced for 2 additional communities. With these jobs has come more than \$70 million in direct investment and new annual payroll of \$85 million per year. Secondary spending in local areas is estimated at \$17 million per year and direct returns to the Government through new tax revenues are in excess of \$4 million per year. Linx BC has an annual marketing budget of less than \$70,000 and offers no financial incentives.

Category Winner

Long-Term Relationship-Building Helps Win Toyota Plant for San Antonio

San Antonio Economic Development Foundation
San Antonio, TX

In February 2003, Toyota Motor Corp. announced San Antonio, Texas as the location for an \$800 million, 2,000-employee truck manufacturing plant. The Alamo City prevailed, primarily as a result of the long-term approach the San Antonio Economic Development Foundation (SAEDF) has taken toward marketing the area to manufacturers, while cultivating relationships over many years with Japanese business and government leaders. That approach of relationship building paid off for SAEDF, which took the lead in building a unified team (Team Toyota) of community leaders who showed Toyota how serious they were about locating that manufacturing facility. Within a few months, Team Toyota had assembled the largest financial incentive package ever put together in the State of Texas. Toyota officials stated that the way so many entities came together as a team – Team Toyota – and worked so hard for a common goal was a major factor in San Antonio's selection. A substantial measure of the team's success and lack of internal political power struggles owes to the unifying effect of the SAEDF, a non-governmental,

privately funded organization with only one objective at the time – to get the Toyota plant for San Antonio.

Honorable Mention

“2002 Economic Development Program”

Prince William County Department of Economic Development
Manassas, VA

Prince William County Department of Economic Development is recognized for its success in working with the residents, county leadership, state leadership, and business community to transform this highly residential Washington, DC exurb into a highly desirable emerging biotechnology corridor and business community. The Department’s ingenuity and foresight guided this transformation. The Department worked with County leaders to lower taxes, implement a fast-track permitting process that guarantees 30-day approval of site and building permits, establish a discretionary Opportunity Fund, and marketed these benefits along with its location and highly educated workforce to attract new businesses to the region. In 2002, fifteen projects were announced with an investment of \$529.4 million and 2,063 jobs. According to numbers released by the Virginia Economic Development Partnership (VEDP) one out of every three dollars in new investment in Virginia for 2002 was placed in Prince William County. Over the past 4 years, Prince William County has landed three projects with over \$425 million of investment each. The County has seen a 6% increase in at-place employment over the last year (27% increase since 1997), an 18% increase in average assessed home value over the last year, and an unemployment rate that is consistently half the national average.

Honorable Mention

Growing Mahoning Valley Program

Youngstown/Warren Regional Chamber
Warren, OH

Located in Northeastern Ohio, the Mahoning Valley’s highway network was built in the 1950s during prosperous times. Twenty years later, as economic decline resulting primarily from the loss of thousands of steel-related jobs gripped the area; road networks that were intended to be built in phases were left unfinished as the economy, and the community, deteriorated. *Grow Mahoning Valley* was formed in 1997 to address a crisis in the region: a lack of investment and reinvestment in the area’s infrastructure. The organization’s mission - *to promote economic development through the completion of infrastructure projects*. *Grow Mahoning Valley* is a public/private/labor partnership that has successfully brought more than \$180 million in state and federal funding to the Youngstown-Warren metropolitan area. In just the last five years, over 20 different road, bridge, water and sewer projects have resulted from this initiative. *Grow Mahoning Valley’s* efforts have helped to change the image of the area, both internally and externally. State and federal officials have recognized *Grow Mahoning Valley* as a leader

in promoting regionalism, consensus building, prioritization and non-partisanship in order to improve the quality of life for its residents.

Research Report – Population with Less than 50,000

Category Winner

A Back Office and Telecommunications-Based Economic Development Strategy

Whitewater Community Development Authority

Whitewater, WI

The *Back Office and Telecommunications-Based Economic Development Strategy for the City of Whitewater, Wisconsin* is a comprehensive assessment of existing conditions in the community and a strategic plan to attract back office industries. The report is an outgrowth of a joint effort between the Whitewater Community Development Authority and the University of Wisconsin – Whitewater. This effort was launched in an effort to tap the University's resources as an engine for economic development, particularly within the College of Business, which is the largest in Wisconsin. The report was written by Michael Stumpf, Director of the Whitewater CDA. The report begins with a summary of prior economic development initiatives leading up to the current project. It offers an overview of the back office industry and identifies specific targets, such as financial processing and computer help desks, for the community to target. Employing a variety of descriptive techniques and assessment tools, the report assesses current conditions within the community, and continues to offer specific recommendations to create a competitive advantage within the city. The report concludes with a position statement. "Whitewater is a conveniently situated rural back office or call center location featuring a pocket of technical talent amid a skilled labor market, with an outstanding telecommunications infrastructure and a competitive cost structure."

Research Report – Population with 50,000 - 200,000

Category Winner

Expansion and Downtown Redevelopment Project

The Capital Theatre

Yakima, WA

The City of Yakima is in Washington State, 145 miles east of Seattle. Apples, sweet cherries and premium wine grapes thrive in the Yakima Valley's volcanic soil and mild, sunny climate. However, its Provencal beautiful is belied by the socioeconomic realities that have led to the area's decline. Yakima faces critical issues: low wages and income, unemployment, poverty, poor race relations, and low educational attainment. The Capitol Theatre has responded to these challenges with its Expansion and Downtown Redevelopment Project. In four phases, this \$34 million project will make needed facility improvements; build and annex and a community center; create a plaza and commons; and invite development of a mixed-use building for niche retail, parking and

housing. Inspiration for the plaza and commons comes from the Mexican heritage and culture that is prevalent throughout the Yakima Valley. With the help of ArtsMarket, The Capitol Theatre has been able to measure the annual return on this \$34 million investment with a 16-block CBD: an event every day of the year; 75,000 visitations; 2,000 jobs; \$36,000,000 in economic impact, \$35,752,000 in retail sales, and \$2,825,000 in state sales tax revenues. The Capitol Theatre is demonstrating how a single nonprofit arts institution can lead the way as a change agent in a huge venture, and succeeds every step of the way.

Honorable Mention

“EDA RLF Performance Evaluation”

Rutgers University Center for Urban Policy Research
New Brunswick, NJ

In FY 1998, The Economic Development Administration (EDA) commissioned an evaluation of its Revolving Loan Fund (RLF) program to determine the extent to which EDA RLF grants achieve structural economic adjustment in the target area. This was the most comprehensive study of RLFs ever undertaken. It involved 450 grantees who issued close to 12,000 loans totalling over \$670 million. The study was undertaken and delivered by the Rutgers University Center for Urban Policy Research (CUPR) and involved participation by Economic Modeling Specialist Inc. (EMSI), the New Jersey Institute of Technology (NJIT), and the Epling Corporation (TEC). These four organizations prepared three reports totaling close to 950 pages that were delivered in May 2002: *The Impact of Planning on EDA RLF Performance*; *The Impact of EDA RLF Loans on Economic Restructuring*; *EDA RLF's – Performance Evaluation*.

Research Report – Population with More than 200,000

Category Winner

Innovation and Entrepreneurial Index

Innovation Philadelphia
Philadelphia, PA

Honorable Mention

“Economic Impact Analysis of Offshore Development on Nova Scotia”

Greater Halifax Partnership
Halifax, Nova Scotia
Canada

The Greater Halifax Partnership with private and public sector partners commissioned the Conference Board of Canada to conduct a study of the long-term economic impact of offshore development on Nova Scotia. The study's primary objective is to project an annual estimate of the impact of offshore natural gas development on key economic

factors for Nova Scotia. These economic factors include: gross domestic product (GDP), total population and migration, employment and unemployment rates, income, housing starts, housing process, and retail sales to name a few. The report examines three potential scenarios to predict future effects on the economy. The report was developed through analyzing various predictions from a range of industry and geological experts.

Honorable Mention

“State of the Industry Report”

Pittsburgh Technology Council
Pittsburgh, PA

The Pittsburgh Technology Council's State of the Industry Report is published on an annual basis, and it examines the economic role that technology industry clusters play in southwestern Pennsylvania. These clusters include information technology, advanced materials, biomedical and biotechnology, advanced manufacturing and environmental technology. In addition, the report reveals progress on other key indicators of economic health, such as venture capital investment, university-based technology transfer, research and development, patents and IPOs and more. Research for the Report encompasses data for 13 counties in the Pittsburgh region, and it includes total employment, number of companies, total annual payroll and average wages in the industry clusters mentioned above. Copies of the 12-page report summary are available by calling (412) 687-0200. The complete, more comprehensive report is available for viewing on line at the Pittsburgh Technology Council's Web site at www.pghtech.org.

Honorable Mention

Arizona-Sonora Regional Economic Indicators – Report Card 2002

The University of Arizona Office of Economic Development
Tucson, AZ

The Arizona-Sonora Report Card is an innovative approach to measuring the economic trends in transborder regions. The project is an outgrowth of formal initiatives undertaken by two neighboring states – Arizona in the United States and Sonora in Mexico – to promote economic integration and enhance region's global competitiveness. The Report Card monitors the region's trends in four areas: NAFTA and global markets, regional integration, economic performance of leading sectors, and quality of life. The unique feature of the Report Card is that it looks at Arizona and Sonora as a single economic region and monitors the changes in the Region's relative position in comparison with the entire U.S.-Mexico border region. Produced on an annual basis and accompanied with a detailed background report, the Report Card allows policy- and decisions-makers evaluate whether the Region keeps pace or loses its relative position among other border states.

Single Publication Advertisement Campaign – Population with Less than 50,000

Category Winner

Development Advertisement Campaign

Southern Idaho Economic Development Organization
Jerome, ID

In a ten-week period, Southern Idaho successfully recruited a Dell Computer Technical Support Center to Twin Falls. In six months, from the first site visit to opening the doors for business the community worked diligently to help make this venture a success. This advertisement was developed to illustrate the commitment of the region and the ideal balance of business and livability in Southern Idaho.

Single Publication Advertisement Campaign – Population with 50,000 - 200,000

Honorable Mention

“The Right People”

Odessa Development Corporation
Odessa, TX

“The Right People” ad is an example of using one part of the positioning statement, *The Right People. The Right Place. The Right Time*, as the headline. This ad focuses on both the friendly people that make it a pleasure to do business in Odessa as well as the abundant workforce with highly skilled professionals. It also touches on the outstanding medical and educational facilities that are available. This ad is primarily an image ad due to the fact that it ran in **Southwest Spirit** magazine, a consumer magazine with a broad readership. It also addresses a number of the qualities that are important to the consultant looking for a destination for his client.

Single Publication Advertisement Campaign – Population with More than 200,000

Category Winner

“Rx for Success”

City of Brampton
Brampton, Ontario, Canada

The City of Brampton has developed a sector strategy that focuses business attraction and marketing efforts around key industrial/commercial sectors. One of these sectors is the biomedical/life sciences sector. The Rx For Success (Prescription for Success) campaign has been very successful and is featured in publications like *Pharmaceutical Executive*. The advertisement features a strong graphic that details a medical blister package with key themes like “proximity to airport” and “competitive costs” on each pill in the blister

package. Supporting the image is informative text that highlights Brampton's competitive advantages as a business location.

Category Winner

“GreaterLouisvilleWorks.com”

Greater Louisville Inc., KentuckianaWorks, Career Resources, Inc. and MyCareerNetwork.com
Louisville, KY

GreaterLouisvilleWorks.com provides employers with two solutions to their workforce needs, which can adapt depending upon economic pressures and workforce trends. For example, employers are currently deluged with resumes, especially from the Internet. Although fewer job openings are currently available, many employers are overloaded with applicants. As market conditions improve, the “pain” felt by employers will switch from too many resumes to not enough qualified candidates. GreaterLouisvilleWorks.com includes tools for streamlining the recruitment process as well as housing a centralized regional database that collects and stores data about job seekers. In less than one year, over 100,000 resumes have been submitted to GreaterLouisvilleWorks.com, resulting in a total of 218 hires (as of 7/21/03) - from a vice president of marketing to controller to assembly line worker. Creating GreaterLouisvilleWorks.com required a unique approach to tackling a region-wide public problem: how to effectively generate hire connections among area employers and job seekers. By combining ideas, resources, and community contacts, we prove that an entire region can benefit from collaborative efforts. Together we can make a significant impact in the employment and retention of talented individuals in our region thus resulting in enhanced regional competitiveness.

Honorable Mention

Burger King Testimonial Ad

The Beacon Council
Miami, FL

The Beacon Council, the official economic development organization for Miami-Dade County, Florida to emphasize the business assets available in choosing Miami-Dade County as a location to do business, developed the ad. The Beacon Council partnered with Burger King Corporation and its Chairman & CEO at the time, John Dasburg to tell the story. Additionally, the ad was done after Burger King Corporation officially announced that it decided to maintain its world headquarters in Miami-Dade and even expand its presence by building a new expanded facility.

Special Event – Population with 50,000 - 200,00

Category Winner

“Come Score With Chatham-Kent”

Chatham-Kent Economic Development Services
Chatham, Ontario, Canada

Site selectors, ICI Real Estate Agents and Chatham-Kent Developers were invited to a reception hosted by the mayor and the CEO's of Chatham-Kent businesses Union Gas, Pioneer Seed and Bell Ontario. Guest heard presentations and testimonials from the CEO's on the merits of location their business in Chatham-Kent. Guests were then transported to the Bell corporate box at the Air Canada Centre to watch the Toronto Maple Leafs hockey game. Each guest received a TPS Response hockey stick; a NHL favorite manufactured in Chatham-Kent with the words "Come Score with Chatham-Kent" printed across the hockey stick blade. The invitations featured hockey card style profiles of Chatham-Kent's most valuable players – the mayor and CEO's who hosted the event.

Special Event – Population with More than 200,000

Category Winner

“German Machinery/Auto Parts Journalists' Tour”

Ministry of Enterprise, Opportunity and Innovation - Market Ontario
Toronto, ON
Canada

Journalists' tours have proven to be highly successful in generating in-depth sector-specific media relations campaigns. The German Machinery/Auto Parts Journalists' Tour attracted the highest number of journalists of any tour hosted by the Ministry of Enterprise, Opportunity and Innovation. Eleven journalists -- ten senior journalists from leading German machinery and automotive trade publications participated in the tour and the Canadian correspondent for Handelsblatt, who also covers Canadian business news for eight other German language publications in Germany, Austria, Switzerland and Luxembourg, participated. The agenda was carefully developed to reflect the editorial focus of the publications and the interests of the journalists. Best of breed German or German-heritage machinery and automotive parts companies doing business in Ontario were featured. The last day of the program enabled the journalists to sample the quality of life in Ontario with a tour of the Niagara wine region and Niagara Falls.

Honorable Mention

“TexMex 2003”

City of Brampton
Brampton, ON
Canada

The City of Brampton has a strong International Business Strategy that focuses on key geographical markets through the world. In the Southwestern United States, the City of

Brampton has developed a strong business relationship with Plano, Texas. This relationship has grown quickly over the last few years and has resulted in the development of a formal Sister City relationship. Under the title TEX-MEX MISSION 2002 Special Event, the City of Brampton distributed invitation cards to a number of businesses in Brampton that had expressed interest in exploring international exporting opportunities. The invitation attracted attention with its use of dynamic colors and southwest images. Playing on the chili pepper graphics, the card informed the recipient that ‘We’re Heating Up...’ and invited business to attend an upcoming business mission. This campaign was very successful. We fielded a number of calls from businesses interested in this and future mission to other jurisdictions. We were able to secure 5 companies to attend the mission with us.

Honorable Mention

“Angels and Eggs” Event

Howard County Economic Development Authority NeoTech Incubator
Columbia, MD

Angel and EggsSM is a comprehensive program that provides Angel investors with the opportunity to get to know “cream of the crop” incubator companies in a non-committal setting, while also providing incubator companies in the State of Maryland with the opportunity to refine their messages and presentation skills. The program is unique because it provides incubator companies with all of the training and support necessary to understand an Angel investor’s investment criteria, as well as the best way to position themselves for investment from an Angel. A blend of theoretical training and practical experiences, the program serves as a valuable screening process that pre-qualifies companies for the Angel investor. These key attributes have resulted in it becoming a statewide initiative made available to all ten incubators in the State of Maryland which “house” about 120 incubator companies, giving the program a critical mass of investment opportunities available to Angel investors. The second annual Angels and EggsSM is scheduled October of 2003.

Special Purpose Brochure – Population with Less than 50,000

Category Winner

“Guide to Doing Business in Burlington”

Community and Economic Development Office, City of Burlington
Burlington, VT

The *Guide to Doing Business in Burlington*, now in its 2nd edition, is a street-smart guide geared to the small business looking to start, expand, or relocate in the Queen City. It includes sections and advice on financing, hiring, business plans, and navigating the city permitting process. Written by an experienced business owner, it provides a practical approach to navigating city-permitting departments and offers helpful information on critical start-up issues. Business owners and entrepreneurs agree. “The *Guide to Doing Business* is amazingly comprehensive,” states a recently opened business owner. “It made the process of starting a business less intimidating by addressing all the essential considerations that any new business must face. It made us aware of the resources and people in Burlington who were not only willing to advise and inform us but also offer their encouragement and support for our venture. This guide served as the launch pad for our business.”

Honorable Mention

“Building Tomorrow: Changing our Economic Future”

Jacksonville Regional Economic Development Corporation
Jacksonville, IL

This booklet was the centerpiece of the EDC’s 5-year funding campaign, conducted by National Community Development Services (NCDS). The purpose of the book was to build the case for potential investments while emphasizing the EDC’s regional focus. Because the booklet was the primary marketing piece for the campaign, it was designed to have broad appeal and the ability to distill a bulky 5-year plan into several pages. The booklet was a key factor in the success of the campaign, which despite difficult economic conditions, was at 90% of goal in early July, and is anticipated to ultimately exceed goal.

Special Purpose Brochure – Population with 50,000 - 200,000

Category Winner

Downtown Clearwater Beach and Gulf to Bay Corridor Development Opportunities

Economic Development and Housing Department, City of Clearwater
Clearwater, FL

Recognizing the importance of a vibrant destination downtown core and beach neighborhood, the Clearwater City Commission has made the redevelopment of these two areas a high priority. As part of this redevelopment commitment, the Commission is open to the concept of making the city’s existing City Hall and Civic Center properties available for redevelopment in conjunction with the redevelopment of two adjacent, privately owned sites. In an effort to promote this redevelopment opportunity, the Economic Development & Housing Department created a special-purpose marketing brochure that has been mailed to a targeted number of national and regional developers and investors. The brochure highlights available downtown properties, as well as

existing and potential public improvements, city demographics, and available business assistance programs. It folds out into a well-designed map that pinpoints redevelopment properties and existing retail, housing, entertainment and service providers.

Special Purpose Brochure – Population with More than 200,000

Category Winner

Economic Development Starting a Business Brochure

City of Surrey, Economic Development Office
Surrey, BC
Canada

The marketing initiative was developed to build on the growing phenomena of home-based businesses. The city of Surrey sees, on average, 150 new home-based businesses opening each month. As a strong advocate for this sector's growth, we have developed programs that are specifically supportive of specialized assistance to home-based businesses. When these businesses are successful, they grow and prosper – usually within the boundaries of the community that has supported them, and, generally, where the principal of the business is located. This publication includes easy to understand, general business start-up information along with contact information for other regulatory and assistance agencies involved with business. Our Starting A Business program partners the information brochure with direct, hands-on forums called: "The Mayor's Business Breakfast Series" that brings in expert assistance in the way of accounting advice, leasehold information, legal advice, financial lending opportunities and marketing training to better secure the chance of success for these fledging businesses. As a culturally diverse city, we are also offering this series in other languages utilizing translators and multi-cultural media.

Honorable Mention

Canada's Winning Secrets

Investment Partnerships Canada
Ottawa, Ontario, Canada

Canada plays an important role in the new global knowledge-based economy. We are recognized the world over for our innovate capabilities and advanced technologies. Canadian companies are considered world leaders in industries from fiber optics to aerospace. These industries are the engine driving economic growth and job creation in Canada. This country also offers many compelling competitive advantages to potential foreign investors, including a highly skilled work force, low production and research and development costs, and a high standard of living. Our proximity to the United States and its marketplace makes Canada a prime location for foreign investors. More and more, foreign companies witting to access the American market establish themselves here in Canada. Investment Partnerships Canada has developed a great booklet showcasing the Canadian investment advantage – *Canada's Winning Secrets*. It contains important

economic and financial information that, we hope, will lead investors to consider Canada in their prospecting. Canada is a country with a strong progressive economy that offers foreign investors dramatic growth potential.