

## 2004 Edward deLuca Lifetime Achievement Award

### James Devine

President & CEO

Lees Summit Economic Development Council

Lees Summit, MO

The Edward deLuca Lifetime Achievement Award for Professional Excellence in Economic Development recognizes an individual who consistently has exemplified the highest standards of professional excellence throughout their career in the economic development field. Jim Devine has more than 30 years of public and private experience in economic and community development. As a consultant or chief executive, he has worked for cities, counties, states, chambers of commerce, management consultancies and real estate research firms in 22 states in the United States. He has managed: multi-million dollar marketing and public relations campaigns in the United States and Europe; more than 300 corporate site searches involving over 25,000 jobs and \$1.8 billion in capital investment; industrial parks; labor force studies; workforce consortiums; real estate highest and best use studies; foreign trade zones; enterprise zones; downtown and redevelopment programs; and strategic development and marketing plans for communities throughout the nation.

Throughout his career, he has received national recognition and awards for innovative economic and community development programs. Mr. Devine served as 1999-2000 chairman of the International Economic Development Council. IEDC has also honored him as an Honorary Life Member (HLM) and Fellow Member (FM). Since 1986 he has been reelected continuously to the IEDC board, making him the longest serving elected board member of the IEDC. Mr. Devine is a Ford Foundation Scholar, holds a master's degree in public administration from Syracuse University's Maxwell School of Public Administration and has an undergraduate degree cum laude from Wesleyan University in Middletown, CT. He earned the Certified Economic Developer (CEd) professional designation in 1979.

He is author of the award winning article, "Observations on Doing Business With Japan," guest editor of the Economic Development Review's groundbreaking issue on "Retailing and Economic Development," originator of the Economic Summit concept, guest speaker on research and findings on "The Dark Side of Economic Development" and recipient of the prestigious Arthur D. Little Award for Management Excellence in Economic Development.

## Leadership Award for Public Service

### The Honorable Ronald Loveridge

Mayor

City of Riverside

Riverside, CA

The Leadership Award for Public Service recognizes an elected official who has served as a committed advocate for economic development for at least 10 years in the public sector. Ronald O. Loveridge took office as mayor of Riverside in 1994, having previously served on the Riverside City Council from 1979 to 1994. A champion of neighborhood rebirth, visionary thinking and the entrepreneurial development of California's Inland Empire he has been actively involved in the aims of IEDC and its predecessor organizations for over 20 years.

Mayor Loveridge, upon taking office, set a vision of a resurgent City of Riverside playing a key developmental role in Inland Southern California – one of the fastest growing regions in the United States and initiated the actions needed to achieve that vision. A facilitative leader, he has made attracting new business and retaining existing businesses a city priority and actively participates in meetings with industry, including the "Red Team" program designed to assist business in overcoming obstacles. He strongly supports partnerships between business and higher education, having conceived and implemented a "New Paradigm" workshop series.

An affirmation of his leadership is the fact that the mayor currently serves as president of the California League of Cities. As president, he took the lead in promoting a statewide ballot initiative measure to protect local government revenue from being diverted to state purposes. He is also a member of the boards of directors of the Southern California Association of Governments (SCAG) and the South Coast Air Quality Management District (SCAQMD).

Mayor Loveridge has a master's degree and PhD in political science from Stanford University. He is the author of "City Managers in Legislative Politics" and has taught political science at the University of California, Riverside, since 1965.

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## Leadership Award for Public Service

### The Honorable Meyera Oberndorf

Mayor  
City of Virginia Beach  
Virginia Beach, VA

The Leadership Award for Public Service recognizes an elected official who has served as a committed advocate for economic development for at least 10 years in the public sector. Mayor Meyera Oberndorf was sworn in on July 1, 1988 as the first directly elected and the first woman mayor in Virginia Beach's history. Oberndorf's initial election to City Council in 1976 began a series of firsts for the city, as she became the first woman elected to public office.

As mayor she has strongly emphasized the importance of economic development. Through her leadership, new businesses are relocating to Virginia Beach, existing businesses are expanding, and new jobs are being created. She has traveled to China, Japan, Ireland, England and Norway to further economic development and cultural relations with other nations.

One of the most important accomplishments under the Mayor's direction was the City of Virginia's Beach Economic Development Strategic Plan initiative in 2001. This plan is continually updated and revised to capitalize on changing markets. The most important new program within the Strategy is the creation of a workforce development initiative, which recognizes that a skilled labor force is the number one site selection criteria used by site selection consultants.

Mayor Oberndorf has aggressively pursued new development for Virginia Beach including a new Town Center. The Town Center is located in the heart of Virginia Beach, the most populous city in the Commonwealth of Virginia. In April 2004, the city of Virginia Beach was recognized by Site Selection Magazine as having one of the ten best economic development groups in the nation and was honored for closing several major projects in 2003 under the Mayor's direction. USA Today Weekend Magazine named Virginia Beach the "Best Place to Live in America" and Mayor Oberndorf was recognized by Newsweek magazine as one of the 25 most dynamic mayors in the United States.

## Chairman's Award for Lifetime Achievement in Economic Development

### Sam Volpentest

Executive Vice President  
Tri-City Industrial Development Council  
Kennewick, WA

The Chairman's Award is given to an individual, who has shown long-standing, exemplary commitment to economic development over their career. As Sam Volpentest approaches his 100th birthday on September 24, 2004, he is probably one of the oldest full-time economic development executives in the United States with a proven track record. Sam started his economic development career

as a volunteer in 1963 when he formed the Tri-City Nuclear Industrial Council, the predecessor to TRIDEC. He is responsible for many successful projects locating in the Tri-Cities area of Washington State including the Richland Federal Building, Battelle, Pacific Northwest National Laboratory and the Volpentest HAM-MER Training and Education Center.

## Outstanding New Economic Developer of the Year

### Alan Hawthorne, PhD

Executive Director  
Joint Industrial Development Authority  
Wythe County, VA

The Outstanding New Developer of the Year Award is presented to an individual who has attained outstanding achievement in the first five years of his/her economic development career. After a successful research career at Oak Ridge National Laboratory in Tennessee, Dr. Alan Hawthorne returned to his native Wythe County and, since 1999, has provided leadership for the economic development efforts of the county and its two towns, Wytheville and Rural Retreat. Under his leadership, Wythe County has led the state over the past three years in a combined per capita ranking of business investment, job creation, and project announcements as measured by the Virginia Economic Development Partnership. A strong existing industry program has helped Wythe County maintain job loss at a level significantly below that of surrounding communities. In recent years, the Joint Industrial Development Authority of Wythe County has garnered national recognition for its successes.

## Annual Report – Population Less than 50,000

### Category Winner

#### "2003 Annual Report: A Building Year"

Jacksonville Regional Economic Development Corporation  
Jacksonville, IL

Each year, the Jacksonville (Illinois) Regional Economic Development Corporation provides information to investors, allies, and stakeholders with a concise, 4-page annual report. In 2003, the EDC experienced one of its most successful years in recent memory, and used pictures of each project as the cover for the report, entitled A Building Year. In addition to the standard financial reports and photos, the 2003 report also included a "scorecard" of program results.

### Honorable Mention

#### "2003 Annual Economic Development Report"

Union County-Marysville Economic Development Partnership  
Marysville, OH

The project involved the production and distribution of the 2003 Union County-Marysville Annual Economic Development Report which was funded by the Union County-Marysville Economic

Development Partnership and the Union County Economic Development Council (CIC). The Annual Report, which was designed by Pelican Advertising out Dayton, Ohio, highlighted the 2003 accomplishments of Economic Development in Union County and Marysville including the completion of a comprehensive Economic Development Action Plan. The Annual Report was distributed to the Central Ohio area realtors, brokers, developers, companies, and community leaders in an effort to promote the growth and development of Union County. Union County and Marysville are located 30 miles northwest of downtown Columbus and are part of the Central Ohio region. The Union County-Marysville community is blessed to have such major corporations such as Honda of America, The Scotts Company (World Headquarters), Nestle Research and Development, Parker-Denison, and The Goodyear Tire and Rubber Company.

## **Annual Report – Population 50,000-200,000**

### **Category Winner**

#### **2003 Annual Report: “Growing and Thriving in High Point”**

High Point Economic Development Corporation  
High Point, NC

“Growing and Thriving in High Point” was developed as a theme in 2003 to celebrate the 86 local companies that expanded during the calendar year. For the first time ever in an HPEDC annual report:

- 2003 announcements were presented by category: high tech / biotech; manufacturing; distribution; International Home Furnishings Market / furniture-related; customer service; banking; photography; healthcare; educational / institutional; hospitality; and retail.
- A story on High Point’s International Home Furnishings Market and its impressive \$1.1 billion annual economic impact was featured on the back cover.
- Companies’ web addresses were highlighted in each article.
- The annual report was expanded to 20 pages.

### **Honorable Mention**

#### **Redevelopment and Economic Development Department Annual Report**

City of Corona  
Corona, CA

The Redevelopment and Economic Development Department of the City of Corona is responsible for implementing a variety of operations, including the Redevelopment Agency’s policies and projects. As one of the fastest growing cities in California over the last decade, Corona has taken a leadership role in opening the gateway to the Inland Empire for business to relocate to and thrive in an entrepreneurial atmosphere. The first Redevelopment and

Economic Development Department Annual Report was published in 1991. The report was designed to inform elected and appointed officials and city staff of the department’s efforts during that year. It was written for a reader familiar with the overall functions and structure of the City of Corona. In subsequent years, the report was expanded to utilize the information contained in it for a broader purpose. Now used as an economic development-marketing piece, the report focuses on the phenomenal amount of development activity that is occurring in all segments of Corona’s economy. It acquaints those not familiar with the City with the opportunities that exist for the attraction of quality business and service industries.

## **Annual Report – Population 50,000-200,000**

### **Honorable Mention**

#### **Annual Activity Report**

Iowa City Area Development Group  
Iowa City, IA

Communications are vital to every organization. And, making a great first impression is key to communications! Timing is critical and accuracy is also important. In FY2004, the Iowa City Area Development Group designed new print publications to reflect our new marketing image and brand. Maintaining timely, effective communication with clients and investors was paramount. The strong design of the Instrument of Change, our organization’s FY2003 annual activity report, presents the area’s economic development information in a visually attractive and interesting format.

## **Annual Report – Population More than 200,000**

### **Category Winner**

#### **“1 Region” Annual Report**

Greater Phoenix Economic Council  
Phoenix, AZ

A true public/private partnership, the Greater Phoenix Economic Council (GPEC) is a cooperative effort of Maricopa County and 14 communities within it, along with its growing roster of more than 130 private-sector business partners. As the region’s official economic development authority, GPEC coordinates public and private efforts in promoting Greater Phoenix to companies seeking a location where they can compete and thrive in today’s global economy. In addition to outlining GPEC’s 2003 accomplishments and meeting our financial responsibility to our stakeholders, the 1 Region annual report showcases the importance of our communities and members working together to achieve success. The theme came from a desire to underscore the fact that we are all residents of Greater Phoenix and we all benefit from a unified approach to marketing and business attraction.

**Honorable Mention****The Broward Alliance**

Fort Lauderdale, FL

**Honorable Mention****"On Strategy, On Course" – '02-'03 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 2002-2003 annual report, titled "On Strategy, On Course" represents the third year in a five-year strategic plan. The theme of the report alludes to the numerous successes achieved during the year, including meeting our project announcement and average wage goals. The annual report was presented to Alliance investors at the group's annual meeting in November 2003.

**Audio Visual – Population Less than 50,000****Category Winner****"Business Odyssey"**

City of South Sioux City  
South Sioux City, NE

South Sioux City's "Business Odyssey" video celebrates successful economic development efforts over the past three years, including recognition as a 2003 All America City, the downtown revitalization project, the "Cardinal" quality of life branding campaign, the fiber optic network, and remarks from Nebraska Governor Mike Johanns. This segment was featured on national television on CNBC's "Business Odyssey," is currently shown on local cable television, and will soon be seen as streaming video on the city's website. The testimonial aspect of the video provides an economic development tool for future efforts. Steve Schneider, President of Gerkin Windows & Doors, testifies to the city's role in his decision to construct a new facility in South Sioux City. BPI Technology, Inc. owner Regina Roth and Siouxland Concrete owner Doug Patrick both describe why they chose to expand locally. Available land is featured and metro area quality of life aspects, including the Lewis & Clark Interpretive Center and the city's parks and trails system, are explored.

**Audio Visual – Population 50,000-200,000****Category Winner****"World Canals Conference 2004" Video**

City of St. Catharines, Economic Development & Tourism  
Services Department  
St Catharines, ON

The conference, held June 2-4, 2004 at Brock University, brought together delegates from Ontario, Quebec, Nova Scotia, United States of America, Sweden, Ireland, France and the United Kingdom in a celebration of the 175th anniversary of the opening of the first Welland Canal. The delegates attended informative sessions that focused on two major areas: the present and future of one of the world's great shipping canals, the Welland; and development of historic canals of North America and Europe for their recreational and tourism potential. The theme for the conference was "Channels for Prosperity" and focused on a variety of topics related to canals including:

- The protection of historic canals,
- Revitalization of canal systems, harbor sites, canals trails and amenities,
- The presentation or interpretation of canals and corridors – their history and various elements; canals as a means to promote tourism, spur economic development and urban renewal.

**Audio Visual – Population More than 200,000****Category Winner****"Greater Edmonton by the Numbers Video"**

Economic Development Edmonton  
Edmonton, AB

**General Purpose Brochure – Population Less than 50,000****Category Winner****"Whitley County, Indiana Marketing Material"**

Whitley County Economic Development Corporation  
Columbia City, IN

The Whitley County, Indiana marketing material was created to share key information to both existing and prospective new employers. Our demographic material targets education, government, transportation, labor force, market access, utilities, and general statistics. Our materials are researched in house and do not utilize advertising dollars. All information is factual and sourced thus, reinforcing our commitment to excellence.

## **General Purpose Brochure – Population 50,000-200,000**

### **Category Winner**

#### **"Tempe, Arizona ... the Smart Place to Be Marketing Kit"**

City of Tempe Economic Development Department  
Tempe, AZ

The City of Tempe Economic Development Marketing Kit was designed to be specific to Tempe's business targets and to reflect the smart, eclectic atmosphere of the city. By creating a 'plug and play' platform with interchangeable pages, the City of Tempe can give interested businesses exactly the type of information they need to make a location decision. This kit was written and designed in-house, without the use of a public relations agency, saving several thousand dollars. Beyond the typical summary of the business climate in Tempe, the kit provides interchangeable sections for some of the business categories most desired for the city: advanced business services, high technology, biotechnology, retail, tourism and aerospace. Each kit is individually assembled to focus on the business partner that we are working with at the time and to ensure that information is as current as the day the kit is prepared."

### **Honorable Mention**

#### **"Smart Choice Business Relocation Guide"**

Lawrence Chamber of Commerce  
Lawrence, KS

The Lawrence Chamber of Commerce Business Relocation Guide is a publication used to market the community to prospective businesses, site consultants, and brokers. The purpose is to not only familiarize the reader with the demographics of the community but leave them with a sense for what Lawrence has to offer as a community. The publication features sections on workforce, business climate, technology, quality of life, the arts, and location.

### **Honorable Mentio**

#### **"2004 Gilbert Community Profile"**

Town of Gilbert Economic Development Department  
Gilbert, AZ

The 2004 Gilbert Community Profile provides a broad overview of our growing Town and metropolitan area, including demographics, business and community resources. In addition, readers are directed throughout the Community Profile by individual web-site links that provide further information on specific topics.

## **General Purpose Brochure – Population More than 200,000**

### **Category Winner**

#### **"Balance Magazine and CD"**

Buffalo Niagara Enterprise  
Buffalo, NY

BALANCE was created in response to a request from an important prospect that Buffalo Niagara Enterprise (BNE) was working with last year. The company, GEICO Direct, was interested in obtaining relocation materials to share with their staff that would be transferred to their new Buffalo location. BALANCE and an accompanying DVD, highlighting the beauty and diversity of our region, were produced in record time. Both the book and DVD will be available for use by the Buffalo Niagara business community in their own recruitment efforts.

### **Honorable Mention**

#### **"Facts at your Fingertips – A quick guide to your new Environment" (Orientation manual for the Greater Munich Area)**

Bavarian Ministry for Economic Affairs  
New York, NY

The Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology, under the leadership of State Minister Dr. Otto Wiesheu, has developed an orientation guide for the Greater Munich Area. The guide was designed for the approximately 700 foreign high-tech companies in Bavaria with employees from all over the world. The guide was produced with input by the Parent Teacher Organization of the Munich International School based on their own experiences, in order to make it as easy as possible for the foreign employees and their families to live and settle in Bavaria. The guide offers useful information to U.S. executives and their family members to make daily life easier, such as shopping, the health care system, public transportation, traffic signs, banking hours, and much, much more. The State of Bavaria understands that part of creating a business-friendly environment and ideal conditions for industry to grow and thrive is to support the international community and to make the international community feel at home.

**Honorable Mention****"I Had No Idea...We Have It All"**

Economic Development Council for Central Illinois  
Peoria, IL

The "I HAD NO IDEA...WE HAVE IT ALL" brochure was designed to awaken our audience – both the people who live in the Illinois Heartland and those from other regions as well – by showing them and telling them things they had no idea about in the Illinois Heartland. The piece aimed to achieve surprise, enlightenment, pride, and a sense of being humbled that there is so much this region has to offer. To do so, the piece was designed not to focus on the usual information. It focused, instead, on our five key assets: Research, Education, Business, Leadership, and Culture. The piece was designed to pull out obscure and enlightening stories in each of these areas to draw people into the information. This promotional piece was part of an integrated Annual Meeting campaign that was spun off into a regional asset awareness campaign with impressive results.

**Honorable Mention****Japanese Automotive Industry Brochure**

Entergy Arkansas  
Little Rock, AR

Entergy Arkansas has created several industry specific brochures, which were used in direct mail campaigns to the top companies within the particular industries. Early in 2003 a brochure was developed for the automotive industry. The brochure was mailed to automotive companies within the United States and later was mailed to a global list. Due to increased interest in Arkansas sites by Japanese automotive companies, Entergy Arkansas decided to have the brochure translated into Japanese. The brochure and a translated cover letter were mailed to approximately 1,000 Japanese companies.

**Honorable Mention****Entergy Corp.**

Little Rock, AR

**Honorable Mention****Greater Richmond Partnership, Inc.**

Richmond, VA

**General Purpose Promotion – Population Less than 50,000****Category Winner****"Rush Hour" Direct Mail Package**

Culpeper County  
Culpeper, VA

Culpeper, Virginia, continues to exhibit a combination of marketing savvy and hometown charm with its "Rush Hour" direct mail campaign. This printed self-mailer visually conveys the community's rural roots, while the business-card sized CD-ROM inside illustrates Culpeper's high-tech side. The CD included a multimedia presentation with "hot-links" to Culpeper's website. The direct mail piece, sent to key site selection decision-makers, also included a tear-off postage-paid reply card for readers preferring traditional response vehicles. The overall design of the promotion was integrated with the established look, feel and tone of Culpeper's print ad campaign, reinforcing their branding efforts.

**Honorable Mention****"Your Business Partner: Multi-Media Marketing Piece"**

City of Mason Economic Development Office  
Mason, OH

The Your Business Partner marketing piece continues the tradition of the Mason Business Partnership and takes it a few steps further. As commonly known, there is no one way that a prospect goes about site location searches. Our marketing collateral, both hard-copy and CD e-materials, is flexible enough to generally promote Mason for business development, to interest early "shopping" business prospects, to use as a package for custom recruitment proposals, to put business park stats and profiles in the hands of developers and brokers for their custom sale, and to give developers, brokers and companies quick, easy access to tax incentive applications, facts, and figures. The hard-copy print materials in the folder are much leaner than in the past, and the CD completes the package, providing just enough to convince the potentially interested party to keep looking. The CD provides several minutes of why business-owners have chosen Mason, and includes an interactive map highlighting our region and each of our business parks, giving a profile of each of the 17 parks with a representative business example.

## Honorable Mention

### **"Michigan City Has It All!" Marketing Piece**

Michigan City Economic Development Corporation  
Michigan City, IN

The Michigan City Economic Development Corporation (MCEDC) determined in its 2003 Strategic Plan that one of its major target markets was the Logistics industry. Because of its ideal location in the heart of the industrial Midwest and because of the superb transportation infrastructure in place, products made in Michigan City can reach 80% of the nation's population in one day. The Marketing Committee of the MCEDC developed the unique transportation multi purpose vehicle, which symbolizes the various modes of transportation available in and around Michigan City. This symbol has been utilized as a marketing ad in trade magazines as well as has been developed into a business attraction postcard mailer sent to logistics companies in the Midwest.

## **General Purpose Promotion – Population 50,000-200,000**

### Honorable Mention

### **"Sunnyvale Supports Business / Business Supports Sunnyvale"**

City of Sunnyvale  
Sunnyvale, CA

The City of Sunnyvale promotional campaign focuses on strengthening Sunnyvale's economy by supporting businesses. The target audiences for this campaign are businesses, residents and City employees. The campaign reminds residents that the business community is critical to their quality of life and the money spent in Sunnyvale has a direct positive impact on the community's continued vitality. The outreach to businesses is to let them know that the City values their presence and their role in the community. The program also reaches out to City employees to increase their awareness of issues that are key to the business community as part of the continuing improvement program for customer service and to educate them on the impact businesses make to the City's overall economic welfare.

### Honorable Mention

### **"2004 Gilbert Post Card Campaign"**

Town of Gilbert Economic Development Department  
Gilbert, AZ

The 2004 Gilbert Post Card Campaign is a direct mail piece that is distributed bi-monthly throughout the calendar year. The Post Card Campaign targets site selectors, real estate brokers, developers, constituents, community leaders, etc. as a way to keep Gilbert 'top of mind.' Each of the six post cards highlights the Town's competitive advantages: workforce, public/ private partnerships, retail development opportunities, demographics, capital improvement, and the Heritage District.

## **General Purpose Promotion – Population More than 200,000**

### Category Winner

### **"Economic Development Business Information Kit"**

City of Miami, Department of Economic Development  
Miami, FL

The Economic Development Information Kit promotes the City of Miami as a place of business (re)location and expansion, targeting small business owners, developers and medium to large-scale companies. The information kit consists of a series of three colorful brochures, which, taken together, are designed to lure companies to relocate and maintain their company headquarters in the City of Miami. The kit complements marketing tools and business resource information available on the Department of Economic Development's newly enhanced website, trade show materials, and e-Newsletter. The kit has been distributed via seminars and conferences frequented by economic development professionals, realtors and investors. Since its distribution to hundreds of investors here and abroad, it has had a significant impact in attracting new developments and investment to the City of Miami.

### Category Winner

### **"In State Postcard Campaign"**

Michigan Economic Development Corporation  
Lansing, MI

The Michigan Economic Development Corporation's in-state marketing efforts have focused an increasing awareness of the MEDC and its products and services among Michigan businesses. Our postcard campaign continues the integrated promotion of the work of our business ombudsman office, workforce training, and workers compensation insurance cost management. In October 2000 only 17.8% of Michigan businesses surveyed could name a specific program or service of the MEDC, by December 2003 80% of the businesses surveyed named a specific MEDC program &/or service. In addition, MEDC's name identification/awareness among our targeted business audience now stands at 88%.

### Honorable Mention

### **Central California EDC**

Bakersfield, CA

## Honorable Mention

### **"Jacksonville: Where the Future Leads. Targeted Industry Direct Mail Campaign"**

Cornerstone Regional Development Partnership  
Jacksonville, FL

Cornerstone's "Jacksonville: Where the Future Leads" direct mail campaign was designed to form impressions among key contacts within the region's targeted industries. Key objectives included building an 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. The three-part campaign, developed by Cornerstone's advertising agency St. John & Partners, gained the immediate attention of recipients with memorable gifts, concise messaging and personal follow-up. The campaign increased positive awareness of Jacksonville and helped to establish contact with target companies to begin building a long-term rapport with key contacts within these companies.

## **Internet – Population Less than 50,000**

### **Category Winner**

#### **"www.unioncounty.org"**

Union County Chamber of Commerce and Union County-Marysville Economic Development Partnership

The project involved the development and establishment of the Union County Chamber of Commerce, Union County-Marysville Economic Development Partnership, and Union County Convention and Visitors Bureau Web Site – [www.unioncounty.org](http://www.unioncounty.org). The web site which is a portal of information for the Union County community provides economic development information including the community's economic development strategy, available industrial and commercial buildings and sites, business and financial assistance programs, land use plans and zoning maps, demographic statistics, Chamber of Commerce information, Convention and Visitors Bureau Information, and quality of life facts.

## Honorable Mention

#### **"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 develop-

ment programs, publications, and direct links to nearly 150 local, state and federal economic development organizations and agencies.

## **Internet - Population 50,000 - 200,000**

### **Category Winner**

#### **"www.gsc.org/edc"**

The Economic Development Council for Springfield and Sangamon County  
Springfield, IL

The Economic Development Council's (EDC) Website was designed to be the most comprehensive Internet site for information pertaining to the Springfield and Sangamon County area. Since the new site was launched in early March, web traffic has increased dramatically. Besides providing such information as demographic and socio-economic data, the EDC Website allows users to search for available buildings and sites within the greater Springfield area. In addition, the Website contains six full-length publications and a collection of spreadsheets that are searchable and printable from the Internet. The entire Website's contents may also be printed in hard copy at the user's choice. The EDC is a public-private joint venture of the City of Springfield, Illinois, Sangamon County, and the Greater Springfield Chamber of Commerce.

## Honorable Mention

#### **"www.roundrocktx.com"**

The City of Round Rock  
Round Rock, TX

The City of Round Rock recognized the importance of the website in its economic development program and set out to design a premier site that is extremely user friendly. The goal was to provide the right information to not only our target audience but to anyone using the website to gain valuable information about the Round Rock community. The e-newsletter produced and sent out as well as the interactive contact functions have proven to be very beneficial functions embedded in the website architecture. The website is easy to navigate, contains a wealth of pertinent information, and keeps the user updated on current events happening in Round Rock.

## **Internet – Population More than 200,000**

### **Category Winner**

#### **"www.ChooseModesto.com"**

The City of Modesto, Business Development Division

With a city-given responsibility to attract and retain business, encourage affordable housing and redevelopment, and provide good-paying jobs, there is plenty to do for three staff members in the City of Modesto's Business Development Division. Located in the middle of California's Central Valley, perceptions have been

changing and development has been booming. We found ourselves accosted daily with visitors and phone calls from across the country asking for information about our population, workforce statistics and utility costs. In performing some of our research requests via the web, we noticed several common issues with most websites. It often took several searching clicks to get even remotely close to the information that was desired. Pages were scattered about with no rhyme or reason. Navigation often changed from page to page. Consistency was fairly non-existent. Admittedly, our own neglected website was no better. Based on these opportunistic observations, we conceived a new website that would immediately appeal to visitors, sustain interest with fresh and relevant material, and be easy enough to navigate without a map or tour guide. Created all in-house, equipped with a new name, and some of our most requested information, [www.ChooseModesto.com](http://www.ChooseModesto.com) has been busier than we ever imagined and its visitors keep returning.

## Honorable Mention

### **"www.charleston-for-business.com"**

Charleston Regional Development Alliance  
Charleston, SC

The Charleston Regional Development Alliance is a public/private economic development partnership representing Berkeley, Charleston and Dorchester counties in South Carolina. In early 2003, work began to evolve the Alliance's business attraction website – [charleston-for-business.com](http://charleston-for-business.com) – into a more comprehensive, user-friendly site selection tool. The process began by interviewing site selection consultants and corporate decision makers to understand how they utilize the Internet when conducting a site search. We also focused on creating numerous pathways into the site, including links from other relevant websites. Since the new site was launched in November 2003, site traffic has increased by nearly 50% and the number of visitors spending 10 minutes or more on the site has gone up over 70%. Work is currently underway to add a GIS-driven, searchable sites and buildings database.

## Honorable Mention

### **"www.indypartnership.com, Information Warehouse"**

The Indy Partnership

The Indy Partnership is a sales and marketing organization focused on attracting new business to the Indianapolis Region. It promotes collaboration and communication among its nine local economic development organizations (LEDOs) and leverages resources to provide the most effective services for marketing each individual county and the region. In 2003, The Indy Partnership created the Information Warehouse out of a desire to provide consistent, in-depth, up-to-date information about the business climate in all nine counties. The warehouse provides quick, relevant information to any company or site selection consultant looking at the region as a

possible relocation site. Unique to economic development, the Information Warehouse is a web-based dynamic database housing statistics for the 9-county Indianapolis Region. It is accessed through The Indy Partnership's main web site at [www.indypartnership.com](http://www.indypartnership.com). It is easily accessible to all LEDOs as well as the business community and general public. The data points are based on IEDC data standards.

## Memento – Population Less than 50,000

### Category Winner

#### **"CD Case"**

Jacksonville Regional Economic Development Corporation  
Jacksonville, IL

The CD cases were originally used as part of a site selectors reception in Chicago. But due to their popularity and connection to a local product, they have become important gifts for prospects and allies who visit the area. Jacksonville is home to EMI Music Distribution & Customer Fulfillment. The company regularly donates cases of music CDs as product give-aways for allies and site selectors.

## Memento – Population 50,000-200,000

### Category Winner

#### **"Chatham-Kent Hockey Jersey"**

Chatham-Kent Economic Development Services  
Chatham, ON, Canada

The Chatham-Kent hockey jersey was a special souvenir presented to guests at the "Come Score with Chatham-Kent" event for ICI real estate agents, site selectors and developers from the GTA area. The guests learned about the benefits of locating in Chatham-Kent. They were then asked to join the Chatham-Kent team and received a hockey jersey. We capped off the evening by attending a Toronto Maple Leaf hockey game.

## Memento – Population More than 200,000

### Category Winner

#### **Northern Kentucky Tri-County Economic Development Corporation**

Covington, KY

Northern Kentucky Tri-ED conducted an innovative direct marketing campaign based on the findings in Richard Florida's Rise of the Creative Class. Tri-ED identified 14 U.S. regions that had lower "creative indexes" than Northern Kentucky/Cincinnati. Within each region, it compiled lists of New Economy businesses in targeted industry sectors. It researched hundreds of prospect companies and developed in-depth profiles on the 250 most promising leads. Tri-ED developed a series of gift boxes themed around three important

facets of the “creative economy” – authentic culture, outdoor adventure and a lively arts scene. Each mailer featured attention-getting packaging, a mini brochure and a memento from the region. The arts-themed gift box positioned Northern Kentucky/Cincinnati as “the home of the daring new Contemporary Art Center and an equally progressive business community.” The boxes were sent to senior executives over the course of six months. Staff followed up with prospects by phone, mentioning the gift boxes to gain access and drawing upon the in-depth profiles to focus their messages.

### Honorable Mention

#### “GP2 Award”

Innovation Philadelphia  
Philadelphia, PA

Greater Philadelphia Global Partners (GP2) provides a forum through which businesses and organizations can reach out to one another, learn from one another, and work together to establish the Greater Philadelphia Region as an international leader in commerce. GP2 was created to coordinate and mobilize the resources in the Region to facilitate international trade; to identify opportunities for foreign trade investment; to encourage travel and tourism; to attract and retain talented students and skilled professionals; and to promote cultural and economic linkages with global partners. This award was given to all those Regional Partners who made it possible for GP2 to exist and thrive as a collaborative effort for the global realization of the Greater Philadelphia Region.

### Multimedia – Population Less than 50,000

#### Category Winner

#### “Elmhurst, IL: Ideal for Your Business, Your Family, Your Life.”

City of Elmhurst, Economic Development Office  
Elmhurst, IL

This easy-to-navigate, interactive CD Rom is loaded with information to help prospective businesses understand why we are so fond of our city. This disk provides detailed information in four categories including our business climate, ideal location, community services and Elmhurst living. Prospects can access available commercial properties, learn about our Retail Business Grant, print a school report, link to the local housing market and much more! The CD’s introduction reads as follows:

Yes, we’re proud of our community. Whether you live here, run a business here, or both, there is a lot to like about Elmhurst: just minutes away from Chicago, two major airports, and four major expressways, attractive financial incentives for businesses, tree-lined streets, historic homes, a premier public school district, our own college, fine dining, shopping, an art museum, parks and recreational activities. On this disk you will find just about everything you want to know about Elmhurst.

### Multimedia – Population 50,000-200,000

#### Category Winne

#### “Discover! Interactive CD-ROM Marketing Media”

The Economic Development Council for Springfield & Sangamon County  
Springfield, IL

Designed to be a one-stop-source of economic development information on the greater Springfield, Illinois, area, the Discover CD-ROM was designed for general promotion purposes and as a trade show premium by the staff of the Economic Development Council for Springfield and Sangamon County (EDC). The CD-ROM opens with a Macromedia Flash introduction that introduces the viewer to the CD’s interactivity.

The CD-ROM acts as an internet portal where the user may search the contents of the CD with an internet browser. The website of the EDC is replicated in its entirety on the CD, allowing users to view economic data and trends from any location. In addition to demographic and socio-economic data, the CD contains six full-length publications and a collection of spreadsheets that are searchable and printable from the CD. The entire CD’s contents may also be printed in hard copy at the user’s choice. The EDC is a public-private joint venture of the City of Springfield, Illinois, Sangamon County, and the Greater Springfield Chamber of Commerce.

#### Honorable Mention

#### “The City of Ontario CD-ROM”

The City of Ontario Economic Development  
Ontario, CA

The City of Ontario CD-ROM serves as a comprehensive, portable information source. The CD-ROM is Ontario’s most popular marketing piece and a useful tool in aiding inquiries and business attraction leads with general information on Ontario, as well as specific report data needed for decision making. The design of the CD-ROM offers an overview on several interest areas through a tab format and provides web links to the latest reports and supporting documents in each category. This allows use of the CD-ROM for multiple years and still offer current, relevant information to users. In addition, information is supplemented with photo galleries, virtual reality and video, making navigation a multimedia experience.

#### Honorable Mention

#### “Richmond Hill High Tech Sector” DVD

Richmond Hill Office of Economic Development  
Richmond Hill, ON, Canada

The fast pace 7 minute DVD studio production was intended to serve as an electronic tool (both DVD and webcast production) for investment marketing and infommercial purposes. It incorporates the latest in video animation as well as conventional testimonials on

what is Richmond Hill's largest clustering \_ the technology sector representing some 500 ICT, biotech, robotics and advanced manufacturing companies. The presentation is in newscast format. The DVD will form an integral component of our Smart Facts print and electronic Municipal Profile kits. It will be used for investment client site selection presentations, as well as special events functions (Investment Breakfast) and incoming investment delegations.

## **Multimedia – Population More than 200,000**

### **Category Winner**

#### **"New Zealand Now" CD-Rom**

New Zealand Trade and Enterprise  
Wellington, New Zealand

The 'New Zealand Now' promotional CD-Rom was developed to provide an introduction and overview to New Zealand and its creativity, innovation and technology. The aim was to showcase the fresh thinking that exists across a diverse range of industry sectors and companies to capture the interest of potential investors, buyers and media contacts. The CD-Rom was designed to be visually interesting and genuinely informative for viewers. This was achieved by including mini movies and music in each industry sector, along with information, quotes and background information to overview each industry sector. Additionally, the CD-Rom provides a gateway to sources of up to date information through providing direct links to a range of relevant websites.

### **Honorable Mention**

#### **"Harford County, Maryland Interactive CD ROM"**

Harford County Economic Development  
Bel Air, MD

The business card-sized CD-ROM is an innovative marketing tool designed for target mailing and tradeshow distribution. The state-of-the-art CD-ROM uses video presentation, 3-D graphics, and advanced animations to illustrate the County's accessibility, wide variety of industries, skilled workforce, high quality of life, and proximity to premier research institutions. In addition, it includes an interactive Data Center that provides links to online business resources, statistical, site, incentive and program information. The CD's slogan highlights the county's strategic location on the East Coast, "The Sweet Spot of the Mid-Atlantic," and complements OED's new website, [www.harfordbusiness.org](http://www.harfordbusiness.org), which was launched Summer 2004. The Website features office and industrial site information, rental rates, press releases, demographic data, employment and population forecasts, and salary/wage information.

## **Newsletter – Population 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."

## **Newsletter - Population 50,000 - 200,000**

### **Category Winner**

#### **"Economic Development Newsletter – CK 4 Business"**

Chatham-Kent Economic Development Services  
Chatham, ON, Canada

CK 4 Business is distributed quarterly to prospective investors, site selectors, ICI real estate agents, existing Chatham-Kent businesses and other economic development partners. Each issue of the newsletter includes a story on manufacturing, retail/ commercial, agri-business, entrepreneurial services and tourism development, updated information on unemployment rates and building starts. The publication is a regular reminder to our targeted audience of the opportunities and benefits of investing in Chatham-Kent. It also reinforces the investment decision of existing Chatham-Kent businesses.

### **Honorable Mention**

#### **"Business Solutions"**

Iowa City Area Development Group  
Iowa City, IA

Communications are vital to every organization. And, making a great first impression is key to communications! Timing is critical and accuracy is also important. In FY2004, the Iowa City Area Development Group designed new print publications to reflect our new marketing image and brand. Maintaining timely, effective communication with clients and investors was paramount. Business Solutions, a bimonthly printed newsletter, offers timely information and more content for clients and investors. The newsletter format is unique and visually impressive.

**Newsletter – Population More than 200,000****Category Winner****"Volume 3, Number 2, Spring 2004: The Stages of Commercialization"**

Innovation Philadelphia  
Philadelphia, PA

Innovation Philadelphia publishes and distributes the Greater Philadelphia Region's only quarterly magazine focused on science and technology to 10,000 across the Region and around the world. "The Stages of Commercialization" edition of the magazine featured the process of taking a technology "from bench to market" through the stages of research, formation, maturity, and growth. This issue of the magazine also reported on news from the Commonwealth of Pennsylvania, the City of Philadelphia, CareerPhilly – the Region's workforce retention effort, small businesses in the Region, Greater Philadelphia Global Partners – the Region's global initiative, and other news and events.

**Honorable Mention****"Technology Tri-Corridor (TX3) E-newsletter"**

Michigan Economic Development Corporation  
Lansing, MI

Michigan's Technology Tri-Corridor fosters growth in life sciences, advanced automotive technologies and homeland security industries through funding and resource collaboration, focusing on emerging technology sectors. This official e-newsletter of the Technology Tri-Corridor is a monthly publication that keeps readers up-to-date on news, companies, resources and events. This publication is e-mailed out to approximately 13,500 business contacts each month, and has an open rate of over 40%. This is the first branding piece to build awareness of Michigan's Technology Tri-Corridor and also the MEDC's first experience with creating and sending out an e-newsletter in-house using viral marketing.

**Honorable Mention****Select Ontario, Profiles Newsletter**

Ontario Ministry of Economic Development and Trade  
Toronto, ON, Canada

The Profiles Newsletter has been the core direct marketing communications vehicle for Ontario's investment attraction program over the past six years. The design and editorial were repositioned last year and received with great enthusiasm by the marketplace. The newsletter shares a few of Ontario's investment success stories, profiling organizations and their site selection criteria used in choosing Ontario. Select Ontario Profiles is a quarterly publication, which is distributed internationally to six markets, and translated into four languages.

**Overall Marketing – Population 50,000-200,000****Category Winner****"Destination Clovis Campaign"**

City of Clovis  
Clovis, CA

In 1998, Clovis began a new marketing campaign to attract high tech businesses to the city. The campaign included a repositioning element as well as a message of business "success." After five years, Clovis has grown from a bedroom community servicing Fresno, to an urban center with industrial and service sectors competing with regional business, statewide enterprises, and global corporations. All of this was achieved with a \$60,000 investment in qualitative marketing and advertising. Included were a series of brochures, pamphlets, a long-form video, a television commercial, and print advertisements.

**Honorable Mention****"Tag-You're It.' .... Graffiti-It's Not a Game Anymore"**

City of Pico Rivera  
Pico Rivera, CA

Graffiti is a problem shared by communities across the country and around the world. From small towns to big cities, from picturesque places like Tuscany to the tropical islands of Tahiti, graffiti is everywhere. For many communities, it is a lingering, recurring blight that creates a fiscal crisis and impedes efforts to attract outside investment. In 2002 Pico Rivera began to realize and enjoy an economic and social renaissance due to the redevelopment of a former 200-acre aerospace site into a thriving industrial and retail center. The City had invested millions of dollars into beautifying the community before, during and after these projects. But graffiti persisted. Pico Rivera developed a comprehensive Graffiti Abatement Plan to attack the problem from many levels. Components of the plan included forging new partnerships, authoring tough new legislation, convincing elected officials in cost-conscious times to purchase additional graffiti abatement equipment, building an on-going educational and outreach campaign, and focusing on graffiti-related arrests. The result after only six months: a 32% decrease in number of incidents, a 30% decrease in resident requests for removal, a 25% increase in number of calls to aid law enforcement with apprehension of vandals, and a 580% increase in number of arrests.

## **Paid Publication Advertising/General Marketing Campaign**

### **Honorable Mention**

#### **Economic Development Corporation of Decatur and Macon County**

Decatur, IL

The Economic Development Corporation of Decatur and Macon County has implemented a multi year ad campaign focused on positioning the Decatur, Illinois area as a premier location for technology based business. The three ads highlight the innovative nature of the community's employers in the areas of manufacturing, software development, biotech research, and agri-business. The Decatur area's highly skilled and productive workforce, combined with its strategic location, are keys to the competitive advantages present in the region. Archer Daniels Midland Corporation, Caterpillar, Tate & Lyle, Mueller Corp, Med-Pointe Pharmaceuticals as well as many other local employers have found success in Decatur and Macon County as they adapt to the ever changing demands of the global marketplace.

## **Overall Marketing – Population More than 200,000**

### **Category Winner**

#### **"Mobile Bay. On the Water. On the Move."**

Mobile Area Chamber of Commerce

Mobile, AL

The Mobile Area Chamber of Commerce, the economic developer for the City of Mobile and Mobile County, was looking for a strong message and accompanying visuals that would grab the attention of corporate executives and site selectors. The area had suffered a loss of 3,877 good-paying jobs in less than four years and sales tax receipts dipped to a 10-year low. In outlining a recovery plan, it was clear to reverse this trend, an integrated marketing campaign was needed. The new identifying name and tagline – Mobile Bay. On the Water. On the Move. – was designed to capitalize on the community's waterfront location and abounding infrastructure. The marketing plan has three key goals: position Mobile and define the brand of Mobile as the perfect place for burgeoning businesses of the world to call home; generate business relocation and expansion inquiries; and build a coordinated communications marketing effort that will create a first class, "gosh they've thought of everything" perception to all potential and interested prospects in Mobile.

### **Honorable Mention**

#### **"The Downtown NYC River to River Festival"**

Alliance for Downtown New York, Inc.

New York, NY

The River to River Festival, created in the wake of 9/11 by the Alliance for Downtown New York, recognized the potentially powerful role that arts could play in the recovery of a traumatized downtown. The Downtown Alliance called upon the members of the local cultural community to determine how best to use the arts to heal and welcome the world back to Lower Manhattan. As a result, the River to River Festival—a summer-long program of free music, dance and other cultural events was born. From May through September, 500 events are promoted and staged in Downtown's best outdoor venues, heritage museums and other key destinations. The Festival has brought over 1.2 million people to Lower Manhattan for each of its first two years, infusing vitality to an area whose merchants and cultural institutions still suffered from a significant drop in the population of workers, visitors and residents. Many of the attendees to River to River events neither live nor work Downtown, but stay long after the events to shop or dine in the area. The River to River festival has demonstrated that cultural programming can play a significant role in the recovery of Lower Manhattan, just as it has proven to be an economic stimulus in neighborhoods throughout the City.

### **Honorable Mention**

#### **"OMAHA's Got Space!"**

Greater Omaha Chamber of Commerce

Omaha, NE

To support these businesses moving to Omaha in support of the new USSTRATCOM combined command, the Greater Omaha Chamber of Commerce assembled a team of economic development professionals and corporate volunteers to promote the city at the 20th National Space Symposium in Colorado Springs. The core team was comprised of more than 100 Omaha representatives including the Governor of the State of Nebraska, the Mayor of Omaha, key business leaders, and economic development department executives from Omaha and surrounding counties. Omaha's participation in the event included an exclusive CEO luncheon which attracted 52 high-ranking executives of targeted companies, an "Omaha" reception officially hosted by the Governor of Nebraska and the Mayor of Omaha, a DVD introduction of Omaha at the Wednesday morning general session, and booth in the exhibit hall. Overall, we achieved our goal of generating significant interest in our city, and positively impressing more than 5,000 space-affiliated government and defense-related entities.

## **Paid Publication AD Campaign – Population Less than 50,000**

### **Category Winner**

#### **"Brief Case" and "Chairmen of the Board"**

Culpeper County Economic Development Department  
Culpeper, VA

Culpeper, Virginia's ad campaign uses a combination of full- and half-page ads in regional and national trade publications to reinforce its positioning as the region's best location for growing businesses and raising families. The "Brief Case" and "Chairmen of the Board" ads continue the established look, tone and positioning of Culpeper's previous ads while subtly adapting to changes in private and public sector site selection criteria. Culpeper's use of strong but simple imagery, concise headlines and conversational copy, and its distinctive logo build continuity and familiarity, which maximizes the memorability and effectiveness of its print advertising.

## **Paid Publication AD Campaign – Population 50,000-200,000**

### **Honorable Mention**

#### **"St. Catharines 2004 Campaign"**

City of St. Catharines, Economic Development & Tourism Services Department  
St Catharines, ON, Canada

St. Catharines just entered into a more emotive advertising campaign this year based on experiential tourism offerings in the area. For example some of the ads touch on the family vacation market, espousing on such attractions as the Welland Canals Centre at Lock 3, the unique lakeside community of Port Dalhousie and a multi-destination approach partnering with communities such as Port Colborne and Thorold along our heritage canal corridor. Other ads display our agricultural heritage and our affinity for premium wines in Ontario. Other ads gear exclusively to corporate meeting planners, heritage buff and travel trade operators. All ads were designed with our attraction icons in the background and people of different demographics and ethnicities to market to a diverse group.

### **Honorable Mention**

#### **Economic Development Corporation of Decatur- Macon**

Decatur, IL

## **Paid Publication AD Campaign – Population More than 200,000**

### **Category Winner**

#### **"National Advertising Campaign"**

Michigan Economic Development Corporation  
Lansing, MI

Michigan's national advertising campaign has focused on creating awareness and increasing perceptions of Michigan as a high tech business location. Our print ads have utilized high tech images, many of which have been taken from our life sciences successes. The past ads have included an Artificial Bio Kidney, Pfizer, Lipitor, Howard Cash, CEO of Gene Codes, Dr. George VanDeWoude with the Van Andel Institute and our most recent ad featuring Dr. Donald Tomalia with Dendritic Nanotechnologies, Inc.

Michigan's national ad campaign has helped the state increase its perception as a life sciences business location as well as helping Michigan consistently rank as a top high tech business location among national business executives and site consultants.

### **Honorable Mention**

#### **Metro Orlando "Head Ads" – Print Campaign**

Metro Orlando Economic Development Commission  
Orlando, FL

In October 2003, the Metro Orlando Economic Development Commission rolled out a new, attention-getting ad campaign featuring a series of heads sprouting very unconventional "hair-styles" – computer cables, fiber optics and DNA. Running for six-months, ads were placed in zoned editions of publications such as Wired, BusinessWeek, Fast Company, Forbes, Fortune, FSB, Inc., and Money. Targeted regions included New York, Washington D.C. and Boston. To supplement this campaign, direct mail and message placement on National Public Radio were also scheduled. All of this was made possible through funding received via Orange County Government's Economic Stimulus 2.0 package. This one-time package supported a variety of projects aimed at diversifying the local economy.

### **Honorable Mention**

#### **"In State Advertising Campaign"**

Michigan Economic Development Corporation  
Lansing, MI

The Michigan Economic Development Corporation's in-state marketing efforts have focused an increasing awareness of the MEDC and its products and services among Michigan businesses. Our print ad campaign has promoted our business ombudsman office, workforce training, workers compensation insurance cost and business consolidation strategies. In October 2000 only 17.8% of Michigan

businesses surveyed could name a specific program or service of the MEDC, by December 2003 80% of the businesses surveyed named a specific MEDC program &/or service. In addition, MEDC's name identification/awareness among our targeted business audience now stands at 88%.

## **Partnership – Population Less than 50,000**

### **Category Winner**

#### **“Golden Springs Economic Development Project”**

Community Development Commission and the City of Santa Fe Springs  
Monterey Park, CA

In 1997, the Community Development Commission of the County of Los Angeles (CDC) formed a partnership with the City of Santa Fe Springs and Golden Springs Development Company to finance the transformation of a defunct oil refinery and storage tank farm into a model industrial real estate development called Golden Springs Economic Development Project (Golden Springs) spanning across 265 acres, with certain sections requiring more environmental cleanup than others, the project was constructed in three phases. Of the three phases, the CDC was directly involved in the financing and planning of Phase III, the largest and most contaminated section of the site. Though the emphasis of the project's planning and construction focused on the rehabilitation of the land and project financing, community-conscious and smart growth principles were conscientiously included in various aspects of design and construction.

From the addition of 3,239,000 square feet of leasable commercial/industrial space that is currently 95 percent leased, to the addition of just under 1,400 jobs, Golden Springs has had a tremendous impact to the surrounding communities. Golden Springs is an excellent example of how an outdated, contaminated, industrial-use area has been reborn as a premiere, economically viable, mixed-use business park that benefits low-and moderate-income residents of the surrounding neighborhoods.

### **Honorable Mention**

#### **“Gridley Industrial Park”**

City of Gridley, State of California CDBG; sponsored by Chabin Concepts  
Chico, CA

**The Problem:** The City of Gridley, a Northern California town of 5,000 residents, faced the same issues as many rural communities: a declining ag base, limited city revenues for economic development, and high unemployment (typically 65% higher than the state). Two major employers closed in 1999 and 2000 and there was no available industrial land for business expansion or attraction.

**The Solution:** The only potential land for development was an active 80-acre peach orchard south of town. It was privately held by a non-English speaking family trust and located in the county. Over

the course of 893 days, the city collaborated with numerous partners to option the land, annex it, form an RDA, use two CDBGs to facilitate development, and open the Gridley Industrial Park. At build-out, the park is projected to employ 778.

## **Partnership – Population 50,000-200,000**

### **Category Winner**

#### **City of Lakewood and Continuum Partners, LLC**

Lakewood, CO

The City of Lakewood, Colorado's 4th largest city is undergoing a renaissance as a new cultural and commercial district grows around the redevelopment of a waning regional mall, Villa Italia. Lakewood, never having a true downtown or “main street,” has reinvented the heart of the community along with developer Continuum Partners, LLC. This immediate area already boasts the Lakewood Civic Center, Public Library, Heritage and Cultural Center, Belmar Park and Lakewood City Commons retail center. The public/private partnership between Continuum Partners and the City of Lakewood challenged the community to redevelop the Villa Italia mall before the center closed. The success of this project was the transition of taking a single use retail center and transforming it into a mixed-use downtown environment containing shopping, entertainment, dining, housing, employment centers, and community activities. The public/private partnership included many aspects: a redevelopment agreement, a public finance agreement, an infrastructure maintenance agreement, environmental collaboration, a parking agreement, rezoning of the property, creation of design guidelines and an architectural control committee process, engineering and design approvals, construction permitting and inspection coordination on infrastructure and buildings encompassing a 22 city-block area.

Continuum, Lakewood City Council, Lakewood City staff, and members of the community formed a strong partnership that has created a shared vision for Lakewood's new downtown. This vision incorporated a multifaceted approach that began with a traditional street grid built for pedestrians anchored by major retailers, offices, and housing. The Belmar development will function as the premier urban destination for the Denver Metro west side. Villa Italia's decline created a great opportunity for the City of Lakewood to redefine itself and provide the community with the economic, social and cultural benefits of a true “American Downtown Main Street.” With Phase I open and construction still underway, Lakewood again has a symbolic heart of the community now called Belmar.

**Honorable Mention****"Reutilization of Nestle Facility in Fulton, NY"**

Operation Oswego County, Inc.  
Owego, NY

When Nestle announced it was closing after 100 years in Fulton in September 2002, a task force of economic development partners was formed to develop initiatives in order to maximize potential for turning the negative event into a positive long-term solution. The total job impact in Central New York was expected to be a reduction of 1,300-1,600 jobs, with a regional economic impact of over \$52 million. As a result of task force initiatives and an overall marketing strategy implemented by Operation Oswego County, the plant was purchased by the New York Chocolate & Confections Company in late 2003. Total employment of the company is anticipated to be over 500 within the first three years in business with a capital investment of \$25 million. In total, over one million square feet of the plant that closed in May 2003 will be back in production by September 2004. New York Chocolate & Confections plans to produce and process over three times the amount of cocoa beans that Nestle processed at the Fulton plant. New York Chocolate & Confections is a joint venture between Fonds de Regulation et de Controle (FRC) from the Ivory Coast and Lion Capital Management from San Francisco, CA.

**Honorable Mention****"The North Main Renaissance" Implementation of a Vision**

City of Corona  
Corona, CA

Revitalizing an economically depressed area is a difficult task under the best of circumstances, but giving an older, run-down part of a mature city a new face and spirit is even tougher when countless property owners and odd-shaped parcels are involved. Thanks to a cohesive and innovative plan that incorporated community support and public, private and non-profit agencies, the Redevelopment Agency of the City of Corona is breathing new life into a worn out section of North Main Street. The effort is not only removing blight, encouraging development and enhancing property values, but is providing hundreds of good-paying local jobs for residents so they spend more time with their families and less time on the road commuting to jobs in nearby counties. The revitalization of North Main Street is paying countless tangible and intangible dividends to the city, its residents and businesses. Replacing blight with exciting new and renovated buildings and businesses has enhanced Corona's goodwill as a city that cares about its future and is a good place to live and do business. At least 1,000 jobs have been created in an area that was economically depressed. Development along North Main Street has also enhanced shopping, cultural and entertainment opportunities for the city and the region. Results show that the

Agency has successfully leveraged \$60 million in private, non-profit, and public funds to make the most of underutilized and neglected resources.

**Partnership – Population More than 200,000****Category Winner****"Southwest Michigan Innovation Center – Stick Around Michigan / Kalamazoo Campaign"**

Michigan Economic Development Corporation  
Lansing, MI

The announcement of a large layoff of talented scientists and their support staff during the acquisition of Phamacia by Pfizer led to the development of the "Stick Around Michigan / Kalamazoo" campaign. Primary players in this process were the staff of Southwest Michigan First and the State of Michigan, represented by the Michigan Economic Development Corporation (MEDC). The success of this innovative project to seed and encourage the life sciences community in the face of potential collapse has only been possible through the collaboration of private investors, local and state government, the academic institutions and Pfizer itself. After an initial \$2 million seed investment from the Michigan Technology Tri-Corridor, the project has created 11 new companies, hundreds of high-wage jobs and provided a renewed sense of pride in the community.

**Honorable Mention****"Volunteer Tax & Loan Program"**

Alaska Business Development Center, Inc.  
Alaska Department of Commerce, Community & Economic Development  
University of Alaska  
Department of Internal Revenue Service  
Juneau, AK

This extremely successful program involves a cooperative effort with the Alaska Business Development Center, Inc. (ABDC), the Alaska Department of Commerce, Community & Economic Development/Alaska Division of Investments, the University of Alaska (U of A), the Department of Internal Revenue Service (IRS) and the private sector. Teams of senior level accounting students as well as U of A professors and ABDC staff travel to rural Alaskan communities providing hands on tax preparation assistance to residents of these communities. They also provide basic record keeping advice and assist commercial fishing harvesters seeking financing for their fishing operations. In 2004 the program assisted over 5,400 individuals in 71 rural Alaskan communities. A total amount of money returned to these communities in the form of tax refunds exceeded \$2.9 million dollars. According to IRS statistics, these refunds generated approximately \$20 million in economic activity in these communities. Over the life of this program over 20,400

Alaskans have been assisted. The VTLP program has won two national awards for excellence and is an outstanding example of how the state, federal government, higher education system and private sector can work together to create a program that accomplishes program goals for all concerned.

## Honorable Mention

### **Sandia Science & Technology Park**

Albuquerque, NM

The Sandia Science & Technology Park (SS&TP) is a 200+ acre technology community located adjacent to Sandia National Laboratories in Albuquerque, New Mexico. The SS&TP, founded in 1998, is a public/private partnership effort involving Sandia, City of Albuquerque, Technology Ventures Corporation, Albuquerque Public Schools, New Mexico State Land Office, and private landowners. The Park is home to technology companies that work with Sandia as well as companies that are being spun-out of Sandia. This development is one of the major technology-based employment areas in New Mexico. To date, the Park is home to 19 companies employing 988 people with an average annual salary of \$55,000 compared to the local average of \$31,000. The Sandia Science & Technology Park Program Office is leading the development of this Park and is responsible for all aspects of making the Park a reality – including managing the Park, creating the master plan, recruiting tenant companies, marketing, and securing funding for various infrastructures improvements. To date over \$20 million of public funding and over \$140 million of private funding have been invested in the Park. In the next 15 to 20 years, it is expected that more than 6,000 direct, technology-based jobs will be created in the Park, as well as thousands of other indirect jobs in the local area.

## **Program – Population Less than 50,000**

### **Category Winner**

#### **“NhfirJob”**

Belknap County Economic Development Council  
Gilford, NH

The nhfirJob program focuses on raising the awareness of future graduates from high school, college/university, and technical training programs to career-track entry-level employment with New Hampshire companies. The nhfirJob program began in 1994 in New Hampshire's Lakes Region through a unique partnership of the BCEDC and New Hampshire Employment Security- Lakes Region office (NHES). At that time it was observed that many area graduates sought and obtained work out of state. This exodus negatively impacted this rural region's community life and economy. To reverse this trend, BCEDC and NHES launched a program striving to connect young graduates to local companies seeking entry-level employees. The program expanded statewide in 1999 with the assistance of

the New Hampshire Department of Resources and Economic Development, the Workforce Opportunities Council and underwriting from Fleet Bank/ Bank of America and Public Service of New Hampshire. nhfirJob believes that skill acquisition and lifelong income potential of emerging workers can be positively impacted by exposing them to career track opportunities with companies that offer OJT, tuition reimbursement benefits, advancement options. nhfirJob offers a comprehensive educational program facilitated through presentations to high school seniors.

## Honorable Mention

### **Wausau Central Business District Commercial Rehabilitation Program**

Community Development Department, City of Wausau  
Wausau, WI

The Wausau Central Business District Commercial Rehabilitation Program was designed to stimulate rehabilitation and redevelopment of commercial real estate within downtown Wausau. The program, created in 1999 has made low interest loan funds available for facade renovation and commercial rehabilitation from federal, state and local dollars, and is administered out of the City of Wausau's Community Development Department.

Assessment record reveal properties participating in the Commercial Rehabilitation Program and spin-off programs have increased the city's tax base on participating projects from \$1,343,400 in 1996 to \$2,316,900 in 2003, a difference of \$973,500.

## **Program – Population 50,000-200,000**

### **Category Winner**

#### **Kelowna Manufacturers Alliance**

Economic Development Commission, Regional District of  
Central Okanagan  
Kelowna, BC, Canada

The project was spearheaded in late 2001 when it became apparent that Western Star Trucks, a major truck manufacturer located in Kelowna, would likely close its doors after 20 years. A number of well-established local companies were key suppliers to the company and had derived significant revenues from Western Star. In a proactive move, EDC approached Human Resources Development Canada (HRDC) locally to partner in developing a strategy with the suppliers that would assist them in regrouping and developing new markets in order to survive the closure and continue to grow. While assisting the short and long-term needs of the suppliers, the program would also help minimize job losses and the spin-off effect of Western Star leaving the community. Measurable outcomes of the project included: a comprehensive business assessment for each company; each company achieved ISO certification; export market research; marketing plan strategies; Human Resources Policy and

Procedures and Assessment & Gap Analysis for each company. An additional success for the project was after completion of the project, the KMA members reported an overall increase in employment among all companies of approximately 75%.

## **Program – Population More than 200,000**

### **Category Winner**

#### **“Leveraging Community Resources for Business Retention and Growth: Small Business Development Center Use of Volunteer Advisory Boards”**

Small Business Development Center, University of Central Florida  
Orlando, FL

The University of Central Florida Small Business Development Center (UCF SBDC) determined, through surveys and discussions with existing business owners, that extended “next-level” business advisory services could have the potential of significantly improving their revenue and profit growth as well as contribute extensively to job retention and creation. The Advisory Board Council was therefore initiated by the UCF SBDC with funding from the Orange County government and promotional sponsorships arranged by the Orlando Business Journal newspaper. More than 250 community professionals have been recruited to serve on advisory boards for qualified Central Florida businesses. Once a client is determined to be eligible for “next-level” support, an advisory board is assembled from selected volunteers who agree to provide at least 5 – 12 hours per quarter for one-year assignments. The goal was to serve 50 new companies per year with annualized value of the total volunteer time expected to be in excess of \$500,000. Participating companies are attributing significant revenue and employment growth to the advice that they have received. In addition, one of the clients was selected as the 2004 SBA Business of the Year for Florida and one of the program volunteers was selected as the Volunteer of the Year for the Florida Small Business Development Centers.

### **Honorable Mention**

#### **Jefferson Parish Economic Development Commission**

Metairie, LA

## **Research Report – Population Less than 50,000**

### **Category Winner**

#### **“West Wendover, Nevada Economic Development Strategy and Wendover, Utah Annexation Study”**

Applied Development Economics, Inc.  
Berkeley, CA

The City of West Wendover, Nevada is located on the Nevada-Utah border, contiguous to the City of Wendover, Utah. The community has had to adapt to a rapidly changing economic climate, responding to significant residential growth pressure while experiencing significant ups and downs in the local gaming industry, which is the major employer in the area. ADE helped the City prepare an economic development plan that outlined a strategy for diversifying the local economy so that the community can develop other viable economic sectors outside of gaming and tourism. Wendover, Utah, on the other hand, has seen little change over many years. Historically, the economic engine of the area through its airport and rail facilities, the City has been unable to maintain and capitalize on its economic assets. A proposal developed to annex Wendover Utah to West Wendover, Nevada as a means of combining the strengths of the two communities while establishing a more efficient basis for municipal services and utilities. With funding from the USDA Rural Development Program, ADE prepared a comprehensive analysis of the impacts of the proposed annexation, which would be the first change in state lines in more than 100 years. The political discussions of implementing the annexation continue, but in the process the two communities have greatly enhanced their levels of cooperation to their mutual benefit.

## **Research Report – Population 50,000-200,000**

### **Category Winner**

#### **“City of Kent Economic Development Strategic Plan 2003-2008”**

City of Kent  
Kent, WA

In October 2003 the Kent City Council adopted its first Economic Development Strategic Plan. Home to 84,000 residents and over 45 million square feet of manufacturing, warehouse, distribution and business space, Kent is strategically located halfway between Seattle and Tacoma and near SeaTac International Airport. The Mayor and City Council of Kent desired to formalize its economic development policy, set a five-year economic development workplan for the City, and produce a marketing piece for the City’s business attraction, retention and investment initiatives. The plan focuses on continued revitalization of downtown Kent, focusing on innovation for Kent’s manufacturing and business centers, investing in neighborhood livability and promoting the City’s image in the Region. The Plan incorporates recommendations from a 17-month planning

process facilitated by the Kent Chamber of Commerce, which included the City, other business organization, and local colleges, businesses and community members. Berk & Associates of Seattle assisted with the design and writing of the plan, and Dr. Paul Sommers of the University of Washington Evans School of Public Affairs completed the companion Kent Industry Outlook Study.

## Honorable Mention

### **"The Federal Presence in the Urban Village"**

Arlington Economic Development  
Arlington, VA

Arlington Economic Development (AED) prepared this report in support of the work of a staff task force focused on the economic, planning, and security impacts of federal facilities and offices in Arlington. A central concern of the task force was the potential impact of the September 11, 2001 terrorist attacks on security standards for federal buildings and how these more stringent standards might affect future locational decisions for federal facilities. One specific aspect of this broader subject, the economic impact of the federal presence on Arlington, is the topic of this paper. Four areas of study were deemed most important: The impact of the federal presence on the Arlington office market; the impact of federal contracting on both the office market and the local economy; the linkages between agencies and contractors that affect locational decisions; and the real estate and business tax impacts of the federal presence.

## Research Report – Population More than 200,000

### Category Winner

#### **The Miami-Dade Beacon Council**

Miami, FL

### Category Winner

#### **"Connecting the Greater Philadelphia Innovation Economy" Report**

Innovation Philadelphia  
Philadelphia, PA

The Road Map project is one of the largest and most collaborative growth initiatives ever developed. It represents the broader interests and perspectives of the 11-county (PA-Bucks, Chester, Delaware, Montgomery and Philadelphia; NJ-Burlington, Camden, Gloucester, Mercer and Salem; DE-New Castle) Greater Philadelphia Regional business and civic community, academic and cultural communities, and local agencies and governments. It is sponsored by Innovation Philadelphia, the Greater Philadelphia Chamber of Commerce and the City of Philadelphia, and based on the most comprehensive data collection process ever for the Region. Seven Targets of Opportunity were identified and seven "Hot

Teams" were formed to develop key strategic business plans addressing our most promising industry opportunities -- from cutting edge business products and processes, to mechanisms for medical breakthroughs. Today, those plans are being pursued by a number of Regional leaders and will soon become realities.

## Honorable Mention

### **"Draft Economic Development Strategy: Sustaining Success, Developing London's Economy"**

London Development Agency  
London, England

The Economic Development Strategy is part of a suite of Mayoral strategies and sets out a plan for the sustainable, equitable and healthy growth and development of the London Economy.

## Single Publication AD Campaign – Population Less than 50,000

### Category Winner

#### **"Chairmen of the Board"**

Culpeper County  
Culpeper, VA

Culpeper, Virginia, has powerful neighbors. With Washington, D.C., and Virginia's Dulles Corridor just to the north, and Richmond to south, Culpeper competes with a number of better-known jurisdictions with much deeper pockets. However, Culpeper continues to "run with the big dogs" by focusing on its roots. The "Chairmen of the Board" Ad uses a simple, compelling graphic and headline to convey the essence of Culpeper's positioning as a place where business opportunities and quality of life still coexist. The color image of father and son playing checkers creates a down home feel, while the headline plays on the language of business. The body copy is friendly and conversational, while clearly conveying Culpeper's numerous differentiating factors.

## Single Pub AD Campaign – Population 50,000-200,000

### Category Winner

#### **"St. Catharines The Heart of Niagara Canada" Advertisement**

City of St. Catharines, Economic Development & Tourism Services Department  
St Catharines, ON, Canada

This full-page newspaper advertisement appeared in the St. Catharines Standard on April 26, 2004 as part of its special "Niagara at Work" supplement describing local business growth and economic activity. The ad played the dual function of celebrating the community's economic strength and economic development

successes, while challenging business leaders to see local opportunities for themselves. From this perspective, the advertisement spoke to both local readers of the newspaper and to external business and economic decision-makers who received the supplement through extended distribution campaigns.

## Single Pub AD Campaign – Population More than 200,000

### Category Winner

#### “Modeling and Simulation Advertisement”

Hampton Roads Economic Development  
Norfolk, VA

Modeling and Simulation is one of the defense related industry clusters located in the Virginia’s Hampton Roads region. As part of the Hampton Roads Economic Development Alliance advertisement program, a single advertisement campaign was implemented to highlight Modeling and Simulation. This half-page advertisement first appeared in the April 2004 (Issue 2/2004) edition of Military Simulation & Training (MS&T) Magazine. Kevin Hughes, one of HREDA’s Business Development Managers, designed this advertisement in-house. Military Simulation & Training (MS&T) Magazine, “the International Defence Training Journal”, is published six times per year and has a total circulation of 12,491. For 19 years, MS&T has served global defense organizations and the simulation and training industry. It focuses on maintaining the highest editorial excellence and providing the most credible and independent source of military training information and essential data to international defense training organizations and industry.

### Honorable Mention

#### “We Sweat The Details”

Kansas Department of Commerce & Housing  
Topeka, KS

The “We Sweat the Details” single publication ad campaign is an advertisement to market the customer service offered by the Kansas Dept. of Commerce to companies and consultants.

## Special Event - Population Less than 50,000

### Category Winner

#### “2003 Chicago Allies Reception”

Jacksonville Regional Economic Development Corporation  
Jacksonville, IL

This event, held on Tuesday, October 28, 2003 on Michigan Avenue in Chicago, was planned to raise the Jacksonville Region’s visibility among Chicago-based corporate realtors and site selectors. Roosevelt University co-hosted the event. The event team included six EDC volunteers and two staff members. Staff provided volunteers with a list of talking points in advance of the event to coach

the volunteers regarding key messages to deliver during the reception. Approximately 50 site selectors and corporate realtors attended the reception. Three prospect leads were identified through conversations during the event. Since the event, several prospect leads have come to the EDC from event attendees.

## Special Event – Population 50,000-200,000

### Category Winner

#### “State of the City 2003: Creating a Global Model for the Future”

The City of Ontario Economic Development  
Ontario, CA

The Ontario State of the City 2003: Creating a Global Model for the Future changed the paradigm of a typical “State of the City” mayoral address and utilized the event to focus in greater depth on areas of economic opportunity within our city. This event allowed Ontario to drive business growth by providing education on future projects and initiatives taking place within our boundaries that will make an impact on a regional, state, national and global level. Regional business leaders were encouraged to expand their contacts, be pro-active, develop their expertise and take on new markets and opportunity. Over 500 local business leaders attended the event, which included lunch, Mayoral address and video presentation featuring Steve Forbes, Joel Kotkin, Representative Don Young, Mayor James Hahn, Mickey Kantor among others. The event hosted by Mark Bernheimer, a former CNN correspondent.

## Special Event – Population More than 200,000

### Category Winner

#### “United Nations Forum”

Innovation Philadelphia  
Philadelphia, PA

From November 30 – December 3, 2003, Innovation Philadelphia and the City of Philadelphia hosted the United Nations Forum Science and Technology Parks: New and Emerging Technologies for Sustainable Development. (Note: this was also the first U.N. sponsored forum to take place in the United States outside of New York or Washington, DC.) In preparation for the launching of the project, the United Nations joined with the City of Philadelphia in providing an opportunity for representatives of candidate African nations and candidate members of the science and technology park network to learn more about the activities to be undertaken during the project and to begin the planning process. The goal of the United Nations Forum on Science and Technology Parks: New and Emerging Technologies for Sustainable Development was to develop the plan that put that commitment into action. During the Forum, a representative from the United Nations Educational, Scientific and Cultural Organizations (UNESCO) expressed an interest in developing a relationship with the University of Pennsylvania.

## Honorable Mention

### "Buffalo007"

Buffalo Niagara Enterprise  
Buffalo, NY

The member base of CoreNet Global, an association for corporate real estate and related professionals, consists of a key portion of Buffalo Niagara Enterprise's (BNE's) target audience. BNE has established a growing reputation for hosting a "must-attend" event at the CoreNet conferences. The primary goal at these events is to change our target audience's perception of the Buffalo Niagara region, due to the negative image portrayed nationally. The culture and quality of life in Buffalo Niagara is unknown to these groups, so we try to spread the word that Buffalo Niagara is a progressive, world-class place to live and to do business. This event "Buffal007" was a success as our target audience enjoyed an evening of food and entertainment by local chefs and a local music group.

## Special Purpose Brochure – Population Less than 50,000

### Category Winner

#### "Holly Springs Community Profile 2004"

Town of Holly Springs Economic Development Department  
Holly Springs, NC

The Town of Holly Springs is a small, progressive town located near the Research Triangle Park in central North Carolina. Holly Springs is experiencing rapid growth in the residential and commercial sectors. The population in 1990 was 900 and is over 13,000 today. With a tax base that is 90% residential, the Town of Holly Springs Economic Development Department strives to attract and retain businesses. To overcome the perception that Holly Springs is strictly a bedroom community, the Economic Development Department continuously develops new marketing material hoping to attract more non-residential development. A comprehensive piece, the new 2004 Community Profile was designed by staff to be eye-catching and informative. Color photos of new facilities and amenities grace the cover of a unique fold-out design. Nine separate surfaces highlight advantages of locating a business in Holly Springs without visual crowding. Aside from typical demographic, workforce, utility, transportation and community data, the 2004 Community Profile illustrates the town's proximity to area biotechnology facilities and technology educational and training centers. Bright colors and curved edges make the Holly Springs, North Carolina 2004 Community Profile unique in its class.

## Special Purpose Brochure – Population Less than 50,000

### Honorable Mention

#### "Forward Stillwater campaign prospectus"

Stillwater Chamber of Commerce  
Stillwater, OK

Stillwater, Oklahoma, is a university city of 42,000 located in north central Oklahoma. Like much of the country, the community had experienced limited economic growth since 2001. In response, the Stillwater Chamber of Commerce organized a community-wide planning process to develop a new, five-year strategic plan for economic growth. Estimated cost of the initiative was \$2.2 million over the five-year period, significantly greater than the Chamber's \$179,000 annual budget for its economic development program. The Forward Stillwater campaign was launched to raise the additional funds needed to carry out an accelerated regional program of business recruitment, retention, and expansion. The prospectus was created to help communicate the revised economic development strategies, the resources required to reach the objectives outlined in the plan, and the potential economic benefit that would accrue. More than 2,000 copies of the 16-page, full color document were distributed to key business, community, and political leaders and economic development allies. Additionally, the publication was a primary fund raising tool for the more than 60 volunteers who assisted in the campaign. It was supported by a direct mail campaign directed at the business community. As a result of the campaign, 261 private and public partners subscribed more than \$2.7 million to the new effort, or 123% of goal. New private funding effectively increased the community's economic development budget more than threefold and forged important new regional partnerships throughout a seven county area.

## Special Purpose Brochure – Population 50,00-200,000

### Category Winner

#### "Request For Development Proposals and Qualifications for The Redevelopment of the Original 16-Acre Jack Russell Stadium Site Located in Clearwater, Florida"

City of Clearwater Economic Development & Housing  
Clearwater, FL

After the Philadelphia Phillies vacated Jack Russell Stadium, the home of their Spring Training and minor league operations for 56 years, the North Greenwood community voiced a desire to activate the 16-acre grounds with economic development opportunities. As a result, the City of Clearwater prepared and released a Request for Proposals and Qualifications (RFPQ) to select a qualified development team to redevelop the baseball stadium site. Specifically, the

RFPQ was asking the market to determine the highest and best land use for the property that would benefit the North Greenwood neighborhood residents and the City of Clearwater. The professionally designed and printed, eye-catching 19-page RFPQ was designed with dual purposes in mind. It would serve to outline the submittal requirements along with a description of the development scope, standards, and related information. In addition, the RFPQ was intended as a marketing and communication document to provide developers and real estate investors an overview of the development opportunities, history and projects in the North Greenwood neighborhood but also in the adjacent downtown area.

## Honorable Mention

### **The Okanagan Opportunity – 100 Reasons to Do Business in Kelowna and the Okanagan Valley, British Columbia**

Economic Development Commission, Regional District of Central Okanagan  
Kelowna, BC, Canada

This is the first Business Directory produced by the Economic Development Commission of the Central Okanagan and includes more than 100 companies of all sizes representing the diverse industry sectors that make up the Okanagan economy. Each was visited for an in-depth interview as part of the EDC's Business Retention program – an ongoing program designed to identify the needs of businesses in the area and ensure the EDC's programs and services are known and accessible to the business community. The companies listed are classified in four basic categories – Business Services/Retail; High Technology; Manufacturing and Tourism/Agriculture.

### **Special Purpose Brochure – Population More than 200,000**

#### **Category Winner**

**City of Long Beach Economic Development Bureau**  
Long Beach, CA

## Honorable Mention

### **"Southern Dallas – It's Perfectly Positioned for Business"**

Greater Dallas Chamber of Commerce  
Dallas, TX

Southern Dallas is a historically under-utilized area by business within the City of Dallas. Yet, it contains most of the City's undeveloped land mass, has 4 interstates and several rail lines running through it, and an executive airport. The City invested millions of dollars in new business parks since the late 90's, and private devel-

opers and companies are now building in these parks. The brochure, "Southern Dallas – It's Perfectly Positioned for Business", illustrates the many positive assets for business location in the Southern Sector of Dallas. It was developed for a major forum and tour in December of 2003, at which it was unveiled.

### **Technology Based Economic Development – Population 50,000-200,000**

#### **Category Winner**

#### **"Tech Council"**

Winston-Salem Chamber of Commerce  
Winston-Salem, NC

In the late 1980s, Winston-Salem, North Carolina, faced an uncertain future. Its main industries – tobacco, textiles and traditional manufacturing – were moving or declining. The Chamber's vision for transforming the local business economy into one driven by technology began by commissioning a Technology Blueprint for the community. The Blueprint confirmed the feasibility of this vision and charted a course for the community to transform itself. The Chamber created a Tech Council, through which it has worked diligently – and successfully – with other community groups and businesses to implement the Blueprint. As a result, Winston-Salem's economy is now diverse and no longer dependent on a few declining industries. Winston-Salem has numerous high-paying technology jobs, a trained workforce, a research park, and infrastructure to support technology businesses, a strong economy and a promising future.

### **Technology Based Economic Development – Population More than 200,000**

#### **Category Winner**

#### **"Michigan's Technology Growth Campaign"**

Michigan Economic Development Corporation  
Lansing, MI

Over the last few years, Michigan has taken specific steps to bring about a high-tech future and that future is happening now. This includes a number of new initiatives to recruit and attract high-tech employers and employees. In fact, Michigan ranks 4th nationally for total employment in high-tech industries with 568,000 high-tech workers. The state's centers of commerce are transforming into "technology clusters" equipped with 21st century necessities such as video conferencing facilities, high-speed telecommunications, alternative energy power supplies, training centers, wet labs, university research labs and business incubators. Business customers and corporate decision makers are discovering the advantages of working and living in Michigan. Each area of the value chain was addressed with a solution to focus on how Michigan can grow technology businesses, and those solutions are being measured by the impact