IEDC excellence in economic development awards

IEDC’s professional economic development awards recognize excellence in the economic development profession. These prestigious awards honor individuals and organizations for their efforts that have created positive change in urban, suburban, and rural communities.

Honorary & Leadership Awards will be presented at the Recognition Dinner on Monday, September 17th from 6:30 – 9:00 p.m. in the Trailblazers Terrace on the Lobby Level of the Westin Kierland Resort & Spa.

Promotional and Program Awards will be presented during a special winners-only ceremony on Tuesday, September 18th from 4:00 – 6:00 p.m. in the Powell room on the Lobby Level of the Westin Kierland Resort & Spa. Following the ceremony, there will be a Networking Reception, honoring award recipients from 6:00 – 8:00 p.m. in Marshall’s Outpost Pavilion, which is on the grounds of the Westin Kierland. The reception is open to all conference attendees.

2007 AWARD CATEGORIES

HONORARY & LEADERSHIP AWARDS
  Fellow Member Designation
  Honorary Life Member Designation
  Outstanding New Economic Developer of the Year
  Citizen Leadership Award
  Leadership Award for Public Service
  Lifetime Achievement Award in Honor of Edward deLuca

PROMOTIONAL AWARDS
  Brochure – General Purpose
  Brochure – Special Purpose
  Promotion – General Purpose
  Research Report/General
  Annual Report
  Paid Advertising Campaign
  Newsletters/Newspapers/Magazines
  Special Event
  Overall Marketing Award
  Website – General Purpose
  Website – Special Purpose

BEST PRACTICES: PROGRAM AWARDS
  Technology-Based Economic Development
  Multi-Year Economic Development Programs
  Cluster-Based Strategies
  Economic Development Training Program

PARTNERSHIP AWARDS

SPONSORS OF THE EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS

2007 IEDC AWARDS JUDGES
honorary & leadership awards

The Honorary Awards include the Fellow Member and Honorary Life Member designations and the Lifetime Achievement Award for Excellence in Economic Development. These individuals maintain an unparalleled level of excellence in community development and economic growth.

This year’s Leadership Awards are presented in the following categories: Outstanding New Economic Developer of the Year, the Leadership Award for Economic Development. These individuals maintain an unparalleled level of excellence in community development and economic growth.

FELLOW MEMBER DESIGNATIONS

The designation of Fellow Member is given by IEDC to active members who have attained unusual stature in the field of economic development and closely related disciplines. Unusual stature is defined as significant contributions to the profession through service to IEDC and/or academic endeavors directly related to the practice of economic development.

MARK BARBASH
Chief Economic Development Officer
Ohio Department of Development
Columbus, Ohio

Mark Barbash was appointed Chief Economic Development Officer for the Ohio Department of Development by Lieutenant Governor Lee Fisher, who also serves as Director of Development. In this position, he is a chief architect of economic development strategy for the Strickland/Fisher Administration. In addition, he supervises the programs of the State of Ohio in technology, economic development, global affairs, community development, travel & tourism, and Urban Affairs.

Prior to joining the Strickland/Fisher Administration, Mark Barbash served as Director of the Department Development for the City of Columbus from 2000 through 2007, being responsible for a wide range of economic and community development activities and initiatives, including housing, downtown and neighborhood development and international trade, a budget of $45 Million and a staff of 400.

His prior professional experience includes serving as the Director of a non-profit small business lending corporation, vice president of an investment banking firm, Vice President of the National Development Council, and service on the staffs of a Congressman, United States Senator and Governor of the State of Wisconsin.

Mark Barbash has served as a board member for a wide range of development organizations, including the Columbus Technology Leadership Council, the Business Technology Center (a Columbus technology incubator), Campus Partners, the Columbus Compact Corporation, the Franklin County (Ohio) Planning Commission and CATCO, Columbus’ local professional theater company. He currently serves on the Board of Directors for the International Economic Development Council, the association for development professionals.

He is an experienced trainer in economic development, business and real estate financing and has taught for a wide range of local, state and national economic development organizations.

Mark Barbash graduated from the University of Wisconsin-Madison with a degree in political science. He is married to Mary Carter Barbash. They have one daughter, Rachael Elizabeth, age 24.

WILLIAM BEST
Senior Vice President, Manager Community Development Banking
PNC Bank
East Brunswick, New Jersey

Bill Best returned to PNC Bank in September 2003 as Senior Vice President, Northeast Territory Manager, Community Development Banking in its East Brunswick, N. J. office. He is responsible for the Bank’s commitment to the growth and prosperity of the low-moderate income segments and its communities, including community and economic development corporations, small businesses and women and minority-owned enterprises in Northern and Central New Jersey and Northeast and Central Pennsylvania. He is also providing oversight of an $883 million economic development package for the bank’s New Jersey markets.

Previously, Bill held the position of Executive Director of the New Jersey Redevelopment Authority, a state-financing agency, where he served for six years in three administrations. The New Jersey Redevelopment Authority functions as a comprehensive resource center that invests financial and technical resources into redevelopment projects and plans in urban neighborhoods. As a newly formed state authority, he developed and implemented strategies to ensure a strong loan portfolio. He also created a system to provide cash flow to cover operational costs beyond the state’s initial one-time appropriations of $9 million. Under his leadership, the agency leveraged over $1.3 billion in economic development investments.

Bill has been recognized with several awards, including the State of New Jersey Senate and Assembly Resolutions that acknowledged his community relations achievements, the City of Newark, Man of the Year Award, City News’ 100 Most Influential Award, New Jersey Citizen Action’s Award, OIC’s Business Leader Award, the African-American Chamber of Commerce’s Executive of the Year Award and the Hispanic-American Chamber of Commerce’s Public Service Award.

A graduate of North Carolina Central University, he did graduate studies with Fairleigh Dickinson University’s Banking Program, and completed the Executive Program at Harvard University’s J. F. K. School of Government. He has been affiliated for many years with the New Jersey Urban Bankers Association. Currently, he serves on the board of the New Jersey Regional Plan Association and the Newark Regional Business Partnership.

Nationally, Bill serves on the Board of the International Economic Development Council (IEDC). He has also served on many Board Committees, including the Executive Committee, Audit Committee, Awards Committee, Conference Committee, Nominations Committee, and Chaired the Membership and Marketing Committee.
**FELLOWSHIP DESIGNATIONS (continued)**

**IAN BROMLEY**
Chief Executive
Creative Sheffield
Sheffield, United Kingdom

Ian Bromley was appointed the first Chief Executive of Creative Sheffield – Sheffield City Development Company in September 2006. Creative Sheffield is a new organization encompassing Sheffield’s existing organizations responsible for physical redevelopment and inward investment, Sheffield One and Sheffield First for Investment, and building new capacities in marketing and branding, innovation and the knowledge economy, and regional economic development, to create a comprehensive and effective company to transform Sheffield’s economy.

Mr. Bromley joined Creative Sheffield from Toronto, Canada, where he held a number of progressively senior positions in management consulting, economic development, communication and marketing, and innovation development in the private and public sectors. Mr. Bromley has also worked as a consultant, advisor, and teacher in urban and economic development in Japan, China, New Zealand, Brazil, as well as throughout the U.S. and Canada.

Mr. Bromley holds a B.A. (Hons.) in Business Administration (With Distinction), M.A. in Economics (Cum Laude), and Executive MBA, granted by two of Canada’s top-ranked universities. He currently serves as Treasurer of the Washington-based International Economic Development Council, the world’s largest professional association for economic development practitioners. He has been a long standing Board member with the Greater Toronto Marketing Alliance, the Toronto Financial Services Alliance, the Ottawa Partnership, the Waterloo Accelerator Centre, the Economic Development Council of Ontario, and the Innovation Systems Research Network. He is a member of the Editorial Board of the Local Economy Journal, published by London Southbank University.

Ian has been joined in Sheffield by his wife Carolyn, and his three children – ages seven, ten and thirteen, all of whom are actively enjoying all that Sheffield has to offer.

**MARGARET GRISSOM, CEcD**
Principal
Peak Consulting, LLC
Villa Hills, Kentucky

As a principal in Peake Consulting LLC, Ms. Grissom brings over 20 years of experience in economic development at the state, local, and regional level and five years in site selection and incentive negotiation. Ms. Grissom has assisted clients in automotive, consumer markets, and industrial products. She is nationally recognized as an expert on incentive negotiations & compliance and economic development issues. She has written for and been quoted in publications such as the Journal of MultiState Taxation and Incentives and Site Selection Magazine, participated in the Kentucky Association for Economic Development Community Assessment Team and conducted a presentation on Local Incentive Policies at Roundtable in the Rockies.

Ms. Grissom started her own site selection/incentive negotiating and economic development consulting practice, Peake Consulting, LLC in 2003. From 1998 to 2003, Ms. Grissom served as President & CEO of the Bowling Green Area Chamber of Commerce and Economic Development Authority and subsequently used her organizational management and negotiating skills to bring an almost bankrupt organization to net assets of $4.32 million. From 1989-1998, Ms. Grissom served as Vice President of the Greater Louisville Economic Development Partnership. From 1985 until 1989, Ms. Grissom was with the Kentucky Cabinet for Economic Development.

Ms. Grissom received a Bachelor of Science in Commerce from the University of Louisville and a 1990 Graduate of the Economic Development Institute, Norman, Oklahoma. She received her Certified Economic Developer designation in 1991 and she was Assistant Dean, Research Project Advisor, and Lecturer at the Economic Development Institute for over eight years. She is an active member of the International Economic Development Council where she is a member of the Education & Certification Advisory Committee, Kentucky Association for Economic Development, Industrial Asset Management Council, and was a board member of the Japan America Society of Kentucky from 1997-2007. She also served as a board member of the Kentucky Workforce Investment Board from 1999 to 2003.

**DR. GERALD GORDON**
President and Chief Executive Officer
Fairfax County Economic Development Authority
Vienna, Virginia

Dr. Gerald L. Gordon is the President and Chief Executive Officer of the Economic Development Authority in Fairfax County, Virginia, one of the largest office space markets in the United States. He has been with the FCEDA since late 1983. In that time, office space in the county grew from 32 million square feet to more than 105 million square feet and jobs in the county grew from 243,000 to approximately 600,000. As a result, the real estate tax rate has decreased from $1.47 to 89 cents.

Dr. Gordon has also worked for Arlington County, Virginia and the United States Department of Labor. In his present role, Dr. Gordon was instrumental in creating the Emerging Business Forum and bringing the 1998 World Congress on Information Technology to Fairfax County. In 2005, the FCEDA was named by Site Selection Magazine as one of the Top Ten Economic Development organizations in North America. In 2007, Time magazine called Fairfax County “one of the great economic success stories of our time.”

Dr. Gordon has taught at the University of Maryland, George Mason University, and Virginia Commonwealth University. He has consulted with numerous city and state governments throughout the United States and around the world, as well as the governments of the Republic of Poland, the island of Vieques in Puerto Rico, and the Federated States of Micronesia. He has also served as a consultant to various government agencies, the United States Navy, businesses, non-profit organizations, associations, colleges and universities, and the United Nations. He holds several positions on Boards and serves as Chairman of several organizations.

Dr. Gordon holds a Bachelor’s Degree from The Citadel, a Master’s Degree from George Washington University, and a Doctorate in International Economics from the Catholic University of America. He is the...
working with existing Nashville-based firms on expansions, economic development, with functions including business recruitment, as the region’s lead marketing agency for

JANET MILLER, CEcD
Chief Economic Development and Marketing Officer
Nashville Area Chamber of Commerce
Nashville, Tennessee

Janet M. Miller is Chief Economic Development Officer for the Nashville Area Chamber of Commerce. Janet has oversight of a twelve-member economic development team that acts as the region’s lead marketing agency for economic development, with functions including business recruitment, working with existing Nashville-based firms on expansions, entrepreneurship initiatives, and international business. Miller works on a day-to-day basis with corporate executives of relocating companies as well as professional site consultants, typically hired by “Fortune 500” level clients to advise on relocation investments and locations. Successful relocation projects in which Miller has been involved include Nissan’s North American headquarters, Dell Computer Corporation, Caremark Rx, Asurion, Louisiana-Pacific, HCA, PRIMUS/Ford Motor Credit, Mars Pet Care, and numerous others. Since she took on the departmental leadership role at the Chamber in 2002, over 60,000 jobs have been created in the Nashville region and over 200 companies recruited.

Miller was named the local Sales and Marketing Executive Association’s National Salesperson of the Year for 2006, and was named one of three “Women of Influence” in the “Inspiration” category by the Nashville Business Journal in July 2007. She is a past-President of the Tennessee Industrial Development Council, and is a past Tennessee board director for the Southern Economic Development Council Board. She is a board member and past chairman for the Tennessee Economic Partnership, a board member of the Tennessee board of the National Association of Industrial and Office Parks (NAIOP), a member of AAA Auto Club’s Tennessee advisory board, a member of the International Economic Development Council (IEDC), an associate member of CoreNet Global, membership recruitment chair and past program committee co-chair for Nashville’s Downtown Rotary Club, on the nominating committee for the Cumberland Valley Girls Scouts Council, a member of the Business Leadership Committee for Lipscomb University, and serves on numerous other boards. She is a graduate of the 2001 class of Leadership Nashville. Miller is a frequent lecturer at economic development classes around the country, including engagements as an instructor at Basic Economic Development Courses at Georgia Tech, the University of Kentucky, and in Tennessee.

Miller is a graduate of the Economic Development Institute at the University of Oklahoma, and she received the Certified Economic Developer designation, the industry’s highest achievement, in 2000. Prior to her tenure at the Nashville Chamber, she served as Director of Research and Marketing for Grubb & Ellis/Centennial, Inc., one of Nashville’s largest commercial real estate firms. Miller is a life long Nashville resident, and is married to David M. Miller.

JAY MOON, CEcD
President & Chief Executive Officer
Mississippi Manufacturers Association
Jackson, Mississippi

Jay C. Moon is the President and CEO of the Mississippi Manufacturers Association, the largest and most influential voice for Mississippi manufacturers. The Association represents more than 2,200 manufacturers and associated members. As President of the MMA, Jay has helped to develop and win passage of several significant legislative programs. Jay worked with Governor Barbour, the Mississippi legislature, and other business leaders to enact landmark civil justice reform. Jay helped to develop and pass Momentum Mississippi, one of the most comprehensive improvements to Mississippi’s business incentive offerings. Other significant legislative incentive packages supporting Mississippi companies, such as Viking, Baxter, Northrop Grumman, and Howard Industries, were also made possible through Jay’s leadership.
Jay has over twenty years of professional economic development experience in site development, business retention, strategic plan development, financial incentive creation, and marketing. Prior to joining the MMA, Jay served as the Deputy Director/Chief Operating Officer and Director for International Development with the Mississippi Development Authority. During that period, Jay was responsible for the recruitment of many well-known national and international companies to Mississippi. Jay led Mississippi’s successful effort to locate the new $1.5 billion, 5,300 employee Nissan Automotive Assembly facility. This project was named by Site Selection Magazine, Corporate Location Magazine, Area Development Magazine and Southern Business & Development Magazine as the top development project of that year. Through Jay’s efforts, the state development authority received consistent recognition for its innovative business attraction and support programs, including acknowledgment by Site Selection Magazine as one of the top ten economic development organizations in the US.

Jay is well known throughout the state and nation for his progressive approach to economic development and his leadership capabilities. Jay has extensive experience in international markets including Asia, Europe, and Latin America. He has led dozens of trade and investment missions and has managed international offices in seven countries. In addition, Jay has successful community based economic development experience, having directed the economic and community development programs for the City of Gulfport, Mississippi for five years.

**WALTER SPROUSE, JR., CEcD, CCE**

Executive Director
Augusta Economic Development Authority
Augusta, Georgia

Walt Sprouse is the Executive Director of the Augusta Economic Development Authority in Augusta, Georgia. Sprouse is charged with the responsibility of economic development for Augusta-Richmond County, including the recruitment of new companies and corporate headquarters to the area, implement an existing industry program, and implement the economic development strategic plan for the region. Walt has been credited by various economic development publications and local media for revitalizing Augusta’s economic development program, with the recruitment of more than 5,000 new jobs and investment of more than $600,000,000 in the past four years. During his 25 year career in economic development, Walt has recruited more than one and a-half billion dollars in new and expanding industrial investment, with more than 15,000 new jobs created.

Prior to coming to Augusta, Sprouse served as President of the Randolph County Economic Development Corporation in North Carolina for fifteen years. Under Sprouse’s leadership, two separate economic development organizations under his direction were named by Site Selection magazine as one of the "Top Ten Economic Development Organizations in the United States" and his organizations were named to the country’s "Top Twenty" list three times. Between 1990 and 2001, Sprouse’s organizations won nineteen national and regional awards for economic development marketing.

Sprouse is a graduate of the University of South Carolina and the Institute for Organization Management at the University of Georgia. Walt currently serves on the Board of Directors of the International Economic Development Council, and the Savannah River Site Re-Use Organization. He has served as President of the North Carolina Economic Developers Association (NCEDA), and as President of both the North Carolina and South Carolina Associations of Chamber of Commerce Executives. Walt has won numerous awards in his career, including "North Carolina’s Economic Developer of the Year" by the North Carolina Technology Development Authority. In 2006, Sprouse was named by Georgia Trend magazine as a “Notable Georgian”. Sprouse is one of only 16 individuals in the United States with the dual credentials as a Certified Economic Developer and a Certified Chamber Executive.
As President and CEO of the Charlotte Regional Partnership, Ronnie Bryant leads the economic development organization that promotes the 16-county Charlotte USA region as a premier location for businesses considering expansion or relocation. With more than 30 years of technical, managerial and economic development expertise, Bryant is nationally known for his proven track record of establishing and implementing successful economic development programs, with a strong emphasis on existing industry expansion and retention, regionalism, and marketing. Bryant has been recognized for excellence in the field of economic development by the editors of Site Selection magazine by twice naming organizations led by him in Pittsburgh and St. Louis to its list of Top 10 economic development groups in the nation. The Pittsburgh Post-Gazette ranked him No. 25 on its list of top 50 business leaders, and Charlotte – The City Magazine named Bryant No. 30 in its list of Charlotte’s Fifty Most Powerful.

Prior to joining CRP, Bryant was President and Chief Operating Officer of the Pittsburgh Regional Alliance where he marketed the region and collaborated with regional economic development agencies to develop and implement job creation strategies. Before working in Pittsburgh, Bryant was the Senior Vice President of the Economic Development Division for the St. Louis Regional Chamber & Growth Association, where he has been credited with the development of job creation strategies that resulted in more than 117,000 jobs within a five-year period. These professional skills grew from leading the development team at the Shreveport, LA., Chamber of Commerce, working as a development consultant, and holding managerial and technical positions at AT&T’s Western Electric facility.

Bryant is well known in national economic development circles and is actively involved with the International Economic Development Council (IEDC), where he has been designated as a Fellow Member (FM) and currently serves as Chairman of the Board. Additionally, he is involved with CoreNet Global, the Urban Land Institute, where he serves as a member, and the Charlotte Research Institute, where he serves on the Board of Directors. His regional professional affiliations include both the North and South Carolina Economic Development Associations. Bryant’s civic participation includes board memberships with both the YMCA of Greater Charlotte, the United Way of Central Carolinas, The Federal Reserve Bank of Richmond’s (Charlotte Branch) Small Business and Agricultural Advisory Council, and The North Carolina Blumenthal Performing Arts Center.

He and his wife, Sandra, have three children – Rarland, Remeka, and Ronda.
Economic Development in the 21st Century: New Leadership, New Models

HONORARY LIFE MEMBER DESIGNATION (continued)

STEVE BUDD, FM
President
CityWide Development Corp.
Dayton, Ohio

Steve Budd is President of CityWide Development Corporation, a position he has held since 1989. The mission of CityWide Development is to provide leadership in the creation and implementation of strategies addressing the city’s need for economic growth and viable, attractive neighborhoods. CityWide, along with other partners including the City of Dayton, is the developer for Rehabarama, Citirama, the Genesis and Phoenix projects (neighborhood real estate and home show projects), and is implementing the Dayton regional Tech Town cluster development strategy. CityWide’s services include financing programs for economic and housing development, venture capital investment, real estate development, strategic development planning, consumer credit counseling, financial feasibility studies and site location analysis.

Mr. Budd is a past Chair of the International Economic Development Council, the Montgomery County Historical Society, and currently chairs the Dayton Ballet Association. He holds a B.S. in Political Science and a Master of Public Administration from the University of Dayton.

CHARLIEGH FORD, JR., CEcD
Vice President of Economic Development
Columbus-Lowndes Development Link
Columbus, Mississippi

Charleigh Ford was born and raised in Columbus, Mississippi. He grew up in Mississippi, graduating from Columbus public schools and Mississippi State University. He received a Commission in the United States Air Force and spent six years in the service of his country before leaving active duty in 1969. He later joined the Mississippi Air National Guard and retired at the rank of Lieutenant Colonel.

Following active duty in 1969, Charleigh entered the economic development profession and has spent 38 years in economic development work. He has held leadership positions in local, state, and regional professional associations. He holds both the Certified Economic Developer (CEcD) and the Certified Chamber Executive (CCE) designations and is a graduate of both the Chamber Institute and Economic Development Institute.

Charleigh has come full-circle as he will retire this year with Lillajo, his wife of 44 years, finishing his career in his hometown of Columbus, Mississippi.

JOE MARINUCCI, FM
President and Chief Executive Officer
Downtown Cleveland Alliance
Cleveland, Ohio

Joe Marinucci has 27 years of economic development experience, spanning public and private operational perspectives. He has expertise in strategic planning, real estate development, business retention and expansion, commercial and retail investment, economic development financing, business development marketing, business improvement districts, downtown housing and local, regional and national policy development.

He currently serves as President and CEO of Downtown Cleveland Alliance, a nonprofit organization providing assistance to downtown businesses, civic organizations, and governmental entities and manages programs to attract private investment to downtown Cleveland. He also managed the creation of the Downtown Cleveland Improvement Corporation, Ohio’s largest business improvement district.

As Vice President of Real Estate Development for Cleveland’s Playhouse Square Foundation, Joe directed real estate activities for the country’s second largest theater district. He developed a master plan for the theater district and oversaw the construction and operation of a 205-room hotel, the design and construction of a 40,000 square foot urban plaza and the acquisition and management of 750,000 square feet of commercial buildings. He also developed and directed governmental affairs strategies to obtain public and private funding to implement the real estate initiatives of the Foundation.

Joe has been involved in leadership roles in numerous downtown organizations and initiatives. From 1997-2002, Cleveland’s Mayor and Cuyahoga County Commissioners appointed him Chairman of the Gateway Economic Development Corporation, where he oversaw the operations of the Gateway sports complex, home of the Cleveland Indians’ Jacobs Field and the Cleveland Cavaliers’ Gund Arena. This organization’s principle mission is to ensure that the community’s $450 million investment continues to provide a state-of-the-art entertainment experience for their residents.

Joe created the Cleveland Theater District Development Corporation and served as the organization’s first Executive Vice President. This self-assessment mechanism allows stakeholders in the Playhouse Square area to raise capital for public services and make improvements directly increasing the real estate holding’s value through the implementation of a five-year operating plan.

Joe has served as past chair of the International Economic Development Council.

honorary & leadership awards
honorary & leadership awards

HONORARY LIFE MEMBER DESIGNATION (continued)

STEPHEN PAQUETTE, FM
President and Chief Executive Officer
Stark Development Board, Inc
Canton, Ohio

Stephen (Steve) Paquette serves as the President & CEO of the Stark Development Board, a private non-profit corporation serving Stark County. Formed in 1985, the Board’s mission is to work to retain companies and jobs, to assist manufacturing firms in expanding their operations, and competing for companies seeking locations for new plant facilities. Paquette is also president of the Stark Development Board Finance Corporation, a subsidiary of SDB that works in conjunction with local banks and local governments to finance loans to companies to fund fixed assets, including machinery & equipment and the construction of new facilities. Paquette also serves as the administrator of the Stark County Port Authority.

Steve has been president of SDB since 1989 and has been employed in the field of economic development for over 35 years. Prior to joining the staff of SDB, his development career included serving in various economic development positions in Arizona as executive director of the Phoenix Metrogroup; senior development representative with the Salt River Project (a large electric utility company in Phoenix); economic development specialist with the Arizona Office of Economic Planning and Development.

Steve is a member of CoreNet Global and the International Economic Development Council. He also serves on the Board of Directors of Team Northeast Ohio (Team Neo); the Manufacturing Advocacy and Growth Network (MAGNET) for Northeast Ohio; and is currently Treasurer of NEOtec. Paquette is also a member of the Board of the United Way of Greater Stark County and served as the 2005 United Way Campaign Chairman.

Steve has a bachelor’s degree in Business Administration from the University of Arizona (1972) with a major in Area Development. He is also a graduate of the Industrial Development Institute at the University of Oklahoma (1979). Steve is married to Kathy, is the father of two grown children, and has two grandchildren.

DONIS N. PETERSAN, Ph.D., CEcD
Economist
Nebraska Public Power District
Columbus, Nebraska

Donis Petersan has been an active economic development professional for 39 years and is employed as an Economist in the Economic Development Department of Nebraska Public Power District (NPPD), an electric utility in the State of Nebraska. Donis is responsibility for NPPD’s economic development research programs, including the development of industry location and industry feasibility studies. In this role, he supports the many community and regional economic development programs within NPPD’s service area. He previously was employed as Deputy Director and Director of Research for the Nebraska Department of Economic Development.

Donis earned his Ph.D. in economics from the University of Nebraska-Lincoln with areas of study in economic theory, regional economics, quantitative methods, and natural resource economics. He also served as Adjunct Faculty for the University of Nebraska-Kearney nearly 20 years, teaching undergraduate and graduate level classes in Economics and Decision Science.

Donis has contributed to the Economic Development profession through his participation with and service to professional organizations, including IEDC (Certified Economic Developer, 1987), and the Nebraska Economic Developers Association (NEDA) where he served on the Board of Directors and as President (1991-1992). Donis also served on the Board of Directors of the Nebraska Economics and Business Association (NEBA) and as President of that organization. He has also mentored many individuals, many of whom continue to be active and are now leaders in the economic development profession.

WESTIN STUCKY
President and Chief Executive Officer
Ardmore Chamber of Commerce, Ardmore Development Authority, Ardmore Tourism Authority, and the Ardmore Chamber Foundation
Ardmore, Oklahoma

Wes Stucky is President and CEO of the Ardmore Chamber of Commerce, Ardmore Development Authority, Ardmore Tourism Authority, and the Ardmore Chamber Foundation. The “organization” he heads is a unique combination of two public development trust authorities, a membership association, and a tax-exempt charitable agency.

The Development Authority is major land developer that operates an Airport and owns four industrial parks totaling 2,900 acres and 30 buildings with more than three million square feet leased to tenants. The Tourism Authority owns and manages a Convention Center and is developing a Resort at Lake Murray. The Chamber is a leader in innovative education programs and coordinates a private sector funded supplement for student and teacher measurements and performance-based incentive bonuses.

Wes has served as Chairman of numerous organizations including the Governors Economic Development Team, the Governor’s International Team, Oklahoma Economic Development Council, and the Oklahoma Chamber of Commerce Executives Association. He currently is a member of the Oklahoma Aeronautics Commission (and a former Chairman); and on the Board of StandardsWork, a national education consultancy. Wes has served as an instructor at the Economic Development Institute and the Institute for Organizational Management. He is a frequent speaker on economic development and chamber of commerce topics and is a leader in economic development and business improvement legislative initiatives.

Wes holds a Masters Degree from the University of Northern Colorado and has worked in development positions in Kansas City and Baton Rouge but has applied his trade in Ardmore for the past 19 years.
honorary & leadership awards

HONORARY LIFE MEMBER DESIGNATION (continued)

RICK WEDDLE, FM
President & Chief Executive Officer
Research Triangle Foundation of NC
Research Triangle Park, North Carolina

Rick Weddle is President and CEO of the Research Triangle Foundation of North Carolina, owner and developer of The Research Triangle Park. The renowned Research Triangle Park was established in 1959 and is the largest high-technology park development in North America, covering 7,000 total acres. Mr. Weddle was tapped to lead the Research Triangle Foundation in July 2004. In addition to overseeing Park operations and development, Mr. Weddle is setting the strategic direction for the Park’s next 50 years. In the past three years, the Park has far surpassed its historic performance, generating development projects with projected capital investment of over $800 million and projected creation of over 6,300 new, high quality jobs.

Mr. Weddle’s career encompasses over twenty-five years of successful leadership and organizational change management. Previously, he led regional economic development organizations in four different states, including the Greater Phoenix Economic Council, the Toledo, Ohio Regional Growth Partnership, the San Joaquin Partnership & Business Council in Stockton, California and Winston-Salem Business Inc in North Carolina. During his tenure, these organizations created a combined total of 32,000 new jobs and invested over $5.4 billion in their regions.

An active speaker and leader in numerous economic development and science park organizations, Mr. Weddle was elected as the first Chairman of the Board of the International Economic Development Council (IEDC) in 2002. Currently, Mr. Weddle serves on the Board of Directors of the Association of University Research Parks (AURP). In addition, he has served on numerous gubernatorially appointed task forces and working committees, including the Arizona Partnership for the New Economy (2000-2001) and the Ohio Economic Development Advisory Committee (1996). Mr. Weddle has also been an instructor since 1986 at the Economic Development Institute, an extension of the University of Oklahoma.

OUTSTANDING NEW ECONOMIC DEVELOPER OF THE YEAR

The Outstanding New Economic Developer of the Year award recognizes a professional who has attained outstanding achievement in the first five years of his or her economic development career.

NOLAN “SKIP” KUKER, JR.
President
Logansport-Cass County Economic Development Foundation
Logansport, Indiana

Mr. Kuker has been President of the Logansport-Cass County Economic Development Foundation since October 2004. In January of 2005, he completed his Basic Economic Development Course at Ball State University and was voted “Most Likely to Have an Economic Impact on His/Her Community” by his fellow students. He will complete The University of Oklahoma’s Economic Development Institute in December 2007.

During his tenure, he has created new abatement procedures for both the City of Logansport and Cass County. For the first time, Cass County has developed an Economic Development Commission and a 1000 acre Redevelopment Area. Both of these activities were the result of a new 110 million gallon ethanol facility being built in Cass County.

As the State of Indiana moved to privatization, Mr. Kuker encouraged local state employees to bid on jobs, which created for the first time in the State, reduced costs for taxpayers and a bonus program for employees. This saved 70 jobs and $1.2 million to the taxpayers.

Mr. Kuker is a member of the Logansport City Council, has received the Golden Achievement Award from Junior Achievement, is Vice-Chairman of the School of Public and Environmental Affairs of Indiana University Kokomo, Chairs the North-Central Indiana Regional Development Group and was named the 2006 Volunteer of the Year at the Cass County YMCA.

“Skip” is a graduate of Vincennes University and Indiana State University, graduating magna cum laud in Aviation and Business Administration. He also received an academic scholarship to work on his Masters of Public Administration at Indiana State University.

He has received the Gold Cord for Service from Vincennes University and the Top 40 Award from the Indiana Jaycees. He is a member of the Cass County Training Consortium, Epsilon Pi Tau, Junior Achievement, United Way, The Logansport Area Personnel Association, Logansport Schools Advisory Board, Sagamore Council of Boy Scouts Good Scout Event, Mid-America Economic Development Council, CoreNet Global, The Indiana Association of Cities and Towns, Redevelopment Association of Indiana, Small Business Development Center Advisory Board and The Cass County-Logansport Industrial Park Board.

CITIZEN LEADERSHIP AWARD

The Citizen Leadership Award recognizes a community or business leader or an individual who is not an economic development practitioner but who plays a key leadership role as an advocate for economic development.

JAMES M. ROOLF
President
First Midwest Banking Center
Joliet, Illinois

It is often said that the economic viability of a community is a mirror, which reflects the efforts of those individuals in leadership positions who are committed to making a difference. As a banker and business leader in the Joliet / Will County area, James “Jim” Roolf takes his position, and the attendant responsibility, to make a difference very seriously.

After graduating from the University of Notre Dame, he joined First Midwest Bank. First Midwest was one of the original investors in the Will County Center for Economic Development (CED). Roolf was appointed to represent the bank on the CED’s Board of Directors in 2000. Recognizing his leadership, talent, and enthusiasm, the Board appointed him to Chair a capital campaign for the CED and then elected him as Chairman of the Board for two successive terms.
Identifying the urgent need to improve surface transportation in Will County and the Chicago region, Roolf was a member of the CED’s Strategic Policy Council and was instrumental in development of the Will County Transportation Blueprint. Governor Blagojevich also appointed him to the Illinois State Toll Highway Authority Board. Understanding that the efficient movement of people and products is key to continued economic growth, Roolf impressed upon the Tollway Board the importance of the 12.5 mile extension of I-355 into Will County. This $1 billion project will open at the end of 2007.

As Chairman of the CED’s Airport Task Force, Roolf created a multi-county coalition of business and labor leaders to push for construction of South Suburban Airport, a commercial reliever airport for Chicago’s O’Hare and Midway Airports, which will propel Will County into a position as a major player in the international distribution of consumer products. The coalition drafted governance that is making its way through the Illinois General Assembly.

Roolf also served on an ad hoc committee at the CED to force absentee landlords to improve deplorable conditions at a publicly-funded, but privately-owned apartment complex for low to moderate income families and made many trips to Washington to meet with political leaders and high ranking officials of the U.S. Department of Housing and Urban Development.

Jim is personally and professionally committed to improving the quality of life in Will County through aggressive community and economic development. He possesses the ability to view his community in a larger context and he has a rare ability to lead and build coalitions for the benefit of everyone.

JANE W. SMITH
Chairman
North Carolina’s Southeast Regional Economic Development Commission
Lumberton, North Carolina

Since 2001, Jane W. Smith has been chairman of North Carolina’s Southeastern Regional Economic Development Commission, of which she is also a founding board member. In that capacity, she oversees all strategic and operational aspects of the eleven-county marketing organization, whose mission stretches from the Atlantic Ocean to the North Carolina Sandhills. The region includes Wilmington and Fayetteville—and also the City of Lumberton, where Ms. Smith has spent her adult life growing a business, raising a family, and offering her time, energy, and leadership to various community organizations.

As part of her leadership of the Southeast Commission, Jane Smith has served since 2004 as co-chairman (along with N.C. Commerce Secretary James Fair) and later chairman of the North Carolina Partnership for Economic Development (NCPED). Her competence, credibility, and steady hand have helped North Carolina successfully navigate a myriad of challenges and opportunities facing its innovative network of regional economic development organizations. She has won the trust of North Carolina’s top governmental officials, as well as county economic developers and private sector allies. In 2005, she joined Anthony Copeland, Assistant Secretary of the N.C. Department of Commerce, in making a presentation about the state’s regional development architecture to the annual meeting of the National Association of Counties. In 2006, Ms. Smith’s voluntary leadership was recognized by the N.C. Economic Developers Association, which bestowed on her its Economic Developer of the Year Award.

Jane Smith has embodied voluntary leadership in economic development since 1994, the year she became a founding board member of North Carolina’s Southeast Commission. Her appointment to the board came at the behest of the State Senate, and it has been renewed several times in the years thereafter. Since its founding, the commission has helped foster the creation of over 7,666 jobs and the arrival of nearly $727 million in new investment to the region. From 1994 to 2001, Ms. Smith served as secretary-treasurer. In 2001, the commission’s board elected her chairman, a position she has held ever since. She also chairs the commission’s two private, non-profit adjuncts.

Since 1979, Ms. Smith has owned and operated Century 21—The Real Estate Center, in Lumberton, N.C., a company she founded. Through the years, she and her firm have received a host of regional and national awards from Century 21 and numerous professional realty associations. Her work on behalf of her community has been equally successful: Ms. Smith served as President of the Lumberton Area Chamber of Commerce in 1993, and two years later chaired Lumberton’s All-American City campaign, efforts that resulted in Lumberton’s being selected one of 20 All-American cities in 1995. She has also lent her leadership to the Lumberton Rotary Club, the Lumberton Housing Authority, Communities in Schools, and the Lumberton Advisory Board of BB&T bank.

Jane Smith is a magna cum laude graduate of Meredith College in Raleigh, from which she holds an A.B. degree. She pursued graduate studies at Duke University, where she was awarded a Master of Arts in Teaching. Ms. Smith has since 1967 been married to Chris Smith, a Lumberton attorney. The couple have two sons: Jamie (age 34), who lives in Raleigh, and Brandon (28), a resident of Beaufort, S.C.
LEADERSHIP AWARD FOR PUBLIC SERVICE  (continued)

In 1985, after serving two terms on the board and two years as general counsel to Kentucky Gov. John Y. Brown Jr., Abramson ran for mayor of Louisville. His tireless enthusiasm and strong vision for a better Louisville made him the clear choice.

From the start, Abramson worked rigorously to improve the City of Louisville including:

• recruiting major employers like United Parcel Service and the Presbyterian Church USA
• expanding Louisville’s airport to create tens of thousands of jobs and attract scores of companies
• replacing junk yards and sand piles with the award-winning Waterfront Park
• investing in Louisville Slugger Field, which spawned more than $150 million in private investment nearby
• revitalizing housing projects in West Louisville with a mixed-income housing development that became a national model
• and creating a citywide beautification program called Operation Brightside

After twice being re-elected mayor by overwhelming margins, he was dubbed “Mayor for Life” by a local radio personality, a title that stuck. But in 1999, after three consecutive terms as mayor, the limit under Kentucky law, he returned to private life – practicing law at Frost Brown Todd LLC in Louisville, one of the region’s largest law firms, and teaching at Bellarmine University.

In 2000, local civic and business leaders launched a campaign to merge Louisville and Jefferson County governments – to create a single, more efficient and effective government.

Two years later, Abramson was the overwhelming choice of voters who elected him to lead Louisville Metro Government by a 3-to-1 margin. Last November, he was re-elected with about 70 percent of the vote. Since the merger, he has launched a massive new parks project, the largest urban parks expansion project in the nation. He is also helping revitalize downtown with new housing, a new contemporary arts center and new hotels and attractions.

Abramson is married to Madeline. They have a teenage son, Sidney.

CHAIRMAN’S AWARD

DR. ROBERT L. KOEPKE, CEcD, HLM, PhD
Edwardsville, Illinois

Robert L. Koepke has made an enormous impact on the economic development field as a longtime member of the International Economic Development Council (IEDC) and the Illinois Development Council. He has been a Certified Economic Developer (CEcD) with IEDC for 26 years and a member of their Certification and Education Committee.

Dr. Koepke’s past career highlights include editor of the Economic Development Review and chair of the Editorial Board between the years 1986-1997 as well as editor of Practicing Economic Development, editions one, two and three. He is a Past President of the Illinois Development Council and past Chair of the American Economic Development Council (AEDC) Educational Foundation.

Dr. Koepke has demonstrated leadership in other contributions to the profession, including directing the Illinois Basic Economic Development Course, which is offered in the Chicago area, and designing (with assistance) and directing the AEDC Certification Board’s national CEcD Study Program.

One little known aspect of Dr. Koepke’s contribution is how he picked up the ball when his mentor, Howard Roepke, died suddenly at EDI in 1985. Howard was the Course Director of the Illinois Basic Economic Development Course and Editor of the Economic Development Review. These two efforts continued without skipping a beat when Dr. Koepke’s immediately took on these responsibilities. He personifies all the leadership and professional qualities economic development agencies seek.

Currently, Dr. Koepke organizes and instructs a CEcD Study/Review Course focused on the IEDC certification process at a national level. Dr. Koepke serves as a professional advisor to numerous local economic development organizations. He is also a member of the board of directors of and advisor to The Alliance of Edwardsville and Glen Carbon, the community’s economic development organization.

Dr. Koepke has received a host of regional and national awards including Honorary Life Member of IEDC (since 1990) and the 1987 Richard Preston Award for Educational Merit from the AEDC Educational Foundation.

These accomplishments are the results of a career spanning over 40 years. It is difficult to characterize such a career in one phrase, but let it be said that few members of IEDC can claim the degree to which he has contributed to the “professionalization” of economic development.

Whether it is mentoring a graduate student, leading a certification prep course, conducting a research project, advancing our body of published research, or delivering a Basic Course, Dr. Koepke’s passion has always been to improve the economic development profession. His success is commendable. Howard would be proud!
Economic Development in the 21st Century: New Leadership, New Models

2007 LIFETIME ACHIEVEMENT AWARD IN HONOR OF EDWARD DELUCA

This award is given in honor of Edward deLuca, who is credited as one of the true leaders of the field of urban economic development. He was one of the founding members of Council for Urban Economic Development (CUED), a predecessor of IEDC, and served as its first chair. He also served as the Director of Economic Development for the cities of Baltimore and Pittsburgh.

Every year IEDC looks specifically for an individual who has demonstrated consistent, exemplary performance in the economic development profession, leading the execution of projects that have a significant impact on revitalizing communities, and playing a major role in shaping and improving the practice of economic development.

MARK D. WATERHOUSE, CeCfD, FM, HLM
President
Garnet Consulting Services, Inc.
Pleasant Valley, Connecticut

Mark D. Waterhouse, CeCfD has been active in the field of economic development since 1972. He is President and one of the founders of Garnet Consulting Services, Inc., a firm which specializes in market and feasibility studies, site searches and master planning, community and organizational evaluation, strategic planning, and other economic development services for communities, companies, and property owners or buyers.

Prior to founding Garnet, Mark served for 4 years as Development Coordinator, Manager of Area Sales and Special Projects Coordinator with The FIP Corporation, Connecticut’s largest, full service, design/build business park developer. Before joining FIP, he had eight year’s of municipal economic development experience, including six as Director of Economic and Community Development for the City of Milford and Town of Stratford in Connecticut. He has also provided consulting services to businesses and individuals in the areas of business and strategic planning and governmental financing programs.

Mark is a graduate of Dartmouth College and was awarded the Dartmouth Alumni Award in recognition of service to the college, distinction in his career and community service. He is also a graduate of the Industrial Development Institute and the Minority Business and Economic Development Internship Program. He holds a Bachelor of Laws degree and is one of six Certified Economic Developers® in Connecticut, having attained that designation in 1977. He is a qualified Myers-Briggs (MBTI®) practitioner, specializing in team-building and group facilitation. He is a Past Chair (1994–95) of the American Economic Development Council and of its Board of Regents, and until its merger into the International Economic Development Council in 2000, was a Trustee of the AEDC Educational Foundation and member of the Editorial Board of the Economic Development Review, which he served as Editor from 1996-97.

He is a member of the faculty and Executive Committee of the University of Oklahoma’s Economic Development Institute, which he served as Dean from 1989 to 1993, and which he served as a management consultant from 2000 - 2004. He was an adjunct faculty member of Western Connecticut State University and is one of the founders of WCSU’s economic development undergraduate major. He is a frequent lecturer or speaker at other economic development programs nationally, and is the author of many articles about economic development. His article “Building Viable Communities—The Essence of Economic Development” won the 1992 Howard G. Roepke Award for the best article in the Economic Development Review, and he was presented the 1996 Richard Preston Award for Educational Merit for his long-term contributions to economic development education. He is the author of the chapter “Professionalizing the Economic Developer” in the Spring 1997 publication The University’s Role in Economic Development: From Research to Outreach (Jossey-Bass Publishers). A Captain in the United States Marine Corps, Mark was Company Commander of a Combat Engineer Company in Vietnam.

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promotional awards

The Promotional Awards recognize communities and organizations for their use of print, the Internet, and multi-media as effective marketing tools for attracting and retaining business and industry.

**BROCHURE – GENERAL PURPOSE**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**PROMOTIONAL FACT SHEETS & BROCHURE**

Montréal International
Montréal, Québec, Canada

Montréal International was created in 1996 as a result of a private/public partnership. Its mission is to contribute to the economic development of Metropolitan Montréal and to enhance its international status. Montréal International is financed by the private sector, the Communauté métropolitaine de Montréal, the City of Montréal, and the governments of Canada and Québec. Its mandates include attracting foreign investment, international organizations and strategic workers, and supporting the development of competitive clusters in the high-technology sectors.

The information kit called Joining Forces. Aiming for Success, which includes a corporate brochure and a set of 14 promotional fact sheets, was produced to respond to a very specific need expressed by prospectors. In prospecting for foreign investment and approaching international organizations, prospectors wanted to be able to rely on a communications tool that would effectively promote all of the benefits of investing in Montréal, as well as the services that Montréal International provides.

The fact sheets promote the Montréal area’s main strengths, including its international character, strategic activity sectors, qualified workforce, quality of life, highly competitive operating costs and generous R&D incentives.

As for the corporate brochure, it describes the organization’s mission and mandates, as well as the range of services available. The brochure articulates Montréal International’s values: integrity, competency, effectiveness, collaboration, transparency and passion.

**HONORABLE MENTION**

**TREO SIGNATURE BROCHURE**

Tucson Regional Economic Opportunities, Inc.
Tucson, Arizona

To meet the needs of a rapidly growing region, Tucson Regional Economic Opportunities, Inc. (TREO) was formed to serve as the lead economic development agency for the greater Tucson area and its surrounding community partners.

TREO strengthens the Tucson region by providing a comprehensive menu of solutions and effective regionally-based economic development leadership with vision and coordination.

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**WHAT’S ON YOUR READING LIST?**

Visit IEDC’s Online Bookstore for the very best offerings of industry-related publications from major publishers, plus our own technical reports and education course manuals.

You will find the latest titles to give you the edge you need to stay at the forefront of the economic development profession.

**Go to www.iedconline.org**

Questions or Title Suggestions – contact Talib Hudson at thudson@iedconline.org
TREO offers an integrated approach of programs and services to support the creation of new businesses, the expansion of existing businesses within the region, and the attraction of companies that offer high impact jobs and share the community’s values.

The signature brochure/folder is TREO’s main marketing piece. The purpose of the piece is to sell Tucson. It is a vehicle used to build Tucson’s image and brand by portraying Tucson’s unique quality of life and the benefits of doing business here. The brochure clearly communicates visually and in the written word that Tucson is the place to be — to work, live, play and prosper.

The target audience is national site selectors and business decision-makers (TREO’s business attraction clients). The signature brochure develops a true value proposition for the region: a “place brand” for successful economic development, and a “service brand” for TREO and its community partners.

HONORABLE MENTION

SYRACUSE – CENTRAL NEW YORK EXECUTIVE PROFILE
Syracuse Economic Growth Council
Syracuse, New York

The Syracuse Economic Growth Council is a collaboration of business, academic, and government organizations, who are directly or indirectly involved in economic development, working together to address job retention and creation in the community.

The Syracuse / Central New York Executive Profile was developed to provide a comprehensive look at the region’s demographics. Key statistical data is displayed in informative charts, graphs, and tables with a variety of photographs to show the diversity and vibrancy of the community. The high quality 12-page, four-color brochure is used for general interest inquires at trade shows and as a general-purpose brochure for business attraction and retention. The complementary mix of descriptive copy, economic data, and photography makes the Executive Profile easy to read.

POPULATION 50,000 – 200,000

CATEGORY WINNER

“MOVING TOWARD THE FUTURE” 2006 COMMUNITY AND ECONOMIC DATA REPORT
The Pottawattamie County Growth Alliance
Council Bluffs, Iowa

The Pottawattamie Growth Alliance represents the economic development arm of the Council Bluffs Area Chamber of Commerce. The Alliance is supported by a partnership of businesses and organizations that are committed to successful growth and development of the community.

The title of the Community and Economic Data Report, “Moving Toward the Future” represents the decision of the Pottawattamie County Growth Alliance to follow the latest national trend in economic development:

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Economic Development Assistance for Weed and Seed Neighborhoods at NO COST

Putting in place economic development strategies can bring new investment and growth opportunities to your neighborhood. IEDC is a designated provider of technical assistance in economic development and neighborhood restoration to Weed and Seed sites and can help your community develop these strategies through strategic planning, best practice research, training workshops, and connections to local experts. We can provide assistance with:

- Strategic Planning
- Commercial Revitalization
- Real Estate Planning and Reuse
- Housing Rehabilitation and Restoration
- Workforce Development
- Business Retention
- Business Attraction and Marketing
- Small Business and Entrepreneurial Development

Covered by a US Department of Justice (DOJ) grant, IEDC’s assistance is at NO COST to the community.

Questions? Visit www.iedconline.org or contact Swati Ghosh at sghosh@iedconline.org or (202) 942-9477

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Weed and Seed brochure.
promotional awards

Regionalism. Previous year’s reports only featured data on Pottawattamie County, but the 2006 report now incorporates The Greater Council Bluffs Region partner counties of Harrison and Mills which represent the Iowa side of the Council Bluffs-Omaha metropolitan area. The report provides prospective businesses and their employees with detailed information on the benefits of living and working in the region and features data and supporting graphical representations on population, education, workforce, new construction, quality of life, and retail taxable sales.

HONORABLE MENTION

FOR BUSINESS ON THE MOVE
Greater Paducah Economic Development Council
Paducah, Kentucky

The Greater Paducah Economic Development Council is a non-profit entity charged with attracting new investment and creating new jobs in Paducah/McCracken County, Kentucky. GPEDC is supported by the Purchase Partners for Progress, a group of investors from the private business community and local government, working in harmony to promote the growth of Paducah’s local economy.

The publication is titled “For Business on the Move.” It is a 1st response piece designed for initial inquiries and trade show promotion. The four color brochure showcases Paducah/McCracken County and includes information on the quality of life, business costs, available sites and buildings, market access and demographic data. We have received positive feedback from our stakeholders and prospects.

POPULATION LESS THAN 50,000

CATEGORY WINNER

IN DUBLIN, OHIO, THE SKY’S THE LIMIT
City of Dublin
Dublin, Ohio

Dublin, Ohio is a progressive and innovative city located in the northwest Columbus Metropolitan Service Area. Dublin is within 500 miles of more than 50 percent of the U.S. population, 35 percent of the Canadian population and 60 percent of the nation’s manufacturing facilities and consumer markets. Approximately 25 square miles and home to 40,000 people, the city annually hosts Jack Nicklaus’ PGA Tour Memorial Tournament at Muirfield Village. For more information, visit www.dublin.oh.us.

This brochure was designed to introduce the progressive and innovative City of Dublin to site selectors and C-level executives. It goes beyond the standard “quality of life” brochure by providing relevant information that not only showcases Dublin, but also Central Ohio. Site selectors and C-level executives can learn about opportunities to obtain capital, businesses that call Dublin home, proximity to market, universities offering resources for employees, access to workforce and amenities available to residents and corporate citizens. The brochure illustrates that anything companies wish to achieve can be achieved in Dublin, where the sky’s the limit.

HONORABLE MENTION

AMERICA’S SAILING CAPITAL
City of Annapolis Office of Economic Development
Annapolis, Maryland

The mission of the Office of Economic Development is to enhance the City’s economic viability and employment opportunities to the benefit of its residents, workforce, and local business communities in a manner consistent with the Comprehensive Plan and the character of the City.

Using a thematic approach, the Office of Economic Development developed communication materials for a brochure which emphasized the branding: “America’s Sailing Capital.” As a sub theme, the marketing brochure, pinpointed each of the six commercial districts in the city as “Business Neighborhoods – Good Places to Live and Work.”

Six distinctive commercial districts form one Annapolis. The six “Business Neighborhoods” are the foundation of the city’s local economy. Each one is unique in its character and vitality. Collectively, they are the cornerstone of Annapolis: A city where superior quality of living is a way of life.

To ensure that the brochure would not require updating, the cover design is timeless. The interior portion of the brochure contains inserts that can be replaced at a minimum cost.

The creation of an internet marketing map was the direct result of this project: www.annapolis.gov/econdev. By clicking on a specific business district one is able to access related information.

BROCHURE – SPECIAL PURPOSE

POPULATION GREATER THAN 200,000

CATEGORY WINNER

CLEANTECH SACRAMENTO REGION
Sacramento Area Commerce and Trade Organization (SACTO)
Sacramento, California

The Sacramento Area Commerce and Trade Organization (SACTO) is the Sacramento Region’s leading facilitator of economic development. It brings together the organizations, information and resources in the pursuit of jobs, talent and investment needed to ensure regional prosperity and global competitiveness. Founded in 1975, SACTO’s mission is to recruit and grow high-value investment in the region. A private, non-profit and member-supported organization, SACTO serves six counties—El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba—and 23 cities. Over the last 30 years, SACTO has assisted hundreds of companies locate and expand in the Sacramento Region, generating billions of dollars of investment and strengthening our economy.

SACTO developed the “CleanTech Sacramento Region” brochure to showcase the many advantages the region has to offer clean technology companies. The brochure is a marketing tool to attract clean technology companies to the region and raise awareness of this emerging industry cluster. “The Location for Green Energy: intellect.innovation.influence” tagline captures the region’s key attributes and serves to organize the body copy in an easy to understand format around the categories of intellect, innovation and influence. The brochure provides a clear and
promotional awards

concise overview; to further demonstrate the depth and breadth of the region’s strengths, a companion piece listing the region’s clean tech companies and related resources was developed.

CATEGORY WINNER

HOMELAND SECURITY AND DEFENSE MARKET BRIEF
Enterprise Florida, Inc.
Orlando, Florida

Enterprise Florida, Inc. (EFI) is the public-private partnership responsible for leading Florida’s statewide economic development, international trade and business marketing efforts. Through collaboration with a statewide network of regional and local economic development organizations, EFI facilitates the state’s mission to diversify its economy and produce well-paying jobs for its citizens by supporting, attracting, and helping to create businesses in innovative, high-growth industries.

In the years since September 11, homeland security has emerged as a major global industry. Recognizing Florida’s existing strengths in the homeland security and defense markets as well as the tremendous opportunities these markets offer, Enterprise Florida developed the Homeland Security and Defense Market Brief. The purpose of the Brief is to set forth Florida’s vision of the homeland security industry, highlight Florida’s strengths as a homeland security and defense business location and innovation hub, and market Florida internationally as a homeland security and defense leader. Enterprise Florida is among the first to develop targeted homeland security marketing materials.

HONORABLE MENTION

RECENT REGIONAL RANKINGS BROCHURE
Knoxville-Oak Ridge Innovation Valley
Knoxville, Tennessee

The Knoxville-Oak Ridge Innovation Valley brand is a regional economic development marketing effort coordinated by three entities: the Knoxville Chamber of Commerce, Oak Ridge Economic Partnership, and the East Tennessee Economic Development Agency.

The marketing effort is one piece of a comprehensive regional economic development plan that includes: marketing, new business recruitment, existing industry expansion, entrepreneurial support, workforce enhancement programs, and technology outreach.

HONORABLE MENTION

MINING IN ONTARIO BROCHURE
Ministry of Economic Development and Trade, Ontario, Canada
Toronto, Ontario, Canada

The Ministry of Economic Development and Trade’s goal is to build a strong economy for all Ontarians.

How do we do this?
We help Ontario businesses innovate and compete
We attract new growth and investment to our province
We support Ontario businesses expanding their exports

The Mining in Ontario brochure is a tool that was created to profile mining investment opportunities that exist in Northern Ontario, Canada. It provides an informative and concise look at the climate, landscape, and vast resources that Ontario, Canada holds, and spotlights it as an ideal destination for foreign mining investments. The brochure’s target audience is international investors, prospectors and developers worldwide.

HONORABLE MENTION

ROAD TO RENAISSANCE
Detroit Renaissance
Detroit, Michigan

Detroit Renaissance was formed in 1970 by the region’s distinguished business leaders including Henry Ford II, Max M. Fisher and A. Alfred Taubman. It is a private, non-profit organization, which brings the business community’s leadership and resources together to encourage and facilitate the physical and economic revitalization of Detroit and Southeast Michigan.

The Road to Renaissance initiative is a regional collaboration that is developing strategies and taking actions to transform the economy of Southeast Michigan. The inclusive process, established by Detroit Renaissance, has been successful at encouraging input from a variety of sectors throughout the region. Successful implementation of the strategic recommendations coming out of the process depends upon continued strong support from the public and private sectors, key stakeholders, and implementing agencies. The purpose of the Road to Renaissance brochure, designed by Brogan & Partners of Birmingham, MI, is to provide a summary of the initiative’s objectives, process, and strategic priorities. The brochure is helping to build consensus and support around the strategic priorities and is proving to be an outstanding communications tool for the Road to Renaissance.

POPULATION 50,000 – 200,000

CATEGORY WINNER

JAPANESE MARKETING BROCHURE
Muncie-Delaware County
Economic Development Alliance
Muncie, Indiana

The Vision 2011 Economic Development Alliance is a collaborative effort by all the cities and towns in the Muncie-Delaware County community to promote economic development. The Alliance provides “one-stop shopping” for businesses requesting assistance for retention, expansion, and location needs. The Alliance serves as the lead organization for all of Delaware County regarding economic development services and works closely with the Mayor of Muncie and Delaware County Commissioners offices (as well as other Towns, City and Town Councils, Planning Commissions).

Vision 2011 is the name of the community’s new five-year economic development program. This public/private partnership represents the most comprehensive economic development plan in the history of the county. The program, which runs from 2006 through the end of 2011, has nine goals and objectives. A complete list of the goals and objectives is available under the investor’s section of this site.
promotional awards


The Japanese marketing brochure is part of the Vision 2011 economic development program’s "Asian Initiative". The Asian initiative is focused on the recruitment and expansion of Japanese-owned businesses. The marketing effort includes the video, Japanese translated brochures and related print materials, business cards, travel trips to Japan to meet with businesses, consultants, and key government leaders (along with visits to their American counterparts). The community is working to expand the presence of Japanese companies in Delaware County.

**HONORABLE MENTION**

**DOWNTOWN – SHARE THE VISION**

City of Barrie  
Barrie, Ontario, Canada

The Economic Development Department and the City of Barrie has been aggressively working on encouraging investment in the downtown. Over the past two years a new Downtown Commercial Master Plan was created and a program was developed to offer incentives to those investing in the city center. To assist in marketing this new plan to the public a brochure was developed called "Downtown – Share the Vision".

The success of Barrie’s downtown revitalization has been substantial. This brochure has helped to attract a number of significant projects to Barrie’s Downtown. This includes a new regional head office for Scotiabank and a new regional office for TD Canada Trust (two national banks). For the first time in almost 20 years there are cranes building office space in Downtown Barrie. The City of is also building a 300 car parking structure which will enable customers to access the downtown easier. Also this additional parking will enable property owners to develop residential lofts in the upper stories of many of the historic buildings. Lack of parking has been a major disincentive to bringing more residential to downtown above store fronts. Additional new projects underway include a 350 unit condominium tower, a 172 unit rental apartment building, and a 16 unit luxury waterfront condominium. Over $150 million in investment is either under construction or in the approvals process.

**HONORABLE MENTION**

**BUSINESS PARK OPPORTUNITIES BROCHURE**

Denton Economic Development  
Denton, Texas

Denton Economic Development is a dynamic partnership between the Denton Chamber of Commerce Economic Development and the Economic Development department of the City of Denton.

The Business Park Opportunities brochure was created to serve as a resource for businesses, developers, and site selectors searching for available property for commercial or industrial uses. The brochure has information of Denton’s strategic location, tax rates, building costs, workforce wage rates, and demographic information. It also has 28 specific available sites. Each site includes: a GPS aerial of the property, a map identifying the location of available utilities, a topography map, and contact information for the property owner or listing agent. The brochure also includes an overall map of the city and the location of each site in the city.

**POPULATION LESS THAN 50,000**

**CATEGORY WINNER**

**CULPEPER HARVEST DAYS FARM TOUR BROCHURE**

Culpeper County Department  
of Economic Development  
Culpeper, Virginia

The brochure is a guide to the location and a description of farms and related sites that participated in the Culpeper Harvest Days Farm Tour held on October 7 & 8, 2006. The brochure contains visual representations, and historical and current information of each farm site, as well as agritourism. The brochure also includes schedules and directional information. The brochure was designed to allow visitors to customize their tour by selecting and visiting those sites that offered the most interest for them. The brochure was also designed to market and promote the Farm Tour and was placed in Virginia Visitor Centers in advance of the event.

**PROMOTION – GENERAL PURPOSE**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**O’HARE AIRPORT ADVERTISING**

World Business Chicago  
Chicago, Illinois

Chicago’s business leaders, government and creative community have come together to create this pro-bono ad campaign capturing Chicago’s strengths in business and tourism. Over thirty different ads were placed at O’Hare Airport, including pull shades and banners. Extending beyond the limits of O’Hare, ads have appeared in The Economist, Site Selection, and fDi magazines. From the Chicago Symphony Orchestra to Charlie Trotter to Millennium Park – photos were donated to showcase Chicago’s culture and beauty. The advertising space was donated by O’Hare Airport and creative by the award-winning team at Downtown Partners.

The engaging visuals and witty headlines draw the attention of more than thirty-eight million business and leisure travelers passing through O’Hare International Airport on connecting flights. This general promotion, high-impact campaign, gives travelers a taste of what they’re missing outside of the terminals, enhancing their awareness of Chicago. The purpose of this campaign is to raise awareness about what Chicago has to offer – it’s not only a great place to visit, but it’s a wonderful place to live and work.
promotional awards

CATEGORY WINNER

IMAGINE A GREATER MONTGOMERY FILM
Montgomery Area Chamber of Commerce
Montgomery, Alabama

The Montgomery Area Chamber of Commerce is a fully integrated economic development organization. The chamber is engaged in a broad spectrum of strategies that range from entrepreneurship development, tourism, corporate and industrial recruitment, minority business development, workforce development, existing industry support and military affairs in order to achieve our mission: “To enhance the economic well being of the business community and improve the quality of life of the area through the creation and preservation of jobs.”

The film serves as one of the primary marketing tools utilized by our economic development staff and volunteer leadership. The film was produced with the goal of evoking a feeling and image of Montgomery that could tell our story far better than a technical presentation. The film has been a tremendous asset to our economic development program on a number of fronts, both as a marketing and sales tool for external audiences and as an image development tool to foster local public pride.

POPULATION 50,000 – 200,000

CATEGORY WINNER

SANTA CLARITA RETAIL COMPACT DISC
City of Santa Clarita
Santa Clarita, California

The City of Santa Clarita was incorporated in 1987 and is the fourth largest city in Los Angeles County with a population of approximately 185,000 people. Santa Clarita was recently named by Money Magazine as the best place to live in California and one of the top 20 best places to live in the United States. The Los Angeles Economic Development Corporation named Santa Clarita as one of the top five most business-friendly cities in Los Angeles County. Santa Clarita is one of the top 10 safest cities in the United States per the Federal Bureau of Investigations’ statistics for cities with a population over 150,000. With award winning schools, a soaring economy, and one of California’s top retail markets, Santa Clarita truly is California’s New Destination.

“Santa Clarita Retail Compact Disc” was created as a mechanism to outreach to business owners, investors, brokers, and developers attending the annual International Council of Shopping Centers convention.

Attending a retail trade show with more than 30,000 people in attendance and almost 1,000 separate booths, City staff need to stand out in a crowd and to showcase the City’s abundant retail opportunities and upscale lifestyle. Staff chose to create a compact disc that would be easy to navigate, attractive in appearance and expressive of the Santa Clarita experience.

HONORABLE MENTION

CITIZEN MARKETING CARD
City of Rowlett, Texas
Rowlett, Texas

The City of Rowlett population 54,000 is located 15 minutes from Downtown Dallas, Texas on the beautiful shores of Lake Ray Hubbard. We are considered a bedroom community because of the populated cities with over 200,000 on either side of us. Being a tweener city, it has been a challenge to attract new business and create jobs. With the help of our citizens via our marketing cards we are all a buzz. We have the eastern extension of the President George Bush Turnpike expected to be finished 2013 through the middle of our fair city. We also have the Dallas Area Rapid Transit light rail system expected to be finished around the same time. We have invested 9 million dollars in infrastructure in the downtown area and sent out a Request for Qualifications to develop this Transit Oriented Development area. We have one of the largest Tax Increment Financing districts in the state of Texas with 1100 acres. For more information please visit www.rowlett.com .

HONORABLE MENTION

CITY OF SUGAR LAND PRESS KIT
City of Sugar Land
Sugar Land, Texas

Sugar Land, Texas is a city of over 75,000 residents located southwest of Houston. The City was incorporated in 1959 and experienced significant growth of 158% from 1990 to 2000. The City’s Economic Development Department was created in 1999 to focus on business recruitment/retention, primary job creation and marketing for the community.

The City of Sugar Land’s Economic Development Department created the press kit for the purpose of ensuring that members of the media unfamiliar with the City would have timely access to accurate information on the community. The press kit is multimedia in nature, including both printed and video materials. In recognition of the City being named 3rd Best Place to Live in America in 2006, a DVD was created showing the over one hundred and fifty year history of the community for the kits.

The press kit gives site selectors, brokers, and prospect companies information about the history, ethnic and cultural makeup, governance, and overall quality of life that are important factors to corporate decision-makers considering the relocation of their employees to our community. The press kit acts a marketing brochure that provides information on the community to give the prospective company a better feel for what it would be like to live and work in Sugar Land.
**promotional awards**

**POPULATION LESS THAN 50,000**

**CATEGORY WINNER**

**RADIO ADVERTISEMENT**
Haltom City Economic Development Corporation
Haltom City, Texas

The Haltom City Economic Development Corporation was created for the purpose of benefiting and accomplishing the promotion of business enterprises, to promote and encourage employment, and preserve the public welfare of the city.

The project was radio advertising. A way to think out of the box by utilizing a unique way to bring attention to Haltom City from the business community. The radio advertising was intended to attract potential business prospects and promote economic opportunities in Haltom City.

Every year, several thousands of dollars are allocated to marketing Haltom City for the purpose of attracting new businesses and job creation. Traditionally, advertisements are placed in various paper publications. These types of ads have not generated a lot of feedback. However, during the duration of running the radio ads, several inquiries were made to Haltom City. Specifically to what incentives were offered and availability of business properties. A large distribution company moved a portion of their operation to Haltom City as a result of running these ads.

In addition to the encouraging feedback that was received from potential business prospects, several comments came from Haltom City residents and business owners who expressed their appreciation for the positive attention that these ads brought to the city.

**HONORABLE MENTION**

**ROCKY VIEW 50TH ANNIVERSARY COMMUNITY COOKBOOK**
Rocky View Municipal District
Calgary, Alberta, Canada

The award-winning Rocky View Cookbook is a corporate promotion item that highlights the culinary traditions of southern Alberta. The book has been presented as a gift to visiting dignitaries, corporate site selectors and investors. Recipes were received from local citizens, municipal staff and elected officials including Provincial representatives (Members of the Legislative Assembly), Federal representatives (Members of Parliament), the Premier of Alberta - Ralph Klein, and the Prime Minister of Canada, the Right Honourable Stephen Harper. The Cookbook showcases Alberta grown and Alberta processed products such as beef, pork, chicken, pasta, flour, alcohols, vegetables, spices, etc.

The Rocky View Cookbook is an ideal general purpose promotion. The Cookbook was produced for investors, developers, executives and entrepreneurs who are looking at business expansion, investment or relocation into Alberta. The Cookbook was also designed with local ranchers, farmers and residents of Rocky View in mind. It has been formally presented to Provincial and Federal Government trade specialists and business development officers in Canada, the United States, Europe, and abroad. The Cookbook has been very well received and has showcased Rocky View as an innovative and progressive municipality with tremendous agricultural capacity and exceptional access to Calgary’s diverse and growing urban populations.

**RESEARCH REPORT/GENERAL**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**ENERGIZING NIAGARA’S WINE COUNTRY COMMUNITIES**

Niagara Economic Development Corporation
Thorold, Ontario, Canada

The Niagara Economic Development Corporation is a non-profit corporation with a mandate to carry out activities to advance the economic prosperity of the Niagara Canada region. The Corporation provides innovative services to promote business development, new investment and visitation, and provides business support services to attract, retain, and increase jobs in Niagara.

The stage has been set – Niagara Canada’s Wine Country is investment ready. The strategy in the report builds upon extensive market and tourism research and supports provincial and regional planning and development policies.

The eclectic partnership of Niagara’s wine, agriculture, tourism sectors and government has developed a collective vision to move Niagara Canada’s Wine Country to its next level of development.

The vision expands the existing wine communities into a larger world-class tourist destination by layering in an array of complimentary tourism assets, specifically heritage and cultural assets that will rival other wine regions around the world. So when the visitor thinks Niagara, they think Napa Valley of the north!

Although the main focus is wine and culinary tourism, a primary objective from a community economic development perspective is revitalization of the downtowns of the hamlets and villages within wine country. This approach added new innovation to the on-going issue of urban renewal and redevelopment.

The “building blocks” of this strategy are a key element of a revitalization strategy to energize Niagara Canada’s Wine Country communities.

**HONORABLE MENTION**

**PERCEPTION, REALITY, AND REFORM**

Baton Rouge Area Chamber
Baton Rouge, Louisiana

The Baton Rouge Area Chamber™ is leading economic development in the Baton Rouge metropolitan area. Serving as the voice of the business community, BRAC’s membership includes more than 1,500 organizations whose employees represent over a third of the Capital Region workforce.

Individuals and companies typically consider the quality of public education in evaluating locations, and business leaders have focused increasingly on its importance to workforce development. As 2006 school board elections approached, the Baton Rouge Area Chamber (BRAC) issued a five-part research series on public education to generate informed dialogue, assess public perception, debunk long-held myths, and establish the BRAC as an education authority and resource in the region. The research series drew attention and praise from business leaders, school superintendents, and concerned citizens. As a result,
BRAC was selected to steer solutions for public education in East Baton Rouge Parish and remains highly engaged in advancing regional public education through multiple initiatives.

**HONORABLE MENTION**

**NORTHWEST FOOD PROCESSING CLUSTER ASSESSMENT AND ROADMAP**

Applied Development Economics and the Northwest Food Processors Association
Walnut Creek, California

This cluster assessment and strategic plan is an exemplary model of multi-state collaboration for the purpose of enhancing the competitiveness of a key industry group. Applied Development Economics prepared this Cluster Assessment and Roadmap for the Northwest Food Processing Association (NWFP) to reposition the $20 billion, three-state food processing industry to compete globally through innovation and productivity improvements. As a result of the Cluster Assessment and Roadmap, the NWFP was awarded nearly $5 million in grants from the State of Oregon and the seafood industry to establish the Innovation and Productivity Council (IPC). The purpose of the IPC is to develop and apply innovative technologies that will lead to greater value-added and profitability for the industry.

The cluster assessment is innovative in its use of benchmarks to compare the region’s performance against that of the rest of the United States and all other nations around the globe. The report benchmarks the Northwest to the U.S. and other countries that process the same foods on such measures as sales, exports, patents, and engineering and science degrees. In addition, the Northwest was benchmarked against the U.S. on 15 measures of financial competitiveness, including return on assets and profit per employee.

**HONORABLE MENTION**

**MISSISSAUGA: STRENGTH IN ADVANCED MANUFACTURING, A STUDY OF AUTOMOTIVE AND AEROSPACE**

City of Mississauga, Economic Development Office
Mississauga, Ontario, Canada

Mississauga is Canada’s sixth largest city with a population of more than 700,000. It is strategically located in the center of the second largest automotive cluster in North America and is home of the Toronto Pearson International Airport. Consequently, both the automotive and aerospace sectors are driving forces for the economic well-being of Mississauga.

This study examines two areas of the advanced manufacturing sector, specifically the automotive and aerospace clusters in Mississauga, Ontario and Canada. Mississauga is committed to strengthening its growing automotive and aerospace sectors and enhancing the competitive ability of its advanced manufacturing companies.

**promotional awards**

**POPULATION 50,000 – 200,000**

**CATEGORY WINNER**

**LEE COUNTY, IOWA LABORSHED ANALYSIS**

Iowa Workforce Development & Lee County Economic Development Group, Inc.
Des Moines, Iowa

Iowa Workforce Development, a State agency, in partnership with Lee County Economic Development Group, Inc. completed the Lee County, Iowa Laborshed Analysis which is a workforce availability study based on the commuting patterns into the employment centers of Southeast Iowa.

This research identified workforce characteristics and labor availability for a regional commuting area from the supply side. Lee County Economic Development Group, Inc. used the data contained in these reports to recruit Siemens Corporation into their area by providing hard data pertaining to the available labor with appropriate skills/experience willing to work in their particular industry.

**HONORABLE MENTION**

**TOWN OF CALEDON COMPETITIVE ANALYSIS**

Town of Caledon – Economic Development & Communications Department
Caledon, Ontario, Canada

The Town of Caledon is energetically building a reputation as a successful place to invest. The Town’s Economic Development & Communications Department (ED&C) reinforces Caledon’s position as a serious competitor in attracting and retaining business within the Greater Toronto Area. A vibrant community of over 57,000 residents and more than 1,500 prosperous companies, Caledon is the natural course of business.

In order to strategically attract investment and ensure successful implementation of a work plan, ED&C believed it was necessary to undertake a comprehensive sector analysis of Caledon. The resulting Competitive Analysis focuses on trends related to Caledon’s competitive advantages, particularly with regard to business development and growth. Community stakeholder consultations were a key component of the analysis, contributing to an enhanced understanding of Caledon’s economic character. This work establishes the basis to commence work on a comprehensive Economic Development strategy and the accompanying sectoral/industrial marketing vehicles aimed at attracting, retaining, and expanding Foreign Direct Investment.

**HONORABLE MENTION**

**2006 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY REPORT**

Kenosha Area Business Alliance
Kenosha, Wisconsin

The Kenosha Area Business Alliance (KABA) is Kenosha County’s economic development organization and employers association. KABA provides a range of economic development and business services to its nearly 400 member investors and to prospective members as well. KABA manages a portfolio of economic development revolving loan funds that are used to provide low-interest loans to new and expanding businesses.
promotional awards

to support job creation. Additionally, KABA serves as a clearing house for site selection and economic information. KABA also delivers a number of training programs designed to upgrade the skills of area workers.

Through its education foundation, KABA plays an active role in the area’s education system including an elementary school mentoring program, annual scholarship awards, and support for various technology-related initiatives.

The Comprehensive Economic Development Strategy Report is an 85-page resource includes valuable statistical information about Kenosha County, including: population; industry employment and labor force trends; income and wage data; property tax base, sales tax collections and banking information; education, training and workforce development; and housing.

ANNUAL REPORT

POPULATION GREATER THAN 200,000

CATEGORY WINNER

2006 ANNUAL REPORT
Metro Orlando Economic Development Commission
Orlando, Florida

Metro Orlando Economic Development Commission (EDC) is a full-service marketing and sales organization that serves Orange, Seminole, Lake, and Osceola counties and the city of Orlando. Our teams include international, technology development, film & digital media, and corporate business development; all are dedicated to meeting the needs of today's industries and creating a competitive economic climate where businesses can thrive. The EDC provides key services and support, which range from relocation and expansion expertise to export counsel to long-term planning with our community partners.

The EDC annual report is printed at the beginning of each fiscal year and is given out at our annual James B. Greene award dinner and numerous other events during the year. A copy is mailed to each of our investors and partners. It is used to show the incredible initiatives and partnerships we are involved with each year, highlighting our establishments, jobs created/saved, capital investment and square footage leased or constructed during the past fiscal year. We designed it with a “Regional Portrait” theme, painting a picture of how we did our job and the results.

HONORABLE MENTION

2006 FREDERICK COUNTY OFFICE OF ECONOMIC DEVELOPMENT'S ANNUAL REPORT
The Frederick County Office of Economic Development
Frederick, Maryland

Frederick County, Maryland is the largest county in the state geographically and is located within an hour of two major metropolitan areas, Washington, D.C. and Baltimore, MD. Frederick’s diverse economic base and vibrant business community blends well with the exceptional quality of life, offering superior amenities and opportunities to business owners and residents alike.

The Frederick County Office of Economic Development (OED) initiates new programs, works with existing industry, and attracts those industries that would create value and wealth for the county. The 2006 Frederick County Office of Economic Development’s Annual Report was created to highlight OED’s strategic priorities, initiatives, and accomplishments. The report provides information on new and expanded companies, the commercial real estate market, special marketing events held throughout the year, as well as information showcasing the County’s targeted industries (bioscience, advanced technology, manufacturing, and agriculture).

OED, throughout the year, distributes this publication to targeted public relation events, local and international tradeshows, economic development partners, and to prospective companies.

HONORABLE MENTION

MOVING INDUSTRY FORWARD / ANNUAL REPORT FY 2006
Louisiana Economic Development
Baton Rouge, Louisiana

Louisiana Economic Development (LED) is focused on creating a positive business climate resulting in capital investment, a diversified economic base and quality jobs for Louisiana citizens. For people striving to build successful businesses, LED is also a valuable partner. LED’s staff of dedicated and knowledgeable professionals helps guide business owners and entrepreneurs through the process of starting, expanding and relocating a business.

LED produced its Moving Industry Forward / Annual Report FY 2006 to provide busy legislators and other constituents a snapshot of the department’s year-end economic development progress. Design elements using the overarching Moving Industry Forward theme focus attention on key successes, such as billions in investment and quality jobs announced for the fiscal year. With its clean, easy-to-scan approach to graphics, the report presents a clear relationship between LED’s mission and its accomplishments. And it serves as an effective complement to the department’s branding initiative and marketing campaign.

The report uses a concise, non-traditional format to demonstrate the level of excellence and professionalism being reached by state’s economic development department. This shorter length is well-suited for the target audience, while still providing compelling information about a new Louisiana with an expanding and more diversified economy.

POPULATION 50,000 – 200,000

CATEGORY WINNER

2005 ANNUAL REPORT
Savannah Economic Development Authority
Savannah, Georgia

In 2006, SEDA produced a summary annual report, which was foremost a reporting vehicle, but beyond that, it was designed to promote the organization within the community and without, making it a valuable marketing tool as well.

Because confidentiality is required by most relocating or expanding businesses for very real economic reasons, and because most of SEDAs marketing is designed to attract businesses not already located in the
area, many people who live and work in Savannah/Chatham County are unaware of the work SEDA does. One of SEDA’s greatest strengths – respecting client confidentiality – is also one of its greatest dilemmas. And, the annual report gives SEDA the much-needed platform to deliver its message to the local community.

HONORABLE MENTION

INAUGURAL ANNUAL REPORT
The Research Valley Partnership, Inc.
College Station, Texas

The Research Valley Partnership (RVP) is a public-private economic development corporation promoting a region in the Texas Triangle centered around Brazos County, the cities of Bryan and College Station, and Texas A&M University. The first Annual Report serves to inform, celebrate, and provoke imagination of how far the Research Valley can go in the future. The Report provides a fresh approach in communicating the RVP performance with partners and stakeholders, as well as to further RVP relations with industries, entrepreneurs, companies looking to partner with Texas A&M, and prospective clients considering the Research Valley.

The Annual Report is a catalyst tying numerous initiatives, successes, programs, and related financial information together in one document, allowing internal and external audiences to see how each element supports the overall vision and progress of RVP efforts. Producing the Report gave both opinion and business leaders a tangible document to reference the positive contribution economic development is having on the region and the ability to share that message with others. An unprecedented level of exposure and pay off has been borne through the inaugural Report helping the RVP to increase its momentum gained over the past year and better support the constituents it works with.

POPULATION LESS THAN 50,000

CATEGORY WINNER

A PROGRESS REPORT FROM THE OHIO BUSINESS DEVELOPMENT COALITION
Ohio Business Development Coalition and Paul Werth Associates
Columbus, Ohio

The Ohio Business Development Coalition (OBDC) is a public-private economic development group created to help increase capital investment in the state of Ohio. The long-term objective of the OBDC is to provide the Ohio Department of Development, Ohio Economic Development Association and Regional Economic Development Organizations with qualified leads and effective tools to retain/expand the business activity of Ohio companies, as well as to attract new companies to the state. The challenges related to this endeavor include building awareness of Ohio’s strong business environment among capital investment decision makers and site selection consultants – sometimes overcoming outdated misconceptions – as well as building internal support and pride within Ohio.

The OBDC and Paul Werth Associates have embarked upon a new branding campaign designed to achieve these objectives, “Build Your Business. Love Your Life.” Paul Werth Associates is a full-service public relations, marketing and public affairs firm counseling clients throughout the United States. A Progress Report from the Ohio Business Development Coalition was distributed in January highlighting eight key programs initiated by OBDC in 2006: promotional campaign, media relations, sales capability enhancement, lead generation, trade show activities, trade mission support, partnership and community building, and branding. The progress report was delivered to C-level executives in Ohio, including the Ohio Business Roundtable and local chambers of commerce.

The Ohio Business Development Coalition (OBDC) is a nonprofit organization that provides marketing strategy and implementation to support Ohio’s economic development efforts.

For more information, visit www.ohiomeansbusiness.com.

Founded in 1963, Paul Werth Associates is a full-service public relations, marketing and public affairs firm counseling clients throughout the United States. The firm has offices in Columbus, Ohio and Washington, D.C. For more information, visit www.PaulWerth.com.

HONORABLE MENTION

LOS ALAMOS COUNTY 2007 LAND TRANSFER & ECONOMIC SELF-SUFFICIENCY PROGRESS REPORT
Los Alamos County
Los Alamos, New Mexico

This annual report provides a “snapshot” of Los Alamos County’s economic development progress over the past year—particularly in terms of transfer lands conveyed to the County from the U.S. Department of Energy. The report demonstrates the County’s commitment to sustainable growth, both independent from and complementary to its largest employer, the Los Alamos National Laboratory.

Originally developed for presentation to New Mexico’s congressional delegation and DOE representatives, this report continues to serve as both an information piece for decision-makers, advisors and the general public, as well as a marketing document for interested developers, realtors, employers and visitors. Using a consistent and recognizable format each year, the report employs reader-friendly maps, charts, photos and designs to communicate current information regarding the location and status of transfer land parcels, private development projects and community-wide enhancement projects. A section of the report is dedicated to a growing list of entrepreneurial companies that starting up or expanding their businesses in Los Alamos County using funds provided by the County’s Economic Development Funding Assistance Program. All of these interdependent aspects of Los Alamos County’s economic development and sustainability “big picture” are summarized in the annual Land Transfer & Economic Self-Sufficiency Progress Report.
This is your time to shine! Send that innovative program, promotion, or project in and get the recognition you and your organization deserve. The International Economic Development Council’s 2008 Excellence in Economic Development Awards will kick off its Call for Entries on March 3, 2008. Enter early and save!

Each year, the International Economic Development Council conducts the Excellence in Economic Development Awards program. With over 20 different categories, IEDC’s highly regarded program recognizes the “best of the best” in the economic development profession. Award winners will be recognized at IEDC’s Annual Conference in October 2008 in Atlanta, GA.

More information about the program, including submission requirements and entry fees, will be available online at www.iedconline.org in January 2008. Until then, contact Kobi Enwemnwa at (202) 942-9483 or kenwemnwa@iedconline.org for more information.

2008 Awards Timeline:

- March 3: Call for Entries opens
- April 7: Early Bird submission fee deadline (entry fees increase after this date)
- May 19: Final submission deadline
- July: Winner/Non-winner notification
- October: Winners recognized at IEDC’s Annual Conference in Atlanta, Georgia

Keep an eye out for new award categories coming soon!
Ontario, Canada as a premier investment location in North America, and the “Invest Ontario” Campaign was developed to raise awareness of trade missions, and participation in international exhibitions. Our International Trade Branch offers one-on-one consulting services, market-specific seminars and workshops, assistance with market research and analysis, help with export strategies and marketing plans, organization of trade missions, and participation in international exhibitions.

In its global marketing strategy, LED uses multiple touch points to shape perceptions about Louisiana as a sound location for business and generate legitimate inquiries. With its overarching, state-adopted marketing theme Louisiana Forward, LED launched an ambitious, national, industry-specific print and online advertising campaign. Key messages about aggressive federal and state incentive programs, especially the time-limited Gulf Opportunity Zone, provided the reason to believe in Louisiana as the place to expand or relocate a business.

LED developed and placed customized print and online advertisements targeting several legacy and emerging industries, including Energy, Food and Forestry, Defense, Advanced Materials, Construction, Information Systems and Information Technology, Life Sciences, and sectors of Entertainment.

In less than three months, the industry-specific online ads garnered a total of 1.5 million impressions and 1,500 clicks to web pages directly related to the audience.

Economic Development in the 21st Century: New Leadership, New Models

Toronto, Ontario, Canada

Ontario Canada’s Ministry of Economic Development and Trade’s goal is to build a strong economy for all Ontarians. We do this by helping Ontario businesses innovate and compete; attracting new growth and investment to our province; and, supporting Ontario businesses expanding their exports.

Our Investment Branch offers investment advice, immigration services for corporations bringing employees to Ontario, and help for people coming to Ontario to start businesses.

Our International Trade Branch offers one-on-one consulting services, market-specific seminars and workshops, assistance with market research and analysis, help with export strategies and marketing plans, organization of trade missions, and participation in international exhibitions.

The “Invest Ontario” Campaign was developed to raise awareness of Ontario, Canada as a premier investment location in North America and

promotional awards

KB ADVERTISING FEATURED IN FORTUNE MAGAZINE

Kansas City Area Development Council
Kansas City, Missouri

The Kansas City Area Development Council is a regional economic development organization representing 18 counties, 50 major communities and more than 2 million residents in Kansas and Missouri. In its 31-year history, KCADC has attracted nearly 550 companies, and 60,000 new jobs to the OneKC region.

The KC feature in FORTUNE upgrades Kansas City’s image on a national level, especially for top-level CEOs and site consultants throughout North America. The 24-page photo-rich profile of the KC region is the largest ever published for a city by FORTUNE, and highlights $7 billion in new development. With more than 25 photographs and more than 6,300 words, the KC advertorial was supported by a dozen headquartered corporations who also incorporated KC messages within their own ads.

HONORABLE MENTION

“EDMONTON. IT’S COOLER HERE” SUMMER CAMPAIGN

Edmonton Tourism A Division of Edmonton Economic Development Corporation
Edmonton, Alberta, Canada

Edmonton Tourism is a division of Edmonton Economic Development Corporation (EEDC). As a Destination Marketing Organization (DMO), Edmonton Tourism creates and implements tourism marketing initiatives for Greater Edmonton to realize its vision for the region to be a must see destination. The organization is industry-driven and works with over 450 public and private sector industry partners who provide strategic direction.

The “Edmonton. It’s Cooler Here” campaign ran through the summer season to increase visitation and expenditures into the region by capitalizing on product offerings including attractions, shopping, arts, and culture, including festivals, sports, and hotels.

The media mix focused on direct mail and e-marketing strategies driving consumers to the anchoring website for online entry opportunities, coupons and vacation packages, information on what to see, and a comprehensive getaway guide for vacation ideas as more and more consumers look to the internet to make travel decisions.
A total of 57 tourism industry partners worked with Edmonton Tourism to collectively represent the region. The success of this partnership should also be acknowledged - this speaks to the commitment amongst Greater Edmonton’s industry partners who work together to assist in promoting the region at large. Finally, the numbers speak for themselves at a 10-fold ROI as indicated under contribution to economic impact.

**POPULATION 50,000 – 200,000**

**HONORABLE MENTION**

**YOU FIT HERE**

Town of Caledon – Economic Development & Communications Department

Caledon, Ontario, Canada

The Town of Caledon is energetically building a reputation as a successful place to invest. The Town’s Economic Development & Communications Department (ED&C) reinforces Caledon’s position as a serious competitor in attracting and retaining business within the Greater Toronto Area. A vibrant community of over 57,000 residents and more than 1,500 prosperous companies, Caledon is the natural course of business.

Primarily produced as an investment attraction tactic, the “You Fit Here” advertisement builds awareness about Caledon’s location and the successful businesses that call the municipality home. In terms of business retention, it tells local businesses that the municipality is focused on strengthening the Town’s economic environment and business community. Using a puzzle analogy, the images depict a variety of economic sectors of strength, transportation modes and high-profile Caledon businesses. The command “You Fit Here” and complementary puzzle concept fit well with the established logo/tagline (“the natural course of business”). The half-page, full-colour ad was originally created for the official directory of the Economic Developers Council of Ontario (EDCO). The EDCO Directory contains information essential to site selection professionals, corporate real estate executives and other individuals considering Ontario as a potential location for their organization. Total circulation of the 2007 EDCO Directory was 10,000 – accomplished between February and March 2007.

**POPULATION LESS THAN 50,000**

**CATEGORY WINNER**

**SOUTHERN CHARM AD & WE WANT YOU AD**

Culpeper County Department of Economic Development

Culpeper, Virginia

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 ads continue the established look, tone, and positioning of Culpeper’s long-term campaign, while shifting its competitive focus toward Northern Virginia. 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.

**EXECUTIVE HIGHLIGHTS**

- Full and half-page ads in regional and national publications
- Consistent look, tone, and positioning
- Competitive focus shift to Northern Virginia
- Strong imagery, concise headlines, conversational copy
- Distinctive logo builds continuity
- Maximized memorability and effectiveness

**HONORABLE MENTION**

**SOUTHERN IDAHO ADVERTISING CAMPAIGN**

Southern Idaho Economic Development Organization

Twin Falls, Idaho

The Southern Idaho Economic Development Organization (SIEDO) is a joint venture of public and private sectors in the communities of Twin Falls, Jerome, Minidoka, Cassia, and Blaine counties formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region.

SIEDO works closely with each of these communities to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses to the region.

Awareness of community and regional assets that are attractive to warehouse/distribution and plastics companies is essential to developing leads in these two targeted industry sectors for southern Idaho. This campaign augments our public relations efforts in the industry trade publications.

The region is developing a mini-cluster of plastics companies, the latest Hilex Poly sited in the region in early 2006. Because of our unique western location, we have entertained several leads for warehouse and distribution companies as well as a number of companies expanding to the west, such as Jayco and Dutchmen RV.

Utilizing provocative, entertaining headlines to draw the reader in and fun, fact information reflects the personality of the region.

**NEWSLETTER/NEWSPAPER/MAGAZINE**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**TEXTURE MAGAZINE**

Metro Orlando Economic Development Commission

Orlando, Florida

Metro Orlando Economic Development Commission (EDC) is a full-service marketing and sales organization that serves Orange, Seminole, Lake, and Osceola counties and the city of Orlando. Our teams include international, technology development, film & digital media, and corporate business development, all are dedicated to meeting the needs of today's industries and creating a competitive economic climate where businesses can thrive. The EDC provides key services and support, which range from relocation and expansion expertise to export counsel to long-term planning with our community partners.

Texture, produced by the Metro Orlando EDC, tells the stories of technology innovators and innovations that are finding success in our region. The ad-supported magazine is published twice a year and distributed to representatives of targeted companies both within our region and throughout the United States. The recipient of numerous awards, Texture is produced in partnership with Orange County Government, the University of Central Florida and the Florida High Tech Corridor Council. Our publishing partner is the Orlando/Orange County Convention & Visitors Bureau.
promotional awards

CATEGORY WINNER

ROI MAGAZINE, SEQUOIA VALLEY
Economic Development Corporation, Tulare County CA
Tulare, California

ROI Magazine is a unique partnership between the Visalia Times Delta, a daily Gannett newspaper, and the economic development corporation to educate and inform the business community. Each issue features a company discussing “how we did it”, an article covering a key industry sector of the economy, and the most popular feature, a quarterly economic report which features a local consumer confidence index and business confidence index, which is provided by a local university. It combines education, research, marketing, and advocacy in a single communication venue and demonstrates a professional image within the community.

The development and publication of ROI Magazine has helped to disseminate economic information to the business community and promote the efforts of the economic development corporation. This has increased the visibility of the organization within the community and has been an information tool that is used by a wide variety of businesses and organizations. As a business attraction tool, the magazine provides key growth and economic data and analysis that is used in the decision making process and also demonstrates the sophistication of the local market as we have the only magazine of this type in our region.

HONORABLE MENTION

CATALYST
Baton Rouge Area Chamber
Baton Rouge, Louisiana

The Baton Rouge Area Chamber™ is leading economic development in the Baton Rouge metropolitan area. Serving as the voice of the business community, BRAC’s membership includes more than 1,500 organizations whose employees represent over a third of the Capital Region workforce.

The Baton Rouge Area Chamber’s (BRAC) five-year economic development initiative, The Campaign for a Greater Baton Rouge has attracted the community’s business leadership and raised pledges in excess of $15 million. To keep the investors informed and inspired about the progress of the campaign, BRAC introduced a progressive magazine, Catalyst, to provide analysis of the regional economy, updates on BRAC progress, and details about project wins related to the campaign’s strategies. The magazine has been complimented by numerous community leaders and is an anxiously anticipated publication each quarter.

INBIZ MAGAZINE
Indiana Economic Development Corporation
Indianapolis, Indiana

The Indiana Economic Development Corporation (IEDC) is the State of Indiana’s primary economic development agency. Established in 2005, the IEDC works to develop and encourage collaborations between private businesses, the public sector, economic development agencies, and colleges and universities to create and encourage job growth and development across Indiana. The IEDC’s priority is to focus on job creation in high-growth, high-wage sectors of the economy, such as advanced manufacturing, life sciences, information technology, transportation, distribution, and logistics, and motorsports. The IEDC operates as a public-private partnership to quickly respond to the needs of businesses. The IEDC board of directors is chaired by Governor Mitch Daniels.

Published semi-annually, INBiz magazine targets Indiana entrepreneurs and high-growth company executives with guidance, insight, tips, and expertise about how to inspire, lead, and grow their companies. The glossy, full-cover magazine – written in first-person style – includes a variety of stories by Indiana’s most recognizable entrepreneurs, business development experts, and mentors. The magazine is distributed as an insert to Indiana’s leading business publication, mailed nationally to Indiana college and university alumni, and distributed statewide through a network of business development offices.

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HONORABLE MENTION

DOWNTOWN INK
Downtown Eau Claire, Inc.
Eau Claire, Wisconsin

Downtown Eau Claire, Inc., founded in 2002, is a community-driven, non-profit organization focused on conveying and building key partnerships necessary to stimulate the economic, civic, and cultural vitality of Downtown Eau Claire, WI. Volume One magazine is a culture and entertainment publication distributed for free throughout Wisconsin’s Chippewa Valley. Volume One has always been focused on pushing interesting local culture forward. Their events are outside-the-box concepts that consistently bring out hundreds of people hungry for something new.

Downtown INK is a new quarterly newspaper put out by Downtown Eau Claire, Inc. with help from Volume One magazine that highlights redevelopment and revitalization activities in downtown Eau Claire, WI. Its goal is to attract potential developers, business owners, and entrepreneurs to the downtown area, as well as to inform and excite Eau Claire residents about downtown happenings.

POPULATION 50,000 – 200,000

HONORABLE MENTION

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SUCCESSFUL CONNECTIONS – HELPING BUSINESSES THRIVE
City of Santa Clarita
Santa Clarita, California

The City of Santa Clarita was incorporated in 1987, and is the fourth largest city in Los Angeles County with a population of approximately 185,000 people. Santa Clarita was recently named by Money Magazine as the best place to live in California and one of the top 20 best places to live in the United States. The Los Angeles Economic Development Corporation recently named Santa Clarita as one of the top five most business-friendly cities in Los Angeles County. Santa Clarita is one of the top 10 safest cities in the United States per the Federal Bureau of Investigation’s statistics for cities with a population over 150,000. With award winning schools, a soaring economy and one of California’s top retail markets, Santa Clarita truly is California’s New Destination.

“Successful Connections – Helping Businesses Thrive” is Santa Clarita’s first Economic Development newsletter. Produced quarterly and mailed to all of the City’s 6,000 businesses, the newsletter was produced as a component in Santa Clarita’s business retention strategy. The newsletters highlight successful businesses in addition to dispensing information on City divisions and outside agencies that offer support for local businesses. A key benchmark in the success of the newsletters is the 14.6% rise in Business to Business sales tax revenue experience by Santa Clarita in 2006.

HONORABLE MENTION

CK 4 BUSINESS NEWSLETTER
Municipality of Chatham-Kent Economic Development Services
Chatham, Ontario, Canada

The Municipality of Chatham-Kent is located in the heart of Southwestern Ontario with Lake Erie on the south and Lake St. Clair on the west. The Municipality of Chatham-Kent is made up of 23 cities, towns, and villages and has a population of 108,000. There are 950,000 Canadians living within a one-hour drive of the municipality.

The CK 4 Business newsletter 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.

Distributed quarterly to 5,000 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. It also includes updated information on unemployment rates and building starts.

TOOLS FOR YOUR COMMUNITY

IEDC ADVISORY SERVICES & RESEARCH CAN HELP YOUR COMMUNITY SUCCEED.

For over 20 years, IEDC’s Advisory Services and Research department (ASR) has offered technical assistance and customized analysis to local and state economic development organizations, federal agencies and many others. ASR delivers cost-effective economic development solutions in:

- Strategic Planning
- Organizational Development & Program Analysis
- Real Estate Development
- Finance and Funding
- Technology-led Development
- Business Attraction, Retention and Expansion
- Neighborhood & Commercial Revitalization

For more information, contact Ed Gilliland at 202-942-9461 or egilliland@iedconline.org

promotional awards
promotional awards

**CATEGORY WINNER**

**BUSINESS AND ECONOMIC DEVELOPMENT REPORT**

City of Richland
Richland, Washington

The Office of Business and Economic Development (OBED) is responsible for the economic growth and development of the City of Richland. It provides a central point of contact and coordination for various City programs and activities that assist new and existing businesses. OBED also works closely with federal contractors, non-profit organizations and other governmental agencies to achieve economic growth and stability in the Tri-Cities area.

The primary purpose of the quarterly newsletter is to inform Richland citizens of activities within OBED. Economic Development has been one of the top concerns of the City and its citizens for a number of years. While economic development still remains high on the priority list, a lengthy period of economic growth has made the community complacent, and as newer residents enter the area, there is a growing will to leave well enough alone. This perception shift has also shifted the purpose of the newsletter. In the past, the newsletter was primarily intended to provide information to the public on the ongoing economic development activities, and while this message has still remained, it is tempered with a need to tell why economic development is still important.

**SPECIAL EVENT**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**NEW YORK CITY INVESTOR AND NEWS MEDIA MISSION**

Louisiana Economic Development
Baton Rouge, Louisiana

Louisiana Economic Development (LED) is focused on creating a positive business climate resulting in capital investment, a diversified economic base, and quality jobs for Louisiana citizens. For people striving to build successful businesses, LED is also a valuable partner. LED’s staff of dedicated and knowledgeable professionals helps guide business owners and entrepreneurs through the process of starting, expanding, and relocating a business.

In the wake of hurricanes Katrina and Rita, LED has pursued an aggressive communications strategy to inform and update key decision makers about the state’s plan to boldly move Louisiana’s economy forward, promote unprecedented federal and state incentives, and dispel misconceptions about the state’s overall condition for investment. In October 2006, LED conducted a comprehensive mission to New York City to increase investors’ awareness of, and sustain media interest in, Louisiana as a “state of opportunity” for investment.

More than 200 company CEOs, investment bankers, consultants and allies attended LED’s reception at Bloomberg’s New York headquarters to network and hear about investment opportunities in the new Louisiana. LED officials gained qualified leads for at least 6 projects in discussions during the event. LED’s positive media coverage from the event yielded publicity valued at $102,084 and generated interest for future stories.

**HONORABLE MENTION**

**THE AMBASSADORS’ TOUR OF MONTRÉAL’S KNOWLEDGE-BASED ECONOMY**

Montréal International
Montréal, Québec, Canada

Montréal International was created in 1996 as a result of a private/public partnership. Its mission is to contribute to the economic development of Metropolitan Montréal and to enhance its international status. Montréal International is financed by the private sector, the Communauté métropolitaine de Montréal, the City of Montréal, and the governments of Canada and Québec. Its mandates include attracting foreign investment, international organizations and strategic workers, and supporting the development of competitive clusters in the high-technology sectors.

In collaboration with Foreign Affairs and International Trade Canada, Montréal International hosted a group of 25 foreign diplomats from February 7 to 9, 2007 for a familiarization tour on the advantages of Greater Montréal. The purpose of this event was to make Greater Montréal’s expertise in two of its high tech sectors (life sciences and aerospace) better known by means of presentations and industrial visits.

The tour created keen interest among all participants, several of whom indicated they had learned a lot about the expertise and advantages offered by the Montréal region in the two sectors presented, as well as established numerous contacts with key stakeholders among world leaders. The assessment thus is positive, because all these promising discoveries and meetings could lead to partnership opportunities between the Montréal region and the countries represented.

**GLOBAL ECONOMY CONVERGENCE SUMMIT**

Innovation Philadelphia
Philadelphia, Pennsylvania

Innovation Philadelphia is an economic development organization with a mission to grow the technology and creative industry sectors of the Philadelphia economy, to attract and retain young professional knowledge workers, and to generate the innovative ideas that will define Philadelphia’s future. Innovation Philadelphia’s goal is to establish Philadelphia’s Creative Economy as a global hub for creative enterprises, services and talent.

The Global Creative Economy Convergence Summit, which was held in Philadelphia in June 2006, attracted entrepreneurs, business leaders, artists, and technology professionals from for-profit and non-profit organizations from the arts, media, and technology industries to join together to exchange ideas and help to create a framework for understanding how the Creative Economy contributes to the economic future of the world. The objectives of the Summit were to acquaint regional, national, and international leaders with the impact of the for-profit sectors of the Creative Economy; to learn and share best practices on how the creative industries interact and converge to generate wealth and create businesses and jobs within regions; and to showcase Greater Philadelphia’s creative assets to attendees coming from across the country and around the globe. Innovation Philadelphia is well underway in planning the 2008 Global Creative Economy Convergence Summit.
Economic Development in the 21st Century: New Leadership, New Models

Wisconsin, Eau Claire’s Role in the Creative Class.

To empower Eau Claire’s creative class, the Idea Lounge Series was initiated by Downtown Eau Claire, Inc., in partnership with Volume One, an entertainment publication distributed for free throughout Wisconsin’s Chippewa Valley. Volume One has always been focused on pushing interesting local culture forward. Their events are outside-the-box concepts that consistently bring out hundreds of people hungry for something new.

Downtown Eau Claire, Inc., in partnership with Volume One, began hosting a series of community discussions. Each Idea Lounge is a laidback, community forum in a locally-owned restaurant where members of the creative class have an opportunity to speak their mind about Eau Claire’s development and share ideas on how to attract more of the creative class to Eau Claire. The Idea Lounge Series is part of an initiative to empower Eau Claire’s creative class. Recent Idea Lounge topics have included “Building a Livable Community” and “The University of Wisconsin, Eau Claire’s Role in the Creative Class.”

**Promotional Awards**

**Category Winner**

**Manufacturer’s Week**

The City of Barrie
Barrie, Ontario, Canada

The City of Barrie initiated this event by bringing together key stakeholders in the community to address challenges to local manufacturers as detail identified in the Canadian Manufacturers and Exporters’ (CME) 20/20 initiative conducted in 2004-05. CME is a national association that represents manufacturers throughout Canada.

While other jurisdictions in Canada chose to host sessions on specific issues such as Lean Principles, Energy Management, Supply Chain Security, etc., the City of Barrie committee chose to focus on the issue of local skilled labor shortages. A committee was formed that included representatives from the CME, Barrie’s Economic Development Advisory Committee, Georgian College, the City of Barrie’s Economic Development Department, Greater Barrie Chamber of Commerce, the Simcoe County District School Board, the Simcoe Muskoka Catholic District School Board, local media and many local industry representatives. This group created Manufacturers’ Week – a week of events aimed at: bringing more attention to the importance of industry in Canada and specifically in Barrie by building awareness of local manufacturers to students, educators and city residents; to help establish ties between educators and the manufacturing community in the Barrie area; and to improve the image of manufacturing as a ‘destination/career’.

**Idea Lounge Series**

Downtown Eau Claire, Inc.
Eau Claire, Wisconsin

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**Category Winner**

**Venture Communities Program**

City of Santa Rosa
Santa Rosa, California

The City of Santa Rosa, California, is the largest city between San Francisco and Portland, Oregon. Over the last decade, the area lost more than 7,000 manufacturing jobs and was left with a workforce of highly skilled engineers perfectly positioned to support new start-up companies. The City of Santa Rosa took a leadership role in implementing the Venture Communities Program, which encourages greater interest in angel and venture capital investing with the goal of creating a larger pool of financing opportunities for entrepreneurs, which in turn supports a new economic infrastructure in the greater Santa Rosa area by providing economic stability and the creation of high-paying jobs.

The Venture Communities program is a first-of-its-kind series of events in the North Bay that partners the public and private sectors. The initial event attracted venture capitalists and angel investors from a wide geographic area, allowing diversification of knowledge and resources and creating a sustainable network. The training of companies presenting to the angels and venture capitalists was done virtually, fully using the Internet and web-based applications.

Santa Rosa is now recognized as a community strong in the development of entrepreneurs and emerging growth companies by providing them access to an entrepreneur network that includes capital, vendors, specialized professional services, strategic partners and talent. Santa Rosa is now perceived as a city oriented to and supportive of global business values.

**Category Winner**

**Winter Garden Showcase**

City of Winter Garden
Winter Garden, Florida

The Showcase Winter Garden 2007 event was funded as a public/private partnership between the City of Winter Garden and 12 commercial developers. The purpose of the event was to provide information and increase awareness of the economic renaissance and opportunities available in the small historic city of Winter Garden, Florida.

The Showcase included four primary objectives in accomplishing Winter Garden’s economic strategies: to increase awareness by creating a marketing campaign around the event; to develop opportunities for lead generation and prospects; to develop opportunities for existing businesses to increase their business by taking advantage of the City’s growth; and to educate the general public about economic development. After a luncheon and program presentation, the Showcase attendees enjoyed a trolley tour of 14 commercial projects in the City both completed and under construction. The tour was followed by a deal-making reception.

RSVPs for the program were still being called in a half hour before lunch was served, and had to be declined, as the maximum number was reached a week before. The response was huge and the event was wildly successful.
promotional awards

successful, bringing regional leaders, businesses, and economic development partners together to understand Winter Garden’s vision and opportunities.

HONORABLE MENTION

CULPEPER HARVEST DAYS FARM TOUR
Culpeper County Department of Economic Development
Culpeper, Virginia

The Culpeper County Strategic Plan identifies agriculture as a primary industry that needs to be protected and preserved. The 9th annual Culpeper Harvest Day Farm Tour held on October 7 & 8, 2006 was designed to educate and inform the general public of the history, scope, diversity and importance of agriculture in Culpeper County. During the 2006 Farm Tour, seventeen farm and related sites were open free of charge to visitors interested in observing traditional and non-traditional farming practices. Individual sites offered activities and demonstrations ranging from horse and cattle penning, hand milking, whiskey distilling, hayrides, Civil War presentations, blacksmithing, weaving, beekeeping, wine making and petting zoos. Many farm offered products produced on site, as well as, food, beverages, and entertainment.

OVERALL MARKETING

POPULATION GREATER THAN 200,000

CATEGORY WINNER

ONEKC AND THINKKC BRANDING CAMPAIGNS
Kansas City Area Development Council
Kansas City, Missouri

The Kansas City Area Development Council is a regional economic development organization representing 18 counties, 50 major communities and more than 2 million residents in Kansas and Missouri. In its 31-year history, KCADC has attracted nearly 550 companies, and 60,000 new jobs to the OneKC region.

The branding campaigns were created to nationally promote a $6 billion building boom in the KC region. KCADC developed an extensive branding platform that launched on April 14, 2004 to boost economic development in the Greater Kansas City area.

Two separate branding elements grew out of the objectives, OneKC and ThinkKC. OneKC is a grassroots effort developed to establish regional unity throughout the Kansas City metro. ThinkKC is the external marketing message targeted at national site consultants and location advisors that assist businesses in their relocation and expansion needs.

The campaigns are anchored by a combination of elements that make the KC icon: the vibrant red sphere and the simple “KC” type. The campaign has a unique advantage due to its flexibility. Across Kansas City other organizations adopted the KC icon into their identity, providing a significantly cost-effective way to promote the brand.

The entire campaign was developed by a 10 person in-house marketing staff consisting of advertising, public relations and event coordinators. After more than 200 speaking dates in the first 12 months of the campaign launch, the KCADC raised an additional $1.2 million for this effort over three years.

HONORABLE MENTION

CONTACT MARKETING CAMPAIGN
Economic Development Commission of Florida’s Space Coast
Rockledge, Florida

The Economic Development Commission of Florida’s Space Coast is a private, not-for-profit organization committed to the economic stability and growth of Brevard County, Florida. The organizations stakeholders include existing business and industries whose leaders are dedicated to maintaining a strong business environment, while preserving our community’s unbeatable quality of life. The EDC’s staff of professionals is prepared to assist businesses in all relocation and/or expansion phases - from choosing an ideal site through production start-up.

In 2006, the EDC launched an aggressive, two-year marketing campaign entitled the CONTACT campaign to attract and retain business and industry. Dedicated to making CONTACT with community partners and business leaders, the campaign permeates every EDC program and initiative including advertisements, billboards, trade show materials, website graphics, posters and banners, publications, and a wide variety of event related items. The artfully designed marketing materials display a futuristic feel and compliment the powerful thinking behind the campaign, which is to MAKE CONTACT. The creation of this marketing campaign and the strategic placement of marketing materials resulted in an 89% increase in the number of expansion projects managed by the EDC. Additionally, the number of leads increased 33% from 2005 to 2006. For more information, visit www.SpaceCoastEDC.org.

OVERALL MARKETING

POPULATION 50,000 – 200,000

CATEGORY WINNER

OVERALL MARKETING
Southwest Michigan First
Kalamazoo, Michigan

Southwest Michigan First, a catalyst for stimulating growth across the Kalamazoo Region of Michigan, combined tried-and-true marketing techniques with innovative new marketing campaigns. The integrated program communicated to its targeted industries – primarily in the life sciences, advanced manufacturing, customer care center and logistics industries – that the region is a highly desirable area for businesses to locate and grow.

New initiatives included two direct mail campaigns – an autographed book club, where business books signed by the authors were sent quarterly to top prospects along with a personalized note and a “Cutting Edge” campaign, where an attractive knife storage block and cutting board were sent to prospects and then followed up by a series of chef-quality knives and postcards highlighting the region’s business benefits. The organization also launched an aggressive media relations campaign, garnering positive press in The Wall Street Journal, The New York Times, The Washington Post, ABC News, CNN and numerous other national, regional, and local outlets. In addition, Southwest Michigan First produced a new community video, put significant time and resources into its web site, and hosted more than 5,000 guests at nearly 40 special events, such as the Catalyst Awards, West Michigan Innovation Forums and Football Fest.
**HONORABLE MENTION**

**FILM CITY OF SANTA CLARITA**
City of Santa Clarita  
Santa Clarita, California

The City of Santa Clarita is located 30 minutes north of Los Angeles and is one of Southern California’s fastest growing communities. The City’s Economic Development program has a three part strategy that focuses on 1) creating a jobs/housing balance by creating employment opportunities for residents, 2) creating an economic base by increasing sales tax generation, and 3) creating wealth by attracting external monies to impact the local economy. One of Santa Clarita’s biggest industry sectors is the film and entertainment industry, which has been threatened in recent years by states and countries offering substantial incentives.

To help combat the threat of runaway production, the City of Santa Clarita’s Film Office developed a comprehensive marketing program that has helped the City become one of the most filmed areas in Los Angeles County; one of the most respected film programs in the state of California; and one of the most film-friendly communities in the nation. The City’s commitment to keeping permit fees low, to maintaining a consistent presence in the media and among target audiences and to presenting an overall message of “welcome” to the entertainment industry have helped to ensure Santa Clarita’s success as a film destination.

**POPULATION LESS THAN 50,000**

**HONORABLE MENTION**

**MAIN EVENT: CREATING WINNING BUSINESS ATTRACTION PROPOSALS**
The City of Webster, Texas  
Webster, Texas

As business recruitment is a top priority for the City of Webster, Texas, creating stellar proposals, in-house, represents a vital stage in the business attraction process. The proposal for Main Event, which is submitted under the “overall marketing” category, exemplifies the quality, creativity, and resourcefulness that Webster’s Economic Development Team employs in its business attraction program. Webster’s Economic Development Team, consisting of three members, generates an average of 50 proposals annually. Not only is each proposal uniquely tailored for its recipient but also each proposal must rival its predecessor.

For the City of Webster with its 6.7 square miles, positioned midway between downtown Houston and Galveston, the competition to attract vibrant companies is fierce. Main Event, a family-entertainment destination with six locations, headquartered in Carrollton, Texas, chose Webster to locate its 65,000 square foot venue based, in large part, on the winning proposal.

**WEBSITE – GENERAL PURPOSE**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**WWW.TREOAZ.ORG**
Tucson Regional Economic Opportunities, Inc.  
Tucson, Arizona

To meet the needs of a rapidly growing region, Tucson Regional Economic Opportunities, Inc. (TREO) was formed to serve as the lead economic development agency for the greater Tucson area and its surrounding community partners. TREO strengthens the Tucson region by providing a comprehensive menu of solutions and effective regionally-based economic development leadership with vision and coordination.

TREO’s mission is to provide insight, infrastructure, resources, and development efforts to accelerate economic prosperity throughout the Southern Arizona region. TREO offers an integrated approach of programs and services to support the creation of new businesses, the expansion of existing businesses within the region, and the attraction of companies that offer high impact jobs and share the community’s values.

Visit our website at: www.treoaz.org
promotional awards

**CATEGORY WINNER**

WWW.CHOOSEMILWAUKEE.COM
Milwaukee 7
Milwaukee, Wisconsin

The Milwaukee 7 is a regional, cooperative economic development partnership of the seven counties of southeastern Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha and Washington. Its mission is to grow, expand, and attract diverse businesses and talent. Home to 20 world headquarters, including Harley-Davidson, Johnson Controls, Miller Brewing, Northwestern Mutual, and SC Johnson, the Milwaukee Region ranks 10th among cities nationwide in the number of corporate headquarters per capita. Two million people live and work in the region; 25% of the nation’s population is less than a day’s drive away.

The region’s economic development web site, ChooseMilwaukee.com, provides data-rich information on the Milwaukee Region for expanding businesses and relocating talent. The site includes a state-of-the-art interactive map tool to search available land and buildings in the seven-county region from a single setting. Aerial satellite images and street-level photos of prospective locations are combined with detailed property information and statistical data compiled around a property’s location, including population, household income, business competition, worker skills, and education. The site also offers extensive data and links that highlight the Milwaukee Region’s business resources, demographics, educational institutions, housing, recreation, arts, entertainment, and more.

**HONORABLE MENTION**

WWW.NORTHALABAMUSA.COM
North Alabama Industrial Development Association
Decatur, Alabama

The North Alabama Industrial Development Association (NAIDA) is a 50 plus year old non-profit organization dedicated to the recruitment of new jobs and corporate investment to the 12 county regions of North Alabama. Funded by the 21 North Alabama distributors of TVA electricity and various other Corporate Partners, NAIDA works with the state and local leaders to attract quality jobs for the citizens of our region.

The NAIDA website, www.NorthAlabamaUSA.com, was developed in 2006 and is designed specifically for the needs of site location consultants and corporations in need of new and expanding facilities. NorthAlabamaUSA.com provides a one-stop portal into the information about our state, our region, and our communities that can assist in making an informed location decision.
The Bismarck-Mandan Development Association website is a primary source of economic development information for the Bismarck MSA, the cities of Bismarck and Mandan, Burleigh, and Morton Counties. It is a dynamic website that serves the needs of the site selection, real estate, business, and economic development communities. The site provides comprehensive information about the Bismarck MSA in a variety of formats, including the National Data Standards.

The website is designed to efficiently provide needed answers and information to site location consultants and business prospects looking to locate or expand a business in the Bismarck-Mandan North Dakota area. The dynamic site provides accurate and current information in an easy-to-use manner. The site allows visitors to find the information they are seeking in a variety of formats in multiple locations within the site. The site also provides links to partner organizations and agencies at the local and state level.

It has proven to be doing what it is intended to do - make those outside the community aware of what we have to offer a business locating here. The BMDA website has been a successful marketing tool for the association and the community, with the number of visitors and successful page views increasing regularly.

The Pearland Economic Development Corporation (PEDC) assists and enhances business growth and expansion with new and existing business. The PEDC’s programs are designed to meet three primary goals as outlined in the organization’s strategic plan: to attract capital investment and increase the tax base; to increase and maintain the number of primary jobs within the city, as well as to work to attract higher paying jobs for our residents; to continue to address the needs and interests of existing businesses.

The PEDC Web site – www.pearlandedc.com – is a complete online resource for individuals worldwide to learn about the city of Pearland, its tremendous opportunities, as well as how the PEDC can help businesses. It is designed to address the needs of existing businesses; companies wishing to develop, expand or relocate in Pearland; and real estate brokers and developers. The site is divided into succinct sections, which enhances the overall navigation. It features detailed sections on business resources, available properties and demographics, as well as an archive of the PEDC’s communication tools. The site also links to Pearland Prospector -- a free online resource for listing or searching for commercial property in Pearland.

The Office of Economic Development (OED) is devoted to attracting and retaining businesses in Clermont County. The OED helps companies identify and obtain the assistance they need to grow. It provides businesses with information about available real estate, state and local incentives, and workforce resources.

The web site is a critical communication tool in the county’s economic development efforts. Intended to serve as a primary portal for information on Clermont County, the web site provides relevant, current information on incentives, culture/entertainment, operating costs, regional resources, and available land/buildings. Additionally, the Clermont County Office of Economic Development was the leader in the Cincinnati metro region by being the first to integrate the county’s GIS capabilities with a GIS Planning hosted land and building database in early 2005. Since that time, the Cincinnati USA Regional Chamber of Commerce and several other development groups have adopted the same land and building database system.

The web site contributes to economic development efforts in Clermont County by creating a professional image of county government to prospective businesses, and instilling confidence that the county can be a creative and proactive partner in solving almost any company’s needs. The web site also demonstrates the importance of cultivating a positive business environment and how important those businesses are to the vitality of residents, local communities, and other stakeholders.
promotional awards

POPLATION LESS THAN 50,000

CATEGORY WINNER

WWW.BLUEASHADVANCE.COM
City of Blue Ash
Blue Ash, Ohio

The City of Blue Ash, Ohio is a leading economic force and prestigious business address within the Greater Cincinnati region. Blue Ash’s corporate roster includes an impressive list of approximately 2,000 businesses, ranging from small offices and entrepreneurial leaders to large internationally recognized corporations. From the time Blue Ash first incorporated 51 years ago, City leaders planned for Blue Ash to be a balanced community, comprised of areas of residential, business, and public uses. The result is a vibrant, financially sound community with a pro-business attitude and resources able to support not only “expected” operations of a municipality, but services and facilities that are clearly “above and beyond.”

The newly created website is dedicated to promoting the city’s outstanding attributes as a valuable resource to prospective businesses looking for a high quality, progressive, and business-friendly city in the Cincinnati USA region. The site is a one-stop resource geared toward professionals who desire information in the following categories: Business Climate, Site Selection (GIS real estate locator), City Resources, Development Information, and Lifestyle and Culture. The site’s contemporary and professional design, successfully overcomes the challenge of organizing large quantities of pertinent information in an easy-to-navigate and visually attractive format.

HONORABLE MENTION

CORPORATION FOR THE ECONOMIC DEVELOPMENT OF MIDLOTHIAN WEBSITE
The Corporation for the Economic Development of Midlothian, Texas
Midlothian, Texas

The Corporation for the Economic Development of Midlothian (CEDM) is proud to represent the citizens of Midlothian in recruiting new business and industry to the area. Midlothian is a progressive community that not only welcomes but also encourages new industrial and commercial neighbors to maintain a strong, diversified economic base. Midlothian is ideally located providing immediate access to employment, a wide variety of entertainment, and a metropolitan life style, yet removed enough from the congestion of the Dallas/Fort Worth Metroplex for its citizens to enjoy a country atmosphere.

The purpose of the CEDM’s website is to share information with our different audiences and to generate leads. Site locators are able to view available properties for their clients, and review and download demographics and other marketing collaterals for the City of Midlothian. Prospective residents and employers are also able to review various pieces of information regarding the quality of life in Midlothian. On the other side of the coin, CEDM is able to track which pieces of information are generating the most hits, thus telling us what is most important to our prospects. And we are able to capture contact information from our visitors when they fill out the request form for additional information.

WEBSITE – SPECIAL PURPOSE

POPLATION GREATER THAN 200,000

CATEGORY WINNER

WACO PROSPECTOR WEBSITE
Greater Waco Chamber
Waco, Texas

Greater Waco Chamber is the business leader in the Heart of Texas region of Central Texas. The economic development department provides premium service to local companies, out of market companies and their representatives regarding local business issues, expansion, site selection, incentives, downtown development, and entrepreneurship. The office manages and develops a 2,000-acre real estate portfolio. Greater Waco Chamber spearheads strategic community initiatives and is the key resource for regional data as a tool for investment in the Waco area.

The new Waco Prospector website is a regional database of available sites and buildings for office, retail, industrial and warehouse uses. It is easy to search and self explanatory. This tool also pulls together several sources including the City of Waco and McLennan County GIS systems, US Census statistics, Texas Workforce Commission data, and Claritas Business statistics. Local area real estate brokers use this resource as a comprehensive listing for their commercial properties. This serves as a tool for site consultants, commercial real estate brokers, industry, and local businesses searching for properties or searching for demographic and business data in a particular area.

CATEGAY WINNER

WWW.SILICONVALLEYONLINE.ORG AND WWW.SILICONVALLEYPROSPECTOR.COM WEBSITES
Silicon Valley Economic Development Alliance
San Jose, California

The Silicon Valley Economic Development Alliance (SVEDA) is a regional partnership of economic development professionals bringing together public and private resources to ensure the success of business in Silicon Valley. SVEDA is committed to fast-tracking business needs whether through local government policy, streamlined permitting processes, or linking businesses to resources that add value and help companies grow.

The Alliance, comprised of professionals from three counties and twenty cities operating under the auspices of Joint Venture Silicon Valley Network, established a website, www.SiliconValleyOnline.org, to communicate the tremendous technological, education, financial, and lifestyle assets available to businesses and their employees, and to provide assistance through links to economic development professionals. SVEDA launched a second website that simplifies the ability of businesses to locate properties unique to their needs, to obtain local demographic information and conduct detailed analyses that are critical to location and expansion decisions. www.SiliconValleyProspector.com is the first multi-city/county regional website in California that provides an interactive searchable, easy-to-use repository of thousands of commercial property
listings and dynamic mapping capabilities. The search tool meets the needs of site selectors based on criteria from the International Economic Development Council. This tool fills a need that cannot be met by individual cities, counties or brokerages. The website also offers direct links to individual cities and counties so that more personalized attention can be provided. This tool ensures the region continues to compete effectively against other regions by meeting the needs of dynamic, rapidly changing businesses that depend on current, accurate, comprehensive, and easy-to-access information.

**POPULATION 50,000 – 200,000**

**CATEGORY WINNER**

**THE PORT SHREVEPORT-BOSSIER**

The Port of Shreveport-Bossier
Shreveport, Louisiana

The Port of Shreveport-Bossier, a 2,000-plus acre industrial site, is located at the head of navigation on the Red River Waterway in Northwest Louisiana, about four miles south of the City of Shreveport. An inland multi-modal transportation and distribution center, the Port works hand in hand with the ports system of Louisiana to successfully link customers throughout the Ark-La-Tex region to domestic and international markets via the Mississippi River, the nation’s largest river system, and the Gulf Intracoastal Waterway.

The web-site Provides instant information about The Port of Shreveport-Bossier complex, services available to businesses, transportation advantages, and information on sending and/or receiving goods, as well as information on starting or expanding a business at The Port of Shreveport-Bossier. The site also promotes the port’s strategic location, superior network of interstate highway, rail, water, and air and the backing of its citizens that have made the Port of Shreveport-Bossier one of the fastest growing inland ports in America.

**HONORABLE MENTION**

**SUGAR LAND REGIONAL AIRPORT WEBSITE – WWW.FLYSLRG.COM**

City of Sugar Land
Sugar Land, Texas

Sugar Land, Texas is a city of over 75,000 residents located southwest of Houston. The City was incorporated in 1959 and experienced significant growth of 158% from 1990 to 2000. The Sugar Land Regional Airport, formerly known as “Hull Field,” has operated at the same location since 1952. The City of Sugar Land identified the Sugar Land Regional Airport, a general aviation reliever airport owned by the City since 1991, as an important component of the City’s economic development efforts. Continued improvements and expansion over the past fifteen years have resulted in a first-class facility capable of supporting direct international flights utilizing the largest of private jets. In order to capture the synergies between corporate aviation and business recruitment, the Economic Development Department, using economic development sales tax funds, undertook a project to improve the Airport's presence on the internet.

The Sugar Land Regional Airport’s new webpage, www.flysgr.com, was launched in October 2006. The website features a virtual tour, with narration, of the new 20,000 s.f. luxury terminal facility. It also features high-quality photography of the amenities, an on-line reservation system for flights, and information to assist pilots in making their flight plans. Marion Montgomery, Inc created the webpage.

**POPULATION LESS THAN 50,000**

**CATEGORY WINNER**

**WWW.Englewoodsites.com**

City of Englewood
Englewood, Colorado

The goal of EnglewoodSites is to dramatically speed up and simplify the process of business attraction/expansion and site selection analysis using Internet technology to provide superior business intelligence. Conducting essential business research in Englewood is only a mouse-click away.

EnglewoodSites provides critical business and development information. This website helps attract new businesses to Englewood and respond to the needs of expanding businesses within the community. This website is a powerful Internet tool that simplifies business relocation and expansion decisions. Users can search for available commercial properties, access business data from the County Assessors Office, zoning information, market and workforce demographics, print maps, and download custom reports.

EnglewoodSites validates local economic development activities by providing quality and timely data that is accessible 24/7. The website meets customer service goals and opens the lines of communications between City economic development staff and business prospects. EnglewoodSites is the first GIS (graphical information system) website available in Colorado which provides business and development information.

**HONORABLE MENTION**

**CEDAR PARK PROSPECTOR**

City of Cedar Park Economic Development Corporation
Cedar Park, Texas

In 1999 the citizens of the City of Cedar Park approved the adoption of a Section 4A sales and use tax at the rate of one-half of one percent for the promotion and development of new and expanded business enterprise. The Corporation is responsible for promoting, assisting and enhancing economic development activities for the City of Cedar Park. Since the inception of the Cedar Park Economic Development Corporation, the city has welcomed more than $100 million of new capital investment. The Economic Development (4A) Corporation receives $2.5 million annually (2007) to aid the community with business development by offering additional incentives that are performance-based and typically reimbursable.

Cedar Park Prospector is a powerful search tool that allows anyone to view available properties in Cedar Park. Searches can be conducted according to parcel number, square footage, location, by lease or sale, and many other criteria.
The Best Practices Program Awards recognize outstanding and innovative programs in economic and business development that retain or generate jobs and investment on an ongoing basis. Programs are recognized in the following divisions: Technology-Based Economic Development; Multi-Year Economic Development Programs; Cluster-Based Strategies; and Economic Development Training Achievements.

TECHNOLOGY-BASED ECONOMIC DEVELOPMENT

POPULATION GREATER THAN 200,000

CATEGORY WINNER

WASHINGTON INTERACTIVE MEDIA PROGRAM
Kristina Hudson, enterpriseSeattle
Seattle, Washington

enterpriseSeattle’s mission is to be a “difference-maker” in the community by growing the jobs and tax base in King County, its 39 cities, and the greater Puget Sound region. It accomplishes its mission through a customized client services program and its industry cluster focus. To support the mission, Kristina Hudson was hired as Business Development Manager for the Information Technology cluster for enterpriseSeattle.

Kristina came from the State of Washington and brought with her the foundation of the first economic development program in the country targeted toward the video game industry - the Washington Interactive Media Program. Currently housed and developed within enterpriseSeattle, the Interactive Media Program was created by working with the State of Washington, and with partnerships between economic development leaders and the private sector. In doing so, an entrepreneurial tactic was developed to promote, nurture, and grow this industry. In four short years, significant results were achieved with the number of interactive media companies growing dramatically from 37 in 2003 to well over 100. The Seattle-area is now recognized as a global leader in this $30 billion industry, and enterpriseSeattle took a leadership role in developing the high tech cluster of interactive media.

HONORABLE MENTION

NY LOVES NANOTECH
Center for Economic Growth (CEG)
Albany, New York

CEG is a private, not-for-profit, member-supported regional economic and business development organization dedicated to attracting high-tech talent and companies and to providing innovative services to bolster local businesses in New York’s Capital Region and Tech Valley. Incorporated in 1987, CEG is governed by a Board of Directors comprised of business, community, academic and local government leaders. CEG’s primary goal is to generate robust, contagious and intelligent economic expansion.

As the National Institute of Standards and Technology (NIST)/Manufacturing Extension Partnership (MEP) affiliate and New York State Office of Science, Technology & Academic Research (NYSTAR) awarded Regional Technology Development Center in the Capital Region, the CEG assists manufacturing and technology companies with effective business strategies, training, and assistance.

POPULATION 50,000 – 200,000

CATEGORY WINNER

USC/COLUMBIA TECHNOLOGY INCUBATOR PROJECT
City of Columbia - Economic Development Department
Columbia, South Carolina

The Columbia Office of Economic Development exists to stimulate and promote sustained economic growth throughout the City of Columbia and the area served by the city’s water and sewer infrastructure. Emphasis is focused on facilitating new investment and job creation through the cooperative recruitment of new businesses as well as the expansion of existing businesses and the nurturing of an entrepreneurial, technology-focused environment through a business friendly government.

The USC/Columbia Technology Incubator is a collaboration of the USC Research Foundation, the City of Columbia, and other public/private partners. The incubator is a home for start-up technology focused companies during the critical stages of early development. The incubator gives scientists and entrepreneurs an opportunity to work together, sharing research, and developing innovations that succeed in the laboratory and the marketplace. Since 1998, the incubator has nurtured 67 companies and helped create 484 new high-paying jobs. Incubator advisors have assisted these companies in raising $29M in new investment capital. The Incubator’s goal is to provide a “best-in-class” environment that supports the development of homegrown Columbia based companies, focused on the knowledge economy.

HONORABLE MENTION

INOVARIVE™
UW-Parkside/CATI
Sturtevant, Wisconsin

The technology transfer world is still largely supply driven. Universities develop basic research based on the area of interest of the particular faculty and then attempt to “push” that research to a private sector user who might commercialize the technology. However, there is an important need to better understand the “demand” side of technology transfer in order to speed the rate of commercialization and increase the rates of success.

The Center for Advanced Technology and Innovation, Inc. (CATI) in partnership with the University of Wisconsin-Parkside developed inovaDRIVE™, a more holistic technology-based economic development strategy designed to identify and meet the technology needs of small and mid-sized manufacturing operations in SE Wisconsin. The model leverages faculty, students, as well as leaders in large corporate R&D divisions to assess a business’ technology needs and either develop or acquire the appropriate technology or solution. Through inovaDRIVE™, UW-Parkside/CATI works with the company to identify new product development opportunities or higher value-added markets to increase margins and provide a stronger market position in relationship to global competition.
Economic Development in the 21st Century: New Leadership, New Models

**HONORABLE MENTION**

**CENTER FOR HYDROGEN RESEARCH**
The Economic Development Partnership of South Carolina (EDP) of South Carolina promotes economic development within Aiken and Edgefield counties, both for existing businesses and for new members of the business community. EDP seeks to improve the climate for manufacturers and entrepreneurs and cement Aiken and Edgefield’s reputation as a home for industry of all sectors.

The Center for Hydrogen Research (CHR) is helping to transform hydrogen from a promising but mostly experimental energy source into a practical, inexpensive, and clean fuel. EDP established the CHR in Aiken County as a non-profit subsidiary to leverage the significant hydrogen technology generated by neighboring Savannah River National Laboratory. EDP’s goal is to create a technology-transfer facility to speed development of National Lab research into cost-effective, consumer-accepted products, making the Aiken-Edgefield area more attractive to hydrogen-related businesses and more likely to experience the growth of spin-off companies based on National Lab technology. At CHR, scientists from South Carolina and other research universities and existing businesses work together with National Lab researchers to solve problems and develop hydrogen-related products for commercial uses. CHR is a successful high-tech initiative using the potential of National Lab research as the foundation for a burgeoning hydrogen cluster in the Aiken-Edgefield area.

**MULTI-YEAR ECONOMIC DEVELOPMENT PROGRAMS**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**KCSOURCELINK**
The Institute for Entrepreneurship and Innovation (IEI) at UMKC’s Bloch School. IEI provides an educational experience combining the best in academic programs with exciting entrepreneurial experiences. As part of an urban university, KCSourceLink is an example of how UMKC is connecting with the community to both educate students and promote economic growth.

**HONORABLE MENTION**

**MONTGOMERY COUNTY INCUBATOR NETWORK PROGRAM**
Montgomery County, MD Department of Economic Development
Rockville, Maryland

Montgomery County, MD’s Business Incubator Network was launched in 1995 to facilitate entrepreneurship, create new jobs, and expand the County’s tax base. It is a core component of the County's economic development strategy to foster the growth of knowledge/technology-based businesses. The program targets companies with high potential for job creation and capital investment, as well as international companies seeking to establish or expand their U.S. market. The Department of Economic Development manages the County’s four incubators. Working closely with its state and private partners, the Network has been highly successful in nurturing the development of biotech, IT, and service companies. Offering flexible, affordable lease terms and comprehensive business support services, the incubators provide a supportive environment for entrepreneurship development that enables start-ups to focus on developing and marketing their products and services and growing their business. Capitalizing on the presence of federal labs, universities, and regional technology industries, the Network helps entrepreneurs translate publicly and privately funded R&D into life science-related products, advanced technologies, and services that benefit the public. To date, 65 companies have 'graduated'; 57 are still in business (55 in Montgomery County). Tenants employ more than 340 workers; graduate companies collectively employ over 1,500 and have attracted more than $50 million in equity investment. Collectively, they contribute an estimated $4 million/year in local taxes.

**HONORABLE MENTION**

**MONTGOMERY COUNTY ECONOMIC DEVELOPMENT FUND PROGRAM**
Montgomery County, MD Department of Economic Development
Rockville, Maryland

The Montgomery County Economic Development Fund was created in 1995 to provide financial assistance, through grants and loans offered at competitive interest rates, to private employers who retain jobs and/or stimulate job creation in Montgomery County. The EDF focuses on retaining and attracting high technology and manufacturing companies, businesses in urban revitalization areas and other private employers that provide the greatest public benefits. With four sub-programs, it has proven itself as a flexible, results-oriented economic development tool to assist a wide range of businesses sizes and industry types. The EDF enables the County to effectively compete with other jurisdictions to attract new businesses in sectors of strategic importance and serves as a catalyst to help resident companies remain and grow in Montgomery County.
The EDF has disbursed almost $26 million in loans and grants to over 200 companies. It has helped stimulate an estimated $1.38 billion in private investment in the County, and enabled recipient companies to leverage an estimated $45.8 million in state grants, loans and loan guarantees. EDF-assisted companies have retained 17,598 jobs, attracted 2,628 jobs and created an estimated 11,173 new jobs in Montgomery County; their estimated annual fiscal impact to the County is $379 million. EDF recipients have invested $775 million in 20 new buildings with over 3 million square feet of office and lab space.

**POPULATION 50,000 – 200,000**

**CATEGORY WINNER**

**COMMUNITY CAPITALISM**

Southwest Michigan First Kalamazoo, Michigan

Southwest Michigan First, a catalyst for stimulating growth across the Kalamazoo Region of Michigan, took the lead in creating the corporate network needed to redefine the region's economy and reinvigorate its human capital assets when it was faced with a steady loss of jobs, a dying downtown, and limited growth prospects. Now dubbed "Community Capitalism," the series of innovative economic development programs includes:

- **Southwest Michigan First Innovation Center** – This speculative incubator provided the wet lab space for life science entrepreneurs to start more than a dozen companies with 200 employees.
- **Kalamazoo Promise** – Through an aggressive PR campaign, Southwest Michigan First garnered national press attention for "The Promise," a fund from anonymous donors that pays 65-100% of the tuition of every Kalamazoo public school graduate to enroll at a Michigan state college of university.
- **Southwest Michigan First Life Science Venture Fund** – This $50 million fund is the largest sum of private capital ever to be raised and managed by an economic development organization.

In just four years, Kalamazoo has launched 25 life science companies, attracted 1,000 new students to its public schools and seen an increase in home prices and new home sales for the first time in a decade.

**HONORABLE MENTION**

**ALBERTA'S INDUSTRIAL HEARTLAND – STRATHCONA COUNTY – AND THEY SAY SIZE DOESN'T MATTER**

Strathcona County Economic Development and Tourism Sherwood Park, Alberta, Canada

Strathcona County, located in Alberta, Canada, is a specialized municipality with both urban and rural lifestyles. It joined Alberta's Industrial Heartland in 1998. This partnership of four different municipalities chose to jointly plan a heavy industrial area of over 120 square miles with complimentary Area Structure Plans. Currently Strathcona County, through Alberta’s Industrial Heartland, has attracted four world class bitumen upgraders with a total construction workforce of over 20,000 people and value of $23 Billion CDN. It is estimated that this will result in an estimated increase property tax assessment of $130 million CDN and 3000 well paying fulltime jobs. All of this was accomplished without any incentives because under Alberta law this is not allowed. To put this into perspective, this would be like building four Hoover Dams.

**HONORABLE MENTION**

**MULTI-YEAR ECONOMIC DEVELOPMENT PROGRAM**

County of Yuba, California Marysville, California

The creation of the Yuba County Economic Development Strategic Plan helped jump-start the Yuba County economic development program through a 1999 visioning retreat. A successfully implemented Strategic Plan, in collaboration with numerous partners and stakeholders, has resulted in the fastest housing starts in California counties by percentage (3.6% growth) from 2005 to 2006, a Retail Ranking of "1" by the Eureka Group in 2006 correlating to a 41% increase in taxable sales from 2000 to 2005, and an unprecedented influx of commercial and industrial developers and businesses to Yuba County leading to a 14% overall reduction in the unemployment rate from 2002 to 2006.

The mission statement for the Yuba County Economic Development Strategic Plan is:

“Yuba County shall promote quality and diverse employment and shall pursue the financial health and well being of our local economy for all residents by leveraging and strengthening economic development partnerships, opportunities, and resources.”

**POPULATION LESS THAN 50,000**

**CATEGORY WINNER**

**INNER WEST STREET GATEWAY**

City of Annapolis Office of Economic Development Annapolis, Maryland

The mission of the Office of Economic Development is to enhance the City’s economic viability and employment opportunities to the benefit of its residents, workforce, and local business communities in a manner consistent with the Comprehensive Plan and the character of the City. The Office is also responsible for recruiting new businesses and employers to the City, thereby increasing revenues for the City and creating jobs for Annapolis residents.

The Inner West Street gateway project is a successful community partnership that has enhanced the quality of life in a previously underutilized area. The City of Annapolis laid the groundwork for its creation by making infrastructure upgrades, including bricked sidewalks, underground utilities, and new water and sewer pipes. This public investment set the stage for private developers to remake the Inner West Street corridor, creating a thriving business, retail and residential district, the centerpiece of which is Park Place, a large scale mixed-use development. Between 1995 and 2006, 900 new jobs were created in this area, and the city estimates that 1,500 additional jobs will be created in the next three years. Between 2000 and 2006, real commercial property values in Inner West Street increased an average of 150%.
CLUSTER-BASED STRATEGIES

POPULATION GREATER THAN 200,000

CATEGORY WINNER

KC ANIMAL HEALTH CORRIDOR MARKETING INITIATIVE
KC Animal Health Corridor
Kansas City, Missouri

The KC Animal Health Corridor is a partnership of the Greater Kansas City Chamber of Commerce, the Kansas City Area Development Council, and the Kansas City Area Life Sciences Institute. It focuses on making animal health companies in the area more successful and attracting new animal health companies to the region.

Since the closing of the Kansas City Stockyards in 1991, the region has been trying to shed its "cow town" image. Today, KC has identified a truly hidden jewel of an industry that impacts not only our pets and livestock, but the safety and quality of our national food supply, as well as human medicine. Kansas City is reemerging as a new and improved "cow town," embracing its agricultural roots and applying its industry influence to current critical societal health and nutrition issues.

The Animal Health Corridor marketing initiative was designed to identify and leverage assets in the animal health and nutrition industry. The goal is to make existing animal health companies more successful and increase investment in new facilities and jobs from animal health companies outside of the region.

HONORABLE MENTION

LED ENTERTAINMENT INDUSTRY DIVISION
Louisiana Economic Development
Baton Rouge, Louisiana

Louisiana Economic Development (LED) is focused on creating a positive business climate resulting in capital investment, a diversified economic base, and quality jobs for Louisiana citizens. For people striving to build successful businesses, LED is also a valuable partner. LED’s staff of dedicated and knowledgeable professionals helps guide business owners and entrepreneurs through the process of starting, expanding, and relocating a business.

LED’s Entertainment Industry Division targets development in three sectors: film, music, and digital media. Seeing the potential in this industry, Louisiana created an aggressive tax credit program essential to developing a local film industry and luring a business that was previously non-existent outside California and New York.

best practice awards

Louisiana’s film incentive program proved to be enormously successful, contributing nearly $2.5 billion in production investment since the film incentives began in 2002, and Louisiana continues to raise the bar. This “interdisciplinary” approach to incubating businesses, developing infrastructure in all three sectors, creates the potential for these businesses to feed into one another and puts Louisiana on the cutting edge of economic development.

ECONOMIC DEVELOPMENT TRAINING PROGRAM

POPULATION 50,000 – 200,000

CATEGORY WINNER

AUBURN TRAINING CONNECTION
City of Auburn
Auburn, Alabama

The Auburn Training Connection (ATC) is a unique partnership among industry, education, and government with a mission to address the challenges of training, supporting, and maintaining a skilled manufacturing workforce in a region that is experiencing rapid growth. ATC charted area industries’ manufacturing processes and assessed the skills and abilities needed. This assessment identified gaps in skills training available through traditional programs. Thus, ATC strives to fill these gaps through specialized programs that address both existing area jobs needs, as well as the development of a continually renewing trained and skilled workforce.

ATC formed in 2002 as a 501c(3) non-profit organization through the joint efforts of the City of Auburn’s Economic Development Department, local industry, and the Auburn Technical Assistance Center (ATAC) – part of the Auburn University College of Business Outreach Program. ATC programs are guided and driven by local industry partners, who support ATC through small annual membership fees. The City of Auburn provides significant financial support, as well as a business incubator facility in which ATC conducts its administrative and training operations. The City of Auburn staffs a full-time Workforce Development Division and is the only city in Alabama with a 100% dedicated Workforce Development Director and staff.
The Partnership Awards recognize outstanding and innovative public/private development projects that have enhanced the economic revitalization of distressed communities, states, or regions. Winners represent efforts in which larger private contributions have leveraged vital public commitments.

**PARTNERSHIP AWARDS**

**POPULATION GREATER THAN 200,000**

**CATEGORY WINNER**

**H&R BLOCK WORLD HEADQUARTERS**

Economic Development Corporation of Kansas City, MO

Kansas City, Missouri

The EDC of Kansas City, MO was created in 1987 to keep, attract, and grow businesses that create well-paying jobs in the City. Today, that mission drives the EDC forward as it provides the connection between city government and the business and development communities. Coordinating the efforts of six statutory redevelopment agencies, the EDC’s 33-member staff operates in three business groups: Business Retention and Recruitment, Development Services, and Agency Support.

Headquartered in Kansas City, Missouri since its founding in 1955, H & R Block had outgrown its World Headquarters by 2003 and began a search for a location to build a new facility to accommodate current operations and allow for future growth. The company evaluated sites throughout the bi-state Kansas City metro, including a number of greenfield sites and two sites in downtown Kansas City, Missouri. Originally reluctant to consider downtown due to blight, the company initiated discussions with the City in late 2003 about possibly using a new headquarters facility as a catalyst to redevelop downtown KCMO’s south loop area.

Ultimately, H & R Block constructed its new facility in the south loop contingent on a commitment from the City to redevelop a seven block area to remediate blight conditions and create a revitalized urban entertainment district. As a catalytic investment, the H & R Block commitment ignited approximately $3.5 billion of new investment, including:

- $269 million in public infrastructure investment
- $276 million for the new 22,000-seat Sprint Center
- $150 million convention center renovation
- $850 million multi-phased entertainment district
- $326 million Kauffman Center for Performing Arts
- $20 million College Basketball Experience Center

**HONORABLE MENTION**

**WACHOVIA CULTURAL ARTS COMPLEX**

City of Charlotte Economic Development Office

Charlotte, North Carolina

Located in the heart of Uptown Charlotte, The Wachovia Cultural Arts Campus is a unique City/Corporate/Cultural partnership between the City of Charlotte, Wachovia Corporation, and the Charlotte Arts & Science Council. Recognized for its contributions to the economy, as well as quality of life, these new cultural facilities have been discussed for several years, but would not have been realized without this partnership. Currently under construction and due for completion in 2009, the $1 billion project includes:

- a 46-story office tower, 300 condominiums, the Wake Forest Business School, the Mint Museums, The Bechtler Art Museum, the Knight Performing Arts Theater, and The Afro-American Cultural Center.

The Wachovia Cultural Arts Project has a guaranteed annual tax payment of $4.6 million. New jobs are being created by the opening of an expanded trading floor by Wachovia, increasing the number of traders from 750-2500, as well as from the new cultural entities. Other intangible benefits include increased non-business traffic in an area of Uptown Charlotte that is now mostly office driven, as well as significant development interest in the area immediately surrounding the campus.

**POPULATION 50,000 – 200,000**

**CATEGORY WINNER**

**PIVOT POINT, YUMA**

City of Yuma; Riverfront Development

Yuma, Arizona

The City of Yuma is a fast growing community in the southwestern corner of Arizona on the Colorado River. The community lost its connection to the river in the 1900’s and an intense effort to reconnect to the river began in the mid 1990’s. Guided by the vision of City Council and Administration, the City created a multidisciplinary team of professional staff in 1999 dedicated to the revitalization of the riverfront.

The project is known as “Pivot Point, Yuma” after the concrete pivot that is the last remains of the crossing of the first railroad into Arizona in 1877. The project is a Public-Private Partnership on 22 acres of vacant land within the Yuma Crossing National Historic Landmark and adjacent to nearly 7 miles of improved public greenway along the Colorado River. At full build out the project will contain 230 executive business class hotel rooms, 50 boutique hotel rooms, a 25,000 s.f. conference center, 40 town homes, 50 apartments, 105,000 s.f. of retail, 80,000 s.f. of office,
50,000 s.f. Federal courthouse, and 26,000 s.f. of restaurant/entertainment. Total private invest is estimated at over $100 million, with a return to the City of over $22 million in the first 15 years.

HONORABLE MENTION

DOWNTOWN KALAMAZOO MALL RAMP PROJECT
Downtown Kalamazoo Incorporated
Kalamazoo, Michigan

Downtown Kalamazoo Incorporated (DKI) is a private, non-profit organization whose board and committee structure is comprised of downtown stakeholders. In conjunction with its affiliate organizations which include the DDA, it manages a full range of downtown activities that include, but are not limited to, business recruitment, public space planning, marketing and special events, and the parking system. The organizer’s mission is to work with both the public and private sectors to preserve and enhance the economic health of Kalamazoo’s downtown area and, in turn, the Kalamazoo community.

The Kalamazoo Mall Ramp Project is a multi-use project that replaced a deteriorating parking facility in the heart of the central business district with four different components including a new parking ramp, street level retail and second story residential units. The fourth and most significant component is a new 70,000 square foot 14-screen cinema owned and operated by Rave Motion Pictures.

The Kalamazoo Mall Ramp Project exists today only because of the creative and committed endeavors of the participating private and public entities which include DKI, the DDA, the City of Kalamazoo, Rave Motion Pictures, and very importantly, the Meyer C. Weiner Company.

awards sponsors

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AngelouEconomics is a recognized leader in technology-based economic development consulting, building globally competitive companies and communities. AE produces results-oriented strategies for clients seeking high impact investment and targeted, sustainable growth. One of the nation’s largest full-service economic development consulting firms, AE utilizes an innovative and integrated approach with a global perspective using both a site selectors’ and practitioners point of view for our client’s long-term economic success. Communities from rural to state and foreign governments have put their trust in our professionals for their economic development needs. For information on how we can develop successful solutions for you visit www.angeloueconomics.com.

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Over the last 38 years, Business Facilities has established itself as a leading full-service media brand specializing in corporate relocation, expansion, and consolidation. Through our monthly magazine, e-mail newsletters, news portal, and our award-winning LiveX-change event, Business Facilities has created a dynamic community for C-level executives and economic development organizations. Each of the brand’s channels educates corporate executives from all major industries on issues related to choosing the best location for their growing companies, giving economic development organizations a comprehensive marketing outlet and tremendous reach into the corporate marketplace.

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ERA is an international consulting firm that provides economic and real estate development consulting services for the public sector, real estate industry, and entertainment industry. Since its founding in 1958, ERA has completed over 16,000 assignments for a diverse roster of public and private clients around the world. For public sector and economic development agencies, ERA specializes in economic development policy and planning with particular emphasis on neighborhood and corridor revitalization strategies, public/private financing analysis and deal structuring, economic development strategic planning, and real estate feasibility analysis. ERA has offices in Los Angeles, Washington, DC, San Francisco, New York, Chicago, San Diego and London.

The Ponca City Development Authority, (PCDA) exists to serve the economic needs of the North Central Oklahoma region. This dynamic region, located in the middle of the Oklahoma City, Wichita and Tulsa triangle, provides a collaborative environment for manufacturing and research that is completely connected to urban environments, while residents enjoy a classic American lifestyle. PCDA is a public trust that works with entrepreneurs, the university, businesses and workforce providers to ensure that the economic opportunities of tomorrow are fully realized.

The University Multispectral Laboratories will serve as a national testing and evaluation center for sensors and sensor research. The center is a project of Oklahoma State University, and was made possible by the donation of a 70,000 square foot wet/dry lab building from ConocoPhillips, a $2 million investment from PCDA, a matching $2 million grant from ConocoPhillips and the support of the State of Oklahoma. The center will be based in Ponca City, with a satellite facility in Stillwater at Oklahoma State University 45 miles to the south. Total employment at the laboratories will be 80 scientists, technicians, and support personnel, providing a projected economic impact to Ponca City exceeding $140 million over the next ten years.