

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL PRESENTS:

2018 Excellence in Economic Development Awards Winning Project Descriptions



iedconline.org/Awards2018

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Promotional Awards

1. General Purpose Print Brochure

Population: less than 25,000

Bronze Winner



2018-2019 Development Map & Guide
Forney Economic Development Corporation
Forney, TX

The City of Forney, TX is located 21 miles east of Downtown Dallas and is currently the fourth fastest growing city in North Texas. The Forney EDC works to attract complementary development, with an emphasis on industrial, commercial, retail and downtown redevelopment. As part of our marketing efforts, the Forney EDC publishes every other year our Development Map & Guide. This map provides prospects and local residents information related to the housing and commercial growth taking place in the Forney market. The front has a satellite image map with highlighted developments, while the back side showcases our growing demographics, high household income, features historical and quality of life information on the community, as well as information related to prime development areas in the community. We hand out approximately 2,000 of these printed maps to the public and business prospects over the course of two years. We want to thank Ed Zahra of the Zahra Design Group in Dallas for working with us to create this publication.

Population: 25,000 – 200,000

Silver Winner



Involved
Provo City
Provo, UT

Involved is an annual report that briefly summarizes what is taking place in Provo over the past year. In 2017, Provo decided to focus on an interactive-digital report, allowing the reader to watch videos of the various entities featured in the report. Moreover, Provo has experienced and is continuing to experience robust growth in many facets of economic development, including: new job growth, business redevelopment, and an unique quality of life. As a result of those success, the Provo-Orem MSA was given the title as the nation's Best Economy for 2017 by the Milken Institute. Moreover, Provo continues to grow in all aspects of economic development and we are thrilled about the new projects that are coming in. We hope to continue to capitalize on our economic success and provide the type of desirable lifestyle that our current and future citizens would want to have.

Bronze Winners



Discover San Marcos Brochure

City of San Marcos
San Marcos, CA

The City of San Marcos prides itself on doing things differently—and embraces the entrepreneurial spirit. In fact, the City has taken a business-minded approach by investing wisely in real estate. This has created more than \$10M in annual revenue—which has allowed the city to improve its public service without raising taxes.

Indeed, the City of San Marcos does not operate like most and they think that's a good thing. This inspired the San Marcos Economic Development Manager and Communications Officer to produce a brochure that showcases the City's innovation and the many benefits it has delivered.

Working under the City's new brand tagline "Discover San Marcos" the brochure gives a glimpse of the booming business scene—and invites readers to see themselves thriving in it, either as a tenant of the City or as one of its businesses.

The brochure has proven successful. To date, it's helped the City boost its occupancy rate by more than 5 percent, and local business inventory is up 9 percent.

The City of San Marcos is proof that when you push beyond the status quo, you can reach new heights.



WAKE FOREST
BUSINESS & INDUSTRY PARTNERSHIP

2017 Community Profile

Wake Forest Business & Industry Partnership
(WFBIP)
Wake Forest, NC

Wake Forest is part of the Research Triangle Region of North Carolina and minutes from Raleigh, the state

capital. Home to over 43,000 residents and a growing business base, Wake Forest stands as a vibrant community in one of the nation's fastest growing regions. While this is extremely evident to those who live and work in Wake Forest, the Community Profile serves as a tangible tool to demonstrate this to everyone else. Chock-full of infographics, charts, and photography, the Community Profile strategically presents the amazing strengths of our community in one concise piece. Specifically, the profile highlights Wake Forest's impressive population characteristics, economic indicators, technical industry base, workforce, transportation assets, and educational strengths. It serves as an important resource for businesses, investors, site selectors, developers, and regional and state economic development partners.

Population: 200,000 – 500,000

Gold Winner



2018 Williamson County Trends Report

Williamson Inc.
Franklin, TN

The 2018 Williamson County Trends Report is designed and compiled by Williamson, Inc. Economic Development as a resource for business and community leaders. The report provides an analytical look at local and regional economic indicators and trends. The report is focused on demographics, housing data, industry projections, education, transportation, and other quality of life characteristics. This will be the fifth year for Williamson, Inc. to release a trends report, and the demand for the report from our local business community remains very high. In addition to the data insights the report provides to local business leaders, it also serves as a way to provide our external market (prospective companies and site consultants) high quality data to aid in their decision making process. We recently heard from a Dallas based site consultant that the trends report helped make the case for their project to visit Williamson County.

Silver Winner



City of Mesa Brochures
City of Mesa, Office of Economic Development
Mesa, AZ

To enhance Mesa's economy, The City's Office of Economic Development (OED) works to promote Mesa as a premier location for business, strategically targeting key industries that provide high wage jobs. Primary activities include business attraction, retention and expansion for businesses of any size. To fulfill this mission, it is critical to have well-branded, professional marketing collateral to tell a compelling story about why Mesa is the premier location for companies to locate and grow. As such, OED partnered with a full-service branding firm to conduct a brand audit and develop a refreshed look and feel for OED marketing collateral. That brand was then applied to Mesa's City Profile and four targeted industry brochures, namely healthcare, education, aerospace/aviation, and technology. Each brochure is customized to include the key points and differentiators important to companies in that industry sector. Key decision factors are highlighted such as the skilled workforce, development opportunities, industry cluster attributes/assets, relevant major employers, incentives and programs, and educational assets. The brochures also include third-party testimonials from industry leaders who chose Mesa as a place to grow their companies. Rather than flowery narratives, the brochures are filled with relevant data and photos that document Mesa's compelling story.

Population: Greater than 500,000

Gold Winner



Industry Profiles
Economic Development Corporation of Utah
Salt Lake City, UT

The Economic Development Corporation (EDCUtah) is a private non-profit organization focused on bringing quality jobs and capital investment to the state of Utah. The Industry Profiles are beautifully designed documents that detail the most relevant information a business decision maker needs when deciding where to relocate or expand their business. The information is tailored to the major industries in Utah and quantifies the strategic advantages of operating a business in Utah in these industries. These profiles have been used in successfully recruiting companies to Utah including Facebook, Adobe, Snap Inc., Black Diamond, and more.

Silver Winner



The Borderplex Alliance Brochure
The Borderplex Alliance
El Paso, TX

This general brochure is intended to be a tool to market our organization to potential investors. Investors are key to our organization attracting new companies and talent to the region.

Bronze Winner



Northeast Indiana Business Attraction Collateral
Northeast Indiana Regional Partnership
Fort Wayne, IN

The Northeast Indiana Regional Partnership's mission is to build, market and sell Northeast Indiana to increase business investment. The Regional Partnership team works every day to promote Northeast Indiana as a place where people and businesses thrive. The marketing and business development teams recently partnered to update and redesign key sales materials with new content, format and branding. The Regional Profile and Target Industry Fliers are the foundational marketing piece for business development, acting as an overview of important information about Northeast Indiana's strong business climate, including taxes, utilities, target industries, talent pipeline and major regional employers. The collateral pairs with our business development team's strategy and tactics to attract new business to our 11-county region. As a key piece of marketing collateral on business development sales trips, the Regional Profile provides data and narrative imagery to tell the story of our innovative, thriving community to c-suite executives and site selectors around the globe. The brochure is critical to attracting new companies and generating jobs.

2. Special Purpose Print Brochure

Population: 25,000 – 200,000

Silver Winner



Make It in Greater Dubuque
Greater Dubuque Development Corp.
Dubuque, IA

Greater Dubuque Development, like all successful economic development entities, includes the recruitment of workforce to the area as part of our mission. Marketing materials designed for that purpose by Greater Dubuque focused on quality of life in the Greater Dubuque area. We want people to know why the Greater Dubuque area is climbing the economic ladder. However, young adults entering the workforce don't necessarily prioritize these qualities. When Greater Dubuque Development surveyed regional college students about their aspirations after graduation, 55% of those surveyed were unsure if they would remain in the area even though 77% believed there were job opportunities available for them. Millennials, recent college graduates, and those entering the workforce for the first time are prioritizing their quality of life outside the traditional values of career and family. To showcase the facets of our community that would be appealing to their demographic, we created the "Make it in Greater Dubuque" promotional campaign. We not only want to attract this workforce, we want to retain them, and welcome their involvement in making our region more viable, livable, and equitable. We're looking far into the future in setting new goals for the region and we want young talent to help shape that future.

Bronze Winners



WAKE FOREST
BUSINESS & INDUSTRY PARTNERSHIP

Quality of Life Booklet

Wake Forest Business & Industry Partnership
(WFBIP)
Wake Forest, NC

Wake Forest is part of the Research Triangle Region of North Carolina and minutes from Raleigh, the state capital. Home to over 43,000 residents and a growing business base, Wake Forest stands as a vibrant, charming community in one of the nation's fastest growing regions. While this is extremely evident to those who live in the area, this booklet serves as a tangible tool to demonstrate this to everyone else. In true photo-book fashion, this piece is full of large, captivating images with bold captions telling the story of Wake Forest. It focuses on all of the top quality of life features important to anyone considering Wake Forest for their business. The margins contain text for more information, but the photography is designed to speak for itself. An important factor in attracting talent for a business is locating it in a quality place. Flip through these pages and you will quickly see a place of quality emerge.

The Wake Forest Business & Industry Partnership (WFBIP) is a 501(c)3 nonprofit corporation promoting Wake Forest as a destination for business and industry through economic development activities which expand the tax base, increase job opportunities, and foster positive economic impact on our community.



Targeted Industry Brochures

Onward New River Valley
Blacksburg, VA

Starting in 2016, Onward NRV, the organization responsible for promoting Virginia's New River Valley for Economic Development purposes, partnered with the Virginia Tech's Office of Economic Development to identify four target industry sectors that could be promoted, and realistically impacted, by the organization's efforts. These sectors included:

- Manufacturing
- Information Technology
- Unmanned Systems
- Food Processing & Agriculture

Shortly thereafter, Onward NRV worked with a team of marketers from Eddy Communications Corp. in Roanoke VA to develop a new brand and visual identity for the region that was designed to be flexible, memorable, authentic, and aspirational.

Armed with the new brand design and communications standards as well as the well-researched target industry sectors, the Onward NRV team developed a series of four print brochures that could be used to highlight the region's experience, assets, and offerings relative to each target industry.

Each of these brochures called out the high-level business advantages of choosing the New River Valley including the strategic location, workforce differentiators, and business community. Each brochure also identified subsector industries, industry awards and accolades, as well as quotes and images from successful existing regional businesses in each category.

The brochures are downloadable from each of the target industry sector pages on the www.NewRiverValleyVA.org website and are available in hard copy at the Onward NRV offices in the Virginia Tech Corporate Research Center. They are used for in-person education during site visits, as a data transfer mechanism in site selector communications and outreach campaigns, and are distributed at industry events all across the country.

Population: 200,000 – 500,000

Gold Winner



Start Chart

Lansing Economic Area Partnership
Lansing, MI

The Lansing Economic Area Partnership is a public-private partnership focused on helping both business and talent locate, thrive, and grow in the Lansing, Michigan region. Start Chart aims to strengthen connections and visibility between entrepreneurs and entrepreneurial support organizations (ESOs) in Michigan's Greater Lansing tri-county region. Start Chart helps entrepreneurs better understand their business cases and take steps toward implementing their ideas, by marrying local startup resources with educational worksheets and templates in one easy to use booklet.

Silver Winners



Amazon HQ2 Pitch

Halifax Partnership
Halifax, NS, Canada

The Halifax Partnership is the economic development organization for Halifax, Nova Scotia, Canada. As a public-private and non-profit partnership, we bring together all three levels of government, as well as industry, post-secondary and community partners, to create and nurture the necessary relationships for business development across a broad range of industry sectors. The Halifax Partnership helps attract, retain and grow business, talent and investment in Halifax. We do this through leadership on economic issues, our core programs, our partnerships across all sectors, and by marketing and selling Halifax to the world. In September 2017, Amazon announced its intention to

establish a second corporate headquarters (Amazon HQ2) in a North American metro region. The Halifax Partnership and the City of Halifax decided to respond to Amazon's RFP to "find a suitable site and establish a cost structure with a stable business climate for growth and innovation." Winning Amazon HQ2 would be a transformational opportunity for any city in North America. For Halifax, it would be instrumental in reaching the city's aggressive economic and population growth goals. Halifax's proposal included a 120-page special purpose brochure and a website.



Scottsdale Relocation Guide

City of Scottsdale
Scottsdale, AZ

The Scottsdale Relocation Guide was a publication created as a direct response to a need expressed by several businesses during business retention and expansion visits. Access to and attraction of quality talent has become a number one issue for business everywhere. However, while conducting annual local business visits, the department quickly realized that a targeted resource did not exist in the community that promoted and publicized the city's best assets such as top-rated schools, variety and affordability of housing, strategic market location and transportation access, along with an expansive recreational environment coupled with career and industry growth data. In 2016 the first Relocation Guide was designed and produced in 72 hours in response to a request from Magellan Health to attract a key executive to join their team. Since our first print, the Relocation Guide has been updated every six months and reprinted three times. This is now one of the top requested pieces of material from numerous human resources departments, financial institutions and real estate organizations around the city.

Population: Greater than 500,000

Silver Winner



Work Smart. Live Happy. A PA Story
PA Department of Community & Economic
Development
Harrisburg, PA

The Pennsylvania Department of Community and Economic Development's (DCED) mission is to encourage the shared prosperity of all Pennsylvanians by supporting good stewardship and sustainable development initiatives across the commonwealth. With a keen eye toward diversity and inclusiveness, DCED acts as an advisor and advocate providing strategic technical assistance, training, and financial resources to help Pennsylvania's communities and industries flourish. In 2017, DCED broke its traditional annual report mold to create an engaging, instructive and inspiring "storybook" that achieves critically important objectives.

Entitled "Work Smart. Live Happy. A Pennsylvania Story," the report uses a storytelling approach to bring the stories of three exemplary communities in transition to life—Bethlehem, Erie, and Johnstown. In the process, the report illustrates how vision, hard work, and collaboration between local and state-level leaders has succeeded in achieving a variety of standout economic development and community relations victories.

This special publication weaves three narratives about progress in several important areas, particularly in making the crucial but often overlooked connection between community and economic development, modeling the opportunities for technical and financial support and knowledge exchange that state-local collaboration can provide, and demonstrating the meaning and impact of the Work Smart. Live Happy. brand.

Bronze Winner



Kansas City Jobs Report
SourceLink at the UMKC Innovation Center
Kansas City, MO

Since 2003, SourceLink® has empowered 100+ communities to build sustainable infrastructures to support entrepreneurship. Our process helps communities map resources, connect stakeholders to identify gaps, collaborate for systemic change and measure economic impact. Entrepreneurship serves a key role in a region's economic vitality. While research reveals that new and young firms are the primary source of job creation in the U.S. economy, it hasn't revealed the impact of entrepreneurs on local economies. New research from SourceLink tracks net new job creation by startups at the metropolitan level. Working with its Kansas City community, SourceLink tracked first-time employers with fewer than 20 employees and calculated the number of jobs created by looking at employers who paid for unemployment insurance for the first time—a registration required by law. The result: a comprehensive, precise and timely count of job creation. Kansas City's We Create Jobs, a new and nationally unprecedented statistical analysis, reports that startups added an average of 16,376 new jobs to the Kansas City metro area each year for the past five years. This report allows SourceLink to talk about the impact of entrepreneurial firms on economic development in a way that community, corporate leaders and elected officials can understand.

3. General Purpose Print Promotion

Population: 25,000 – 200,000

Gold Winner



Strathcona County Economic Development and Tourism, YOU CAN Print Promotion
Strathcona County
Sherwood Park, AB, Canada

With all marketing collateral and print promotion, Strathcona County needed to convey its vision of being Canada's most livable community - in every aspect, be it for business, tourism, or quality of place. Where other communities want you to "discover" or "work-live-play", in Strathcona County – YOU CAN. This simple phrase, paired with engaging local photography, empowers everyone to take action – You can start a business in Strathcona County. You can kayak in Strathcona County's Beaver Hills UNESCO Biosphere. You can grow in Strathcona County. Set in the center of Alberta's energy and agricultural heartland, Strathcona County is a thriving, successful and vibrant community of more than 98,000 residents. It is home to Canada's largest hydrocarbon processing area and is distinguished by its "can do" spirit. A community uplifted by the presence of 'movers, shakers, and doers' who are fierce pursuers of success. Strathcona County: Is Canada's energy engine. Empowers and enables success. Is a community of choice.

Silver Winner



2017 Guelph Economic Snapshot
City of Guelph
Guelph, ON, Canada

This project is a print and digital flyer that was originally designed with the purpose of being used as an insert in the Toronto Star newspaper promoting Guelph, Ontario as a great place to locate businesses. This collateral received a great response from our target audience as well as our site selection network. The 2017 Guelph Economic Snapshot includes: business awards that Guelph has won, accolades that the City has been recognized for, selling features for the City, reasons to invest in Guelph, testimonials, and an overview of the City-owned Hanlon Creek Business Park. The project goal was to continue to promote the City of Guelph as a strategic location for business investment along Ontario's Innovation Corridor. The audience for this project began as primarily site selectors located in the GTA that represented national and international businesses. The success of this piece has expanded the reach to also include: Ontario residents, realtors, developers and business owners, which was highlighted from the feedback that we received from individuals who were not originally aware of Guelph's competitive advantages and business success. Our goal is to put Guelph on the map as a great place to do business and we feel that this specific marketing piece has helped us get closer to achieving this.

Population: 200,000 – 500,000

Gold Winner



Halifax Index 2017

Halifax Partnership

Halifax, NS, Canada

The Halifax Partnership is the economic development organization for Halifax, Nova Scotia, Canada. As a public-private and non-profit partnership, we bring together all three levels of government, as well as industry, post-secondary and community partners, to create and nurture the necessary relationships for business development across a broad range of industry sectors. The Halifax Partnership helps attract, retain and grow business, talent and investment in Halifax. We do this through leadership on economic issues, our core programs, our partnerships across all sectors, and by marketing and selling Halifax to the world.

The Halifax Partnership publishes the annual Halifax Index to capture and report on Halifax's economic and community progress. It tells our city's story – the strength of our economy, the health of our community, and the sustainability of our environment – and provides insights for actions that will strengthen and grow our city. It is recognized as the city's "report card".

The Index reflects a wide-angled view of what economic and community progress in Halifax looks like year-to-year. It compares Halifax's growth across a range of key indicators and comparator cities to show what's required to accelerate growth and enhance our community's quality of life.

Population: Greater than 500,000

Gold Winners



MEDC Site Consultant Direct Mail Program
Michigan Economic Development Corporation /
Pure Michigan
Lansing, MI

Site consultants play an important role in helping medium-to-large size companies decide where to expand or relocate their business. It's extremely important to connect with this audience for the state's Business Attraction efforts to make sure they know all the various reasons why Michigan is great for business. In previous Business Attraction campaigns, the same "comeback" and "success story" messaging was used for both C-Suite and site consultant target audiences. However, in 2017, Michigan had a new leadership story to tell. We wanted to tailor the campaign messaging to be unique to site consultants, but we needed to learn more about what information they specifically wanted to hear and how best to reach them.

To do this, we collaborated with Development Counsellors International (DCI) to conduct a Site Consultant Perception study of Michigan and two focus groups. While we learned many insightful things about site consultants and their perception of Michigan, one of the key findings was that site consultants cared more about information on specific cities, rather than the state as a whole, or key vertical industries. With these new learnings, we evolved our existing industry-focused direct mail program strategy to begin highlighting key Michigan cities; Detroit, Ann Arbor and Grand Rapids, and what they have to offer businesses looking to expand or relocate.



The energy behind public power

Facing East: The Public Power Communities of Eastern North Carolina

ElectriCities of North Carolina, Inc.
Raleigh, NC

ElectriCities of North Carolina, Inc. developed “Facing East: The Public Power Communities of Eastern North Carolina” to help commemorate a \$1.25 billion asset sale that was a game changer for member communities in eastern North Carolina. The asset sale enabled these communities to lower electric utility costs, save money for residents and business owners, and raised the standard of living across the region. “Facing East” takes the reader on a journey through 41 public power communities located in eastern North Carolina. These communities are vibrant centers of commerce that can grow with a business, offering great locations, landscapes, and neighbors with the superior service and exceptional reliability one can expect from public power.

Through the compelling stories, beautiful photography and facts important to developers, including maps, populations, electric system establishment dates and number of electric utility customers, “Facing East” showcases the true value of public power and highlights those communities and their citizens with great respect.

This beautiful coffee table book enabled ElectriCities’ economic development team to capture and hold the attention of site selection consultants and economic developers across the globe who may not have otherwise seen the benefit of locating in an eastern North Carolina public power community.

4. Video/Multimedia Promotion

Population: less than 25,000

Gold Winner



Be Part of the Bigger Picture, Community Ambassador Program

Town of Gravenhurst
Gravenhurst, ON, Canada

The Community Ambassador program is a unique lead generation program for both resident and business attraction. Using community pride and local and seasonal resident’s social networks volunteers work to promote Gravenhurst through their personal and professional interactions. 280 credit card sized USBs were created that became puzzle pieces of a large mural. Four main elements are included on the USBs including a video, invitation for a FAM tour, customized community profile and links to relevant information. Recipients of this program are invited to come to Gravenhurst bring their USB card, place it back into the mural and spend some time with Economic Development Staff talking about their concept to bring to Gravenhurst. A comprehensive lead follow-up program has also been built into the program to ensure that leads are being fostered over multiple years.

Silver Winner



Strength of Community Promotional Video
Switzerland County Economic Development Corporation
Vevay, IN

The Switzerland County Economic Development Corporation's promotional video, *The Strength of Community*, was developed to showcase the character and nature of Switzerland County and highlight the area from a quality of life and a quality of place perspective. Like other marketing videos, it was targeted to prospective businesses, but it also targeted a potential workforce and existing and former residents. The purpose of the video was to introduce the community and to remind those already familiar what they love about it. The video accomplishes this by showcasing the community's ability to work together, with the overall implicit message being, "This is a place that will take care of you." This theme is established through a series of video clips designed to be immediately recognized by those familiar with the area and to be attention grabbing to those watching for the first time. Another important goal was to establish a sense of community pride among local residents. The video also had the goal of showcasing the intangible assets of the area, as well as amenities resulting from substantial public investment and creatively bringing out the personality of the community in ways that traditional site-focused videos could not.

Bronze Winner



Benbrook Business Expo
Benbrook Economic Development Corporation
Benbrook, TX

The multimedia Benbrook Business Expo video was designed to highlight Expo attendance, interest, and the business-friendly community thriving in Benbrook, Texas. As a marketing tool, the video captured the

energy of the event, and was intended to garner interest from developers, investors, and retailers who may be considering Benbrook for commercial expansion. In addition, messaging was intended to further encourage consumers to support local business.

Population: 25,000 – 200,000

Gold Winner



Hanlon Creek Business Park – Phase One Sales Video
City of Guelph
Guelph, ON, Canada

The Hanlon Creek Business Park – Phase One Sales Video was developed to showcase and ultimately sell the remaining City-owned land in phase one of the business park. Through great collaboration with the community, current tenants and internal staff this video has been an all-around success reaching audiences all over the world, including: the United States, India, Ireland, and the Philippines, among others. The video which has a focus on the Hanlon Creek Business Park also showcases Guelph's strengths, and accolades Guelph has earned. The video now has more than 42,000 views on Facebook and an additional 80+ views on YouTube.

The unique features of this video include: the lifespan of the video (ability to remove lots following lot sales at minimal cost), drone footage (effective coverage of the blocks of land), informative (providing a brief snapshot of Guelph which will be helpful for individuals that haven't heard of Guelph before), and the use of consistent icons (icons that are used on all materials to draw connectivity between promotional pieces).

Silver Winner



Burbank Economic Development Business Attraction Video

City of Burbank
Burbank, CA

Targeting commercial real estate professionals, developers, new companies, and prospective tenants, the City of Burbank Economic Development 90-second sales video reinforces Burbank's quality of life along with its exceptional position as a self-managed city with immediate and direct access to all that Los Angeles has to offer. The video plays an important role in Burbank's multi-media outreach strategy including digital, social, and audiovisual channels (we don't have other multi-media strategies for ED other than print media). United by the theme of "Media Capital of the World," the video communicates Burbank's leading role at the convergence of hi-tech and entertainment, against a backdrop of more than 1,000 media and production companies and 33,400 creative industry jobs. Taking the viewer through key economic indicators accompanied by powerful visuals emphasizing the entertainment industry, commercial neighborhoods, quality of life, economic development indicators, and incentives, the video finishes with a call-to-action and contact information to "Work with Us." The video is promoted to commercial real estate professionals, developers, and prospective tenants and exemplifies Burbank's dynamic and energized business environment which is expressed by low vacancy rates and a robust and diversified economy.

Bronze Winner



MEDC Video Series – Live, Work, Play
Marlborough Economic Development Corporation
Marlborough, MA

Marlborough Economic Development Corporation's "Live, Work, Play" video series showcases Marlborough's location, amenities, lifestyle, diversity and employers, making it an effective marketing tool for individuals and companies searching for a community that offers a high quality of life in a business-friendly environment. By promoting its lifestyle assets, Marlborough gives company executives, business owners and entrepreneurs multiple reasons to keep or move their companies and employees into a city that offers an enviable work-life balance. This results in a virtuous cycle, in which jobs remain in the community, the tax base expands and quality of life further improves.

Population: 200,000 – 500,000

Gold Winners



"The Bluffs"

Florida West Economic Development Alliance
Pensacola, FL

Located in Florida's western-most city of Pensacola and Escambia County, FloridaWest Economic Development Alliance is the region's economic development organization. During the summer of 2017, a marketing plan was drafted to market "The Bluffs, Northwest Florida's Industrial Campus" and provide an identity and preliminary tools with which to promote the project, including the video used in this multi-media piece. The video was produced with a dream of small Pensacola companies, Vivid Bridge, Pelican Drones, Calliope Films, along with FloridaWest Director of Communications Sena Maddison and Melissa Medley of Vision First Advisors. A single-unit direct mail promotion to economic development site selectors and business decision makers, the boxed piece includes a branded video mailer featuring a custom video along with a printed brochure to promote the "The Bluffs" as a desirable location for business.



'The Saskatoon I Know' Video Strategy

Saskatoon Regional Economic Development Authority
Saskatoon, SK, Canada

SREDA's marketing team wanted to create a video unlike any other to promote Saskatoon. During a brainstorming session for the video, SREDA's President and CEO, Alex Fallon, shared a poem he wrote two years ago called 'The Saskatoon I Know'. At that moment, the team was sold! This poem was so good, the team decided to turn it into a promotional video to showcase the real Saskatoon. On Thursday, March 8, 2018 the video was released to a sold-out crowd of 500 people at the SREDA Forum 2018. The team took the strategy one step further by developing marketing material to promote the video including a website, promo cards and social media presence. The reaction to the video has been remarkable, with many people expressing a connection to the video's words, imagery and overall feeling. The team learnt many lessons during the creation of The Saskatoon I Know video, the biggest being the importance of standing out from the crowd. Taking a risk, and doing something different is difficult, and can test a team's trust. But if you can push through the clutter, the result is remarkable.

Silver Winner



ECONOMIC DEVELOPMENT

What More Could You Want? Video

Gilbert, AZ - Office of Economic Development
Gilbert, AZ

In October 2017, the Gilbert, Arizona Office of Economic Development (OED) launched the What More Could You Want? campaign aimed at creating community awareness with an ultimate goal of attracting new businesses and encouraging existing businesses to expand and invest or reinvest in the community. This campaign was launched digitally on several platforms and included the creation and distribution of Gilbert's first economic development promotional video What More Could You Want? The purpose of this video was

to share positive testimonials from nationally well-known companies operating in Gilbert with businesses interested in expanding in the Phoenix metro area. This video features testimonials from six Gilbert-based notable employers discussing the top site selection factors for the community, specifically highlighting Gilbert's advantageous business climate, availability of skilled labor, access to major markets, and the amazing quality of life found in the community. The video included a developer of a 300+ acre corporate office park in Gilbert and companies that recently located or underwent an expansion in the community, representing each of Gilbert's targeted industries – technology, aerospace & defense, manufacturing, entrepreneurship, and healthcare. The video received over 14,000 views.

Population: Greater than 500,000

Gold Winner



Think-Make-Happen In Wisconsin Video

Wisconsin Economic Development Corporation
Madison, WI

Wisconsin has adopted a highly collaborative approach to marketing the opportunities our state offers for personal, career and business fulfillment. The desire among statewide economic development stakeholders for consistent and compelling messaging that both captures the state's unique character and allows for regional adaptation has been met with the development of a powerful shared brand platform: Think-Make-Happen In Wisconsin. The Think-Make-Happen In Wisconsin video positions Wisconsin as an ideal location to pursue one's passions. As such, it expands understanding of our state's quality of life and career offerings, motivating audiences in Wisconsin and elsewhere to imagine their best future here.

Silver Winner



HQ2Vegas Video

Las Vegas Global Economic Alliance
Las Vegas, NV

On October 20, 2017, Las Vegas released its video submission as part of the proposal for Amazon HQ2. Called "HQ2Vegas," the video was produced on behalf of the region's Amazon working group—a broad-based coalition of economic development agencies from the LVGEA, the Governor's Office of Economic Development, the City of Las Vegas, City of Henderson, City of North Las Vegas and Clark County. With the help of community partners, the video was created to showcase the region's assets and was a part of an #Amazon2Vegas social media campaign launched to promote and raise the profile of Las Vegas. The five-minute promotional video touches on aspects of why we believed the market to be the premiere location for Amazon's second headquarters, including a high quality of life, favorable tax structure, and overall business climate.

5. Annual Report

Population: less than 25,000

Bronze Winner



Focus on Tomball - Annual Report

Tomball Economic Development Corporation
Tomball, TX

The Tomball Economic Development Corporation (TEDC) is a non-profit organization formed in 1994, after citizen approval of a ½ cent sales tax dedicated to economic development. The Board of Directors and staff are committed to developing innovative programs and working with our community partners to promote long-term economic growth and sustainability for the City of Tomball. Through the use of Type B sales tax funds, the TEDC can undertake a wide variety of projects to promote and develop new and expanded business enterprises that create or retain primary jobs, as well as projects that improve the community's quality of life.

The TEDC's Annual Report is a comprehensive account of the corporation's initiatives and milestones throughout the preceding year. The report is intended to give stakeholders, business owners, citizens, as well as potential clients information about the TEDC's activities, achievements, and financial performance.

Population: 25,000 – 200,000

Gold Winner



2016-2017 Annual Report

Greater Dubuque Development Corp.
Dubuque, IA

Each year, Greater Dubuque Development produces an Annual Report which highlights the accomplishments of our partners, our organization, and our progress in achieving campaign goals. We set our goals every five years across four data points: Job Creation, Construction Investment, Median Household Income, and Population Growth. This report is a crucial communication piece for our valued investors, partners, and citizens. In summarizing the year, we wanted to highlight not only our achievements but also the transition to our latest five-year capital campaign. The 2012–2017 NEXT campaign concluded, and we launched our 2017–2022 Greater Dubuque 2022 campaign with this report. Highlights include: Alliant Energy completed work in Dubuque on the largest solar array in the state of Iowa AccessDubuqueJobs.com, our regional career site produced by Greater Dubuque Development and the Telegraph Herald, ranked above national competitors when talent is looking for career opportunities, according to our recent Laborshed Study The announced relocation of Flexsteel Industries' manufacturing operations within the City of Dubuque Our NEXT campaign surpassing its aggressive goals in job creation, increased wages, residential and commercial construction, and population growth We presented the 2017–2022 Greater Dubuque 2022 campaign with new goals for job creation, increased median household income, increased residential and commercial construction, and population growth The introduction of our new initiative, Dubuque's True North, working with partners and leaders to bring new energy to historic neighborhoods in the North End that include the poorest census tracts of our community.

Silver Winner



*City of Burbank Business and Economic Development
2016-2017 Annual Report*

City of Burbank, Business and Economic
Development Division
Burbank, CA

The City of Burbank Economic Development produces an Annual Report that is timed for release at the State of the City address in October attended by more than 1,000 businesses and decision-makers. The Annual Report provides attendees with a roadmap of tactics and strategies that will be employed to accomplish both short and long-term development goals.

With the theme of "Imagining the City of Tomorrow," the 20-page report takes the reader through a brief overview of accomplishments from the prior year. But the majority of pages focus on future programs, partnerships, and goals, highlighting Burbank Economic Development in the central coordinating role of leading numerous City departments in accomplishing the four growth pillars of Attraction, Retention, Entrepreneurship, and Tourism: Attraction of new companies to the city, Retention and expansion of existing Burbank enterprises, development of a fertile Entrepreneurial culture, especially focusing on hi-tech and the convergence of disciplines such as entertainment and new media, and Tourism as a powerful engine of economic growth impacting hotels, attractions, and commercial neighborhoods.

Bronze Winner



FY'17 Annual Report for BDCC & SeVEDS
Brattleboro Development Credit Corporation
Brattleboro, VT

In October 2017 the Brattleboro Development Credit Corporation & Southeastern Vermont Economic Development Strategies published the first ever joint Annual Report. This document needed to be both impact statement and educational piece in order to improve understanding of the organization across the region, and statewide. It also needed to support an ongoing effort to improve understanding of the economy. This annual report was designed to convey the value and impact of economic development projects large and small, from student field trips to workplaces and college internships, to large New Market Tax Credit projects helping two major employers expand here.

The Brattleboro Development Credit Corporation (BDCC), is a private, nonprofit economic development organization that serves as a catalyst for industrial and commercial growth throughout Southeastern Vermont, including Windham County and the towns of Readsboro, Searsburg, Weston, and Winhall. The primary objective of the BDCC is to create and retain a flourishing business community that supports vibrant fiscal activity, and improves the quality of life of all its residents.

Population: 200,000 – 500,000

Gold Winner



Lincoln Economic Dashboard
Lincoln Partnership for Economic Development
Lincoln, NE

The Lincoln Partnership for Economic Development is a public-private collaboration charged with fulfilling Lincoln's Economic Development goals. Our primary areas of focus are Business Development, Business Retention & Expansion, Entrepreneurship & Innovation and Talent Strategy. The Lincoln Economic Dashboard was created to illustrate Lincoln's economic status and progress against comparable regions. Quantifiable measures of economic competitiveness and quality of life were chosen to benchmark Lincoln's performance against several peer and aspirational communities throughout the nation. The comparable cities were chosen as either peers – those with similar populations, major universities/state capitals or aspirational – communities that are somewhat larger and have population growth, business activity and successes that Lincoln aspires to emulate.

The first Dashboard was completed in 2014 and the 2017 version is a comparable look at progress, utilizing the same comparable cities and measurables. The Dashboard is used as a resource to primary companies considering expanding or relocating operations in the area and as a reference, for planning purposes, for the economic development program and city operations.

Silver Winners



Stronger Together: Lansing Economic Area Partnership 2017 Annual Report
Lansing Economic Area Partnership
Lansing, MI

The Lansing Economic Area Partnership is a public-private partnership focused on helping both business and talent locate, thrive, and grow in the Lansing, Michigan region. Stronger Together, LEAP's 2017 Annual Report, communicates the impact of LEAP's work by illustrating a stable regional economy with tremendous growth potential, and by placing a strong focus on LEAP's regional community focused economic development efforts.



Virginia Beach 2017 Annual Report
Virginia Beach Department of Economic Development
Virginia Beach, VA

The 2017 Virginia Beach Annual Report, titled "Next Generation City" highlights key economic achievements and tech initiatives over the past year. The report was designed to be both a promotional and informational piece. Copy was condensed in order to place more emphasis on key results and facts. The report was first distributed to the Virginia Beach City Council, then sent out to the public through a targeted list of regional business professionals to build awareness and garner support. It is also available electronically on the Department's website.

Bronze Winners



Fiscal Year 2016/2017 Annual Report: Enhancing Scottsdale's Business Brand
City of Scottsdale Economic Development
Department
Scottsdale, AZ

The City of Scottsdale Economic Development Department, has produced and distributed an annual report over the last four fiscal years that summarizes performance metrics and information regarding key events and accomplishments. The FY 2016/17 report represented an increased focus on quality and enhanced promotion of this key publication. In addition, it offered a title aligned with the theme of the year's activities, which was 'Building Scottsdale's Business Brand.' While the community has significant popularity and notoriety as a visitor destination, it's business brand and offerings as an attractive location to live and work is often simply missed. This annual report focused on the many initiatives that the department launched or advanced during the fiscal year to not only support and grow existing firms, but to change or even create new perceptions about the community in the minds of talented individuals across the country as more than just a resort location.



ECONOMIC DEVELOPMENT

Fiscal Year 2017 Gilbert Office of Economic Development Annual Report
Gilbert, AZ - Office of Economic Development
Gilbert, AZ

Gilbert, Arizona Office of Economic Development (OED) is one of the few municipalities in Arizona that produces a full economic development annual report. The production of an annual report ensures that the OED holds itself accountable for providing transparent information to leadership, business and community investors, and residents. This information establishes trust, advances ethics and compliance, and serves as a best practice for municipal economic development. The Fiscal Year 2017 (FY17) annual report details the measurable outcomes of Gilbert's program of work and highlights transformative projects. 2017 also marked the final year of the OED's five year strategic plan (FY13-FY17), so a scorecard of achievements, benchmark data, and case studies from incentivized projects are also included. For both FY17 and the strategic plan, this report details the number of jobs added/retained, capital investment, square-footage associated with OED assisted projects, and public vs. private investment for employment areas. New to the report this year are seven case studies that highlight incentivized projects from FY13-FY17 and information regarding Gilbert's return on investment.

Population: Greater than 500,000

Gold Winner



Annual Report

Bahrain Economic Development Board (EDB)
Manama, Bahrain

The Bahrain Economic Development Board (EDB) is an investment promotion agency with the overall responsibility for attracting investment into the Kingdom and supporting initiatives that enhance the investment climate. The EDB works with the government and both current and prospective investors to ensure that Bahrain's investment climate is attractive, to communicate the key strengths, and to identify where opportunities exist for further economic growth through investment.

The 2017 annual report was produced to provide potential investors, stakeholders and the general public with an overview of the EDB's activities, achievements and future investment opportunities within specific sectors. It is used as a marketing tool to help attract more investments into the country, which in turn creates more jobs and improves the quality of life.

The report's title is, "Inspiring Growth", which highlights to the readers that it has been a record year for the EDB in terms of attracting FDI. Moreover, the report features Bahrain as a forward-thinking country that is transforming into a digital economy. Two versions of the report were produced to ensure that it reaches a wider audience - a physical (printed) version along with an interactive digital version, which is now live on the EDB's website.

Silver Winners



2017 Annual Report

Lehigh Valley Economic Development Corporation
Bethlehem, PA

The purpose of the 2017 Annual Report is to give the reader a high-level impression of the economic activity in Lehigh Valley, Pennsylvania in 2017. LVEDC created the document to explain to our stakeholders and the public who we are, what we do, and the impact we have on the community and economy of the region. The Main focus of the report is to show our stakeholders new and expanded projects that occurred in the Lehigh Valley throughout the year. We created a custom map with all 31 of the projects our organization assisted with, accompanied by an easy-to-read table outlining the project's industry, investment amount, and jobs created or retained. The annual report document also includes sections such as demographics on the region, economic data, financing activity, news and coverage of the Lehigh Valley, and highlights some of our most popular stories from the past year.



2017 Year in Review

South Carolina Power Team
Columbia, SC

The 2017 Year in Review was produced by the South Carolina Power Team to share its success stories, economic development activities, and initiatives with its stakeholders, partners, and allies. The communication included historical data of metrics since the organization's inception, as well as, capital investment and job growth numbers for 2017. The main purpose of the 2017 Year in Review is to connect with the organization's stakeholders, partners, and allies. This communication ensures that target audiences the organization interacts with are aware of the role SC Power Team played in the economic development process. The publication communicates the various funding sources and initiatives that SC Power Team offers and its annual impact. The year in review goes out via post mailing but is also distributed at a professional development conference hosted by SC Power Team in the spring. The publication is shared with the following entities: electric cooperative partners, brokers, site selection consultants, regional development alliances, local economic developers, county administration and councils, the SC Department of Commerce, and other key allies.

Bronze Winner



InvestHK

The Government of the Hong Kong
Special Administrative Region

Invest Hong Kong Annual Report 2017

Invest Hong Kong
Hong Kong

InvestHK is the government department of the Hong Kong Special Administrative Region (HKSAR) responsible for Foreign Direct Investment, supporting overseas and Mainland China businesses to set up and expand in Hong Kong. Its mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. Since its inception in 2000, the Department has helped thousands of companies from all over the world to set up or expand in Hong Kong. In all its work, the Department applies the following core values: passion, integrity, professionalism, customer service, business friendliness and responsiveness. Its annual report summarises the achievements of the Department in 2017. This gives foreign investors a quick review of the overall business environment in Hong Kong, the initiatives that bring opportunities, research and statistics of Hong Kong's economy, and how our major events arouse the interest of foreign direct investment. The theme for 2017 is "Hong Kong - Ideal Business Hub in Asia", reinforcing Invest Hong Kong's role in promoting Hong Kong's position as an ideal location for Mainland and overseas companies to set up and expand their businesses.

6. Paid Advertisement Campaign

Population: 25,000 – 200,000

Gold Winners



WeekLONG Warriors

Cleveland County Economic Development
Partnership (CCEDP)
Cleveland, NC

Like many communities across the US, Cleveland County, a North Carolina community located just outside of Charlotte, has hundreds of open manufacturing jobs and an urgent need to attract talent to live and work there. Cleveland County Economic Development Partnership (CCEDP) partnered with Little Red Bird (LRB) to create a strategic approach to defining their county's brand position and personality within a multi-media manufacturing talent attraction campaign. Spanning video, print, outdoor, radio and online, the "WeekLONG Warrior" campaign is based on the notion that today's workforce shouldn't have to choose between having a great career and quality of life – they can have both. The day trip or weekend adventure shouldn't have to end come Monday morning, where their career ambitions have brought them back to the 'real world.' Today's workforce wants the 'real world' to look more like their weekend adventure locale. The campaign speaks to CEOs and millennials alike, of Cleveland County's "WeekLONG Warriors." Cleveland County is a warm, friendly, inviting community that offers the best of all worlds: a thriving business community across a wide range of industries, and one of the most varied, flexible, and accommodating places to live.

Population: 200,000 – 500,000

Silver Winners



ECONOMIC DEVELOPMENT

What More Could You Want? Campaign
Gilbert, AZ - Office of Economic Development
Gilbert, AZ

The What More Could You Want? campaign was a nine-month long paid digital campaign aimed at creating awareness of Gilbert, Arizona's value proposition of establishing itself as a destination-of-choice for world class firms in the science and technology industries. The campaign was meant to change perceptions of the community through telling the story of how Gilbert is a vibrant growth community that provides world class employment opportunities and quality of life amenities. Through social media ads, videos, Google AdWords, and digital display ads Gilbert's message generated over 840,000 impressions from the targeted audience. This campaign also increased meaningful visits to the website, time spent on pages, and increased the number of pages visited on the website per session.



#GoSoCo Post Wildfires Shop Local Campaign
Sonoma County Economic Development Board
Santa Rosa, CA

#GoSoCo Post Wildfires Shop Local campaign was born out of the shared experience that businesses were facing tremendous struggles in the aftermath of the October 2017 wildfires. We were inspired by this spirit of community and wanted to contribute as much as we possibly could to recovery. As the leading local economic development agency we knew that without a coordinated effort and show of support, losses to local retailers' bottom line would impair and prolong the overall recovery effort. Directing shopping dollars towards local businesses during the holiday season — perhaps the most critical time for business owners to boost revenue and bolster their bottom line— was vital to support our recovery efforts in the months to come. That's why in November of 2017, with the support of our County Board of Supervisors and local chambers of commerce we decided to launch "#GoSoCo - All You Need Is Local" promotional ad campaign to motivate residents and visitors to support local retailers.

Results By the Numbers:

- 9 Cities Supported Campaign
- 15 Chambers of Commerce Participated
- 55,000 shoppers reached
- 255,000 impressions on Facebook
- Daily Digital & Print Reach of 175,000 persons in largest newspaper
- 6 local newspapers ran print and digital ads

Population: Greater than 500,000

Gold Winners



Paid Ad Campaign

Calgary Economic Development
Calgary, AB, Canada

When Amazon released their RFP for a second corporate headquarters in September 2017, this was an opportunity, for Calgary, to attract as many as 50,000 new full-time jobs, with an average total compensation of \$100,000 per job, over the next ten to fifteen years to the city. HQ2 was expected to generate over \$5 billion in capital expenditures. Calgary has experienced a downturn in the past few years as a result of the declining price of oil. The energy industry is the backbone of Calgary's economy and as a result, we have seen higher than normal unemployment rates and more than a quarter of the downtown office space vacant. Recruiting an employer like Amazon was an opportunity to continue to diversify our economy, grow and retain our city's tech talent, fill vacant downtown office space and highlight the advantages of Calgary on a global scale. Lead by Calgary Economic Development – conduits, connectors, catalysts and storytellers, we're helping shape Calgary's story and future.



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

MEDC Pure Business Campaign

Michigan Economic Development Corporation /
Pure Michigan
Lansing, MI

After successfully recovering from the economic downturn of 2009 and restoring the strength and vitality of their once bankrupt automotive industry, Michigan was regarded as the biggest comeback story of the Great Recession. Ranked as one of the worst states in the nation for business in 2011, the state has made great strides to improve their business climate. Those improvements include the state's current pro-business

administration, a top-to-bottom approach to reevaluating regulations based on a "common – sense" approach, and a reform business tax structure that resulted in their current responsible and sensible tax structure at a fair rate that supports private investment. Because of those efforts, Pollina Corporation ranked Michigan as one of the Top 10 Pro-Business States and the Most Improves State in The Year in 2016. For a few years, the state touted their comeback success story to let the world know that business was alive and well in Michigan. Leveraging the success and brand equity of the state's groundbreaking "Pure Michigan" tourism campaign, the Michigan Economic Development Corporation launches the "Pure Business" business marketing campaign as the vehicle to tell their new leadership-focused story.



UXTO

Toronto Global
Toronto Region, ON, Canada

Toronto Global is the not-for-profit investment attraction agency that supports the expansion of foreign-owned businesses to the Toronto Region. We represent the Cities of Toronto, Mississauga and Brampton, as well as the Regions of Durham, Halton and York. When Amazon announced that it was looking to create a second headquarters, they called on cities across North America to submit proposals. This would be the start of hundreds of cities submitting bids for HQ2. Knowing that employees were likely to be key decision-makers – and that Amazon might poll them to see which city they would prefer, we saw this as a phenomenal opportunity. At the time, the media discussion was about potential US locations for HQ2. Cities were heavily engaged on social media – but none were talking directly to Amazon employees about life in their city. Toronto wasn't a part of the discussion – and we saw an opportunity to change that by using LinkedIn to target Amazon employees with content that would inspire excitement about our proposal. Toronto Region was the only Canadian city shortlisted and through this process we saw 15,750 downloads of our bid book, which we also made publically available on the day it was submitted to Amazon.

Silver Winners



Fashion Hong Kong at New York Fashion Week
Hong Kong Trade Development Council
New York, NY

Fashion Hong Kong is an integrated and comprehensive promotional campaign to promote Hong Kong designers and labels in the global fashion arena. Fashion Hong Kong, initiated by the Hong Kong Trade Development Council (HKTDC), showcases Hong Kong's fashion creativity, nurtures and explores business opportunities for Hong Kong designers in the international marketplace. Since 2016, the HKTDC has brought 9 fashion collections and 35 accessories brands to participate in the New York Fashion Week for three consecutive years (2016-2018). Fashion Hong Kong at New York Fashion Week is an extensive marketing program, including runway shows, business meetings, market visits, media interviews and post-show receptions. The advertising campaign tactically promotes brand awareness for Fashion Hong Kong through selected media channels and social media platforms in the U.S. market. Over time, this strategy builds a consistent image for Hong Kong as a trend setting hub for fashion. Established in 1966, the HKTDC is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With 50 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With more than 50 years of experience, the HKTDC organizes international exhibitions, conferences and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via trade publications, research reports and digital channels including media room. www.hktdc.com
Follow us on Twitter: HKTDC USA (@TATHK_USA)



Masterd in Tennessee Advertising Campaign
Tennessee Department of Economic and Community Development
Nashville, TN

Tennessee is recognized around the world for the high quality of our craftsmanship and the artisan strength of our workforce. It's no accident that some of the biggest and most respected brands in the world have chosen to call Tennessee home. To express these qualities, we have created a business-to-business integrated marketing campaign, "Mastered in Tennessee."

To build on this campaign we have created a series of Mastered in Tennessee advertisements that can be used to recruit new businesses to our state. These ads are building on the original Mastered in Tennessee ad campaign that launched a couple of years ago. These new ads feature the tagline "There is a Craftsman in All of Us". The design of these ads is cohesive with the rest of the "mastered in Tennessee" Campaign.

7. Newsletters/Newspapers

Population: 200,000 – 500,000

Silver Winner



Alaska Business Attraction Newsletter
Anchorage Economic Development Corporation
Anchorage, AK

AEDC's Alaska Business Attraction Newsletter aims to grow and diversify our local economy by drawing new companies to Anchorage and Alaska; sharing curated news, original research and important location data with a niche group of corporate site selectors. By highlighting trends and emerging opportunities in real estate, the local job market and various commercial sectors, the newsletter gives key decision-makers timely and relevant information concerning a valuable potential market. Investment in Anchorage pays off, and this specialized newsletter shows out-of-town companies how they could benefit from doing business here.

Population: Greater than 500,000

Silver Winner



The Weekly Trader
World Trade Center of New Orleans
New Orleans, LA

The World Trade Center of New Orleans, serving the state of Louisiana since 1943, works to ensure economic development in our region through connecting companies, educating our businesses to enable success, and maintaining a strong voice in state policy pertaining to international trade. Working in one of the most fruitful states for international trade in our nation, The World Trade Center of New Orleans constantly works to see that individuals, small businesses, and corporations alike are well equipped to tackle the economy and improve their organizations. A major part of this work happens through the Weekly Trader, a weekly newsletter covering local, national, and international trade news and trends. The Trader, which goes out every Friday, reaches over 25,000 people to assure the success and growth of local businesses.

8. Magazine

Population: Greater than 500,000

Gold Winner



KC Options

Kansas City Area Development Council
Kansas City, MO

KC Options lifestyle magazine is an annual publication that showcases Kansas City's most creative people, places and companies. It is the No. 1 requested tool among the products and services offered through the Kansas City Area Development Council's (KCADC) talent attraction initiative, TeamKC. KC Options answers the question, "Why Kansas City?" by positioning the region as the best place to build a career, raise a family or take an internship. For more than a decade, KC Options has been ranked by employers across the region as the best tool to exemplify living and working in the KC area, helping them seal-the-deal with top talent. KC Options is offered in print, and as a digital edition which is read in 40 different countries around the world. The magazine is distributed in print or digitally to job candidates, interns and new hires each year.

Silver Winner



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Mich. Magazine

Michigan Economic Development Corporation
Lansing, MI

Mich. Magazine was created to be MEDC's cornerstone business attraction publication and is published annually. By showcasing the benefits of doing business in Michigan, it supports MEDC's overarching strategic priorities of: Creating new jobs and new investments in Michigan; Retaining existing Michigan jobs; Enhance Michigan's image as a great place to live, work, and play; and Showcases the successes of real companies and how their success was supported by programs, services and connections available in Michigan. The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community development with the focus on growing Michigan's economy. For more information on the MEDC and our initiatives, visit www.MichiganBusiness.org . For Pure Michigan® tourism information, your trip begins at www.michigan.org . Join the conversation on: Facebook Instagram LinkedIn , and Twitter.

9. Special Event

Population: less than 25,000

Silver Winner



Southern Vermont Economic Development Summit
Brattleboro Development Credit Corporation, in
partnership with Bennington County Industrial
Corporation
Brattleboro, VT

Our 2nd Annual Southern Vermont Economic Development Summit brings Bennington and Windham regions together to discuss our regional economy, engage in peer to peer learning opportunities, and gain perspective from outside sources. This year's theme is Grown Southern Vermont's People, Partnerships, and Potential. Last year we had over 130 attendees and included speakers such as Governor Phil Scott and Dr. Robert Triest, of the Federal Reserve Bank of Boston. This year we had over 200 attendees. This event addresses all aspects of economic development, providing information and learning opportunities for anyone in the community who is interested in our regional economy. Our 2018 featured speakers are Tim Martin (Acting Director, Region 1, USDOL-ETA), Mayor Alex Morse of Holyoke, Massachusetts, and Mariko Silver, Bennington College President. This annual summit's main goal is to provide information and educational opportunities to the boots-on-the-ground professionals working on economic and workforce development on a daily basis. By bringing them all together in one space, we are able to raise all the boats with a rising tide, therefore making the process of improving our regional economy a possibility.

Population: 25,000 – 200,000

Gold Winner



Big Techs 2018

Longview Economic Development Corp. (LEDCE)
Longview, TX

As part of Longview's Industry Appreciation Month, the Big Techs event was created by the Longview Economic Development Corp. (LEDCE) and the City of Longview's Convention & Visitors Bureau. This was an all-day event full of factory tours and downtown activities. Five of Longview's companies hosted factory tours. The downtown activities included Hands-On STEM for children, GIS mapping demonstrations, a welding art display, and tours of a local community college's Industrial Technology facility. This was the inaugural year for Big Techs with a total of 896 sign-ups for the FREE event.

This event addresses job creation and job retention by educating the public on what types of companies and jobs are in Longview, TX. This event was a free public event for friends, families, or individuals, therefore it enhances the quality of life to those in Longview.

Silver Winners



Better Off in Billings

Big Sky Economic Development
Billings, MT

Big Sky Economic Development is located in Billings, Montana and provides economic development to Yellowstone County as well as many programs throughout the state. Our mission is to sustain and grow Yellowstone County's vibrant economy and outstanding quality of life, by providing leadership and resources for business creation, expansion, retention, new business recruitment and community development. We are proud to be an Accredited Economic Development Organization (AEDO). The project we are being recognized for "Better Off in Billings" is a hybrid between two programs at BSED, workforce development and strategic placemaking. We wanted attendees of our one day event to learn more about their community by offering a chance to learn about projects that are currently happening as well as future projects and how they could get involved. The second part was understanding the importance of having a vibrant, healthy community as it relates to talent attractions. The combination of the two made for a very informative and interactive day for the over 200 attendees. We received such positive feedback, we will be continuing the event next spring.



Making Montana

Montana West Economic Development
The Flathead Valley, MT

Making Montana, a two-day festival of invention and resourcefulness, brought together a unique network of businesses, economic development organization and learning institutions for the benefit of local businesses and students for the purpose of workforce retention and industry growth in the Flathead Valley. Manufacturers, tech companies, community college science and tech departments and local innovators/ makers created interactive exhibits to engage students and the community that showcased the 21st Century Skills required in today's job markets. Making Montana was created in response to manufacturers' challenges in finding the workforce they needed with the necessary skills to thrive in a tech-driven manufacturing environment and the concern expressed by both teachers and business owners about communication gap between educators and employers. We aimed to increase in awareness of products produced locally, the skills and education required to make those products and how the rapid changes in technology are impacting the work environment in local enterprises.

Creating communication bridges between industry and education circles was a necessary strategy to attain the goals of Making Montana. Exposing the innovative products and career opportunities being created in the Flathead Valley to a larger audience was the happy result of our efforts.

Bronze Winners



MEDP SITE Opportunity Tours

McMinnville Economic Development Partnership
McMinnville, OR

The McMinnville Economic Development Partnership (MEDP) is a public-private partnership created to support economic development in McMinnville, Oregon. The SITES Opportunity Tour was designed to encourage private investment in McMinnville's Urban Renewal Zone. A SITES Opportunity Tour comes in three parts. First, we at MEDP identify a high-profile location that is available for development, intriguing in some aspect, and has funding options available. MEDP then curates an invitation list of specific, local and out-of-town, individuals ranging from elected officials to developers to businesses to architects to community partners and more. MEDP brings these individuals into a property for an insider's look, have experts present on a topic specific to the property (e.g. Urban Renewal, Historic Preservation) and then take our guests on a tour of the property. These events create a buzz around properties in our area spurring development, investment, job creation, and more. Our first SITES Opportunity Tour took place in an old shoe grease factory that has not had a business tenant in years. Since holding the tour in March of 2017, we generated multiple leads which resulted in a developer/owner putting the property under contract for an exciting new \$1 Million plus venture announced in April 2018.



The Grand Opening of TechPlace

Burlington Economic Development Corporation
Burlington, ON, Canada

BEDC helps create a positive business environment that encourages new investment, supports local businesses, and facilitates opportunities for local growth and prosperity. BEDC leads and supports TechPlace; a one stop destination for new and growing technology

companies dedicated to providing access to space, programming, mentorship, networking and resources to new and growing technology companies. The Grand Opening of TechPlace was a celebratory event launching the opening of TechPlace. The event helped create vital awareness among the business community which resulted in over 5,000 visitors, 100 events and 7 new companies moving into the space in its first year of operations including two FDI companies from the UAE and Finland.

Population: 200,000 – 500,000

Gold Winner



Halifax Index 2017

Halifax Partnership
Halifax, NS, Canada

The Halifax Partnership is the economic development organization for Halifax, Nova Scotia, Canada. As a public-private and non-profit partnership, we bring together all three levels of government, as well as industry, post-secondary and community partners, to create and nurture the necessary relationships for business development across a broad range of industry sectors. The Halifax Partnership helps attract, retain and grow business, talent and investment in Halifax. We do this through leadership on economic issues, our core programs, our partnerships across all sectors, and by marketing and selling Halifax to the world.

The Halifax Partnership publishes the annual Halifax Index to capture and report on Halifax's economic and community progress. It tells our city's story – the strength of our economy, the health of our community, and the sustainability of our environment – and provides insights for actions that will strengthen and grow our city. It is recognized as the city's "report card".

The Index reflects a wide-angled view of what economic and community progress in Halifax looks like year-to-year. It compares Halifax's growth across a range of key indicators and comparator cities to show what's required to accelerate growth and enhance our community's quality of life.

Silver Winner



We Don't Do Jack Campaign
Lynchburg Regional Business Alliance
Lynchburg, VA

In preparation for the 2017 Craft Brewer's Conference in Washington, DC the Lynchburg Regional Business Alliance set out to develop a marketing strategy for the conference that could make the region stand out among the other exhibitors. Often, Lynchburg, Virginia is confused with the home of a top whiskey producer. The team used a play on words to let the conference attendees know, "We Don't Do Jack". We were confident the audience would not only appreciate the humor, but remember the slogan and our region. We aimed to be fun and creative among the audience who were not only manufacturers of craft beer, but also the brewery supply chain. The food and beverage sector is a target for the Lynchburg Virginia Region due to our excess water capacity. Following the campaign, we have received additional inquiries and used web analytics to show the increase in traffic to a page developed specifically for the sector. The campaign included logo creation, marketing collateral, t-shirts for staff attendees, a video for the booth and coaster giveaways. This campaign shows the Lynchburg Region is not only a pro-business atmosphere; it can be fun, yet productive in the manufacturing environment it's so well known for.

Bronze Winners



The Innovation Challenge
Think Dutchess Alliance for Business
Poughkeepsie, NY

The Innovation Challenge was Think Dutchess' first entrepreneurial pitch competition. This inaugural event was built on the entrepreneurial spirit that represents a large portion of Dutchess County's economy and growth. Organized to support projects that strengthen our community and economic vitality, the competition attracted young and promising entrepreneurs in the early stages of business to take advantage of the amenities available in Dutchess County. The event supported business retention and attraction efforts through targeting the best and brightest Established and Early Stage Businesses. Four semi-finalists were selected to compete in an exciting pitch competition in front of a panel of judges and live audience who influenced the final decision. Two winners, one from each category, received a prize package including cash and business services valued over \$5,000. Contestants and applicants also gained significant media coverage and increased awareness through social media campaigns promoting the event. Through connecting outstanding entrepreneurs to business leaders, mentors, financing, sites and services- the event provided opportunities for investment and growth throughout the county. Additionally, it provided an opportunity to market the unique capabilities of Think Dutchess as the one-stop shop creating access to local networking and resource opportunities with our partners and supporters.



Women's Power Series Month
City of Norfolk Economic Development
Norfolk, VA

The City Of Norfolk Women's Power Series was designed to support the start and growth of Woman-owned businesses in Norfolk. Held during Women's History Month in March, the series included weekly seminars featuring topics relevant to current and aspiring women entrepreneurs. The Power Series kicked-off with the first seminar, "Women In The Creative Economy." The subsequent sessions were "Developing a Winning Brand" and "Embracing Your Gifts". The Power Series concluded with the Women's Power Lunch- A Celebration of the Entrepreneurial Spirit of Women In Norfolk. The lunch included women entrepreneurs who participated in the month of events and featured a panel discussion with four women entrepreneurs sharing detailed accounts of their entrepreneurial journey from accessing capital, to hiring employees and navigating city process. We worked closely with our Public housing community in an effort to ensure that women who currently reside in public housing were among the event attendees to ensure that the Power series would be an inclusive event for all current and aspiring women entrepreneurs.

Population: Greater than 500,000

Gold Winner



Fashion Hong Kong at New York Fashion Week
Hong Kong Trade Development Council
New York, NY

Fashion Hong Kong is an integrated and comprehensive promotional campaign to promote Hong Kong designers and labels in the global fashion arena. Fashion Hong Kong, initiated by the Hong Kong Trade Development Council (HKTDC), showcases Hong Kong's fashion creativity, nurtures and explores business opportunities for Hong Kong designers in the international marketplace. Since 2016, the HKTDC has brought 9 fashion collections and 35 accessories brands to participate in the New York Fashion Week for three consecutive years (2016-2018). Fashion Hong Kong at New York Fashion Week is an extensive marketing program, including runway shows, business meetings, market visits, media interviews and post-show receptions. The project brings economic benefits to the U.S. and Hong Kong by creating jobs and fostering business development in the fashion and creative industries. Established in 1966, the HKTDC is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With 50 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With more than 50 years of experience, the HKTDC organizes international exhibitions, conferences and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via trade publications, research reports and digital channels including the media room. www.hktdc.com Follow us on Twitter: HKTDC USA (@TATHK_USA)

Silver Winner



Startup Bahrain Week

Bahrain Economic Development Board (EDB)
Manama, Bahrain

Bahrain hosted “StartUp Bahrain Week” from 3rd to 8th of March 2018, in cooperation with Tamkeen (Labour Fund) as a strategic partner. The week of workshops, panel discussions, and events encouraged collaboration and promoted dialogue on how to build successful startups and startup ecosystems. The week comprised of six events, all supported by the Bahrain Economic Development Board (EDB) and Tamkeen. Startups are a core component of the EDB’s strategy to support Bahrain’s economic growth and diversification. For this reason, Startup Bahrain was launched in 2016 as a community initiative, powered by the EDB. Its mandate encompasses attracting start-ups, entrepreneurs, accelerators, as well as funding networks both locally and internationally and works with the government to support the ecosystem and strives to create a regulatory climate conducive to growth. Startup Bahrain Week was formed as a week-long festival that creates a focal point to explore the resources startups need to thrive, including access to funding, talent and education, a responsive regulatory system, and to create dialogue around common challenges startups face.

Bronze Winners



InnovateLA 2017

Los Angeles County Economic Development Corporation
Los Angeles, CA

InnovateLA is a two week, countywide celebration of the breadth of innovation and creativity within the Los Angeles region. From cleantech to gaming, aerospace to digital media and beyond, LA is a leading global center for innovation and entrepreneurship, and InnovateLA showcases and celebrates that with a series of events and dialogs, hosted by businesses, colleges, co-working spaces, incubators, coding studios, and cultural centers.

With 110 vents and over 500 hours of programming, InnovateLA 2017 positively impacted tens of thousands of like-minded, civically engaged innovators across LA’s diverse industries who attended the events. InnovateLA is a branding umbrella for many civic organizations, universities, and businesses that come together to highlight ingenuity. It provides a well-publicized platform to showcase cutting-edge innovations, new technologies, processes, products and services that add diversity and value to LA’s economy and set the stage for more well-paying jobs. InnovateLA also strategically counters the stereotypes that LA is about “Hollywood and entertainment.” Now, both locals and entrepreneurs everywhere are starting to associate “innovation” with LA’s economy.



FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Social Media Week Independent Fairfax
Fairfax County Economic Development Authority
Fairfax County, VA

On Sept. 14, 2017, the Fairfax County Economic Development Authority (FCEDA) presented Social Media Week Independent (SMWiFairfax), a one-day event, acting under the guidance of the Social Media Week organization. With the theme of “Language and the Machine,” the mission of SMWiFairfax was to provoke discussion and debate on the changes in human connectivity through engaging, entertaining, educational and diverse content and experiences. By hosting the event in Fairfax County, the FCEDA promoted digital media companies in Fairfax County and the surrounding Virginia, Washington, D.C., and Maryland region—and interest in the county from others that are not here—to stimulate job creation and a larger commercial tax base. The Fairfax County Economic Development Authority promotes Fairfax County, Virginia, as a business and technology center. The FCEDA offers site location and business development assistance, and connections with county and state government agencies, to help companies locate and expand in Fairfax County. In addition to its headquarters in Tysons Corner, Fairfax County’s largest business district, the FCEDA maintains marketing offices in six important global business centers: Bangalore, Berlin, London, Los Angeles, Seoul and Tel Aviv.

10. Innovation in Economic Development Week

Population: 25,000 – 200,000

Gold Winner



CHARLOTTE COUNTY
ECONOMIC DEVELOPMENT
Your Business. Cleared for Takeoff.

IEDC-Economic Development Week 2018
Charlotte County EDO
Port Charlotte, FL

This campaign featured lighthearted photo images that provide an introduction to new business who have announced they are relocating to Charlotte County. As well as highlighting the team at the Charlotte County Economic Development Office. The concept teases social media users with a “before” and “after” vision of the projects. Each shot also tags the #EDWeek2018 message to highlight Economic Development and support our branding: “Your Business, cleared for take-off”.

Silver Winner

ST. JOHN
ECONOMIC DEVELOPMENT
THE POWER OF OPPORTUNITY

St. John the Baptist Parish Economic Development Week

St. John the Baptist Parish Economic Development
LaPlace, LA

St. John the Baptist Parish, Louisiana is a progressive community strategically located in the River Region at the intersection of Interstate 10 and Interstate 55, two of America’s most traveled highways and less than 30 minutes from New Orleans, one of America’s greatest and most historic cities. Amenities of the city with the quality of a rural community! National Economic Development Week, was held on May 7-12

this year. Through its diverse and extensive resources, the Economic Development Department within St. John the Baptist Parish hosted several events such as a Kick off reception, Career and Job Fair, Night of Networking for Small Businesses and a Port Breakfast with Congressmen Richmond as our guest speaker. Our department could not do this without the support and leadership of our Parish President Natalie Robottom, as well as support from our Parish Council, Economic Development Committee, National Economic Development Week Committee Citizens and Business Community members.

Bronze Winner



Grand Junction Area
CHAMBER
OF COMMERCE

Celebrating Colorado’s Grand Valley
Grand Junction Area Chamber
Grand Junction, CO

As a community looking to strengthen our economy through a campaign of community and diversification of industries and ideas, we used Economic Development Week (EDW) as a multi-purpose platform. During this campaign, our main goal was to inform and remind the business community that the ED Partners are here to support them and will continue to do so as we strive to strengthen our economy and community. It was also important that we made sure our business community and citizens know who their ED Partners are and that they are part of this important mix. This joint “task force” of business leaders, entrepreneurs, local government officials, and organizations, are the backbone of all economic and community development efforts here in Grand Junction. These efforts often go on behind the scenes and this week gave us the opportunity to highlight and bring to light the work that “makes things happen” for our community. Each business and citizen/community leader now understands they are part of the greater good for our economy and do have an impact on the community. They are empowered to know they are making a difference, be it small or large. What they are doing in their everyday efforts is pushing our area forward. This is a huge concept that cannot be understated or brushed aside.

Population: 200,000 – 500,000

Gold Winner



Economic Development Week in Collier County
The Greater Naples Chamber of Commerce
Naples, FL

The Greater Naples Chamber of Commerce was founded in 1947 and is the largest of 25 chambers in the five-county Southwest Florida region, recognized as among the best of the 300 chambers in Florida. The Chamber's primary purpose is to foster business advancement and advocate effective government policy to ensure a healthy business climate. Today, the Chamber is the largest nonprofit advocate for the Collier County business community. With more than 1,900 members representing 50,000 employees, the Chamber is actively involved in local government, regional economic development and providing valuable resources to its members.

The Chamber celebrated Economic Development Week from May 7-12, 2018. In an effort to promote and educate the community on economic development, we created a multi-prong approach utilizing social media, public outreach and community engagement. We felt that it was imperative to show the community and local government the impact of business retention, expansion and attraction in addition to workforce development. The goal of the project was to educate and inform the community about economic development. We engaged students, businesses, elected officials and community leaders to show how connected we all are to economic development.

Silver Winner



Economic Development Week: Florida's Capital for Business/Capturing Champions
Tallahassee-Leon County Office for Economic Vitality
Tallahassee, FL

As the Capital City to the great State of Florida, the Tallahassee-Leon County Office of Economic Vitality (OEV) kicked off International Economic Development Week with a social media campaign asking local businesses to say why they choose #FLCapital4Biz as well as launching the Capturing Champion series which highlighted minority- and women-owned business owners and capture their stories on how they started and continue to thrive in the local business environment. OEV also launched #DataTALKS, a video series promotes economic Tallahassee-Leon County as Florida's Capital for Business (#FLCapital4Biz) by highlighting key economic trends and data. The week ended with a celebration of local businesses at networking event and highlighted the impact of local businesses and economic success stories. As a result, OEV experienced a surge in social media activity both on Facebook and Twitter. For example, total number of people reached increased by 343%, page likes increased by 44% and post engagement increased by 338%. The Tallahassee-Leon County Office of Economy Vitality is the front door for business solutions through the cultivation of a collaborative network that fosters entrepreneurship, advances local businesses, grows targeted industry sectors, provides access to world-class resources in applied sciences, and attracts innovative companies the community.

Bronze Winner



ECONOMIC DEVELOPMENT

2018 Gilbert Economic Development Week
Gilbert, AZ - Office of Economic Development
Gilbert, AZ

As a community looking to strengthen our economy through a campaign of community and diversification of industries and ideas, we used Economic Development Week (EDW) as a multi-purpose platform. During this campaign, our main goal was to inform and remind the business community that the ED Partners are here to support them and will continue to do so as we strive to strengthen our economy and community. It was also important that we made sure our business community and citizens know who their ED Partners are and that they are part of this important mix. This joint "task force" of business leaders, entrepreneurs, local government officials, and organizations, are the backbone of all economic and community development efforts here in Grand Junction. These efforts often go on behind the scenes and this week gave us the opportunity to highlight and bring to light the work that "makes things happen" for our community. Each business and citizen/community leader now understands they are part of the greater good for our economy and do have an impact on the community. They are empowered to know they are making a difference, be it small or large. What they are doing in their everyday efforts is pushing our area forward. This is a huge concept that cannot be understated or brushed aside.

Population: Greater than 500,000

Gold Winner



Why Invest in Economic Development?
Economic Developers Council of Ontario Inc.
Cornwall, ON, Canada

To commemorate Economic Development Week 2018, economic development organizations from across Canada (plus IEDC) contributed time and effort into producing a short video to demonstrate the importance of economic development to the fabric of a community. The video was produced in English and French and launched during Economic Development Week. All the partners shared the video with their membership and encouraged their members to use the video to help promote awareness and education of the importance of economic development and economic developers. The project brought together organizations that have not all collaborated in the past. This was a great example of how we can work together to share resources and expertise to the benefit all our members, stakeholders and communities.

Internet and New Media Awards

11. General Purpose Website

Population: less than 25,000

Gold Winner



www.AzleAbsolutely.com
City of Azle, TX
Azle, TX

The City of Azle has made a commitment to economic development with a vision of “Connecting Business and Community Toward a More Prosperous Future”. With this vision in place, the City is proactively positioning itself with site location consultants, real estate developers, and commercial businesses as a place to do business. Therefore, a goal was established to create a comprehensive, data-rich, economic development website dedicated to providing corporate executives, site selection consultants, and local businesses with information about the city’s economic climate, incentives, and resources for doing business in the city. A plethora of local information not found in national databases such as: Traffic Counts; Local Labor Market Survey Report; Major Azle Employers; Major Area Employers; Building Permits and Valuations; and Active Developments are throughout the website. The City of Azle (pronounced ā’ zl), is a growing city that sits on Highway 199 just 16 miles northwest of Fort Worth, Texas on the Tarrant/ Parker County line with a population of approximately 11,650. With Fort Worth’s explosive westward growth, Azle is determined to be well-positioned to capture growth and investment.

Bronze Winner



Times Square – The Official Website
Times Square Alliance
New York, NY

The Times Square Alliance and I-SITE partnered on the redesign of the official Times Square website that serves both the 230,000 ‘locals’ who have made the area their home or place of work, and the close to 50 million visitors from around the globe who visit each year for the truly unique Times Square experience. The website is a key vehicle for economic development for the district through driving commerce, business attraction, real estate development and programs and events that create jobs, build the tax base and improve the overall experience of anyone who lives in, works in or visits the Crossroads of the World that is Times Square.

Population: 25,000 – 200,000

Gold Winner



Charlotte County EDO Website
Charlotte County Economic Development
Port Charlotte, FL

The new website features an inspirational tagline: “Your Business. Cleared for Takeoff.” It focuses on four selling points that appeal to company owners, CEO’s and site selectors: 1) Fast-track approvals, 2) Top flight logistics, 3) Lower land cost, 4) Work/life quality.

Silver Winner



SEA Website

Sandoval Economic Alliance (SEA)
Rio Rancho, NM

New website to represent Rio Rancho and Sandoval County for economic base jobs and investment. Project was completed by 4 staff members who collected data, gathered information, chose and put together colors, design, images, graphics, logo, and developed the website. One exception was the report/print function, which is a Wordpress plugin created for us by a developer contracted by SEA. This website replaced SEA's existing site, which was outdated, lacked data and information by IEDC data standards, was missing a quality of life component, and was not a robust resource to site selectors, business decision makers, or community members.

Population: 200,000 – 500,000

Gold Winner



GFMEDC Website

Greater Fargo Moorhead Economic Development Corporation (GFMEDC)
Fargo, ND

The GFMEDC's website is a hub of information for new business prospects, existing businesses looking to expand and curious community members. It provides information on incentive programs, GFMEDC business services and economic information about the Fargo Moorhead community. In addition, the GFMEDC's website hosts an online job board of professional positions, as well as quality of life and tax information. Understanding the need for centralized, easy-to-navigate and the need for up-to-date information for all

interested audiences, the GFMEDC initiated a website redesign to improve aesthetic appeal, functionality and user-friendly content of the website. The Greater Fargo Moorhead Economic Development Corporation serves the counties of Cass County, ND and Clay County, MN. With an investor base of both public entities and private businesses, the GFMEDC is a catalyst for economic growth and prosperity. Using a comprehensive approach to economic development, the GFMEDC accelerates job and wealth creation in the counties it serves.

Silver Winner



Colorado Springs Chamber & EDC Website
Colorado Springs Chamber & EDC
Colorado Springs, CO

As southern Colorado's largest economic development organization, the Colorado Springs Chamber & EDC partners with business leaders and cultivates economic opportunities to develop a superior business climate in which companies of all kinds can thrive. With its recent website relaunch, the Colorado Springs Chamber & EDC now offers a definitive and reliable resource that captures the breadth of the city's business environment, investment opportunities, growing workforce and quality of life. The website is a first-of-its-kind local effort to aggressively and accurately tell the story of Colorado Springs to its target audiences, providing reliable and easily accessible information, demographics, property search tools, industry statistics, blogs, event information, and more. It is the go-to resource for multiple government agencies, educational institutions and local companies seeking to share the region's business opportunities. In the first year after its launch, the site exceeded the organization's goals, with 40-plus percent increases in site users, traffic from outside the region and total sessions. In the time since, the Colorado Springs Chamber & EDC has released three additional microsites focusing on the region's quality of life, outdoor recreation industry and cybersecurity sector.

Bronze Winner



www.gatewayregion.com
Virginia's Gateway Region
Colonial Heights, VA

Launched in December 2017, www.gatewayregion.com provides corporate and community leaders worldwide with easy-to-find information on the Gateway Region. The website serves as a one-stop shop for everything Gateway and caters to all users, from international executives seeking customized workforce data to local families planning day trips across the Commonwealth. Divided into four main categories (Locate, Start, Expand, and Live & Explore), www.gatewayregion.com houses all of the vital information needed to establish a new location for your business, start your own business, expand your existing local business, and spend your time after-hours in the Gateway Region. Virginia's Gateway Region is a 501(c)3 nonprofit economic development organization serving the cities of Colonial Heights, Hopewell and Petersburg and the counties of Chesterfield, Dinwiddie, Prince George, Surry and Sussex in the southern portion of the Richmond Metro Service Area.

Population: Greater than 500,000

Gold Winners

COLUMBUS[★]US
2020

ColumbusRegion.com
Columbus 2020
Columbus, OH

Columbus 2020 serves as the economic development organization for the 11-county Columbus Region. In May 2017, Columbus 2020 launched a new website to highlight the region's resources and strengths.



MONTGOMERY COUNTY
ECONOMIC DEVELOPMENT
CORPORATION **MARYLAND**

General Purpose Website
Montgomery County Economic Development
Corporation
Rockville, MD

thinkmoco.com is the official Montgomery County Economic Development (MCEDC) website which represents our economic development mission with a clean and contemporary online platform. The resource-rich site is driven by high impact stats, infographics, photographs and County assets – information which can be easily updated. We continue to make extensive use of videos to promote business success in Montgomery County, Maryland as well as showcase our great life/work balance. We've incorporated innovative features like a map room and find a property, incentive and tax credits, supports and resources and reports — all used regularly by our business developers to help current and prospective Montgomery County business owners. While many economic development sites are similar, thinkmoco.com was developed with out-of-the-box, innovative thinking in creation and implementation. This website highlights how diversity of thought can truly change the world – and how we support businesses in the County to do just that. The site has been visited by well over 100,000 people, including within the U.S. and abroad. It helps potential companies understand the positive business community and opportunity that awaits in Montgomery County.

Silver Winner



Website Revamp

Bahrain Economic Development Board (EDB)
Manana, Bahrain

We had the opportunity to create a superior user experience with our website; to align with standards set by the user model interaction methodologies and the world's top Investment Promotion Agencies (IPA's); to better reflect our brand; and to recognize that quality in digital communications involves a continuous process of content renewal and adaptation to changing needs. Finally, and most importantly, the website would need to serve as a key tool to attract and contribute to an investor's decision to invest and setup in Bahrain. Ideally, the revamped website would serve to build a story or a journey the investor would go through –one that is informative and directive. This is based on building personas and replicating every step of the user's process, from landing on the website to filling a form. The story would start with a potential investor getting to know Bahrain and determining why Bahrain is an ideal choice, followed by identifying specific business opportunities in pre-identified targeted sectors and, ultimately, encouraging a user to contact the team for support to get started. This journey would result in the creation of new business and investments in Bahrain, and facilitate entrepreneurs in their entry to the market and as a result create quality jobs for Bahrainis and contribute to the economic development of the Kingdom of Bahrain.

Bronze Winner



New Waterloo EDC website

Waterloo Economic Development Corporation
Kitchener, ON, Canada

The Waterloo EDC website is a dynamic new tool designed to increase foreign direct investment in Waterloo Region. We began by conducting extensive research on our target markets. This enabled us to formulate website messaging that attracts the attention of key stakeholders and caters to the needs and interests of specific audiences. We want our online presence to provide a positive first impression of the community, reflecting the vision and values of the Region.

The new website contains valuable content and interactive features, including up-to-date demographics data, business real estate listings, a government incentives database, and a map detailing the landscape of local industries and business support organizations. By increasing awareness of Waterloo Region as a globally-renowned location to do business, as well as facilitating contact between company leads and Waterloo EDC, the website is driving economic growth. As foreign companies choose Waterloo Region to locate, relocate or expand their business, established businesses in the Region will see increased opportunities for partnership and collaboration – a key factor in community growth.

12. Special Purpose Website

Population: 25,000 – 200,000

Gold Winner



www.charlottesbackyardNC.com
Cleveland County Economic Development
Partnership (CCEDP)
Cleveland, NC

Cleveland County, a North Carolina community located just outside of Charlotte, has hundreds of open manufacturing jobs and an urgent need to attract talent to live and work there. Cleveland County Economic Development Partnership (CCEDP) partnered with Development Counsellors International (DCI) to create a brand and website focused on tying Cleveland County to nearby Charlotte to attract talent to work in the region's manufacturing industry. Built on a foundation of research, CharlottesBackyardNC.com aims to serve as a one-stop resource for job seekers with information about living and working in Cleveland County. According to DCI's "Talent Wars," a survey of 1,000+ working-age individuals, jobs are the #1 factor in relocation decisions. With that in mind, the website serves first and foremost as a portal to connect talent to jobs through employer websites, custom searches on job search platforms, such as Indeed and Google, and community job boards. Other features include employer/employee profiles, video integration, messaging on the County's selling points as a place to live and a Communities page, which spotlights the County's cities and towns with interactive Google Maps.

Silver Winner



Alpharetta360.com
City of Alpharetta
Alpharetta, GA

The Alpharetta360.com website is the home for the Alpharetta 360 video marketing campaign focused on providing visual communication of economic development messages about Alpharetta to targeted audiences and the community as a whole. Different from the GrowAlpharetta website, the A360 site communicates information about why Alpharetta is the choice place to locate your business and live, but visually instead of through data. Videos are scripted to showcase unique identifiers about Alpharetta that are unique to the city such as businesses, restaurants, and retail that shows deal flow and economic activity. Alpharetta360.com has received positive feedback from site selectors and CEO's for them to also use with their prospects. Having visual representation of the community and assets in the community are an added value to our local companies as well. Showing activity in the community from a development perspective via grand opening videos and ribbon cutting videos demonstrates economic development activity in Alpharetta, which helps validate Alpharetta as a great place to invest. In addition to being a website that helps tell the Alpharetta story from local corporations, it has also served as an effective BRE tool.

Bronze Winner



www.RochesterEDC.com
City of Rochester, NH, Office of Economic
Development
Rochester, NH

The Office of Economic & Community Development is proud to showcase the economic growth, vitality, and quality of life in the City of Rochester, NH, through a new website, www.RochesterEDC.com. Specifically, tailored for businesses, site selectors, developers, real estate and other community stakeholders, Rochester, NH has emerged as an advanced composite manufacturing for the aerospace industry. From the historic downtown to the established arts and cultural epicenter, Rochester, NH, is one of the fastest growing destinations in the Seacoast and this new online offering shares our story.

Population: 200,000 – 500,000

Gold Winner

HALIFAX PARTNERSHIP

CONNECT. COLLABORATE. PROSPER.

Halifax's Amazon HQ2 Website

Halifax Partnership

Halifax, NS, Canada

The Halifax Partnership is the economic development organization for Halifax, Nova Scotia, Canada. As a public-private and non-profit partnership, we bring together all three levels of government, as well as industry, post-secondary and community partners, to create and nurture the necessary relationships for business development across a broad range of industry sectors. The Halifax Partnership helps attract, retain and grow business, talent and investment in Halifax. We do this through leadership on economic issues, our core programs, our partnerships across all sectors, and by marketing and selling Halifax to the world.

In September 2017, Amazon announced its intention to establish a second corporate headquarters (Amazon HQ2) in a North American metro region. The Halifax Partnership and the City of Halifax decided to respond to Amazon's RFP to "find a suitable site and establish a cost structure with a stable business climate for growth and innovation." Winning Amazon HQ2 would be a transformational opportunity for any city in North America. For Halifax, it would be instrumental in reaching our city's aggressive economic and population growth goals. Halifax's proposal included a 120-page proposal and a website.

Silver Winner



Global Microsite

Greater Irvine Chamber of Commerce
Irvine, CA

The Greater Irvine Chamber, 2018 recipient of the President's "E" Award for Export Services is deeply engaged in helping our companies grow by exporting.

The Global Microsite was designed to encourage companies to explore exporting as a market strategy and help them navigate through the exporting process whether first-timer or experienced exporter looking for new markets.

Population: Greater than 500,000

Gold Winner



UXTO Website

Toronto Global

Toronto Region, ON, Canada

Toronto Global is the not-for-profit investment attraction agency that supports the expansion of foreign-owned businesses to the Toronto Region. We represent the Cities of Toronto, Mississauga and Brampton, as well as the Regions of Durham, Halton and York. When Amazon announced that it was looking to create a second headquarters, they called on cities across North America to submit proposals. This would be the start of hundreds of cities submitting bids for HQ2.

Knowing that employees were likely to be key decision-makers – and that Amazon might poll them to see which city they would prefer, we saw this as a phenomenal opportunity. At the time, the media discussion was about potential US locations for HQ2. Cities were heavily engaged on social media – but none were talking directly to Amazon employees about life in their city. Toronto wasn't a part of the discussion – and we saw an opportunity to change that by using LinkedIn to target Amazon employees with content that would inspire excitement about our proposal.

Toronto Region was the only Canadian city shortlisted and through this process we saw 15,750 downloads of our bid book, which we also made publically available on the day it was submitted to Amazon.

Silver Winner



Northeast Indiana's Jobs and Internships Portal
Northeast Indiana Regional Partnership
Fort Wayne, IN

To support our Road to One Million plan to grow the regional population from about 790,000 to 1 million people, we launched Northeast Indiana's Jobs and Internships Portal in April 2017. The website offers an easy-to-access, comprehensive database place to find available jobs and internships in all of Northeast Indiana's 11 counties as well as quality of life information about our 11-county region. The Jobs Portal addresses our region's talent shortage by showcasing the depth and breadth of our job market to attract talent nationally. By showcasing job opportunities, we can fill jobs faster and have a positive impact job retention by preventing the "churn" of employers recruiting within the same talent pool. The site also provides a comprehensive look at the best our region has to offer with quality of life. We found by showcasing our best assets, we are also developing regional pride and establishing a brand for our 11-county community. We collaborated with state and regional partners including Northeast Indiana Works, the Indiana Department of Workforce Development and IndianaINTERN.net on the launch of this website. We find this partnership critical to the success of our region and the site.

Bronze Winner



The Auckland Growth Monitor and Auckland Index
Auckland Tourism Events and Economic Development
Auckland, New Zealand

The project by Auckland Tourism, Events and Economic Development (ATEED) was to create online communication tools which provide an in-depth analysis and updates on Auckland's economy and sectors of importance (growth industries). In 2016, ATEED identified it had few platforms to publicly share data on Auckland's economy and it formed a cross-organization project team to develop the Auckland Growth Monitor and a complementary data platform, the Auckland Index. They were launched in November 2017. The Growth Monitor is a downloadable report produced annually, providing key information about Auckland's economic performance and place in the world. The monitor focuses on regional trends since 2000 and provides an in-depth analysis of the previous 12 months. The Auckland Index is an interactive platform which is updated in real time as new data is released. The Index can be personalized and shared online, covering the visitor economy, innovation, talent and economic performance.

ATEED's role is to communicate the region's economic progress and opportunities, both locally and internationally – with the result that businesses and investors are more informed and attracted to Auckland.

13. New Media

Population: 25,000 – 200,000

Gold Winner



Story Maps for Filming

City of Cambridge
Cambridge, ON, Canada

The City of Cambridge is a modern city, with a rich architectural heritage still clearly seen today and is the second largest community within Waterloo Region. This is partly due to our strong economy, dedication to preserving our natural and build heritage assets and strong cultural opportunities. Cambridge was created in 1973 through an amalgamation of the former communities of Galt, Preston, Hespeler and Blair and maintains three unique downtown cores in recognition of our past. These historic core areas are what continue to attract the film industry to Cambridge, adding interest to the unique fabric and story of our community. The impetus behind our Film Locations Story Mapping project was to build a sense of community ownership, pride, acceptance and participation relating to film projects projects, while encouraging people to visit our core areas. Residents and visitors alike use these maps to take self-guided tours of locations used in many popular television shows and films.

Silver Winner



GrowAlpharetta Youtube Channel
City of Alpharetta
Alpharetta, GA

As part of the Alpharetta360 video marketing campaign, the City of Alpharetta wanted to do more than simply create videos and post them on its website, GrowAlpharetta.com. The key element to the campaign was utilizing social media for promotion and sharing of videos. The GrowAlpharetta YouTube Channel was launched to host videos produced in the Alpharetta360 video marketing campaign on more permanent and easily-accessible basis. Having the YouTube channel has allowed Alpharetta to increase its exposure by interviewing local business owners and executives. In this manner, the GrowAlpharetta YouTube channel not only serves the purpose of business recruitment, but also business retention. Recently, the City of Alpharetta has partnered with the Alpharetta Convention & Visitors Bureau to also showcase local recreation, entertainment, and leisure venues for those to also visit the city. Finally, GrowAlpharetta has allowed the City of Alpharetta to reach prospects. Pushing the videos on YouTube and various social media channels has had a compound effect for promotions and messaging far beyond Alpharetta's borders.

Bronze Winner



Northwest Iowa Regional Virtual Business Location Tour

Northwest Iowa Development
Sheldon, IA

The Northwest Iowa Regional Virtual Business Location Tour project is being submitted by the City of Rock Valley on behalf of Northwest Iowa Development, a six county regional partnership. The population of the Northwest Iowa region is 103,034. Northwest Iowa Development (NWID) is multi member partnership focused on marketing and positioning the region for

business expansion and new locations. The Northwest Iowa Virtual Regional Business Location Tour allows a site selector or a business exploring expansion or new location sites, to quickly and efficiently visually explore featured business parks in all six counties. A 50,000 square foot virtual manufacturing/distribution building model was designed to be strategically displayed on each of the 6 featured business parks. The virtual building was carefully sited in each park to maximize access to infrastructure, highways and visibility. Access to the Virtual Tour will be primarily through the Northwest Iowa Development website (www.northwestiowa.com) and has been prominently highlighted on the homepage. NWID has already begun a targeted direct marketing effort focused on site selection consultants and other target companies to highlight the Virtual Tour and feature one of the six regional counties in each promotion. The targeted email promotion will be supplemented by an ongoing social media marketing campaign. The Tour also provides easy access to brief workforce, quality of life and top employer profiles for each county. The Virtual Tour project intends to highlight the diversity of opportunities that exist within the Northwest Iowa region that will lead to job creation, job retention, tax base enhancements through business park development and continued community and workforce growth. The Tour is also available on the Map-N-Tour Mobile Application.

Population: 200,000 – 500,000

Gold Winner

TULSA REGIONAL CHAMBER

Economic Development New Media

Tulsa Regional Chamber
Tulsa, OK

Tulsa's Future is a regional economic development partnership led by the Tulsa Regional Chamber and supported by public and private investors. Now in its third five-year phase (2016-2020), Tulsa's Future leverages diverse strategies to create jobs, attract capital investment and improve the quality of life for residents of northeast Oklahoma.

In 2017, the Tulsa Regional Chamber wanted to execute a lead generation marketing campaign to drive increased inquiries for business relocation proposals.

The Chamber partnered with member firm Gitwit Creative, a Tulsa-based digital agency. As part of the campaign, Gitwit developed three short videos about the strengths of the Tulsa market as a location for expanding or relocating companies. These videos were run as targeted ads on Facebook, LinkedIn and YouTube to drive traffic to a landing page. From there, site visitors can download pre-formatted reports on Tulsa's quality of life, workforce, available sites or largest employers, or build a custom report based on nearly 30 data points. Gitwit's iterative marketing approach tested various combinations of marketing channel, ad creative and copy to increase the number of report downloads.

Silver Winner

HALIFAX PARTNERSHIP

CONNECT. COLLABORATE. PROSPER.

Sell Halifax Boston
Halifax Partnership
Halifax, NS, Canada

The Halifax Partnership is the economic development organization for Halifax, Nova Scotia, Canada. As a public-private and non-profit partnership, we bring together all three levels of government, as well as industry, post-secondary and community partners, to create and nurture the necessary relationships for business development across a broad range of industry sectors. The Halifax Partnership helps attract, retain and grow business, talent and investment in Halifax. We do this through leadership on economic issues, our core programs, our partnerships across all sectors, and by marketing and selling Halifax to the world. From April to June 2017, the Halifax Partnership executed its Sell Halifax Boston campaign and mission in Boston, Massachusetts. The campaign was a comprehensive marketing and communications strategy to educate, influence and position Halifax, Nova Scotia, Canada as an ideal business location for IT, Ocean Technology and Financial Services companies located in Boston looking to expand their operations.

Population: Greater than 500,000

Gold Winner



BuildAKL Campaign

Auckland Tourism Events and Economic Development
Auckland, New Zealand

BuildAKL Youth Recruitment was a highly-successful, year-long social media campaign designed to increase the number of young Aucklanders (16-24 years) considering or starting careers in the booming construction and infrastructure sector. The industry-led BuildAKL campaign – the first of its kind in New Zealand – aimed to address a serious skills shortage in the sector. An estimated \$NZ18.7 billion will be spent over the next decade on capital projects that respond to the Auckland region's growth, and an additional 28,000 new jobs will be created by 2022. The campaign, facilitated by Auckland Tourism, Events and Economic Development (ATEED), was largely conducted on Facebook with its own page and advertisements. Video and other digital content was developed to reach and connect with the target youth audience. The campaign showcased the career opportunities and how technology is transforming the sector. The website, www.buildakl.co.nz, contained the TradeMe job feeds and information about training opportunities. The campaign finished in September last year and offered the 16 to 24-year-olds the chance to win four weeks paid work experience through a social media competition.

Silver Winner



#Amazon2Vegas Social Media Campaign

Las Vegas Global Economic Alliance
Las Vegas, NV

The #Amazon2Vegas social media campaign was a collaborative effort led by the Las Vegas Global Economic Alliance to highlight Las Vegas' proposal for

Amazon HQ2 and to showcase why we believed it to be the premiere location for project. On Oct. 20, 2017, community and business leaders in the greater Las Vegas area came together for a one-day social media blitz to answer: "Why Vegas?" The LVGEA is a public-private partnership organization that serves as the designated regional development authority for Southern Nevada.

Bronze Winner



A2 Tech Trek Photo Challenge

Ann Arbor SPARK
Ann Arbor, MI

Talent and business attraction are mission-critical objectives for economic development organizations and raising a destination's brand recognition is one method for connecting opportunities with national audiences. Social media remains a successful method for reaching and engaging audiences, while studies indicate that people prefer to engage with posts shared by someone within their network. In 2017, Ann Arbor SPARK developed a social media campaign aligned with its successful annual A2 Tech Trek (est. 2015) event. The campaign, titled A2 Tech Trek Photo Challenge, encouraged the 4,000+ Tech Trek attendees to share photos from the event on Facebook and Twitter with the hashtag #a2techtrek. Our participating companies took up the challenge as well, incorporating creative displays for attendees to snap a picture with during the event. As an incentive, for every photo tagged during the event, attendees earned an entry into a sweepstakes drawing for a chance to win a gift card or the grand prize — a drone. With more than 1,200 tweets in the span of four hours, reaching 2.5M people, A2 Tech Trek trended nationally — just behind the announcement of Amazon purchasing Whole Foods.

Program Awards

14. Multi-Year Economic Development Program

Population: less than 25,000

Gold Winner



City of Roanoke Downtown Redevelopment
City of Roanoke, Texas
Roanoke, TX

In 2004 the City of Roanoke started the process to complete a comprehensive downtown plan and implementation strategy for the redevelopment of Downtown Roanoke. This effort was undertaken in multiple phases. The first phase was the development of the Roanoke Downtown Plan, the second phase included developing the zoning codes to implement the vision for Downtown Roanoke through a form-based code, the third phase included renovation of the existing roadway & infrastructure and the current phase includes roadway extension in Downtown, construction of a new City Hall and development of a mixed-use City Center. As a result of the Downtown plan, resulting zoning district, public improvement and revitalization the city is currently experiencing an increase in development activity along the Downtown Corridor. In addition, Downtown Roanoke exemplifies a successful planning effort that has created a public-private partnership to realize the established community vision for the heart of Roanoke. As a dynamic and growing community, Roanoke offers small-town charm and family friendly atmosphere with ready access to local amenities. The community's natural charm was enhanced by this development process and the beautiful architecture preserved in the historic downtown. Downtown Roanoke was listed on the National Register of Historic Places in 2007 along with receiving a Texas historic landmark marker for a renovated Roanoke Visitor Center and Museum. Roanoke was officially appointed by the Texas House of Representatives as "The Unique Dining

Capital of Texas" in June 2009. This recognition was due to Roanoke being an immensely popular dining destination which is compelling for patrons due to the great variety of cuisines and fine dining experiences. The individuality and outstanding quality of Roanoke's dining options have earned our historic community admiration from numerous culinary enthusiasts and have made it a favorite place to visit, and the city's flourishing restaurant scene is a testament to the eclectic and delicious epicurean offerings throughout the City. In the Downtown area we strive to maintain the unique, eclectic, small town charm with smart, selective growth. The entire process of transitioning the Roanoke Downtown took dedication and perseverance by City Council, City leaders and the local community.

Population: 25,000 – 200,000

Gold Winners



DISCOVER ▸ INNOVATE ▸ TRANSFORM

Fort Monmouth Redevelopment
Fort Monmouth Economic Revitalization Authority (FMERA)
Monmouth County, NJ

The redevelopment of Fort Monmouth is a multi-year reinvestment and repurposing of a former military installation, that served as the US leader in satellite and telecom technology. The project began with the closure of the Fort in 2011 under BRAC. This nearly 1,200-acre site spans three separate communities, and was a major economic engine, with approximately 8,000 jobs. FMERA is a local redevelopment authority established to oversee the redevelopment of the site and the implementation of the Fort's Reuse Plan, which envisions specific reinvestment that aligns with each community's economic development goals. The redevelopment program created a platform for the sale and disposition of individual buildings & sites, demolition of others, and reinvestment in infrastructure to support new development. The Fort had 5M SF of building area, 70% of which is targeted for demolition. New development completed as of today includes 1.16M SF of commercial space and 116 residential units, along with civic and entertainment uses. Fourteen parcels have been sold and 16 parcels are currently under contract, in negotiation or in the development pipeline.



ROUND ROCK CHAMBER

*Economic Impact Analysis of Public-Private Program
Funding- Momentum*
Round Rock Chamber
Round Rock, TX

The Round Rock Chamber released the results of an economic impact analysis that evaluated its economic development project wins from 2012 to 2017. The analysis, which was performed by Impact DataSource, looked at the performance of the chamber's work through Momentum, its five-year public-private partnership that funds its economic development efforts.

During the time period analyzed (2012-2017), the chamber successfully completed fifty economic development projects.

- Through 2017, those projects will generate an economic impact of \$2.4 billion annually.
- The total number of jobs created directly, indirectly, or through induced behavior was 8,273 for a cumulative workers' earnings of approximately \$1.4 billion.
- The additional revenue for the community's three main taxing during the four-year analysis period equals over \$53 million.
- For every \$1 in Momentum funding, \$5,411 in economic output was produced.
- One new job is created per year with every \$827 in Momentum funding.

The Round Rock Chamber is the economic-generation leader for Round Rock. We are dedicated to ensuring the city reaches its potential through our economic development and community enhancement efforts. With our approximately 1,000 investors in mind, we work every day to provide significant value by producing meaningful and measurable results.

Silver Winner



CAPITALIZE ALBANY
CORPORATION

Downtown Albany Residential Development Initiative
Capitalize Albany Corporation
Albany, NY

The City of Albany is New York's capital city, but it's much more than that. Looking beyond business and beyond state government — at its heart, it's a city of many rich residential neighborhoods — and supporting downtown Albany's livability brings exciting vibrancy. Albany's surrounding tri-city area, known as the Capital Region is at the crossroads of two of the Northeast's busiest interstate highways and along the historic Hudson River. The City of Albany's downtown possesses the Region's strongest assets for catalyzing economic and community growth, making its revitalization which is currently being realized, a distinctively important opportunity. The City began the Downtown Residential Development Initiative in 2002 with the purpose of increasing mixed-use development and adding residential units in its downtown. This was a strategic recommendation of the City's economic development strategy — Capitalize Albany — first released in 1996. The strategy identified downtown diversification as a critical element of the City's overall economic revitalization.

Since strategy implementation began, more than \$80 million has been invested into downtown residential. While investment continues to produce 100 – 200 new apartment units each year, the Downtown Residential Initiative has yielded exciting results and right now an incredible tipping point is unfolding for New York's Capital City.

Bronze Winner



HAYWARD

Economic Development Preliminary Concept Review
City of Hayward
Hayward, MI

The Economic Development Preliminary Concept Review Program is a service offered for targeted catalyst developments and policy issues where City staff and elected officials can provide high level feedback on preliminary project proposals before significant time and expense has been invested. This Program is in addition to the standard review process and allows elected officials to give individual high-level feedback on complicated development proposals and policy issues in a public forum. By providing up-front, high-level feedback, developers can determine if the project is the best fit for their time and investment. In-turn, the City is able to shape concepts and give the developer areas to focus on for a successful project. This process modification re-aligns project expectations for both the City and the developer and allows development to move forward creating significant investment, jobs, and tax base enhancements, and provides the community with targeted improvements that raise the quality of life.

Population: Greater than 500,000

Gold Winner



Bourbon and Food Work Group Report
Louisville Forward, Louisville Metro Government
Louisville, KY

In 2013, due to the quick rise in popularity of Kentucky's native spirit, bourbon, Louisville Mayor Greg Fischer brought together a diverse group of community

stakeholders to elevate Louisville as the World's Best Culinary and Spirits City. While Food and Beverage has been in Louisville's economic development cluster strategy for more than 20 years, bourbon's growth paired with the city's globally recognized local food scene provided a platform to drive a truly authentic economic development opportunity. The Bourbon and Food Work Group and its Report now guide growth, goals, and initiatives for the city and partners. Over the past five years, Louisville's Food and Beverage cluster has generated more than \$160 million of the \$13 billion in capital investment happening in the city, employing well over 15,000 individuals. Louisville hosts one-third of the nation's distilling jobs. Louisville is now regularly receiving bourbon and local food accolades, including recognition as a top foodie destination from international publications such as Forbes, Zagat, Lonely Planet, Food & Wine, and National Geographic and now welcomes more than 16 million visitors annually.

Silver Winner



**GLOBAL
INSURANCE
ACCELERATOR**

Global Insurance Accelerator
Greater Des Moines Partnership
Greater Des Moines, IA

The Global Insurance Accelerator is a mentor-driven accelerator designed to foster innovation in the insurance industry by supporting startups that target the global insurance sector. The concept formed in 2014 when area leaders saw the opportunity to combine the innovative, entrepreneurial spirit that was growing in the community with one of the community's key industries. The Global Insurance Accelerator was originated by the Greater Des Moines Partnership. The Partnership is the economic and community development organization that serves Greater Des Moines (DSM), Iowa. Together with 23 Affiliate Chambers of Commerce, more than 6,100 Regional Business Members and 340+ Investors, The Partnership drives economic growth with one voice, one mission and as one region.

Bronze Winner



Thompson Okanagan
Tourism Association
totabc.org

Thompson Okanagan 10 Year Regional Tourism Strategy, "Embracing our Potential"

Thompson Okanagan Tourism Association
Kelowna, BC, Canada

The Thompson Okanagan 10 Year Regional Strategy "Embracing Our Potential" is the first of its kind in Canada, Regional Tourism Strategy. It was endorsed by all of the 90 communities and hamlets in the Thompson Okanagan Region as well as our 33 Indigenous communities, our Provincial DMO as well as Destination Canada. It is the guiding document for all of our regional activities and the catalyst for moving our economic impact realized from Tourism in the region from 45 days to 110 days annually.

15. Business Retention and Expansion (BRE) – Single Event

Population: less than 25,000

Silver Winner



CULLMAN

Economic Development Agency

AGCOR Steel Expansion/Retention Project
Cullman Economic Development Agency
Cullman, AL

Cullman Economic Development Agency created a unique public/private partnership to retain 26 existing jobs and create 30 more through the relocation and expansion of an existing company. AGCOR Steel, a locally grown metal building manufacturer in Cullman, Alabama needed to expand; however, they were land locked and considering the purchase of property in the City of Good Hope in Cullman County. AGCOR received incentive offers to relocate to other communities, including a sales tax rebate on their metal buildings sold to the public. Both the city and county industrial boards collaboratively supported the expansion project and asked the City of Cullman, Cullman County, and the City of Good Hope to each approve a half cent sales tax rebate on increased company sales to recover the \$400,000 property cost. The rebate agreement by the three governments was capped at \$400,000 or eight years (whichever came first). This led AGCOR's decision to expand and the City of Good Hope claiming their first industry partner. None of the three governments had ever offered a sales tax rebate for a manufacturer, but it was allowed by Alabama law and helped to keep this industry in its hometown.

Bronze Winner



Benbrook Business Expo

Benbrook Economic Development Corporation
Benbrook, TX

The Benbrook Economic Development Corporation (BEDC) recently partnered with the Benbrook Area Chamber of Commerce (BACC) to host the 2018 Benbrook Business EXPO at HighRidge Church in Benbrook. The EXPO brought together hundreds of people including business owners, decision-makers, and community members to network and build new business relationships.

Over 50 local businesses were represented, offering information on goods and services, giveaway items, great food, and fun raffle prizes. The EXPO was the first of its kind collaborative event to highlight BACC members, offer the public an opportunity to get to know more about our local business community, and encourage consumers to support local business.

Population: 25,000 – 200,000

Gold Winner



CITY OF FORT LAUDERDALE

Fort Lauderdale Business Engagement, Assistance, and Mentorships (BEAMs)

City of Fort Lauderdale
Fort Lauderdale, FL

In the United States, over 500,000 small businesses open monthly, accounting for 65% of the country's job growth. In Fort Lauderdale/Broward County, 67% of

businesses have less than five employees. Statistics also show that 50% of small businesses close within their first five years. Fort Lauderdale's Economic and Community Investment Division (ECI) is committed to creating an environment for economic growth. ECI created BEAMs (Business, Engagement, Assistance, and Mentorships) to support the retention and expansion of the city's +33,000 existing businesses and help them stay on the survival side of the statistics.

BEAMs Business Academy has three certification tracks:

- Solid Foundation: Help entrepreneurs and new businesses get a secure start.
- Build on Success: Help existing businesses grow and reach their potential.
- Global Commerce: Prepare businesses for the international market place.

BEAMs is supported by effective relationships with collaborative partners:

- Greater Fort Lauderdale Chamber of Commerce
- Greater Fort Lauderdale Alliance
- Fort Lauderdale Community Redevelopment Agency
- Greater Fort Lauderdale Sister Cities International
- Broward County Economic and Small Business Development
- Broward SCORE
- Career Source Broward
- Port Everglades
- Enterprise Florida
- Florida Export Finance Corp
- Florida Atlantic University
- US Small Business Development Center
- US Export-Import Bank
- US Commercial Service
- US Small Business Administration

Silver Winner



Sahuarita Advanced Manufacturing & Technology Center (SAMTEC)

Town of Sahuarita Economic Development
Sahuarita, AZ

The Sahuarita Advanced Manufacturing and Technology Center (SAMTEC) is a 32,000 (est.) square foot multi-tenant advanced manufacturing center that will provide flexible space for the purpose of growing small business innovation and technologies in Sahuarita, AZ. SAMTEC will provide the necessary infrastructure for the immediate expansion and growth of Hydronalix, a maritime robotics company and Control Vision—an optical sensor and control systems company; both currently located in Sahuarita. SAMTEC will establish a Small Business Innovation Research and Technology Cluster, with linear business-to-business linkages among its resident companies, with the goal of providing the infrastructure necessary to nurture the growth of a technology sector in Sahuarita and further diversifying the economy. Hydronalix expects to expand their current 20 employees to a total of 85 employees. The additional 65 employees will be hired by 2020. Current and projected jobs are expected to have salaries of \$78,000 for full-time workers and \$20,000 for part-time workers. Additionally, Hydronalix will make a \$725,000 estimated capital investment. Control Vision Inc. will create 10 new full time jobs bringing the total employment to 21. Wages for CVI's positions will range from \$45,000 to over \$120,000 per year.

Bronze Winner



Partnership to Promote the Impact of Economic Development in Lenawee County

Lenawee Now
Adrian, MI

In 2017, Lenawee County, in partnership with Lenawee Now, created a marketing campaign to support a ballot proposal to renew the separate tax limitations in Lenawee County. Unmandated services funded by the county, including economic development efforts, were at risk of being severely reduced or even eliminated without the renewal. This project was created as a collaborative effort between Lenawee Now and Lenawee County to educate the public on the programs and services offered in the county that contribute to economic development and quality of life for residents.

Lenawee Now is a public-private partnership dedicated to economic and business expansion throughout Lenawee County. By attracting new businesses, helping to grow established businesses, and supporting entrepreneurial endeavors in Lenawee, Lenawee Now is creating an economically viable and vibrant region. In addition to business attraction, retention and start-up activities, Lenawee Now provides critical services to support business growth including access to funding sources and talent enhancement.

Population: 200,000 – 500,000

Gold Winner



New Orleans Health Innovators Challenge (NOLAH)
New Orleans Business Alliance
New Orleans, LA

The New Orleans Health Innovators Challenge (NOLAH) is a groundbreaking initiative to connect New Orleans' leading healthcare stakeholders with the nation's best high-growth startups to tackle three healthcare challenges—diabetes, patient navigation, and data interoperability. NOLAH's vision for the project is to make connections that accelerate business activity and promote New Orleans as a destination for healthcare innovation, and to improve health outcomes for the city's residents. NOLAH aims to catalyze regional economic growth in a key industry and perpetuate a cycle of business attraction, job creation, and greater innovation commercialization. MedStart, a leader in healthcare crowd challenges, powered NOLAH's online application platform. Expert judges narrowed down finalists, aided by crowd voting and proprietary AI filters. The finalists pitched their solutions in a grand finale event during New Orleans Entrepreneur Week, and winners were awarded cash and in-kind prizes including the opportunity to work with multiple local hospitals to pilot their projects.

Silver Winner



CITY OF CLEVELAND

Mayor Frank G. Jackson

Food Desert Prevention

City of Cleveland – Department of Economic Development
Cleveland, OH

Cleveland successfully closed on three significant grocery store projects in 2017. Dave's Supermarket will be constructing a brand new grocery store located

at E 61st and Chester Avenue. The one-story building will include approximately 50,000 square feet for the grocery store and approximately 10,000 square feet of mezzanine space for a pharmacy, bank, and neighborhood gathering space. The East Side Market located at E. 105th Street and St. Clair Avenue is a longstanding market that has been vacant since 2007. The 19,620 square foot building will become a full-service grocery store. Additionally, the building will include a number of other amenities as well, including a café-style eatery, demonstration kitchen, event space, specialty kiosks, a health and wellness center, a farmer's market vendor spaces and free Wi-Fi. Lastly, with Giant Eagle announced the closing of two of its Cleveland stores, including the grocery at 11501 Buckeye Avenue, the City stepped in to participate in funding Simon's Supermarket chain to re-open the 56,000 SF full-service grocery.

Bronze Winner



I-85 Alive Business Rapid Response

Invest Atlanta
Atlanta, GA

In 2017, a massive fire underneath the I-85 overpass caused a 100-foot portion of the bridge to collapse, leaving a stretch of highway running through the heart of the city impassable.

The Georgia Department of Transportation implemented an unprecedented construction timeline, but traffic gridlock and detours impacted some 525 area businesses with an estimated revenue of \$12 billion and more than 13,000 employees. Within three days of the collapse, Invest Atlanta's Business Retention & Expansion (BRE) Team was surveying businesses and organizing the I-85 Alive Small Business Resource Event to deliver much-needed resources to businesses within their community.

The event featured more than a dozen business and community partners, including the SBA, SBDC, private banks, WorkSource Atlanta, and city officials. Additionally, in partnership with Lyft, transportation options and discounts were offered to make it easier for workers and patrons to access the businesses.

16. Business Retention and Expansion (BRE) – Programs of 3 or More Years

Population: 25,000 – 200,000

Bronze Winner



Business Retention Program

City of Saint Charles
Saint Charles, MO

The City of Saint Charles Economic Development Department has engaged in an aggressive Business Retention and Expansion program for the past six years. During 2015, 2016, and 2017 the department was able to multiply its efforts and completed over 1,000 business interactions each year which totals 3,000 interactions in the given 36-month period!

These interactions address job retention and sustainability of overall quality of life by demonstrating support for our local businesses. In doing so, we ensure that our department has done what we can to retain companies within Saint Charles.

Also, these exchanges help to develop and foster relationships with existing businesses and help us learn more about their needs. By understanding the businesses' needs we are able to address concerns more efficiently and execute improvements to our strategic plan for better economic development.

Population: 200,000 – 500,000

Gold Winner



Business Concierge Program

Charleston County Economic Development
North Charleston, SC

Formed in 1993, Charleston County Economic Development is a government entity serving the needs of the business community. When a company chooses to operate in Charleston County, the support doesn't end when the announcement is made. Since 2013, a dedicated business retention and expansion team has focused solely on the care and feeding of existing industry. Coined 'Business Concierge', our team acts as an extension of the company; performing as a primary facilitator between industry, municipality, education, and workforce development. No request is too large or too small. Touching more than 200 companies annually, the Business Concierge Team specializes in problem-solving, making key connections and helping businesses grow. Since 2013, 26 companies have announced expansions creating 3,216 jobs and \$674M in capital investment. In 2017, a record number of expansions were announced: 17. This is a testament to the high-level service that is provided through the Business Concierge program.

The relationships established with each company is evident year after year. More often, companies know to reach out to us without delay versus waiting for an annual visit. The time the team has taken to develop these business relationships at the local and corporate level is realized when a company chooses to stay and grow in Charleston County.

Silver Winner



Business Outreach Rally

Greater Irvine Chamber of Commerce
Irvine, CA

Business growth and retention is a priority for the Chamber. The Business Outreach Rally was our answer to how best to connect with businesses more frequently and to assist them and help them grow or manage challenges. This volunteer-driven, peer-to-peer outreach program expands our capacity to connect with more businesses, more regularly with greater impact than a small staff could achieve alone. The peer-to-peer factor is a powerful message to businesses and amplifies our influence in the community.

Bronze Winner



Surprise Retail Survey

City of Surprise
Surprise, AZ

In 2015, the City of Surprise implemented an annual retail survey. In this survey, residents and visitors alike were invited to share their thoughts and opinions on the retail needs of the community. With 2,800+ respondents the first year and more than 3,000 respondents in subsequent years, the survey quickly rose to the tops in terms of city survey participation. The eight-question survey identified favorite local retailers and restaurants in the community as well as top most-desired retailers. The Economic Development team immediately found this survey to be critical for both attraction and retention efforts. Each year, the local businesses identified as local favorites received a congratulatory letter from the mayor, a certificate, and a window decal to proudly display their designation. The retail survey creates friendly competition annually amongst our local businesses and creates an opportunity for the city to celebrate and reward them. In addition to the aforementioned benefits, the local favorites are

also invited to a hosted MLB Spring Training game at Surprise Stadium. During this event, city staff meets key local business leaders in a low-pressure environment and can continue to maintain and develop relationships with them.

Population: Greater than 500,000

Gold Winners



Business and Economic Development Program

Palm Beach County
West Palm Beach, FL

Palm Beach County's 1.3 million+ residents are served by a 7-member Board of County Commissioners, who function as the legislative and policy-setting body for county government. The County's Mission Statement is "to continually improve, in the most cost effective manner, the services to our customers; protection of the overall public good, as guided by the policies of the Board of County Commissioners; and to achieve a recognized high level of public satisfaction for costs and quality of service". The Business & Economic Development Program, housed in the Palm Beach County Department of Housing & Economic Sustainability, uses business-focused economic development tools to advance community sustainability by increasing economic competitiveness and improving elements which create and retain high quality jobs within Palm Beach County. The Program's comprehensive strategy facilitates business growth, new jobs, job retention and improved economic conditions. It maximizes available resources, including technical assistance, grants & loans, bonds, and tax exemptions to best serve businesses; increase the number of higher wage jobs; strengthen and diversify the economic environment; and improve overall quality of life for residents. The Business & Economic Development Program is designed to be flexible and evolve based on changing economic trends and therefore, never becomes obsolete.



*New Employment Opportunities (NEO) Expanded
Subsidized Employment*
Fresno County Economic Development Corporation
Fresno, CA

In 2014 The Fresno County EDC, in close partnership with the County of Fresno Department of Social Services (DSS), developed the New Employment Opportunity Program (NEO), a successful new partnership model pairing workforce and economic development. This program connects the EDC's diverse network of expanding businesses looking create or retail full-time jobs, with CalWORKs Welfare-To-Work (WTW) job-seekers who are deemed job-ready. Central to this project is the ability of the public and private sectors to focus on their own strengths. The EDC concentrates on the hiring needs of the private sector while DSS focuses on the job-seeker, ensuring they have necessary training and soft skills to gain sustainable employment. Businesses are able to hire employees as they would anyone else, and are reimbursed for a portion of the employee's wages during the training and staff-development period. NEO has greatly impacted individuals, and their families, who have been able to transition from public assistance to self-sufficiency. Moreover, it has helped meet the workforce needs of local businesses. Along with matching people with available jobs, NEO also trains job-seekers to help meet current industry needs, which include a construction pre-apprenticeship training and Class A truck driver training.

Bronze Winner



Small Business Rock Stars and Promotion
Georgia Department of Economic Development
Atlanta, GA

98% of businesses in Georgia are considered to be small. There are many resources available to them, but many do not know what they are. We wanted to do a better job of raising the profile on small business resources through an awards program and supporting multi-channel marketing campaigns focused around case studies and through leadership.

We created the annual Rock Stars competition to recognize those that fit these criteria.

- Any type of small business is invited to apply.
Nominate your own company or another great Georgia small business

- You must employ under 100

- You must be Georgia-based, for-profit company

This is the 5th year of the Rock Star competition and the most successful thus far. We had 175 submissions.

17. Entrepreneurship

Population: 25,000 – 200,000

Bronze Winner



B-Start

B-Start

Bloomington Economic Development Corporation
Bloomington, IN

About B-Start B-Start is a pre-accelerator program of the Bloomington Economic Development Corporation (BEDC) to help launch for-profit innovation-driven businesses in Bloomington, Indiana. B-Start participants are at the earliest stage of their business development and are coached through a comprehensive process of cohort activities and individualized mentorship over the course of the program to build a foundation for acceleration. For more information, visit www.b-start.org. About the BEDC:

The Bloomington Economic Development Corporation (BEDC) is a not-for-profit organization dedicated to the retention, development and attraction of quality jobs in Monroe County Indiana. The BEDC is led by a partnership of private industry leaders, the City of Bloomington, Monroe County, Indiana University and Ivy Tech Community College–Bloomington. For more information, visit www.bloomingtonedc.com.

Population: 200,000 – 500,000

Gold Winner



CITY OF CLEVELAND

Mayor Frank G. Jackson

Neighborhood Retail Assistance Program

City of Cleveland – Department of Economic
Development
Cleveland, OH

The Neighborhood Retail Assistance Program (NRAP) provides capital to under-served, locally-owned businesses with an emphasis on minority, female, lgbt, and immigrant /refugees that are unable to access funding through conventional lenders. Entrepreneurs with new ideas, creativity, private investment, hard work and commitment make Cleveland's neighborhoods a vibrant place to live by providing goods and services essential to residents quality of life. By leveraging City investment under the Neighborhood Retail Assistance Program, vacant storefronts are filled, jobs are created, walkable streets become rejuvenated, revenue is added to the local tax base and business to business relationships are established. Entrepreneurs are connected to our local workforce development agency, Ohio Means Jobs, to assist with job placement referrals. The program, many thought would have a 90% failure rate, has assisted our City with developing a vibrant small business ecosystem to ensure entrepreneurs including minority, women, lgbt and immigrant & refugee-owned businesses have access to capital resources in order to open their doors and be successful! The program in its 11th year, does not have a 90% failure rate as some naysayers thought, but a 90% success rate for the past 10 years!

Silver Winner



PGH Lab

Urban Redevelopment Authority of Pittsburgh
Pittsburgh, PA

PGH Lab is a city-led program that connects local startup companies with the City of Pittsburgh and local authorities to test new products and services in a real-world environment for three to four months. The program serves as an urban lab to implement innovation solutions to civic challenges such as citizen engagement, city operations, and climate change & environment. Participating startups are encouraged to test, gain valuable market feedback, and iterate. In turn, the program gives local government the opportunity to explore new ways to use technology and services to make government more efficient, transparent, sustainable, and inclusive. The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the city's tax base and improving the vitality of businesses and neighborhoods.

Bronze Winner



ECONOMIC DEVELOPMENT CORPORATION

LaunchKC

Economic Development Corporation of Kansas City,
Missouri and Downtown Council of Kansas City
Kansas City, MO

LaunchKC is a civic collaboration to aid entrepreneurs with early stage capital that is jointly managed by EDCKC and the Downtown Council. LaunchKC's creators developed this grant competition to attract tech entrepreneurs from around the world and to aid local Kansas City entrepreneurs with growing their business. Each year, the program awards a total of \$500,000 in non-dilutive grants to nine startups. In the program's first two years, it provided \$1.5 million in funding for 29 startups in industries including advanced manufacturing, agricultural technology, animal health, cloud services,

data analytics, education technology, finance technology, health technology and mobile technology.

Population: Greater than 500,000

Gold Winner



CATAPULTE

Québec International
Quebec, Canada

The Arts numériques et divertissement interactif (ANDI) niche of excellence aims to position the Capitale-Nationale region as a unique, distinctive, world-class centre of expertise in digital arts and interactive entertainment. In this industry, the creation of intellectual property (IP) owned by the area's businesses remains indispensable to their continued success. It also significantly enriches everything that the area has to offer. As part of Québec City's economic development agency, Québec International, the Arts numériques et divertissement interactif niche of excellence bases its activities around supporting the creation and marketing of intellectual property. With that in mind, CATAPULTE was started in 2014 to support independent studios in the development and launch of games that have not yet been marketed. After four editions, this acceleration program has proven to significantly promote the industry's ecosystem on the international market, in addition to allowing finalists and winners to expand and create jobs.

Silver Winner



CHICAGO REGIONAL GROWTH CORPORATION

Metro Chicago Exports Program
Chicago Regional Growth Corporation
Chicago, IL

Launched in 2014, Metro Chicago Exports has focused its efforts to assist local SMEs grow their entrepreneurial skills needed to succeed in international trade. MCE has designed and implemented three current lines of programming focused on exports, expanding the region's business retention and expansion strategy.

The exports grant initiative provides seed money to increase exports by local firms by supporting implementation of their export plan. Firms can utilize the funds to overcome specific barriers to exporting, attend a trade show, achieve international compliance, among other uses.

Upon learning that many companies did not have a comprehensive export plan, MCE also launched Illinois' inaugural ExporTech program to fill this gap. The cohort-based program provides SMEs with coaches custom market research and a framework to develop export plans and realize their international potential.

Metro Chicago Exports also highlights the entrepreneurial spirit of new and moderate exporters through its regular pitch competitions. Each competition features ten small business from Northeastern Illinois presenting their company's strategy for exporting goods to one or more international markets. A panel of 4-5 judges provide feedback and award cash and UPS shipping credits to the top three businesses.

Bronze Winner



PROSPER PORTLAND

Athletic & Outdoor Peer to Peer program
Prosper Portland (f.k.a Portland Development Commission)
Portland, OR

Prosper Portland's Athletic & Outdoor Peer-to-Peer program is a series of sessions designed to pair CEOs of growing companies to facilitate shared learning and provide lessons and insights from subject matter experts. Each participating entrepreneur receives valuable information, access to mentors, service providers, and informal networking events, along with one-on-one consulting. Industry experts share their knowledge of business-relevant topics – such as social media, human resources, and inventory management – to help participants succeed in the industry. Program alumni include up-and-coming brands such as Flipside Hats, Moxie & Moss, and North St. Bags, all of which have gone on to grow in size and revenue.

18. Neighborhood Development Initiatives

Population: 25,000 – 200,000

Silver Winner



17Strong Neighborhoods Micro-Grants Program
City of Hamilton
Hamilton, OH

17Strong provides a framework for communication and sense of identity to rally individuals, groups, and other organizations in Hamilton to take pride in their particular corner of our city. It works to create stronger, more identifiable areas throughout Hamilton that will make us better as a whole because neighborhoods are the strategic building blocks of overall community development. By investing in community beautification, events, and other initiatives through the Micro-grants program, 17Strong empowers individuals to allocate resources to areas of the most pressing need in their community.

Bronze Winner



Downtown Community Improvement Plan (CIP)
City of Guelph
Guelph, ON, Canada

Looking ahead to 2031, in order to achieve legislated provincial growth targets for Guelph's downtown, there would be a need to stimulate the economic conditions to foster new residential and office development. The purpose of this Downtown Community Improvement Plan (CIP) is to revitalize and enhance the downtown as a focal area for public and private investment. The CIP provides the City of Guelph with broader authority to encourage and implement public and private investment in the downtown. The CIP focuses on delivering

municipal incentive programs to support private sector investment in the form of façade improvement, feasibility study grants, and larger scale renovation and redevelopment programs called the minor and major downtown activation grants.

Population: 200,000 – 500,000

Bronze Winner



Parramore Comprehensive Neighborhood Plan
City of Orlando's Downtown Development Board/
Community Redevelopment Agency
Orlando, FL

The mission of the Community Redevelopment Agency (CRA) is to aggressively pursue redevelopment and revitalization activities within the redevelopment area, with emphasis on providing more housing and cultural arts opportunities, improving long-term transportation needs and encouraging retail development. Parramore, an 819-acre, historically underserved and economically distressed African-American neighborhood, has experienced significant disruption in terms of highway construction and de-population over the past 50 years. The Parramore Comprehensive Neighborhood Plan focuses on creating a healthy, sustainable, and vibrant community that prepares for the future while preserving, enhancing, and celebrating the culture and heritage of Parramore. The Plan is an integral component of the CRA Vision Plan, and is also an important continuation and further refinement of the Pathways for Parramore initiative (a comprehensive effort to revitalize Orlando's historic Parramore community).

Population: Greater than 500,000



Concious Social Responsibility by Mr. Yadupati Singhania – CMD, JK Cement
JK Cement LTD.
New-Delhi, Delhi, India

JK Cement, with Mr. Yadupati Singhania at the helm of affairs, set out in early 1980s to develop extremely deprived and distressed regions of India in the western states with a twin philosophy of Industrial Development and community emancipation. The basic belief was that these regions could produce cement from abundantly available natural resources therein, while benefitting from the initiative and secure infrastructure, employment and better quality of life. The works has continued for over 35 years as of now and the regions are a transformed geography. Many industrial units, several education centers, multiple ancillary business and contracts have created hundreds of organized as well as self-generated employment opportunities. Public infrastructure and amenities have been generated and facilitated over the past 3 decades. Over 180 villages have been transformed in their overall quality.

19. Human Capital

Population: less than 25,000

Gold Winner



CULLMAN

Economic Development Agency

Educators in Industry

Cullman Economic Development Agency
Cullman, AL

Due to the Cullman area's attraction of numerous industries, workforce has faced decreasing numbers, making it more difficult to fill needed roles within the companies. In an attempt to grow workforce numbers by promoting local jobs, Cullman Economic Development Agency (CEDA) partnered alongside local industry and education to establish Educators in Industry. This program takes over 300 secondary-education students and educators on 14 tours of the local industrial parks, the hospital, and technical programs at Wallace State Community College (WSCC) with the hope to enlighten and expose each of the benefits these businesses and opportunities bring to the community. Many students and educators are unaware of the actual locations of many of the industries, what each specific industry is responsible for, and exactly what types of jobs are needed. These tours allow school leaders the opportunity to gain valuable insight in order that they may aid young adults and future workforce to find a promising career here at home.

This program has numerous volunteers who help from registration to clean up. It became our understanding that those in education can be our greatest asset to grow local workforce; however, they must first be informed and knowledgeable of the opportunities around.

Population: 25,000 – 200,000

Silver Winners



Weld for Work

Ponca City Development Authority
Ponca City, OK

Weld for Work was started by Gary Harvey, Owner of MJ&H Fabrications in partnership with Pioneer Technology Center, the local career tech for Ponca City and Kay County. Harvey was having trouble finding welders with the correct skill sets for his industry (large vessel manufacturing). All industries are feeling the workforce crunch and identifying and recruiting welders is no different. While doing outreach with the welding program coordinator at Pioneer Technology Center (PTech), the idea for a welding competition to see what graduates from the welding program could do with real work situation, utilizing existing skills sets and be competent enough to be trained by an employer on different or new welding techniques. To sweeten the competition, Harvey would hire the top three welders from the competition would guarantee MJ&H. Soft skills such as being on time to work, are taught in this “real life” competition. This competition would guarantee MJ&H a workforce pipeline and a showcase available jobs at a starting wage of \$15/hour; after company training and good safety reviews, the wage would increase accordingly.



Align

Lenawee Now
Adrian, MI

Lenawee County is experiencing a talent gap. A large portion of the county's aging workers are approaching retirement and taking their technical skills, knowledge, and vast industry experience with them. Local community leaders, superintendents, and management from major companies come together with a common goal of creating a unified talent system. The program developed is named Align.

Align is designed to encourage open communication about job creation and retention by bringing employers, students, and educators together. Ultimately, it positively affects job creation and retention.

Lenawee Now is a public-private partnership dedicated to economic and business expansion throughout Lenawee County. By attracting new businesses, helping to grow established businesses, and supporting entrepreneurial endeavors in Lenawee, Lenawee Now is creating an economically viable and vibrant region. In addition to business attraction, retention and start-up activities, Lenawee Now provides critical services to support business growth including access to funding sources and talent enhancement.

Bronze Winner



Milpitas Workforce Development Initiative
City of Milpitas
City of Milpitas, CA

Milpitas has an employment paradox. Despite having one of the lowest unemployment rates in California and its perfect location in the heart of Silicon Valley, this diverse city of 70,000 people has found that a significant segment of its population has not benefited from the post-recession economic boom. Even as more and more millennials are entering the job market for high-tech and service industries, local manufacturing companies have had difficulty attracting qualified young people to join the workforce. In response, the City of Milpitas created the Milpitas Workforce Development Initiative to address the growing employment gap by connecting youth to local manufacturing and high paying jobs. The Milpitas Workforce Development Initiative includes two workforce programs: FlexFactor, an unprecedented 4-week entrepreneurship program that exposes at-risk high school students to the vast range of professional opportunity within advanced manufacturing; and Manufacturing Day, a one-day annual event where local manufactures open their doors to show high school students and the Milpitas community modern manufacturing in action while inspiring the next generation of skilled workers. By connecting youth to employers, Milpitas is committed to economic resilience that will benefit businesses and residents

Population: 200,000 – 500,000

Bronze Winners



Career Edge
Greater Irvine Chamber of Commerce
Irvine, CA

Interviews with our companies revealed that although the talent was well educated, they were lacking in essential skills: critical thinking, business and workplace behaviors and verbal, written and communication. Working with business and education, Career Edge was developed to as a series of weekend workshops with experienced instructors who would coach college students and new employees in these skills so they were better prepared to succeed in today's workplace and contribute more capably to the company's mission.



STRIVE Job Readiness Curriculum in New Orleans
New Orleans Business Alliance
New Orleans, LA

Since 2015, workforce development partners in New Orleans working together can proudly say 460 men and women have something they didn't have before – a opportunity for sustainable income, meaningful employment and economic self-sufficiency. These opportunities are facilitated by a collaborative effort of five workforce agencies now led by NOLABA, to leverage resources and capacity to deliver a skilled and ready workforce. NOLABA actively works with five partners to facilitate five "Opportunity Centers" that bring economic security to people that had little hope. The five Opportunity Centers include STRIVE NOLA, the Urban League of Louisiana, Total Community Action, JOB1 and Goodwill Industries of Southeastern Louisiana, all of whom use STRIVE International's evidence-based job readiness curriculum. Our goal is simple: provide quality job training, opportunities to compete for quality jobs leading to career pathways, and job retention services for all New Orleanians despite barriers to employment. The joint efforts boldly welcomed and recruited individuals from underserved communities and those involved in the justice system and have seen success to date.

Population: Greater than 500,000

Gold Winner

MAKE IT. MSP.®

MINNEAPOLIS-SAINT PAUL

Make. It. MSP. Regional Talent Attraction and Retention Program

GREATER MSP

Minneapolis-Saint Paul, MN

Make It. MSP. is an initiative of the GREATER MSP Partnership focused on making the Greater Minneapolis-Saint Paul region the best place in the world for people to come, stay, and thrive. Our ambition is to make the region one of the nation's top performing regions at attracting and retaining professional talent. Achieving that ambition requires strong partnership. That's why leaders at more than 100 organizations, including some of the world's leading employers, work together through Make It. MSP. Key projects of Make It. MSP. include data-driven strategies that are led by cross-sector partners like some of the region's top employers and professional organizations. These projects include welcoming and onboarding new residents to the region, improving the retention of professionals of color, attracting technology talent, and converting summer interns. You can discover these projects and others at makeitmsp.org.

Silver Winner



ZF Transmissions Gray Court (ZFTG)

SC Technical College System Division of Economic Development
Columbia, SC

The SC Technical College System's Division of Economic Development (the Division) offers a comprehensive workforce solution custom-designed to meet an organization's needs from initial start-up to the long-term growth. Comprised of readySC, Apprenticeship Carolina and e-Zone – job retraining tax rebate program, the Division provides the training and education necessary to build a competitive workforce ready for today's demands and tomorrow's challenges. In 2010, the ZF Group chose Gray Court, SC from over 60 other possible locations for its new manufacturing facility for production of 8 and 9-speed automatic transmissions for passenger cars. The initial plan was to staff some 1200 employees to support the production of about 800,000 transmissions a year; with expectations for both numbers to grow in the future. Since then, the Division has delivered a comprehensive recruitment and training solution to meet the needs of its 2400+ workforce through startup, expansion and beyond. The Division's nationally recognized workforce training programs, readySC and Apprenticeship Carolina, partnered with the local technical college to establish a high-tech industrial training center, recruit and train ZFTG's skilled workforce, develop apprenticeship programs, and create a pipeline of youth apprentices to meet future workforce needs.

Bronze Winner



*City of San Diego Economic Development
Department Workforce Development*
City of San Diego Economic Development
Department
San Diego, CA

The City of San Diego Economic Development Department partnered with the nonprofit San Diego Workforce Partnership (SDWP) to implement a three-program portfolio that strengthens the workforce, particularly opportunity youth and low-skilled and/or disadvantaged workers in low- and moderate-income (LMI) communities: TechHire San Diego matches participants with training and employment in Information and Communication Technologies (ICT) fields to improve the talent base supporting San Diego's tech economy. From 2018-21, TechHire is placing 500 City residents into internships and 600 into ICT jobs. In FY18, 100 participants had paid internships, and 150 more participants have jobs, with 60% being LMI.

Connect2Careers Mentorship Program provides disadvantaged youth with 4-week job readiness training and then 150-hour paid mentorships in City departments to learn about public-service careers. In 2018-19, the program will place 325 LMI youth.

Connect2Careers Youth Internship Program offers youth meaningful job placements and work-based learning opportunities, which are paid by SDWP for 150 hours and available at no cost to participating local employers. In FY18, 5,000 youth were in job training, with 2,000 placed in jobs from SDWP's broad business network. Early feedback indicates heightened participant interest in ICT and employer interest in developing interns into permanent hires.

All three programs—serving 5,375 people in FY18—develop and diversify future workforce to succeed in a knowledge-based economy, thereby improving overall quality of life for all San Diegans.

20. Economic Equity & Inclusion

Population: 25,000 – 200,000

Gold Winner



Community Ventures
State of Michigan and Saginaw Future Inc.
Saginaw, MI

Community Ventures is an effort led by the Michigan Talent Investment Agency, in partnership with MI Works and local economic development organizations to help structurally unemployed individuals pursue career opportunities at Michigan companies. In Saginaw alone, 1,371 participants have been placed into full-time jobs at 19 Saginaw businesses from construction and manufacturing to healthcare and customer service. The program provides support and resources, including a success coach, from placement through at least one year of employment. According to a study by the Office of Performance and Transformation, participants who have kept their jobs for one year or more have been able to support themselves resulting in a savings of \$2.2m in public assistance benefits. This shows a great increase in the quality of life each participant has gained from being a part of this program. The overall goal of Community Ventures is to reduce unemployment and crime in Saginaw. Since 2017, violent crime has been reduced in the City of Saginaw by 74% (in 2013, there were 2179 Part I Violent Crimes and in 2017, there were 568. In 2013, there were 27 homicides and in 2017, there were 8). Unemployment Rate in the City of Saginaw has improved 37% since the program started moving from 16% to 10.1%.

Population: 200,000 – 500,000

Gold Winner



Business Technical Assistance Program, B-TAP
City of Minneapolis Community Planning & Economic
Development
Minneapolis, MN

The Business Technical Assistance Program (B-TAP) provides consulting and training to emerging and existing entrepreneurs. Over 80% of participants are minority or low-income business owners. B-TAP funds local nonprofit community development organizations to help entrepreneurs assess the feasibility of ideas, sustain operations, or plan an expansion. The organizations work with specific populations or in specific geographic areas, such as African immigrants, Latinos, women, and in North Minneapolis. The consulting support helps business owners develop skills to sustain or increase job growth and profit margin through entrepreneurial classes, loan packaging, business planning and start-up consultations. B-TAP also provides specialized services in response to the needs of specific business sectors, such as: C-TAP, the Cooperative Technical Assistance Program for new and existing cooperative business, D-TAP, the Developers Technical Assistance Program for small and emerging real estate developers, B-TAP Professional Series, trainings on such topics as compliance with City labor ordinances, branding and marketing, social enterprises, and business skills for artists, E-TAP to add energy efficiency practices into everyday business operations, and more!

Silver Winner



Latina Hope
McAllen Chamber of Commerce
McAllen, TX

The Latina Hope program is designed to create an opportunity for an underserved market, Latina women, to learn, create and monetize their handmade skills (jewelry, crafts, soaps, scarves, home décor, necklaces, hair accessories, bracelets, etc.) in order to obtain an extra revenue source for their families. The program begins with financial literacy, basic workshops on finance, single entry bookkeeping, operational management, marketing and business plan development. Then, participants prepare a project plan (basic business plan) and present their business idea to the Latina Hope judging panel. The panel decides if the project is mature enough to receive the Latina Hope Ignite fund. The award is in the form of materials to facilitate the startup phase of the new micro-venture. The Latina Hope Ignite fund provides materials (up to \$250) to qualifying participants to begin production and encourages the creation of new ventures in McAllen, TX.

The purpose of this program and online shop are to assist these hard-working women from all walks of life and all ages with providing extra income for their households. Proceeds from these sales go directly back to our Latina Hope participants and their families.

Bronze Winner



Westside Tax Allocation District

Invest Atlanta
Atlanta, GA

In 1992, the City of Atlanta, Fulton County, and the Atlanta School Board established the Westside Tax Allocation District (TAD) to spur public and private investment in the neighborhoods west of Downtown. Invest Atlanta redoubled these efforts in 2013 through a planning process that engaged more than 300 community stakeholders, focusing on the historic neighborhoods of Vine City, English Avenue, and portions of Castleberry Hill.

Through its established partnerships, Invest Atlanta leads, joins, or supports a wide range of Westside TAD projects. These represent long-term investments to address critical areas of need, such as equity, affordable housing, employment opportunities, business development, neighborhood security, and education.

Population: Greater than 500,000

Bronze Winner



DIGMYIDEA Māori Innovation Challenge

Auckland Tourism Events and Economic Development
Auckland, New Zealand

DIGMYIDEA Māori Innovation Challenge is a nationwide competition calling on entrants to submit a digital business idea that has the potential to go global, create jobs and improve economic wellbeing. Māori are the indigenous people of New Zealand and originated with settlers from eastern Polynesia.

There are more than 720,000 people in New Zealand identifying as Māori, making up nearly 16 percent of the national population. Māori are the second largest ethnic group in New Zealand after European New Zealanders. Auckland Tourism, Events and Economic Development (ATEED) is the lead organizer of DIGMYIDEA Challenge, which attracts more than 100 entrants. The challenge is now in its third year and is divided into two age categories: Māori Oho Youth (15 to 24 years) and Mauri Tu Open (25 years and above).

The latest winners will be named in July this year. All Māori residing in New Zealand can enter as an individual or as a team up to five people. Five finalists from each category are selected, and they are each allocated a mentor before attending the finals weekend (Called DIGIwananga) to further develop and streamline their ideas, culminating in pitching to the panel of judges.

21. Real Estate Redevelopment & Reuse

Population: 25,000 – 200,000

Bronze Winner



Downtown St. Catherines

City of St. Catherines

City of St. Catherines, ON, Canada

St. Catherines is a dynamic city with a strategic plan to make the downtown area a centre for innovation, culture, academics. The redevelopment and revitalization of Downtown St. Catherines is a project focused on economic development efforts in the downtown core of the city where emphasis was placed on public investments in development of underutilized assets and the repurposing or adaptive reuse of buildings with the intent of attracting private investment, creating jobs, and increasing the tax base. This project culminated in a number of investments, including the following 5 major developments:-Construction of the Meridian Centre Spectator Facility opened in 2014 worth \$50 Million-Construction of the First Ontario Performing Arts Centre opened in 2015 worth \$62 Million-Repurposing of the old Canada Haircloth Factory building located downtown for the location of the Marilyn I. Walker School of Fine & Performing Arts opened in 2015 worth \$42 Million-Construction of the Carlisle Street Parking Garage opened in 2012 worth \$28 Million-Replacement of Burgoyne Bridge with signature bridge opened in 2016 worth \$90 Million

Population: 200,000 – 500,000

Gold Winner



Nehemiah Manufacturing

City of Cincinnati - Department of Community & Economic Development

Cincinnati, OH

After a fire destroyed the Queen City Barrel building, the City of Cincinnati strategically acquired the site, which included roughly 100 parcels totaling 18 contiguous acres. The purchases created a much-needed development site within the city's urban core, while offering access to existing industrial infrastructure crucial to attracting new manufacturing operations. The site required full-scale environmental assessment, along with soil and groundwater remediation after the area's 100-year-plus history of heavy industrial use resulted in contamination, an environmental liability the private market would not address. DCED assembled and cleaned up the site, then sold seven acres for Nehemiah Manufacturing Co.'s new \$12 million, 180,000-square-foot building. The City offered a tax abatement on the new building and Nehemiah agreed to retain 81 employees and create 37 new jobs within three years of the opening. Nehemiah creates job opportunities for chronically unemployed people in the inner-city. The new building houses Nehemiah's corporate headquarters and all manufacturing/distribution functions, as well as offering social services in-house to support its workforce beyond employment issues.

Silver Winner



Catalyzing Development in a Historic District
City of Norfolk Economic Development
Norfolk, VA

The Norfolk & Western Rail Line Historic District was created in 2015. Since then, this Historic District designation has delivered a great deal of catalytic investment in this primarily industrial area. In 2014, O'Connor Brewing wanted to expand into an old (1956) furniture warehouse. The building was one year short of qualifying for tax credits. In an effort to gain historic tax credits, Norfolk created a new historic district overlay to start the process by establishing a period of significance for the area. There was no strong statement of industry heritage, so buildings in the general area were surveyed. Since 2016, 271 apartments and 11 commercial uses have opened; 7 projects using Historic Tax Credits. By having a district ready-made with property surveys and historical significance recorded, the City has taken the pressure off developers having to apply on their own. The intent of the Historic Overlay district is to preserve the historic development pattern of the light industrial building stock while allowing for flexibility in reuse, and to ensure that new construction and renovations are harmonious with the historic industrial character. District standards promote a vibrant mixed-use environment to accommodate the current and changing use patterns.

Population: Greater than 500,000

Silver Winner



Historic Butler Brothers Building: Mixed-Use Redevelopment Project
City of Dallas Office of Economic Development
Dallas, TX

The 750,000-sq. ft. Butler Brothers Building was constructed in 1910 as a mercantile warehouse and had been long abandoned when Alterra International purchased it in 2011. Given its historic status as well as its deteriorated condition, redevelopment would be costly. Utilization of the City of Dallas PACE (Property Assessed Clean Energy) Program allowed energy and water-saving measures to be incorporated into the mixed-use project, demonstrating its value as a low-cost, long-term replacement to expensive equity partner financing. This project is an example of how PACE, as an innovative financing program, can offer commercial, industrial, and large multi-family property owners a voluntary way to obtain up to 100% financing for water conservation, energy-efficiency, resiliency, and distributed generation retrofits. The Butler Brothers Building is the third largest PACE project in the country and the largest in Texas, and includes residential, retail, and the dual-branded Fairfield Inn/TownePlace Suites by Marriott. It will contribute to over 100 new jobs in Dallas, reduce annual electricity use by more than 6.6 million kilowatt hours, remove over 3,500 metric tons of CO₂e and save almost 700,000 gallons of water each year. Its taxable value after completion will increase almost \$60MM.

Partnership Awards

22. Public-Private Partnerships

Population: 25,000 – 200,000

Gold Winner



Sugar Land Heritage Museum & Visitor Center
City of Sugar Land
Sugar Land, TX

The Sugar Land Heritage Museum & Visitor Center will serve as one of the anchors of the mixed-use development of Imperial Market. Currently, the impact of the project has been to give new and current residents, visitors, partners and meeting planners a place where they can come to learn about Sugar Land's history and offerings.

Silver Winner



Three Oaks Recreation Area
City of Crystal Lake
City of Crystal Lake, IL

Three Oaks Recreation Area is a 462-acre public recreation area in Crystal Lake, Illinois. The City owns and operates Three Oaks and partnered with Vulcan Materials who gave the land to the City in exchange for mining rights in another area. Construction was funded by the City with a \$15 million bond issue and private investors contributed \$2.5 million. The park currently operates off revenues collected from the private businesses that reside in Three Oaks and from beach/parking admission charged by the City to visitors. The City developed pavilions, hiking trails, beach, a splash pad, playground, scuba diving area and marina for boat and kayak rentals for fishing. The following private businesses partnered with the City to enhance the experience of the recreation area. Without these private partners and businesses Three Oaks would not have been able to become the unique amenity and destination attraction that it is today.

- The Cottage by the Beach- Restaurant serving beach eats.
- Alpine Accessories- Paddle board rentals, retail store and host paddle board classes.
- The Quarry- A wakeboard park offering wakeboarding, rentals and wakeboard/clothing items for sale. Also hold group volleyball tournaments and yoga classes.
- Duke's- A farm-to-table lakefront dining restaurant with banquet facility.

Population: 200,000 – 500,000

Gold Winner



*The Grove Plaza Partnership, CCDC + Gardner Co. +
The District*
Capital City Development Corporation
Boise, ID

The Grove Plaza, the most vibrant public gathering place in downtown Boise, is the centerpiece of a recently completed Boise Public Private Partnership (BP3) that culminates in an unparalleled investment in the heart of the city. This four-block area of restaurant, office, convention center, university, and public space totals \$158M in public and private investment and marks the grand finale of the state's first Urban Renewal District (URD). The 1.26 acre plaza and the vibrant 10-block district are the result of Capital City Development Corporation's (CCDC) revitalization partnership efforts. BP3 and prior project work has helped grow property value in the URD by 1,100% since the district started. The collaboration of The Grove Plaza Partnership / CCDC + Gardner Co. + The District, is the capstone project creating a powerful economic development engine around an architecturally distinctive, vibrant, urban plaza. The center plaza area has been transformed into a dynamic interactive mixed use community space with shade trees, seating, and an interactive fountain. The surrounding four blocks boast transit, housing, an event arena, convention center, hotel, tech office space, higher education, retail, and restaurants.

Population: Greater than 500,000

Silver Winner



Residences at Government Center
Fairfax County Department of Housing and
Community Development
Fairfax, VA

The Residences at Government Center is an innovative workforce housing development created through a unique public-private partnership between the Fairfax County Department of Housing and Community Development (HCD), Fairfax County Redevelopment and Housing Authority (FCRHA) and private sector developers to offer 270 rental units of affordable housing to the low and moderate-income public and private sector workforce. Through the leveraging of public sector land and private sector development, the FCRHA was able to create these affordable housing units at no cost to County taxpayers. The development was designed to fit into the fabric of the neighborhood by respecting the environment and addressing the unique, site specific considerations of the property. HCD is the local governmental agency within Fairfax County that administers affordable housing and community revitalization programs. In addition to its role as a department of county government, HCD serves as the staff for the FCRHA. The FCRHA is a political subdivision of the Commonwealth of Virginia whose mission is to initiate and provide opportunities for Fairfax County residents to live in safe, affordable housing and to help develop, preserve, and revitalize communities. The FCRHA is the county's local housing finance agency.

Bronze Winners



Kumeu Film Studios (Public-Private Partnerships)
Auckland Tourism Events and Economic Development
Auckland, New Zealand

Newly-developed Kumeu Film Studios (KFS) is a successful public-private partnership between economic growth agency Auckland Tourism, Events and Economic Development (ATEED), NZ Film Commission, Warner Bros./Gravity Pictures, and the Kumeu landowner. They combined to establish a world-class screen production complex and put Auckland on the global stage as an outstanding location for filming. The 27ha complex comprises 13,500 sq m of existing buildings (transformed into staging areas, workshops, production offices), two large water tanks (indoor and outdoor), a Green Screen wall, two state-of-the-art sound stages, 12ha of forest and 2.8ha of hard stand and yard. When a production is fully utilising the facility, it employs more than 600 staff across the screen and creative sector, allowing for the development of high-value jobs and skills and providing an economic boost (accommodation/hospitality) to the local economy. The site was previously used as a wood panel processing plant and it closed with the loss of 40 medium-skilled jobs. KFS has reinvigorated the Kumeu community. New Zealand Government supports the film industry with 20 per cent grants for international productions.

Goûteur à domicile (Stay-at-home taste testers)
Québec International
Québec, CA

The Québec City area is a key centre of excellence for nutrition and food research and development. This niche of excellence is supported by the ministère de l'Économie, de la Science et de l'Innovation du Québec (MESI) as a niche of excellence coordinated by the ACCORD program and integrated with Québec International, the Québec City area's economic development agency. This makes Goûteur à domicile a very important project for members of the Consortium, as it can minimize commercial failures in the region's food processing sector. The program does so by focusing on real-world tests with real consumers across the province of Quebec. In the comfort of their own homes, participating consumers receive products straight from the development process and grant a seal of approval before the products go to market. This initiative helps companies reduce the costs and time required to conduct these tests themselves by grouping them together and by working with companies that offer relevant testing and shipping services. This way, each company can enhance its food development and marketing processes based on feedback. As Goûteur à domicile is a pilot project, it also tests the efficiency of this type of collaboration, with the intent of eventually transforming it into a service regularly provided by its partners to companies in the region.

23. Partnerships with Educational Institutions

Population: less than 25,000

Silver Winner

Oneonta

1891

Wallace State Community College - Oneonta Campus
City of Oneonta
Oneonta, AL

The City of Oneonta partnered with Wallace State Community College on bringing a campus to Oneonta. The first phase of the project consisted of repurposing an existing 18,000 square foot building that now provides technical training, work-ready certificates, 101 courses, welding, CDL training, and more. The second phase is under construction now. It will be a new 15,000 square foot building located in downtown Oneonta offering more lab-based courses. The WSCC-Oneonta Campus is and will continue to provide students with the training they need to work and live locally. It will bring more foot traffic to our downtown area, where the students and staff can eat and shop. In turn, it is already increasing the sales taxes for the City of Oneonta. Being able to provide a post-secondary educational facility will overall enhance the City's quality of life in several areas and will foster more economic growth for years to come.

Bronze Winner



York County Educational Partnership
York County Economic Development Corporation
York, NE

Over the past five years, York County Development Corporation, located in York, Nebraska has initiated a series of work force programs in schools. YCDC developed and implemented three meaningful partnerships with postsecondary education entities. The Entrepreneurship Investigation (ESI) Camp, York Middle School Manufacturing Entrepreneurship Class, and York High School Technical Math Class. Complementing these are Industry Tours for Educator, a regional Annual High School Career Day and Career Academies programs that work independently but share the same economic development goals in the areas of workforce development and attraction, technology transfer, entrepreneurship, and community related research and development. Through these programs, York has been able to create a true Career Academy Campus using resources and businesses in the community without the expense of building and additional school facility.

In 2018, YCDC contracted to have a labor study, skills gap analysis and a wage and benefits study completed. This, along with additional surveys and programs, provided the statistical groundwork to address workforce development programs. During this same time frame, agriculture programs had been establishing in the high school with kids graduating with certificates in chemical application, agronomy, and irrigation. The community also recruited Southeast Community College to open a York Regional Learning Center in 2016, and York College stated an Agri-business degree program in the fall of 2017. Using the information gathered, three educational partnerships were launched to address business retention and workforce retention/attraction by improving the pipeline of students who stay in their communities.

Population: 25,000 – 200,000

Gold Winner



Southside Bethlehem Keystone Innovation Zone
City of Bethlehem, BEDCO, Lehigh University,
Northampton Community College
Bethlehem, PA

BEDCO and the City of Bethlehem, interested in economic development and creating a vibrant community, administer the Southside Bethlehem Keystone Innovation Zone to provide an incentive and resources for students to launch and grow their company here. Lehigh University and Northampton Community College are preparing these students with skills and knowledge for the real world with an overarching focus on entrepreneurship and innovation. The Southside Bethlehem Keystone Innovation Zone was established in 2004 and is now in its 14th year of operation. The KIZ has had a profound impact on innovation and entrepreneurship in Bethlehem by offering critical financial resources and assistance to early-stage startup companies. To date, the KIZ has invested over \$7 million dollars in 90 companies since the program's inception. The result of this program has been a closer bond between these partners and capitalizing on retaining our homegrown talent being fostered here in Bethlehem.

Silver Winner



Weld for Work
Ponca City Development Authority
Ponca City, OK

Weld for Work was started by Gary Harvey, Owner of MJ&H Fabrications in partnership with Pioneer

Technology Center, the local career tech for Ponca City and Kay County. Harvey was having trouble finding welders with the correct skill sets for his industry (large vessel manufacturing). All industries are feeling the workforce crunch and identifying and recruiting welders is no different. While doing outreach with the welding program coordinator at Pioneer Technology Center (PTech), the idea for a welding competition to see what graduates from the welding program could do with real work situation, utilizing existing skills sets and be competent enough to be trained by an employer on different or new welding techniques. To sweeten the competition, Harvey would hire the top three welders from the competition would guarantee MJ&H. Soft skills such as being on time to work, are taught in this "real life" competition. This competition would guarantee MJ&H a workforce pipeline and a showcase available jobs at a starting wage of \$15/hour; after company training and good safety reviews, the wage would increase accordingly.

its CIS program with goal of increasing the number of CIS enrollments and graduates to support GDIT. NSU currently graduates nearly 300 computer-related majors. The initiative expanded the number of NSU faculty and course offerings, improved the technology on campus, promoted faculty development, and provided scholarships to NSU students. As a result of the successful higher education collaboration, GDIT to ram up to a 1,100-member workforce in 3 short years – helping the company meet its hiring goal in half the expected time frame – and firmly establishing GDIT as an anchor tenant in the National Cyber Research Park

Population: 200,000 – 500,000

Gold Winner



Educational Partnerships in Parramore
City of Orlando's Downtown Development Board/
Community Redevelopment Agency
Orlando, FL

The mission of the Orlando Downtown Development Board is to strengthen the role of downtown Orlando as the economic, governmental, and cultural center of Central Florida. Recognizing that education opens doors and eliminates barriers to opportunity, it is a cornerstone of revitalization in downtown Orlando's Parramore community, a historic African American neighborhood that had become Central Florida's most blighted community. The City of Orlando partnered with the University of Central Florida and Valencia College to create a new downtown Orlando campus. The downtown campus is also adjacent to a new community school for the Parramore area.

Silver Winners



City of Mesa/Benedictine University Partnership
City of Mesa, Office of Economic Development
Mesa, AZ

Mesa's City Council, city management, businesses, and community partners are striving to build Mesa as a vibrant 21st Century City of Innovation. To achieve this vision, City leadership recognize diverse and accessible educational opportunities are critical to Mesa's success. Currently, Mesa's educational attainment rate lags behind the rates of our neighbor cities. To assist in increasing resident college access and completion rates, Mesa began a deliberate and focused recruitment effort to increase the educational opportunities for Mesa citizens. Benedictine University, a private, not-for-profit, liberal arts college from Lisle, Illinois, opened a campus in Mesa in 2013, entering into a 15-year lease with the City for a 68,000-square foot building which included \$10 million of City upgrades for higher education use. The deal created a strong partnership that has only been enhanced over time. Since coming to Mesa, Benedictine has exceeded expectations largely due to an effective, focused marketing effort and enthusiastic community and City support. By 2017, more than 500 full-time undergraduate students were enrolled at the campus and Benedictine employed 60 full-time equivalent faculty and staff. Benedictine's growth has contributed to a foot traffic increase in Mesa's downtown and an up-tick in activity at many businesses.



LED/GDIT/Tech/NSU

North Louisiana Economic Partnership
Shreveport, LA

When the Former CSC, now General Dynamics Information Technology (GDIT), began a site selection search to build a new 800-job Integrated Technology Center (ITC), a skilled next-generation IT workforce ranked as a top priority. Louisiana Economic Development (LED) funded a \$14 million higher education initiative which secured the GDIT project with its \$39 million payroll. The higher education initiative which began in 2014 is focused on dramatically expanding the IT skilled workforce pipeline coming out of Louisiana Tech University in Ruston, LA, Bossier Parish Community College (BPCC) in Bossier, LA and Northwestern State University (NSU) in Natchitoches, LA. Tech launched new programs such as the nation's first cyber security engineering degree and increased its total undergraduate enrollment in CS, CIS and Cyber engineering by 46% from 440 to 642 students in 3 years. In partnerships with GDIT, BPCC developed on-demand certificate programs in Networking, Security+ and CISSP+ and an Associate Degree in System Administration. BPCC was able to hire 3 full-time employees, grew its number of graduates in computer-related programs by nearly 40% and secured nearly 100% employment for its CIS enrollments and technology graduates at GDIT. NSU enhanced its CIS program with goal of increasing the number of CIS enrollments and graduates to support GDIT. NSU currently graduates nearly 300 computer-related majors. The initiative expanded the number of NSU faculty and course offerings, improved the technology on campus, promoted faculty development, and provided scholarships to NSU students. As a result of the successful higher education collaboration, GDIT to ram up to a 1,100-member workforce in 3 short years – helping the company meet its hiring goal in half the expected time frame – and firmly establishing GDIT as an anchor tenant in the National Cyber Research Park

24. Regionalism and Cross-border Collaboration

Population: 25,000 – 200,000

Silver Winner



Four Corners Future Forum

Four Corners Economic Development
Farmington, NM

The Future Forum was prompted in partnership by the EDA, San Juan College, the Northwest New Mexico COG POWER initiatives and grant efforts to help mitigate impacts of coal displaced workers in the community. A “POWER Report” produced by Highland Economics LLC, provided substantial information on potential opportunities for diversification in our region. It was evident that we needed broader support from the surrounding states to ensure a viable future. The Four Corners Regional Economic Consortium Steering Committee was then organized with participation of the Northwest New Mexico COG, San Juan College, Four Corners Economic Development, Arizona Public Service Company Four Corners Power Plant with involvement from San Juan County, Government Representatives in Economic Development Administration and representatives from the surrounding Tribes. The goal of the forum is ‘Think Regionally, Act Locally’ to achieve regional economic diversification while identifying ways to assist our entire region to thrive in this new economy. The Future Forum attracted over 140 stakeholders from across the region who strategized how to promote continuous development and identified key priorities. Next steps have been planned to engage the public, to further involve multi-state stakeholders to create action groups who will implement and craft projects from the forum.

Bronze Winner



Chambers County
DEVELOPMENT AUTHORITY
STRENGTH WOVEN IN

Community Branding Campaign

Chambers County Development Authority
Lanett, AL

In 2012, Chambers County Development Authority completed a Competitive Realities Study that identified priorities to help the county move to the next level in industrial recruitment and retention and community development. One of the strategies recommended in this plan was to develop a clear, cohesive brand for the community that captured its strengths and differentiators. In today’s global economy and competitive environment, it is critical to promote our community on a unified front. Site selection consultants, prospective companies, and existing industries need to know our resiliency and what we have accomplished in Chambers County. It’s important for people to understand where we’ve been and where we are going.

The final brand and tagline present Chambers County as a community of resiliency and strength that consistently works together to overcome challenges and seize opportunities. This brand has been instrumental in marketing the county since 2014.

The CCDA has been appointed by the County Commission to oversee and push the campaign forward. The CCDA consists of 4 employees.

Population: 200,000 – 500,000

Gold Winner



TULSA REGIONAL CHAMBER

Tulsa's Future III Tribal Partnerships
Tulsa Regional Chamber
Tulsa, OK

Tulsa's Future is a regional economic development partnership led by the Tulsa Regional Chamber and supported by public and private investors. Now in its third five-year phase (2016-2020), Tulsa's Future leverages diverse strategies to create jobs, attract capital investment and improve the quality of life for residents of northeast Oklahoma. Through dedicated outreach, tribal nations have become integral partners in the effort. Their role has evolved from passive investors to active participants in all phases of an economic development project, from initial proposal to post-groundbreaking talent recruitment.

Silver Winner



Sanderson Farms
Tyler Economic Development Council, Inc
Tyler, TX

In December 2015, Tyler EDC was contacted by a local food processing firm, John Soules Foods, regarding the potential for a major, national food company to consider locating in the Tyler/Smith County area. John Soules Foods is the second largest non-retail customer for Sanderson Farms in the U.S. Subsequently, Tyler EDC received a request from Sanderson Farms to meet in Tyler, early January 2016. Sanderson Farms site selectors indicated they were considering various sites in north and east Texas for a new \$200 million, 1,700 employee poultry processing complex. The final location would need to meet the following criteria: large volumes of high quality water, approximately 500 acres

of land to be provided at no cost, and a ten year 100% tax abatement. In March of 2017 Sanderson Farms, Inc. announced that sites located in Smith and Wood Counties, were selected for construction of a new feed mill (Wood County), hatchery, poultry processing plant and waste water treatment facility. Construction in fall of 2017, initial operations of the new complex are expected to begin the first fiscal quarter of 2019. According to Impact DataSource, this project will have an economic impact of \$1.45 billion to the local and regional economies.

Bronze Winner

SOUTH ISLAND

PROSPERITY PROJECT

Smart South Island: Citizen-Inspired Transformation
South Island Prosperity Project
Greater Victoria, BC, Canada

As the regional economic development office for Greater Victoria, BC, the South Island Project created the Smart South Island initiative as a way to rally their entire region - including 15 local municipal and First Nations governments, three post-secondary institutions along with dozens of businesses and hundreds of citizens - towards a unified regional 2040 vision. Smart South Island is about "future-proofing" the Greater Victoria economy by forming the foundations for what the region will need 20 years in the future. As such, Smart South Island forms the core of the economic development strategy for Canada's 15th largest city.

Population: Greater than 500,000

Gold Winner

Global:SF

China:SF
Global:SF
San Francisco, CA

Established in March 2008, China:SF was launched as the City and County of San Francisco's then only internationally focused economic development initiative. Brought about in close partnership and later housed within the San Francisco Chamber of Commerce's Center for Economic Development (SFCFED), China:SF's inaugural mission was that of job creation in San Francisco. The means by which this was to be accomplished was a two-fold strategy: 1) focus on leveraging the historical and influential linkages of California's Chinese diaspora centered in and around San Francisco; and 2) cultivate and facilitate growing bilateral trade and investment relationships between the city's business community, Chinese entrepreneurs, and the expanding technology, bio and life-sciences, digital media and entertainment, green technologies, and educational industrial sectors of the greater San Francisco Bay and Silicon Valley. Over the past decade (Since 2008), China:SF success as a public-private partnership (P3) program embedded within (CFED) has not only generated socio-economic outcomes in excess of: 96 Chinese enterprises recruited to San Francisco; \$5.1+ billion of foreign direct investment and in excess of 788 jobs created in the San Francisco Bay area. It has led to the creation of geographically centered sister programs of Latin:SF (Latin and South America) and SF:Asia (all other APEC and ASEAN economies).

Silver Winner



Medical Center of the Americas Foundation
City of El Paso
El Paso, TX

The City of El Paso ("City") and regional businesses desired to bolster economic outcomes through the creation of a medical research park. The City approached property owners in the 90s to acquire land in south El Paso, leading to the development of the Medical Center of the Americas ("MCA") campus. The MCA Foundation was then created and the City signed an Economic Development Program Grant Agreement ("Grant") for approximately \$3 million per year through 2030 in order to create a 440 acre medical campus vision true to urban revitalization. Although the area is one of the oldest and economically disadvantaged developments in El Paso, with home values as low as \$24,615, this neighborhood is already benefiting from economic outcomes. Employment numbers on campus will soon exceed downtown El Paso, creating a "second downtown." The campus employs over 7,000 employees, has drawn in over \$75 million in state investment, with a new \$70 million TRB awarded in 2015, as well as over \$300 million in county bonds for the expansion of the campus hospitals and clinics. With over 9,500 visitors passing through on a daily basis, the MCA Campus is generating jobs and improved healthcare outcomes.

Bronze Winners



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Cross-border Collaboration, Great Lakes Region
Michigan Economic Development Corporation
Lansing, MI

On Monday, July 31, 2017, two automated driving vehicles leveraging technologies developed by Continental and Magna International Inc. traveled more than 300 miles as part of an international border demonstration. The demonstration started in southeast Michigan and culminated at the Center for Automotive Research's (CAR) annual Management Briefing Seminars in Traverse City, Michigan. The automated driving vehicles crossed into Windsor, Ontario before going north to Sarnia, Ontario and returning back into Michigan for the final leg of the journey.

Marking the demonstration as the latest example of partnership in the Great Lakes region, the Michigan Department of Transportation (MDOT) and the Ontario Ministry of Transportation (MTO, signed a memorandum of understanding (the second at the time) at the drive's completion to further promote and foster growth of connected and autonomous technology testing and deployment, supporting both Michigan and Ontario's economic interests and technological advancements.

The continued collaboration in the region further strengthens already robust trade and investment relationships and encourages new opportunities for partnerships and growth. It supports enhanced bilateral trade, helps in attracting tourism, promotes the Mid-Continent Trade and Transportation Corridor, and fortifies coordinated activities around the protection and restoration of their Great Lakes



Business program for 2017 Tripartite Economic Summit

Auckland Tourism Events and Economic Development
Auckland, New Zealand

The Tripartite Business Program, developed by Auckland Tourism, Events and Economic Development (ATEED) in conjunction with Auckland Council, was geared towards achieving trade results in the Chinese and American markets. Auckland Mayor Phil Goff led a business group of 97 delegates from 70 companies to the Tripartite Economic Summit, held in Guangzhou from November 8-10, 2017. It was the largest local government-led delegation from New Zealand, and it did achieve significant outcomes. ATEED and Auckland Council operated the lead-up business program for delegates between June and November 2017. The program included: * Three workshops to build interest in the Summit and share market knowledge (250 business people attended one or more of these workshops). * A pre-departure briefing with China business culture experts. * Providing on-the-ground support and connections for the delegates during the three-day Summit. The summit was born out of the historic Tripartite Economic Alliance signed by the Mayors of sister cities Los Angeles, Guangzhou and Auckland in 2014 to enhance mutual trade, investment, innovation and economic opportunities. The alliance was renewed at the Guangzhou summit.



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